**PARLIAMENT OF THE REPUBLIC OF SOUTH AFRICA**

**NATIONAL ASSEMBLY**

**QUESTION FOR WRITTEN REPLY**

**QUESTION NO: 781**

**781. Mr L G Mokoena (EFF) to ask the Minister of Communications:**

(1)(a) What amount was spent on advertising by (i) her department and (ii) state-owned entities reporting to her in the (aa) 2016-17, (bb) 2017-18 and (cc) 2018-19 financial years;

(2) what amount of the total expenditure incurred by (a) her department and (b) state-owned entities reporting to her went to (i) each specified black-owned media company and (ii) outdoor advertising in each specified financial year and (c) on outdoor advertising by her department and state-owned entities reporting to him went to each black-owned media company in each specified financial year? **NW1896E**

**REPLY**

**I have been advised by the departments and entities as follows:**

**DEPARTMENT OF TELECOMMUNICATIONS AND POSTAL SERVICES**





2(a)(ii) N/A. There was no outdoor advertising by the Department.

2(c) N/A. There was no outdoor advertising by the Department.

**DEPARTMENT OF COMMUNICATIONS**

1(i) (aa) (bb) and (cc) The amount spent by the Department of Communications is reflected as per the table below.

|  |  |
| --- | --- |
| **DOC Advertising Spend** | |
| **Financial Year** | **Amount** |
| 2016/17 | R 1,229,768.66 |
| 2017/18 | R 2,943,619.13 |
| 2018/19 | R 2,059,150.79 |
| **Total** | **R 6,232,538.58** |

2 (a) (i) The amount spent by the Department of Communications is reflected in the tables below:

|  |  |  |
| --- | --- | --- |
| **Financial Year 2016/17** | | |
| **Supplier** | **Order Amount** | **Ownership** |
| Infinity Media Networks | R 958,689.84 | Black owned |
| **Total** | **R 958,689.84** | - |

|  |  |  |
| --- | --- | --- |
| **Financial Year 2017/18** | | |
| **Supplier** | **Order Amount** | **Ownership** |
| Tiso Blackstar Group | R 125 377.20 | Black Owned |
| **Community Radio Stations** | **Order Amount** | **Ownership** |
| Aganang community radio | R 36 000.00 | Black owned |
| Alfred Nzo community radio | R 42 000.00 | Black owned |
| Barberton community radio | R 6 000.00 | Black owned |
| Cosmo FM | R 42 000.00 | Black owned |
| Eden FM | R 42 000.00 | Black owned |
| Eldo's FM | R 36 000.00 | Black owned |
| Emalahleni FM | R 36 000.00 | Black owned |
| Good News community radio | R 42 000.00 | Black owned |
| Icora FM | R 42 000.00 | Black owned |
| Impact radio | R 36 000.00 | Black owned |
| Inanda FM | R 42 000.00 | Black owned |
| Kanyamazane radio | R 42 000.00 | Black owned |
| Lekoa FM | R 42 000.00 | Black owned |
| Makhado FM | R 42 000.00 | Black owned |
| Mmabatho FM | R 36 000.00 | Black owned |
| Modiri FM | R 36 000.00 | Black owned |
| Mohodi community radio | R 36 000.00 | Black owned |
| Moletsi community radio | R 6 000.00 | Black owned |
| Moretele community radio | R 6 000.00 | Black owned |
| Mosupatsela FM | R 36 000.00 | Black owned |
| Myeza Network | R 16 000.00 | Black owned |
| Nkqubela community radio | R 36 000.00 | Black owned |
| North Coast radio | R 42 000.00 | Black owned |
| Nqubeko community radio | R 6 000.00 | Black owned |
| Pheli FM | R 36 000.00 | Black owned |
| Pongola FM | R 36 000.00 | Black owned |
| Radio 786 | R 36 000.00 | Black owned |
| Radio Gamkaland | R 6 000.00 | Black owned |
| Radio KC | R 42 000.00 | Black owned |
| Radio Mafisa | R 36 000.00 | Black owned |
| Radio Zibonele | R 36 000.00 | Black owned |
| Ratlou FM | R 36 000.00 | Black owned |
| Revival FM | R 6 000.00 | Black owned |
| Rise community radio | R 42 000.00 | Black owned |
| Sedibeng FM | R 36 000.00 | Black owned |
| Siyathuthuka FM | R 42 000.00 | Black owned |
| Sound fusion | R 6 840.00 | Black owned |
| Takalani community radio | R 36 000.00 | Black owned |
| The voice of the Cape | R 36 000.00 | Black owned |
| Tubatse community radio | R 6 000.00 | Black owned |
| Ugu Youth Radio | R 42 000.00 | Black owned |
| Umgungundlovu FM | R 6 000.00 | Black owned |
| Univen radio | R 42 000.00 | Black owned |
| Forte community radio | R 42 000.00 | Black owned |
| Vukani community radio | R 42 000.00 | Black owned |
| Westside FM | R 6 000.00 | Black owned |
| Worcester FM | R 36 000.00 | Black owned |
| Zebediela community radio | R 42 000.00 | Black owned |
| Zululand FM | R 6 000.00 | Black owned |
| **Total** | **R 1 648 217.20** |  |

