



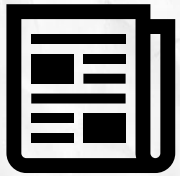
Empowering Independent Community Publishers in South Africa

**Presentation to the Parliamentary
Portfolio Committee**

Background of AIP

Foundation and Growth

Established in 2005, AIP is the largest association of community newspapers in Africa, boasting 178 publications with a total monthly print run of 2,497,233 and a readership of 7,491,699. With 25% owned by women.



Publications

178



Combined Monthly Readership

7,491,699



Percentage of Women Publishers

25%

A Mosaic of Voices

AIP members operate nationwide, publishing in all **11 official languages**, and cover a spectrum of topics including news, business, religion, arts, education, and science.



History of black publications

The [Early South African Black Press](#) texts are a category of newspapers and magazines published between 1836 – 1960 aimed at [Black, Coloured and Indian South Africans](#).

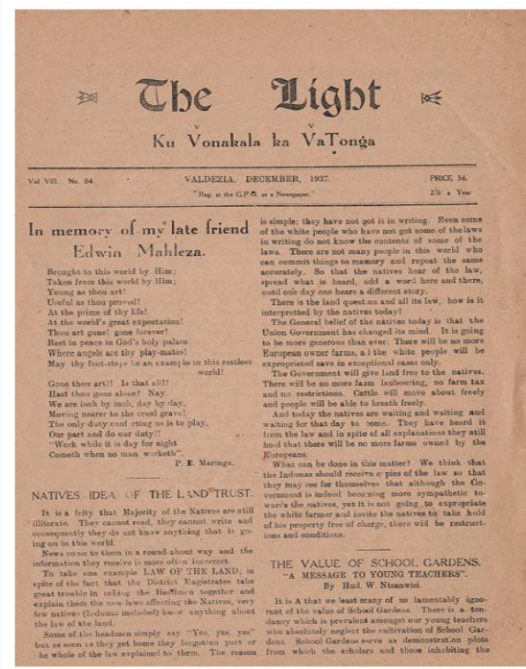
Media academic, Tim Couzens breaks up the publications according to three periods in history:

The early origins, which were mainly mission-controlled, [1836 – 1884].

the period from 1884 to 1932 when black newspapers were largely independent though often struggling to survive.

From 1932 when whites exerted increasing influence on the black newspapers through funding etc.

AIP publications come from a rich tradition of publishing!



Notable AIP Publications

- Umbele: An online business magazine in isiZulu.
- Dizindaba: An isiXhosa news and current affairs newspaper connecting communities in the Eastern and Western Cape.
- Food for Mzansi and Health for Mzansi: Award-winning publications focusing on agriculture and health, respectively



Notable Publications

FOOD FOR MZANSI

AWARDS

Global Media Awards (INMA)

Google News Initiative 2020

Digital Media Awards Worldwide (WAN-IFRA)

15 African Digital Media Awards (WAN-IFRA)

15 African Digital Media Awards (WAN-IFRA): Best Digital News Start-up (2019), Runner-up Best Social Media Engagement (2019), Best in Audience Engagement (2020), Best News Literacy Project (2020), WAN-IFRA Editor's Choice Award (2020), Winner Best Use of Online Video (2021), Runner-up Best Paid Content Strategy (2021), Runner-up Best Native Advertising (2021), Runner-up Best Project for News Literacy (2021), Best Gen Z Initiative for Health For Mzansi (2022), Runner-up Best Use of Online Video (2022), Runner-up Best Digital Advertising (2022), Best Podcast in Africa (2024), Best Digital Subscription Project (2024), Best Native Advertising Campaign for Meadow Feeds (2024). 2 Digital Media Awards Worldwide (WAN-IFRA): Best Podcast in the World with Farmer's Inside Track (2024), Runner-up Best Native Advertising in the World (2024). Google News Initiative 2020: Winner of GNI News Initiative for Africa, Middle East & Turkey (2020). 2 Global Media Awards (INMA): Runner-up Best Use of Audio (2021), Second Runner-up Best Idea to Grow Advertising Sales (2021).



Digital Media Awards
WORLDWIDE



DIGITAL
NEWS
INITIATIVE

Google News Initiative



**FOOD FOR
MZANSI**

CUTTING-EDGE EXPERIMENTAL RURAL NEWSPAPER IN THE EASTERN CAPE

PONDOLAND TIMES

AWARDS WINNING PUBLICATION

Pondoland Times is a multi-award-winning community newspaper based in Bizana, Eastern Cape, dedicated to youth empowerment and rural development. With a strong focus on youth-centric content. The newspaper serves as a voice for the diverse communities of Alfred Nzo and OR Tambo districts. Our mission is simple yet impactful: **to inspire, inform, and empower the youth while fostering community growth.**

Our Commitment to Youth Development

Beyond journalism, Pondoland Times is a platform for **skills development**:

- **Trained & mentored over 30 journalism & PR graduates** in the past three years
- **Providing hands-on experience** to the next generation of media professionals



INTRODUCING THE PONDOLAND TIMES APP

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Your favorite news, events, and updates from Pondoland are now just a tap away! Stay connected with:

- Breaking news alerts
- Exclusive stories
- Easy access to competitions
- Personalized notifications
- And so much more!

App will be available for download on [App Store/Google Play].

Local People Local Stories will be available in your pocket.

GET IT ON Google Play | Download on the App Store | **COMING SOON!!!!**

Pondoland Times

Celebrating Achievements **Recognition and Awards**

In 2023, AIP members secured all major awards at the Sanef Nat Nakasa Awards, with accolades going to GroundUp, Limpopo Mirror, and board member Dunisani Ntsanwisi for outstanding service and dedication to the media industry.

GroundUp

**Titimuleni
Nthavela**

**LIMPOPO
Mirror**



The winners of SANEF's Nat Nakasa and Stephen Wrottesley awards photographed during Saturday's function in Sandton. From left to right are Anton van Zyl, Dunisani Ntsanwisi, Marecia Damons and Daniel Steyn



The Stephen Wrottesley Award, given annually to a SANEF member for exceptional service to the organisation, has been awarded to Slindile Khanyile in 2024.

Role of AIP

Championing Ethical Journalism

AIP builds collective power among community print and online publications, ensuring quality and ethical journalism. All members are part of the Press Council and the Advertising Regulatory Board, upholding ethical journalistic and advertising standards.

Importance of Community Media

Championing Ethical Journalism

- Diverse in language, content, and format.
- Coverage of underrepresented areas.
- Strong community engagement.
- Countering misinformation effectively.
- Holding local power structures accountable.
- Essential for a comprehensive understanding of national affairs.



Sustainability Initiatives

Building a Resilient Future

- Post-COVID the AIP has focused on the sustainability of the community media sector through championing 12 pilot projects exploring new funding streams.
- Collective negotiations for advertising, printing, and access to affordable technology.
- Focused on international collaboration, including a study visit to the University of Ohio, USA, to learn from local publishers.

Challenges Grassroots face

- Lack of advertising support from **GCIS** and **Corporates**
- Limited indigenous language use in government publications
- Inadequate funding for grassroots print sector from the Media Development and Diversity Agency (**MDDA**).

Proposed Solutions

- Government must commit to grassroots advertising
- Promote indigenous languages in public documents
- Increase MDDA funding for independent grassroots print and online media

Conclusion

A Call to Support

AIP invites the South African Parliament to engage in discussions on future plans, aiming to continue empowering local publishers and strengthening the media landscape across the nation.



Contact Information

A Call to Support

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Affiliates and Stakeholders

