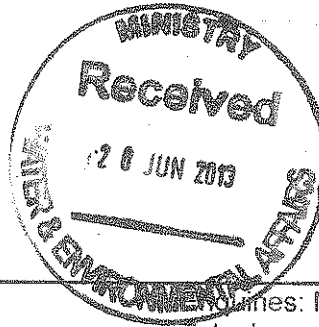




water affairs

Department:
Water Affairs
REPUBLIC OF SOUTH AFRICA



Minister: M Nyathi
Telephone: 8268
Reference: 6/2/2/6/6/1/1/8/3/1/2

MINISTER OF WATER AND ENVIRONMENTAL AFFAIRS

NATIONAL ASSEMBLY: QUESTION 1080 FOR WRITTEN REPLY

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

DIRECTOR-GENERAL (Acting)

DATE: 2013/06/27

DRAFT REPLY APPROVED/AMENDED

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

DATE: 2013/06/29

NATIONAL ASSEMBLY

FOR WRITTEN REPLY

QUESTION NO 1080

DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 17 May 2013
(INTERNAL QUESTION PAPER NO. 16)

1080. Ms M R Shinn (DA) to ask the Minister of Water and Environmental Affairs:

- (1) What total amounts (a) have her departments and (b) has each specified entity reporting to her spent on (i) print and (ii) broadcast advertising in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years;
- (2) in each case, (a)(i) by which radio or television station were the advertisements broadcast and (ii) in which newspapers were the advertisements published in the (aa) 2009-10, (bb) 2010-11, (cc) 2011-12 and (dd) 2012-13 financial years and (b) at what cost in each specified case? NW1313E

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REPLY:

- (1) The department spend R22 688 923.21
 - (b) (i) (aa) In 2009/2010 R525 715.00 was spend on print media
 - (b) (ii)(aa) In 2009/2010 R2 925 287.00 spend on broadcast
 - (b) (i) bb) In 2010/2011 R115 063.00 was spend on print media
 - (b) (ii) bb) In 2010/2011 R5 921 702.00 spend on broadcast
 - (b) (i) cc) In 2011/2012 R160 130.00 was spend on print media
 - (b) (ii) (cc) In 2011/2012 R7 755 910.00 spend on broadcast
 - (b) (i) dd) In 2012/2013 R484 441.33 was spend on print media
 - (b) (ii) dd) In 2012/2013 R4 589 042.62 spend on broadcast

(2) (a) (i) (aa) RADIO 2009-2010

Station		Cost
SABC Radio Sales	NWW	

i) aa) TELEVISION 2009-2010

Station	Campaign	Cost
SABC 3 Ezinkulu Productions	SABC Greening 2010 Campaign	R 1 638,320.00
SABC OB	Africa Water Week	R 627,456.00

(ii) aa) NEWSPAPERS 2009-2010

Publication	Coverage	Cost
Beeld	Advert	R6 994.00
Independent Newspaper	Waste and Renewable	R80 574.65

The Star, Mercury cape Times, Pretoria News	energy feature	
Daily Dispatch	National Water Week Event	R 18 194.00
Die Burger	Aqua endure	R108 300.00

i) aa) MAGAZINES 2009-2010

PUBLISHIN CO.	ADVERT	COST
Alive to Green	Sustainable Water Resources handbook	R68 970.00
SADC ADVERTISING	DWA mandate and information	R91 194.30
3S Media IMISA	BLUE DROP	R30 000
Media 24	AQUA ENDURO	R 108 300.0
Uhuru Publication Sawubona	WOMEN IN WATER	R50 274.00
Malnor Government digest	WATER MANAGEMENT	R 12 141.00
Picasso Headline	10 YRS OF WATER MANAGEMENT	R34 143
Cape Media Corporation Opportunity	QUALITY OF TAP WATER CAMPAIGN	R27 132.00
Cape Media Leadership in Local Government publication	WASTE MANAGEMENT NATIONAL WATER WEEK	R71 535.00
The Gafney Group Publishing at Local Government	Government year book	R75 000.00

(i)bb) RADIO 2010-2011

Station	Campaign	Cost
SABC Radio Sales	NWW	R1 612 830.00
Tsalena Media	Implementation of WRC and raw water charges on Dwa website	R406 630.45

(i)bb) NEWSPAPER 2010-2011

Publication	Campaign	Cost
Sowetan	NWW	R211 424.40
Mail & Guadian	NWW	R133 326.65
Media 24	Women in Water	R104 344.20

