

## Media Expenditure of Department of Education, 1 Jan 2008 – 10 Feb 2009

Table 1: Total Expenditure per Media Type

	Magazines	Newspaper	Radio	Television	Total Expenditure
Expenditure / Type	R 3 248 132.61	R 7 241 391.14	R 767 425.78	R 1 746 077.79	R 14 656 027.31
% of Total	22%	49%	5%	12%	100%

Note: Excludes production at R1,653,000 (incl. VAT)(11% of total)

Table 2: Total Print Media Expenditure by Title

NEWSPAPER			
Title	Expenditure	Title	Expenditure
Algoa Sun	R 2 876.25	Isolezwe	R 43 414.91
Baywatch	R 2 650.04	Kaapse Son	R 41 945.81
Beeld	R 142 520.03	LAD Herald	R 4 059.40
Blits	R 25 317.95	Lentswe	R 1 787.94
Bloemnuus	R 2 427.71	Lowvelder	R 2 098.89
Bonus	R 12 652.31	Mail & Guardian	R 325 453.22
Die Burger	R 39 353.44	The Mercury	R 5 000.42
Business Day	R 5 681.14	Mid. Observer	R 2 339.87
Cape Argus	R 111 425.00	Mpum. News	R 24 279.08
Cape Times	R 12 191.77	NORREVIE	R 1 977.62
Capricorn Voice	R 15 830.54	Polokwane Exp,	R 15 051.77
CitiVision	R 305 481.76	Pretoria News	R 35 493.24
Citizen	R 88 778.63	Qwaqwa News	R 1 395.37
City Press	R 1 101 453.17	Rapport	R 1 320 609.22
Daily Dispatch	R 38 422.09	Soshanguve Times	R 8 886.53
Daily News	R 99 829.40	Sowetan	R 462 682.63
Daily Sun	R 544 243.99	Sowetan Sunday World	R 167 042.72
Diamond Fields Advertiser	R 21 227.54	The Star	R 276 967.62
FreeState SU	R 10 240.20	Suid Pos	R 5 360.48
Gemsbok	R 6 049.86	Sunday Independent	R 17 521.94
GraafReinet	R 7 401.20	Sunday Sun	R 137 531.13
The Herald	R 51 414.91	Sunday Times	R 1 516 734.82
Ilanga	R 74 152.83	Sunday Tribune	R 21 373.41
Illizwi	R 1 787.94	The Times	R 40 715.23
Ilanga (Sonto)	R 8 239.20	UVOLWE	R 15 401.94
Inc General	R 5 872.32	Zululand Observer	R 2 563.76
Inkanyezi	R 6 180.93	<b>Total Expenditure</b>	<b>R 7 241 391.14</b>

MAGAZINE	
Title	Expenditure
Sunday Times Magazine	R 1 013 227.63
The Teacher	R 2 139 882.23
Vukuzenzele	R 95 022.75
<b>Total Expenditure</b>	<b>R 3 248 132.61</b>

**Table 3: Total Broadcast Media Expenditure by Station**

RADIO		
Station		Expenditure
5fm	R	34 962.02
Good Hope FM	R	10 296.01
Ikwewezi	R	14 332.95
Lesedi FM	R	75 405.37
Ligwalagwala	R	19 110.59
Metro FM	R	121 218.95
Motswako (Community)	R	24 795.00
Motsweding	R	44 924.71
Munghana Lonene	R	16 703.25
Phalaphala	R	12 913.23
RSG	R	89 182.77
Thobela FM	R	44 455.59
Ukhozi	R	96 281.35
Umhlobo Wenene	R	114 515.42
yfm	R	48 328.58
<b>Total Expenditure</b>	<b>R</b>	<b>767 425.78</b>

TELEVISION		
Station		Expenditure
SABC 2	R	1 746 077.79
<b>Total Expenditure</b>	<b>R</b>	<b>1 746 077.79</b>

**Table 4: Total Media Expenditure by Assigned Campaign Name (Note: Mercury Campaign Numbers)**

CAMPAIGN SUMMARY			
Campaign Name		Expenditure	
4720 Education Fillers	R	995 220.24	5002 Teacher Education Recruitment
4732 Education Print	R	123 569.76	5016 World Teachers' Day
4740 Private FET Colleges	R	118 751.55	5028 Laying Solid Foundations
4752 ICT in Education	R	668 753.88	5037 Foundations for Learning II
4759 2010 School Calender	R	248 393.47	5041 Foundation Phase Teachers Conference
4781 Foundation for Learning	R	1 620 906.30	5095 Foundations for Learning IV
4806 Teacher Recruitment	R	55 614.63	5118 Teacher Laptop Initiative
4818.1 Avusa Proposal	R	1 013 227.63	5119 Learner Pregnancy and Sexual Harrassment
4819 Umtata Imbizo	R	73 015.92	8024 Health Mate
4832 Reading Toolkit	R	566 784.15	8031 Inclusive Education Campaign
4838 World Book Day	R	56 979.87	8059 Sexual Harrassment & Learner Pregnancy
4840 Higher Education Constituency	R	212 520.31	8064 World Teachers' Day
4856 Schools Soccer World Cup	R	154 868.50	8085 Registration Status of Private Inst.
4874 Nkosi Albert Luthuli Young Historians	R	413 397.88	8166 Education Sowetan Soccer Guide
4875 Nkosi Albert Luthuli Young Historians II	R	433 725.61	8168 2010 School Calendar
4927 OSD 2	R	99 180.00	8200 Calendar II
4928 Youth Month	R	79 344.00	8210 National Teacher Advertorial
4929 DOE National Teaching Awards	R	49 590.00	8241 School Public briefing
4933 DOE Nominations of Members	R	160 114.74	<b>Total Expenditure</b>
4982 DOE The Teacher Campaign	R	90 193.89	<b>R 14 656 027.31</b>

**Notes:**

1. Report prepared: 2009-02-10
2. Expenditure shown for above-the-line media
3. Expenditure data at Rate- Discount + VAT
4. Data only for expenditure through GCIS / Mercury, captured as at 2009-02-10