



MINISTRY OF ENERGY
REPUBLIC OF SOUTH AFRICA

PRIVATE BAG x 96, PRETORIA, 0001, Tel (012) 406 7658

PRIVATE BAG x 9111, CAPE TOWN, 8000 (021) 469 6412, Fax (021) 465 5980

Enquiries: Malusi.ndlovu@energy.gov.za

Memorandum from the Parliamentary Office

National Assembly Question : 192

192. Mr K S Mubu (DA) to ask the Minister of Energy:

- (1) With reference to the reply of the Minister of Communications to question 1031 on 27 November 2014, what was the total amount that (a) her department and (b) each of its entities (i) spent on or (ii) budgeted for advertising for each month between 1 January 2013 and 31 July 2014, excluding expenditure transferred through the Department of Communications for advertising;
- (2) does such figure for each month represent the (a) total value of advertising that appeared in the media in that month, (b) amount paid in that month for advertising that may have appeared previously or (c) amount paid in advance for advertising that appeared at a later date;
- (3) in each specified case, what amount did (a) her department and (b) each of its entities spend on advertising in (i) print, (ii) radio, (iii) television, (iv) online and (v) outdoor;
- (4) in each specified case, what is the breakdown of advertising by (a) her department and (b) each of its entities in terms of (i) name of and (ii) amount spent on each (aa) publication, (bb) radio station, (cc) television station, (dd) website and (ee) billboards location in each province? NW201E

Reply:

(1)

- (a) (i) The Department spent R 8 390 922.12 on advertising from 1 January 2013 and 31 July 2014.
- (ii) Average R200 000, when promoting departmental activities.

(2)

- (a) The figures represent the total value of advertising that appeared in the media during a particular month.
- (b) The amount is only paid after the advert has been placed.
- (c) No advance payment was done before the date of appearance.

(3) The department has spent below amounts:

- (a) (i) R4 853 674.48 on newspapers and magazines.
- (ii) R 3 537 247.64 on National and Community Radio Stations.
- (iii) No adverts were placed on television.
- (iv) No adverts were placed online.
- (v) No outdoor advertising was done.
- (b) Responses may be sourced from individual entities.

(4) The disaggregation of the information requested is still being processed.