|  |  |  |
| --- | --- | --- |
| **Financial Year 2018/19** | | **Owneship** |
| **Supplier** | **Order Amount** |  |
| Tiso Blackstar Group | R 813 141.54 | Black Owned |
| **Community Radio Stations** | **Order Amount** | **Ownership** |
| Aganang Community Radio | R 6 000.00 | Black owned |
| Bojanala FM | R 6 000.00 | Black owned |
| Eldo's FM | R 6 000.00 | Black owned |
| Emalahleni FM | R 6 000.00 | Black owned |
| Hlanganani FM | R 6 000.00 | Black owned |
| Icora FM | R 6 000.00 | Black owned |
| Impact radio | R 6 000.00 | Black owned |
| Inanda FM | R 6 000.00 | Black owned |
| Inkonjane FM | R 6 000.00 | Black owned |
| Intokozo FM | R 6 000.00 | Black owned |
| Itheku FM | R 6 000.00 | Black owned |
| Kanyamazane radio | R 6 000.00 | Black owned |
| Makhado FM | R 6 000.00 | Black owned |
| Malamulele Community Radio | R 6 000.00 | Black owned |
| Mkhondo FM | R 6 000.00 | Black owned |
| Mmabatho FM | R 6 000.00 | Black owned |
| Modiri FM | R 6 000.00 | Black owned |
| Mohodi Community Radio | R 6 000.00 | Black owned |
| Moletsi community radio | R 6 000.00 | Black owned |
| Moretele community radio | R 6 000.00 | Black owned |
| Mosupatsela FM | R 6 000.00 | Black owned |
| Motheo FM | R 6 000.00 | Black owned |
| Moutse Community Radio | R 6 000.00 | Black owned |
| Nongoma FM | R 6 000.00 | Black owned |
| North Coast Radio | R 6 000.00 | Black owned |
| Nqubeko Community Radio | R 6 000.00 | Black owned |
| Pheli FM | R 6 000.00 | Black owned |
| Radio 786 | R 6 000.00 | Black owned |
| Radio KC | R 6 000.00 | Black owned |
| Ratlou FM | R 6 000.00 | Black owned |
| Rise community radio | R 6 000.00 | Black owned |
| Sajonisi Youth Radio | R 6 000.00 | Black owned |
| Siyathuthuka FM | R 6 000.00 | Black owned |
| Takalani Community Radio | R 6 000.00 | Black owned |
| Tubatse community radio | R 6 000.00 | Black owned |
| Ugu Youth Radio | R 6 000.00 | Black owned |
| Vibe FM | R 6 000.00 | Black owned |
| Vukani Community Radio | R 6 000.00 | Black owned |
| **Total** | **R 1 041 141, 54** |  |

2 (ii) (c) The Department of Communications did not spend any amount herein.

**FILMS AND PUBLICATIONS BOARD (FPB)**

1 (a) (ii) (aa) (bb) (cc) The amount spent by the FPB is reflected as per the table below.

|  |  |
| --- | --- |
| **Films and Publications Board Advertising Spend** | |
| **Financial Year** | **Amount** |
| 2016/17 | R 517 389.26 |
| 2017/18 | R 608 513.76 |
| 2018/19 | R 1 074 158.10 |
| **Total** | **R 2 200 061.12** |

2(b) and The blacked owned media company for the said financial years.

