



water affairs

Department:
Water Affairs
REPUBLIC OF SOUTH AFRICA



EdST

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MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

NATIONAL ASSEMBLY: QUESTION 3251 FOR WRITTEN REPLY

A draft reply to the above mentioned question asked by Ms M R Shinn (DA) is attached for your consideration.

DIRECTOR-GENERAL

DATE: 30/11/2012


DRAFT REPLY APPROVED/AMENDED



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

DATE: 2012/11/27

NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION NO 3251

DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 16 NOVEMBER 2012
(INTERNAL QUESTION PAPER NO. 41)

3251. Ms M R Shinn (DA) to ask the Minister of Water and Environmental Affairs:

- (1) Whether (a) her department or (b) any entity reporting to her, placed any advertisements in *The New Age* since the inception of the newspaper up until the most recent date for which information is available; if not, in each case, what is the position in this regard; if so, (i) which entity placed the advertisements, (ii) on what date was each advertisement placed, (iii) what was the nature of each advertisement and (iv) what amount was spent on each advertisement;
- (2) whether any of these advertisements were placed through the Government Communication and Information System (GCIS); if not, what is the position in this regard; if so, what are the relevant details of the advertisements placed through the GCIS;
- (3) whether an independent analysis was conducted by her department prior to placing advertisements to ascertain whether *The New Age* is read by the intended target market; if not, why not; if so, (a) who conducted the analysis and (b) what were the main (i) findings and (ii) recommendations of said analysis;
- (4) whether any independent studies of said advertisements were conducted to ascertain whether they were effective within the relevant target market; if not, why not; if so, (a) who conducted the analysis and (b) what were the main (i) findings and (ii) recommendations of said analysis?

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REPLY:

- (1) No, the Department has not placed any advertisements in the New Age newspaper.
- (2) No. Entities reporting to me have not placed any advertisements in the New Age newspaper.
- (3) Falls away
- (4) Falls away

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