



water affairs

Department:
Water Affairs
REPUBLIC OF SOUTH AFRICA

Enquiries: Ms T. Sigwaza
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Reference: 2/1/5/1

MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

NATIONAL ASSEMBLY: QUESTION 1107 FOR WRITTEN REPLY

A draft reply to the above mentioned question asked by Mr S B Farrow (DA) is attached for your consideration.

ACTING DIRECTOR-GENERAL

DATE:

approved ✓ as
DRAFT REPLY APPROVED/AMENDED

Enrol, pls Amend, read out to me over the phone and send in Amended.

Bele
MRS B E E MOLEWA, MP
MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

DATE: 9.5.2011

To Enroll.

NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION NO 1107

DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 01 APRIL 2011
(INTERNAL QUESTION PAPER NO. 10)

1107. Mr S B Farrow (DA) to ask the Minister of Water and Environmental Affairs:

- (1) Whether the Trans Caledon Tunnel Authority has paid for any (a) radio and (b) television advertisements in the past two years; if so, with regard to each advertisement, (i) what was the cost of producing the advertisement, (ii) which company produced the advertisement, (iii) what was the cost of airing the advertisement, (iv) which stations aired the advertisement and (v) what amount has been designated to spend on airing the advertisement in future;
- (2) whether the entity has received any kind of preferential rate from the SA Broadcasting Corporation for these advertisements; if so, (a) what rate and (b) what rate is usually charged;
- (3) how does the production of television and radio advertising assist the entity in meeting its strategic objectives?

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REPLY:

- (1)(a) As part of normal tasks of informing the public and accounting on the work done by TCTA, like all other Departments and entities, TCTA advertised this important work done through the media.
- and
- (1)(b) Yes. The TCTA has paid for radio and television advertisements.
- (1)(i) The cost of producing the advertisement was R1 100 524, 80 (excl VAT). It should be noted that the costs of adverts is normally higher that this amount or an equivalent, depending on the type and duration of the advert.
- (1)(ii) Details of the company that produced the advertisement (furnished).
- (1)(iii) The cost of airing the advert on television was R1 320 856.20 (excl VAT) and R578 618.77 (excl VAT) for radio respectively. It should be noted that the costs of adverts is normally higher that this amount or an equivalent, depending on the type and duration of the advert.
- (1)(iv) The following stations aired the advertisement:

TELEVISION CHANNELS

- SABC 1 (Nguni News at 19h30)
- SABC 2 (Morning Live and Sesotho News at 20h30)
- SABC 3 (News at 7h00 pm)
- e-tv (Sunrise and Prime Time News at 7h00 pm)

RADIO

SABC STATIONS

- SAFM (English)
- Radio Sonder Grense (Afrikaans)
- Ukhozi FM (isiZulu)
- Umhlobo Wenene (isiXhosa)

- Lesedi FM (South Sotho)
- Motswedding FM (seTswana)
- Ikwewezi FM (isiNdebele)
- Ligwalagwala FM (isiSwati)
- Thobela FM (sePedi)

PRIMEDIA STATIONS

- 702 Talk Radio (7H00 news bulletin)
- 567 Cape Talk (8h00 news bulletin)

INDEPENDENT

- Capricorn FM

- (1)(v) There is no funding set aside for future airing of the advertisement, depending on the need that arise for informing the public and accounting once again.
- (2) The entity did not receive any kind of preferential rate from the SA Broadcasting Corporation for these advertisements.
- (2)(a) Falls away.
- (2)(b) According to the information at our disposal, the amount stipulated above are normal rate and are determined by the media house, it changes constantly and is based on a number of variables such as time of flighting, audiences ratings, in-season or out of season rates, etc.
- (3) The campaign served an information, accounting and educational purpose within communities. As the campaign has just ended, its long term benefits will be felt over time.

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