

**NATIONAL ASSEMBLY****WRITTEN REPLY****QUESTION NO 2018**

**DATE OF PUBLICATION IN INTERNAL QUESTION PAPER: 02-11-2009  
(INTERNAL QUESTION PAPER NO 26-2009)**

**"2018. Ms MR Shinn (DA) to ask the Minister of Science and Technology:**

- 1) What total amount in respect of advertising has her department and all specified entities reporting to it (a) budgeted for and (b) spent (i) in the 2008-09 financial year and (ii) during the period 1 April 2009 up to the latest specified date for which information is available;**
- 2) (a) what total number of advertisements for her department and each entity reporting to it (i) appeared in the print media and (ii) were broadcast on (aa) radio and (bb) television, (b) how much did each advertisement cost and (c) what was the purpose of each advertisement.**

**REPLY:**

**1(a)** During the 2008/09 financial year, the DST spent a total of R10, 7 million on advertising against a total budget of R10, 9 million. This total amount spent amounts to 4% of the total operational spending of the Department for the 2008/09 financial year. Of the R10,7 million spent, 6% was paid for recruitment advertisements (R623 thousand); 6% was paid for tenders advertisements (R623 thousand); 9% was paid for advertising relating to gifts and promotional items (R949 thousand); and lastly 79% was spent on advertising relating to marketing expenditure (R8,5 million).

During the current year, as at 31 October 2009, the Department has spent a total of R3, 4 million on advertising against the total budget of R5, 6 million.

Of this R3,4 million, 5% was spent on tenders advertisements (R171 thousand); 7% was spent on advertising relating to gifts and promotional items (R221 thousand); 15% was spent on recruitment advertisements (R510 thousand); and 73% was spent on advertising relating to marketing expenditure (R2,5 million).

## **1(b) PUBLIC ENTITIES**

### **The Human Science Research Council (HSRC)**

The HSRC spent R1, 516,686.16 in 2008/09 and R782, 923.27 in the 2009/10 financial year (See annexure A for detailed information).

### **The Council for Industrial and Scientific Research (CSIR)**

Expenditure for the CSIR in the 2008/09 financial year was R920 090.97, which is inclusive of all advertisements placed in the media for recruitment, marketing, tender notices and some online marketing. No radio and television ads were placed during this period.

In the 2009/10, the CSIR expenditure from April – October 2009 is R563 288.72.

### **The Tshumisano Trust**

The Trust's expenditure on advertising for the 2008/2009 financial year amounted to R75 183 00 out of a R80 000 00 budget. In the last financial year to date, the actual budget was R70 000 and R68 000 has so been spent for advertising.

### **The Africa Institute of South Africa (AISA)**

The Institute budgeted R340 288 and spent R200 000 in the 2008/09 financial year and has so spent R64 476 out of a R108 338 budget this financial year.

## **2 (a) See annexure A for the detailed information**

## ADVERTISING BY THE DEPARTMENT OF SCIENCE AND TECHNOLOGY

The DST places adverts on national media to raise awareness about science and technology and to profile national events such as Women in Science Awards and National Science Week.

The Department also places adverts to call for applications for people to serve on the board of various entities. It also places ads to call for private sector investment in research and development activities, and for recruitment and tender purposes.

### ADVERTISEMENTS BY DST COMMUNICATIONS 2008/2009

<b>INDEPENDENT NEWSPAPERS GROUP</b>	<b>National Science Week</b>	
<b>TOTAL:</b>		<b>R226 000.00</b>

<b>MEDIA24 GROUP</b>	<b>National Science Week</b>	<b>Cost</b>
<b>TOTAL:</b>		<b>R299 220.80</b>

<b>AVUSA</b>	<b>National Science Week</b>	
The Herald		<b>TOTAL: R5 000</b>

#### REGIONAL

	<b>National Science Week</b>	
Potchefstroom Herald		<b>R2 600</b>
Noord West Gazette		<b>R3 000</b>
<b>TOTAL:</b>		<b>R5 600.00</b>

<b>M&amp;G</b>	<b>National Science Week</b>	
<b>TOTAL:</b>		<b>R37 962.00</b>

**MAGAZINE**

	<b>National Science Week</b>	
Advertising in Umsobomvu Youth Magazine		
<b>TOTAL:</b>		<b>R38 988.00</b>

**BROADCAST**

	<b>National Science Week</b>	
SABC radio channels		R642 360
SABC TV channels		R2 280 million
<b>TOTAL:</b>		<b>R2 922 360 million</b>

