

**QUESTION 3249-2012**

**FOR WRITTEN REPLY**

**INTERNAL QUESTION PAPER NO: 41-2012, DATE OF PUBLICATION 16-11-2012:**

**“MRS A STEYN (DA) to ask the Minister of Arts and Culture”**

1. Whether (a) his department or (b) any entity reporting to him, 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, (ii) what was advertisements, (iii) 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 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 his department prior to placing advertisement 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?

(NW4138E)

## NATIONAL ASSEMBLY

### REPLY:

1. (a) Yes, the Department and its entities have done advertisements through The New Age Newspaper as follows:

#### DEPARTMENT OF ARTS AND CULTURE

Advertisements	Date	Size	Cost
Heritage Day	24 September 2010	Full page	R100 000.00
	24 September 2011	27x7	R113 022.00
	24 September 2012	15x330	R75 360.00
Freedom Day	26 April 2011	30x6	R53 820.00
	26 April 2012	30x6	R56 520.00
Africa Day	24 May 2012	20x6	R42 955.20
Nelson Mandela Day	16 July 2012	10x8	R28 636.80
Nelson Mandela Day	17 July 2012	10x8	R28 636.80
Visual Arts Indaba	October 2012	20x4	R66 572 00

#### 1 (b) DEPARTMENT OF ARTS AND CULTURE ENTITIES:

Adverts placed by the National Heritage Council

Heritage Activities	Month	23 September 2012		R25 120.00
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2. The advertisements that were placed through GCIS are as follows:

Adverts placed through GCIS:

**DEPARTMENT OF ARTS AND CULTURE THROUGH GCIS**

Freedom Day	26 April 2011	30x6	R53 820.00
Heritage Day	24 September 2011	27x7	R113 022.00
Heritage Day	24 September 2012	15x330	R75 360.00

3. No independent analysis was conducted by the Department prior to placing advertisements to ascertain whether The New Age is read by the intended target market. The reason for this is that at the time when the Department and entities bought advertising space from the New Age, the newspaper was not affiliated to an independent institution such as the Audit Bureau of Circulation (ABC).
  
4. No independent studies of said advertisements were conducted to ascertain whether they were effective within the relevant target market. The reason for this is that when we undertake an analysis of the effectiveness of a campaign we do not focus on one target market or one medium – be it newspaper, radio or television. Different media complement one another to deliver the desired result and media diversity is our best practice.