

Annexure 8 : Funding model for five - year period

	Total key needs (see Annexure 7)				Proposed Funding model			
	Rm 5yrs total	Rm per ann. for first 5yrs (avg)	Break-down of Project Support	% of total Budget	Rm 5 yrs total	Rm per ann. for first 5yrs (avg)	Break-down of Project Support	% of total Budget
Total admin and operational costs	26,1	5,2		5,2%	26,1	5,2		8,7%
Project evaluation	10,0	2,0		2,0%	7,5	1,5		2,5%
Media research	11,5	2,3		2,3%	8,6	1,7		2,9%
Media project support	452,4	90,5		90,5%	257,8	51,6		85,9%
· Radio	350,6	70,1	77,5%		175,3	35,1	68%	
· TV	18,9	3,8	4,2%		11,3	2,3	4,4%	
· Broadcast Total	369,5	73,9	81,7%		186,6	37,4	72,4%	
· Print	79,5	15,9	17,6%		69,2	13,8	26,8%	
· New Media	3,4	0,7	0,7%		2,0	0,4	0,8%	
			100%				100%	
Total budget over 5 years	500	100		100%	300	60		100%
Broadcast: Print ratio (approx)	8.:2				7.:3			
Radio need= 221 stations (incl 135 new stations)					50% of need met.			
TV needs =11 video access centres in all the provinces					60% of need met			
Print need = 45 existing and 30 new publications					87% of need met			
New Media = exploratory initiatives					60% of need met			