**ADVERTISEMENTS BY THE DST 2009/2010****INDEPENDENT NEWSPAPERS**

	<b>Topic</b>	<b>Cost</b>
	<b>National Science Week</b>	
Pretoria News		R24 897.60
The Star		R116 960.80
Isolezwe		R25 238.20
Cape Times		R43 061.20
Mercury		R25 053.80
Diamond Field Advertiser		R11 523.20
<b>TOTAL:</b>		<b>R246 734.80</b>

**MEDIA24**

	<b>National Science Week</b>	
Beeld		R40 274.18
Volksblad		R20 853.10
Western Cape Burger		
Eastern Cape Burger		R44 510.16

Daily Sun		R138 030.06
<b>TOTAL:</b>		<b>R243 667.50</b>

#### M&G

Mail and Guardian	<b>Announcement of the TIA Board Members</b>	
<b>TOTAL:</b>		<b>R26 790.00</b>

#### JOHNNIC

	<b>National Science Week</b>	
Sowetan		<b>TOTAL: R109 457.84</b>

#### REGIONAL

	<b>National Science Week</b>	
Potchefstroom Herald		R7 644.39
Noord Wes Gazette		R8 788.53
Lowvelder		R13 361.69
Mpumalanga News		R10 207.90
Kuruman Bulletin		R1 874.16
Northern Cape Express		R3 400.00
<b>TOTAL:</b>		<b>R45 276.67</b>

#### BROADCAST

	<b>National Science Week</b>	
SABC radio channels		R1 144 377
SABC TV channels		R1 144 377
<b>TOTAL:</b>		<b>R2 331 117</b>

	<b>Women in Science Awards</b>	
Mail and Guardian	Publicising nominees of the 2009 women in science awards.	
<b>TOTAL:</b>		<b>R179 299 20</b>

## MAGAZINES

12 month contract on full page advertisements at R15 276.00 per month, including production costs = R183 312 00

## GOVERNMENT GAZETTE

APRIL – OCTOBER 2009

Cost per month	TOTAL
R15 276,00	R106 932.00

## EDUCATION SOUTHERN AFRICA:

12 month contract on half page advertisements at R8 379.00 per month, including production costs = R100 548 00

APRIL – OCTOBER 2009

Cost per month	TOTAL
R8 379,00	R58 653

## MAIL & GUARDIAN: SUPPLEMENTS

Science Section in 12 editions, quarter page contract on advertisements at R19 984.20 per month including designing costs = R239 810 40

APRIL - SEPTEMBER

Cost per month	TOTAL
R19 984,20	R119 905.20

## THE TEACHER:

Main Body, Science Section in 12 editions, quarter page advertisements on a 12-month contract at R17 795.40 per month including designing costs = R213 544 80

MAY - NOVEMBER

Cost per month	Total
R17 795,40	R124 567.80

## TELEVISION ADVERTISING: SPECIAL PROGRAMMES FOR 2009/2010

	Launch of the	Cost
--	---------------	------

	<b>SumbandilaSat</b>	
Kaya FM		R51 154.00
SABC radio channels		R239 998.50
MXIT		R34 200.00
<b>TOTAL:</b>		<b>325 352.50</b>

## **ADVERTISING BY THE DST PUBLIC ENTITIES**

### **Human Sciences Research Council (HSRC)**

The HSRC only places advertisements that are specifically aimed at recruiting staff and procuring services, for example, by means of job advertisements and calls for tenders.

The budgeted costs for these items are included in budgets for vacancies and projects on an annual basis, based on the approved business plan. In case of project-linked funding from external sources, the cost of employment includes the staffing requirements which would have been provided for in the proposals.

2. In the main, the HSRC uses only print media for advertisements.

The number of vacancies varies, depending on the number of research-related proposals that become successful during the financial year.

Additional information: The HSRC, as a matter of principle, does not budget or spend any money on advertisements to promote the institution or its work. Rather, its work is promoted through quality research outputs (reports, books, conference discussions, peer-reviewed journal articles) and free media coverage (e.g. newspaper articles, radio or television news reports or discussions, or articles in the popular media), based on research outputs or media releases that are regarded as relevant by journalists.

The table below depicts the picture in the related periods.

### 2008-2009 FINANCIAL YEAR

Number	Amount	Purpose
1	11,457.00	Advertisement – Survey
1	25,239.60	Invitation for proposals
48	1,443,158.63	Job advertisement
13	27,964.58	Tenders
1	2,872.80	Advertisement – Seminar
2	5,993.55	Advertisement – Book
<b>66</b>	<b>1,516,686.16</b>	<b>TOTAL</b>

### 2009-2010 FINANCIAL YEAR

Number	Amount	Purpose
28	765,881.27	Job advertisement
6	17,042.00	Tenders
<b>34</b>	<b>782,923.27</b>	<b>TOTAL</b>

Additional Information: The HSRC, as a matter of principle, does not budget or spend any money on advertisements to promote the institution or its work. Rather, its work is promoted through quality research outputs (reports, books, conference discussions, peer-reviewed journal articles) and free media coverage (e.g. newspaper articles, radio or television news reports or discussions, or articles in the popular media), based on research outputs or media releases that are regarded as relevant by journalists.

