

**3263. Mrs D Robinson (DA) to ask the Minister of Energy:**

- (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? NW4152E

**REPLY**

- (1). The answer is no, the department of Energy has not placed any adverts in *The New Age*.
- (2) - (4) Kindly refer to the answer for question 1.