|  |  |  |
| --- | --- | --- |
| **FINANCIAL YEAR: 2016/17** | | |
| **Media Platform and Owner** | **Ownership Status** | **Amount** |
| Pretoria News:  Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 42 388.20 |
| Cape Times:  Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 74 161.06 |
| The Star: Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 101 178.30 |
| The Mercury: Independent Media SA (Pty) Ltd: Newspaper Division | 54.90% White owned | 59 594.90 |
| Screen Africa:  Sun Circle Publishers t/a Screen Africa | 100% White owned | 108 300.00 |
| The Loeries: The Loerie Awards Company NPC | 100% White owned | 9 875.00 |
| Sunday Times: Tiso Blackstar: Newspapers | 53.25% Black owned | 121 888.80 |
| **TOTAL** |  | **517 389.26** |
|  |  |  |
|  |  |  |
| **FINANCIAL YEAR: 2017/18** | | |
| **Media Platform and Owner** | **Ownership Status** | **Amount** |
| Screen Africa:  Sun Circle Publishers t/a Screen Africa | 100% White owned | 15 960.00 |
| Callsheet:  Film & Event Media | 100% White owned | 28 500.00 |
| Sunday Times: Tiso Blackstar: Newspapers | 53.25% Black owned | 369 313.83 |
| Stuff Mag:  Stuff Group (Pty) Ltd | 100% White owned | 75 998.67 |
| GQ Magazine: Independent Media SA (Pty) Ltd | 54.90% White owned | 118 741.26 |
| **TOTAL** |  | **608 513.76** |
|  |  |  |
| **FINANCIAL YEAR: 2018/19** | | |
|  |  |  |
| **Media Platform and Owner** | **Ownership Status** | **Amount** |
| City Press:  Media24: News | 60% White owned | 68 629.00 |
| Business Day: Tiso Blackstar: Newspapers | 53.25% Black owned | 50 542.50 |
| Government Handbook: Yes Media | 100% White owned | 74 750.00 |
|  |  |  |
|  |  |  |
| City Press: Media24: News | 60% White owned | 89 239.00 |
| Daily Sun:  Media24: News | 60% White owned | 87 375.00 |
| Mail and Guardian: M&G Media Limited | 100% White owned | 34 414.10 |
| Sunday Times: Tiso Blackstar: Newspapers | 53.25% Black owned | 182 655.00 |
| SABC Radio (Motsweding FM; Mhlobo Wenene FM; 5FM; RSG) | State Owned Entity | 486 553.50 |
| **TOTAL** |  | **1 074 158.10** |

**SOUTH AFRICAN BROADCASTING CORPORATION (SABC)**

1 (a) (ii) (aa) (bb) and (cc)

|  |  |
| --- | --- |
| **SOUTH AFRICAN BROADCASTING CORPORATION (SABC)** | |
| **Financial Year** | **Amount** |
| 2016/17 | R42, 296,162.00 |
| 2017/18 | R22, 298,233.00 |
| 2018/19 | R5, 187,878.00 |
| **Total** | **R 69 722 273.00** |

2 (a) Not applicable

2 (b) (i) The SABC’s media buying and advertising were done through a media buying agency “The Media Shop”. The Media Shop was appointed in 2010 through a procurement process. SABC does not negotiate directly with media owners but this is done via the agency “The Media Shop”. The Media Shop is a Level 1 Contributor.

(ii) Outdoor advertising

|  |  |
| --- | --- |
| **SOUTH AFRICAN BROADCASTING CORPORATION (SABC)/ OUTDOOR ADVERTISING** | |
| **Financial Year** | **Amount** |
| 2016/17 | R 29, 179,391.00 |
| 2017/18 | R 13, 494,927.00 |
| 2018/19 | R 3, 658,578.00 |
| **Total** | **R 46, 332, 896 .00** |

(c) The SABC media buying and advertising were done through a media buying agency “The Media Shop”. The Media Shop was appointed in 2010 through a procurement process. SABC does not negotiate directly with media owners but this is done via “The Media Shop”. The Media Shop is a Level 1 Contributor.

**ICASA**

1(a) (ii)

|  |  |
| --- | --- |
| **ICASA Advertising Spend** | |
| **Financial Year** | **Amount** |
| 2016/17 | R 122 842.27 |
| 2017/18 | R 1 737 664. 17 |
| 2018/19 | R 7 102 589.84 |
| **Total** | **R 8 963 096. 28** |

2 (b)(i)

**Recruitment advertising 2016-2017 total – R122 842.27**

|  |  |  |  |
| --- | --- | --- | --- |
| **Ownership status** | **Black-Owned** | **Media Platform** | **Amount** |
| Jozi Media | 100% Black owned | Full page colour advert | R 21 090.00 |
| Ultimate Recruitment Solutions | Adverts 4 positions | R15 398.21 |
| Basadzi Personnel | Advert: PE | R 1 228.12 |
| Basadzi Personnel | Advert: JHB | R 24 699.54 |
| Ultimate Recruitment Solutions | Adverts 2 pos – Snr Man Facilities | R 24 637.13 |
| Basadzi Personnel | Adverts advert 4 positions | R 10 982.36 |
| Kone Staffing Solutions | adverts market analyst | R 24 806.91 |
| **Total** |  |  | **R122 842.27** |