(i)bb) MAGAZINE 2010-2011

Publication	Campaign	Cost
Uhuru Sawubona	NWW	R53 010.00
Leadership	NWW and Water management	R90 003.00
Essential Publication	DWA - Eskom	R24 350.40
Picasso New Agenda	Water management	R29 925.,00
3S Media WISA	NWW	R50 864.00
Cape Media The Project Manager	Acid mine drainage and projects	R60 420.00
Alive2Green	Water feature on The green building book	R57 000.00
Ubuntu	Sustainable water feature	R24 572.70
SADC classified business directory	DWA mandate and information	R135 654.30

(i)bb) TELEVISION 2010-2011

Station	Campaign	Cost
Tshwane TV Zallywood	NWRS Magazine programme	R 3 4999,999.90
SABC	NWW	

RADIO 2011-2012

Station	Campaign	Cost
SABC Radio Sales	NWW	R1 476 030.00

(i)cc) NEWSPAPER 2011-2012

Publication	Campaign	Cost
Avusa	Business Times Tender	R 208 543.80
Media 24	NWW	R490 314.00

(i)cc) MAGAZINE 2011-2012

Publication	Campaign	Cost
3S Media IMISA	Water feature	R12 500.00
Eco-Logic Publishing Enviropaedia	Water Greening	R31 350.00
Ikapa Media	Water dialogue	R114 000.00

Ulwazi	DWA mandate and information	R139 995.00
Essential Publication	Cop 17 Conference	R158 179.00
3S media	Blue drop	R39 900.00
Leadership Ubuntu Magazine		R34 143.00
The Gafney Group Publishing at Local Government	Government year book	85 500.00

(i)cc) COMMERCIAL RADIO 2011-2012

Station	Campaign	Cost
Gagasi FM	Nat Water Week	R87 791.40
Ukhozi FM	Nat Water Week	R130 770.00
YFM	OB	R204 182.95

(i)cc) TELEVISION 2011-2012

Station	Campaign	Cost
SABC	Nat Water Week	R 2, 795 918
	SABC	R2,394,570
	Community TV	R275,948
	Post Office TV	R125 400

2010/2011 Daily Media Monitoring Newsclip R75 000

2010/2011 Imago Entertainment Stage and Billboard at Back to the City Festival R50 000.00

i) cc) RADIO 2012-2013

Station	Campaign	Cost
SABC Nguni/Sotho Radio	National water week	R483 920.00
SABC radio other	National water week	R125.400.00

i)dd) NEWSPAPER 2012-2013

Publication	Campaign/Advert	Cost
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Sunday independent	Acid mine drainage	R51 105.43
The Star	Acid mine drainage	R68 014.01
The New Age	Acid mine drainage	R97 723.08
The Star and Pretoria News	NWRS Wrap Up Supplement	R 473 500.00
Mail & Guardian	Critical thinking forum	R390 997.00
Mail & Guardian, Sowetan	IT Tender	R101 676.40
Sowetan	NWW	R 267 755.20
The Star and Pretoria News	NWW	R311 4 68.00
Daily Dispatch	NWW	R 207 087.00
The Star, Pretoria News and Cape Argus	NWRS wall chat	R 798 000.00
The Herald City Press	NWW	R294 03.78
Media 24	Adventure of Tonsi Blue	R320 015.00

(i)dd) MAGAZINE 2012-2013

Publication	Campaign	Cost
Essential Publication	Eskom 90 th Anniversary	R44 232.00
UShaka Business	Water Feature	R62 700.00
Creamer Media Engineering News	Acid mine drainage	R 22 458.00
The Gafney Group Publishing at Local Government	Government year book 2013-2015	R94 050.00
Cape Media Ubuntu , Achiever and PMSA, Local government Leadership	Regional bulk infrastructure feature and on DM Women's month	R147 858.00
Mining Prospectus	NWRS	R51 300.00
Topco Media	Water Feature	R114 000.00
The Thinker	Opinion piece	R54 697.20
Financial Mail	DWA Water corporate supplement	R114 574.90
3S Media WISA	Water Feature	R64 980.00
Ads World	Water Feature	R75 240.00

Access Directory	DWA mandate	R68 394.30
ESG South Africa	Minister's profile	R55 803.00
SADC Directory Services	DWA mandate and information	R159 995.00
Transform SA	Acid mine drainage	R27 348.60
SABI	Water Feature	R27 164.47

(i)dd) TELEVISION 2012-2013

Station	Campaign	Cost
SABC Bower Production Motswako	Woman in Water	R 123 709.50
Tshwane TV Zallywood	NWRS Cartoon	R315 000.00

(i)dd) 2012/2013 Daily Media Monitoring with Newsclip R439 123.32

(i)dd) 2012/2013 6 months water youth campaign with Central Media OFM R338 545.80