



## Presentation to the Parliamentary Portfolio Committee on Communication and Digital Technologies

Presentation by the AIP



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ASSOCIATION OF  
**INDEPENDENT  
PUBLISHERS**

## **Brief history of Print**

History allows individuals to appreciate their heritage, as it involves studying both the victories and failures of the past. By learning about historical events, individuals can better understand the development and culture of various civilizations. Over the years, community print media has played a vital role in societal growth.

Umshumayeli Wendaba, established in 1837, Isibuto samavo in 1843, Ikwezi in 1844, Isitunywa sennyanga in 1850, Imvo Zabantsundu in 1884, Koranta ea Becoana (Newspaper of the Tswana) in 1901, and Valdezia Bulletin in 1936 are just a few examples of publications that have shaped communities and preserved our cultural heritage.



## **Brief history of Print**

We commend the government for its bold steps in establishing the MDDA, which has enabled many independent publishers to play a vital role in preserving our diverse cultures and languages while delivering essential information to our communities.

To ensure that AIP publishers can continue providing platforms for marginalized voices through both print and online publications, we request the continued support of Parliament. While current interventions are highly valued, we believe there is potential for further action to strengthen our impact.



# AIP – who we are

The Association of Independent Publishers (AIP) is a dynamic national organization dedicated to promoting the interests of the local, grassroots independent print and online media sectors in South Africa. We represent hundreds of small, locally owned media outlets, including newspapers, magazines, newsletters and online publications, from all corners of the country.

- AIP boasts a total of 178 publications from 147 publishers, reaching a combined monthly readership of 7,491,699 with a print run of 2,497,233.
- These publications, both online and print, are published in a wide range of South Africa’s indigenous languages, including isiXhosa, Sesotho, SiNdebele, Setswana, Sepedi, isiZulu, Isimpondo, Xitsonga, Tshivenda, and Sepulana, across all nine provinces.



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## Affiliations & Memberships





## Needs for the sector

We need to implement the promised 30% advertising spend in community media. This presents a vital opportunity to uplift local voices and drive regional growth.

While we await full implementation, we encourage the committee to write to all provincial Premiers, urging them to support community media. Some provinces are already leading the way, setting a strong example.

- Every month brings health awareness initiatives, and we respectfully ask for your support in arranging a meeting with the Department of Health to establish a partnership with community media. This would ensure essential health information reaches our communities effectively.

With your support, we can strengthen community media's role in informing and empowering our communities.



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**OPPORTUNITY** – The closure of some important mainstream newspapers presents an opportunity for our sector to play a bigger role in the media space.



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Thank you

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