**Recruitment advertising 2017-2018 total – R343 798.26**

|  |  |  |  |
| --- | --- | --- | --- |
| **Ownership status** | **Black-Owned** | **Media Platform** | **Amount** |
| Basadzi Personnel | 100% Black owned | CCC Vacancies | R 77 911.03 |
| Basadzi Personnel | Vacancy Adverts | R 24 931.53 |
| Ayanda Mbanga Communications | Advert for CEO | R 25 471.21 |
| Human Communications | Manager Type Approval Advert | R 26 845.63 |
| Human Communications | Technical Officer Eastern Cape | R 2 190.99 |
| Ayanda Mbanga Communications | Adverts for Adm Manager | R 25 474.63 |
| Ayanda Mbanga Communications | Ayanda Mbanga - Advertisements | R 25 474.63 |
| Basadzi Personnel | CCC, ITRC, Applications Develop | R 106 232.61 |
| Nugen Media | Placement of adverts | R 29 266.00 |
| **Total** |  |  | **R 343 798.26** |

**Recruitment advertising 2018-2019 total – R166 623.72**

|  |  |  |  |
| --- | --- | --- | --- |
| **Ownership status** | **Black-Owned** | **Media Platform** | **Amount** |
| Human Communications | 100% Black owned | Recruitment Advertising | R 26 691.88 |
| Basadzi Personnel | Adverts x2 Sunday times | R 26 580.73 |
| Basadzi Personnel | 2 x adverts | R 26 598.09 |
| Kone Staffing Solutions | Adverts Sunday Times City Press | R 28 039.39 |
| Human Communications | Adverts Rf Specialist | R 28 823.63 |
| Kwanza Communications | Advert Supervisor procurement | R 29 890.00 |
| **Total** |  |  | **R 166 623.72** |

2. (b) Not Applicable

(ii)Not Applicable

(c) Not Applicable

**DTPS ENTITIES**

1.(a)(ii)(aa,bb,cc)

|  |  |  |  |
| --- | --- | --- | --- |
| **ENTITY** | **2016-17** | **2017/18** | **2018/19** |
| USAASA | R48 693.85 | R1 000.00 | R4 174.80 |
| NEMISA | R96 900.00 | R50 000.00 | R57 384.00 |
| ZADNA | R3 675 165.00 | R1 210 485.00 | R77 611.00 |
| SITA | R1 755 277.50 | R1 316 466.69 | R3 542 576.98 |
| BBI | R199 500.00 | R22 344.00 | R56 868.00 |
| SAPO | R11 109 283.99 | R4 179 423.60 | R7 878 262.52 |
| SENTECH | R255 417.00 | R387 452.37 | R737 606.06 |

2. (b)(i,ii)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ENTITY** | **BLACK OWNED MEDIA** | **2016/17** | **2017/18** | **2018/19** |
| USAASA | - | - | - | - |
| NEMISA | - | - | - | - |
| ZADNA | Independent Newspaper | R386 536.61 |  |  |
| Pure Brown |  | R16 000.00 |  |
| Lebone |  | R131 314.12 |  |
| Eclipse |  | R69 563.75 |  |
| Pesiyanto Stationery |  | R5 700.00 | - |
| SITA | Off-the-Wall | R1 595 000.00 |  |  |
|  | Flash Marketing |  | R1 316 466.69 | R3 542 576.98 |
| BBI | - | - | - | - |
| SAPO | MOD Management Consulting, Polokwane | R62 888.00 |  |  |
| MA Executive CC, Laudium | R26 803.50 |  |  |
| Morwamphtshe Trading Projects | R22 701.00 |  |  |
| Sondlo &Knopp Advertising | R308 829.54 |  |  |
| SENTECH | Highbury Media | R127 053.00 |  | R80 000.05 |
| Whoodoo Media & Advertising |  |  | R40 589.25 |
| Times Media Pty Ltd | R17 784.00 | R55 723.20 |  |

(c)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ENTITY** | **Outdoor Advertising** | **2016/17** | **2017/18** | **2018/19** |
| USAASA | - | - | - | - |
| NEMISA | - | - | - | - |
| ZADNA | - | - | - | - |
| SITA | Flash Marketing | - | R93 000.00 | - |
| SABC | - | - | - | - |
| BBI | - | - | - | - |
| SENTECH | - | - | - | - |

**MS. STELLA NDABENI-ABRAHAMS, MP**

**MINISTER**