

1/18/12

## WORKING DRAFT DISTRIBUTION REPORT

As part of the ongoing Public Participation campaign to involve as many South African citizens as possible in the drawing up of the new constitution, a working draft of the new constitution was distributed for comment.

### 1. PERIODS

1995	26th November - 10th December 1995
1996	3rd January - ± 13th February 1996

### 2. LANGUAGE AND QUANTITIES

Zulu	522 000
Xhosa	418 000
English	2 466 000
Afrikaans	730 000
North Sotho	281 000
South Sotho	165 000
Tswana	178 000
Ndebele	47 000
Swazi	71 000
Tsonga	105 000
Venda	41 000
<b>TOTAL</b>	<b><u>5 024 000</u></b>

Cost ± R8 000 000 (for printing and repro over all languages)

785 249

### 3. METHODS OF DISTRIBUTION

<u>Insertions</u>	<u>R-00</u>
<u>Gauteng</u>	
Star	190 000
Citizen	185 000
Pretoria	3 000
Sowetan	220 000
 <u>Northern Province</u>	
Times	21 000

<u>Mpumalanga</u>	
Lowvelder	12 000
<u>North West</u>	
The Mail (Mafikeng)	9 000
<u>Kwa Zulu Natal</u>	
Daily News	38 000
Ilanga	130 000
Natal Witness	31 000
Umafrika	50 000
<u>Free State</u>	
The Express	60 000
<u>Eastern Cape</u>	
Daily Despatch	44 000
EP Herald	37 000
Imvo	33 000
<u>Northern Cape</u>	
DFA	11 000
Noordkaap	19 056
<u>Western Cape</u>	
Argus	89 000
<u>National</u>	
Sunday Times	551 700
Rapport	460 000
*New Nation	35 000
City Press	330 000
<b>Total Inserts</b>	<b>2 635 756</b>
<b>Cost</b>	<b>442 844</b>
Ilanga	130 000
Imvo	33 000
Umafrika	50 000
<b>Total Inserts</b>	<b>213 000</b>
<b>Total Cost</b>	<b>42 405</b>

MP  
 2 635 756  
 213  
 -----  
 2 848 756

2  
 442 844  
 42 405  
 -----  
 485 249  
 12  
 -----  
 497 249

\* **Regional Offices** (Constitutional Education Programme)

	<u>Copies</u>	
Western Cape	9 000	
Northern Cape	7 500	
Gauteng	15 500	
Kwa Zulu Natal	8 000	
Eastern Cape	8 500	
North West	8 000	
Northern Province	12 000	
Mpumalanga	10 000	
Free State	8 500	
CEP Cape town	13 500	
<b>Total</b>	<b>100 500</b> ✓	
<b>Cost</b>	<b>± 12 000</b>	<b>for distribution</b>

\* **Cosatu**

30 000 copies to various Cosatu regional offices and union affiliates.

R2 755 for distribution

30  
9

\* **Taxinet** (National distribution in major centres through kiosks)

English	52 000	
Afrikaans	2 400	
Zulu	7 000	
Xhosa	15 000	
Pedi	1 000	
Tswana	4 600	
South Sotho	36 000	
Tsonga	4 300	
Swazi	800	
Ndebele	3 800	
<b>Total</b>	<b>94 700</b> ✓	
<b>Cost</b>	<b>35 000</b>	

Handwritten calculations:

$$\begin{array}{r}
 17917\ 249 \\
 \underline{38\ 000} \\
 535\ 249 \\
 \underline{250\ 000} \\
 785\ 249
 \end{array}$$

\* **Constitutional Assembly Office in Cape Town**

Means of distribution:

Ad Hoc

Parliament etc.

Direct through Quick Insert

42 000 copies

↑ 30. (thro) CA offices in CT.

\* **"Knock and Drop" through Samplers (Pty) Ltd.**

1 822 000 copies were distributed

Cost including freight ±R250 000 ✓

See attached schedule

**CONCLUSION**

The distribution of the working draft heralded a new challenge for the distribution of printed media in South Africa. The media department, in this ground breaking task has learnt many important lessons and in preparing for the distribution of the constitution these lessons will provide the basis of an even more effective distribution strategy.