During the 2008/09 financial year, the "advertising value equivalent" (AVE) of free media coverage received for HSRC research reports, studies and books, was estimated to be in the region of R65 million. The AVE is calculated by measuring the time (for broadcast media) or space (for print media) allocated to a news item or article covering work of the HSRC, and calculating what it would have cost to place an advertisement in a similar time or space slot.

## THE COUNCIL FOR INDUSTRIAL AND SCIENTIFIC RESEARCH (CSIR)

Expenditure for the CSIR in the 2008/09 financial year was R920 090.97, which is inclusive of all advertisements placed in the media for recruitment, marketing, tender notices and some online marketing. No radio and television ads were placed during this period.

In the 2009/10, the CSIR expenditure from April – October 2009 is R563 288.72.

### CSIR adverts for 2008/09

2008-2009 Number	Amount	Purpose
34	522,925.35	Marketing
36	393,165.62	Recruitment
2	4,000.00	Online marketing
	<b>920,090.97</b>	<b>Total</b>

Apr'09- Oct'09 Number	Amount	Purpose
19	171,132.79	Marketing
4	239,896.00	Recruitment
10	152,259.93	Tenders
	<b>563,288.72</b>	<b>Total</b>

TSHUMISANO TRUST

	number	2008-2009		2009 Todate		Purpose
		Actual	Budget	Actual	Budget	
Advertisement	250	75,183.00	80,000.00	68,000.00	70,000.00	Brochures for the programme
Print Media Broadcast						
Exhibitions	1	169,000.00	170,000.00	213,000.00	220,000.00	Showcasing SME Products

AFRICA INSTITUTE OF SOUTH AFRICA (AISA)

Division	Expenditure item	Number of Advertisements		Number of Advertisements Placed	Media medium used	Actual	Budget *	Budget**	Actual ***
		2008/2009	2009/2010						
		Placed	Placed			2008-9	2009-10	2009-10	2009-10
								Apr-Oct	
						R	R	R	R
Research	Recruitment Advertisements	13	3		Printed media	87,653	200,000	43,198	43,818
Research	Call for papers	5	0		Printed media	56,416		20,000	-

Publications	Recruitment Advertisements	4	1	Printed media	49,852	9,028	4,004
Library and Documentation	Recruitment Advertisements	1	2	Printed media	6,099	9,028	7,893
Human Resources	Recruitment Advertisements	0	1	Printed media	-	9,028	4,004
Finance	Tender/Procurement	1	0	Printed media	20,283	9,028	-
Finance	Recruitment Advertisements	2	1	Printed media	119,985	9,028	4,758
					340,288	108,338	64,477

Division	Expenditure item	Marketing	Number of Advertisements	Media medium used	Actual	Budget *	Budget**	Actual ***
			Placed		2008-9	2009-10	2009-10	2009-10
		2008/2009	2009/2010				Apr-Oct	
Research				R	R	R	R	R
Research				Printed media	-	-	-	-
Publications	Africa Insight			Printed media	-	-	-	-
	Branding			Printed media (Mail and	58,938	-	-	-

Publications	Publications	Marketing of publications	Guardian)	57,576	-	-	-	-
Publications	Exhibitions	Marketing	Exhibition stands	-	10,000	5,000	4,543	-
Library and Documentation			Printed media	-	-	9,028	7,893	-
Outreach and International Liaison	Advertising material	Branding	Corporate gifts and Business cards	-	50,000	25,000	21,270	-
Human Resources			Printed media	-	-	-	-	-
Finance/IT	Intranet development	Development	Multimedia	50,160	-	-	-	-
Finance			Printed media	-	-	-	-	-
				166,674	60,000	39,028	33,706	-

Expenditure item	Vote number	Actual	Budget		Actual ***
			2009-10	Budget**	
Advertising	2000/000 <sup>1</sup>	340,288	200,000	108,338	64,476
Marketing	2040/000 <sup>2</sup>	166,674	60,000	30,000	23,683

		506,962,260,000	138,338	88,159
* Budget for the period 01 April 2009 - 31 March 2010				
** Budget for the period 01 April 2009 - 31 October 2009				
*** Actuals for the period 01 April 2009 - 31 October 2009				

(#167876)