



## IBA ANNOUNCES OPENING OF 32 RADIO FREQUENCIES

### INSIDE THIS ISSUE

RADIO AND CLIMATE CHANGE:  
HARNESSING THE AIRWAVES IN THE  
FIGHT AGAINST A GLOBAL CRISIS

IBA CHAMPIONS ETHICAL  
MEDIA THROUGH STRATEGIC  
STAKEHOLDER ENGAGEMENTS

KNOW YOUR STATION: KWENJE  
COMMUNITY RADIO - CHAMA



# Contents

## 03 FOREWORD FROM THE DG

## 04 IBA CALLS FOR ETHICAL OVERSIGHT IN AI CONTENT CREATION

The Independent Broadcasting Authority (IBA) has called for greater ethical oversight in the use of Artificial Intelligence (AI) within the broadcasting sector, as part of its ongoing review of technological developments affecting content creation.

## 05 IBA ROLLS OUT SENSITISATION CAMPAIGN FOLLOWING ANNOUNCEMENT OF 32 NEW RADIO FREQUENCIES



In a major boost to Zambia's broadcasting sector, the Independent Broadcasting Authority (IBA) announced the opening of 32 new frequencies for radio broadcasting.

## 06 RADIO AND CLIMATE CHANGE: HARNESSING THE AIRWAVES IN THE FIGHT AGAINST A GLOBAL CRISIS

Climate change, once a concept many in Zambia believed was a distant or foreign concern, has now become a stark and painful reality.

## 08 COOLING-OFF WINDOW EXTENDED

In response to the ongoing power challenges in the country, the Independent Broadcasting Authority (IBA), in consultation with key stakeholders, including media owners, introduced a temporary relief measure called the "Cooling-off window" for broadcasting stations in 2024.

## 09 IBA CHAMPIONS ETHICAL MEDIA THROUGH STRATEGIC STAKEHOLDER ENGAGEMENTS

The Independent Broadcasting Authority (IBA) intensified its engagements with various stakeholders, calling for a concerted effort to ensure an ethical media landscape in the country.

## 10 IBA IN PICTURES

## 12 IBA SOUNDS ALARM ON MISLEADING RELIGIOUS SHOWS AND TRADITIONAL HEALERS

From promises of magic money to miraculous cures, a wave of misleading religious shows and traditional healer programmes has swept across the airwaves, raising serious concerns about the exploitation of vulnerable audiences.

## 13 IBA SUBMITS ON DIGITAL MIGRATION TO PARLIAMENTARY COMMITTEE

The Independent Broadcasting Authority (IBA) appeared before the Parliamentary Committee on Media, Information and Communication Technologies to which the Authority submitted a memorandum on the Review of Digital Migration in Zambia.

## 14 KNOW YOUR STATION: KWENJE COMMUNITY RADIO - CHAMA

Kwenje Community Radio Station is located in the Chama District of Eastern Province. It was established in 2010 with support from the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

## 16 KNOW YOUR REGULATOR: THE INDEPENDENT BROADCASTING AUTHORITY (IBA)

The Independent Broadcasting Authority (IBA) is primarily recognised for licensing broadcasting



stations, but its responsibilities extend far beyond that.

## 18 TRAVELOGUE: ROUTINE INSPECTION OF BROADCASTING STATIONS IN MUCHINGA PROVINCE

## 19 FROM ACCOUNTANT TO MEDIA LEADER: THE INSPIRING JOURNEY OF KENNEDY MBULO

## ABOUT THE IBA

The Independent Broadcasting Authority (IBA) was established through an Act of Parliament No. 17 of 2002, which was amended through the IBA (Amendment) Act No. 26 of 2010 and No. 18 of 2017. The main function is to regulate the broadcasting industry in Zambia.

## IBA VISION

An effective and efficient regulator that ensures a quality and professional broadcasting industry in Zambia.

## IBA MISSION

To promote professionalism and enhanced standards of the broadcasting industry through effective regulation

## FUNCTIONS

- To regulate the broadcasting industry in Zambia;
- To grant, renew, suspend, and cancel broadcasting licences for radio and TV stations;
- To develop regulations for the broadcasting sector;
- To ensure programming standards are followed by broadcasting stations in Zambia;
- To receive, investigate and decide on complaints concerning broadcasting services including public broadcasting services; and
- To collect and administer Television levy.

## CORE VALUES

Commitment; Excellence; Transparency; Accountability; Integrity; and Innovation.

## EDITORIAL TEAM

**Editor in Chief** – Susen Z. Ndumingu

**Managing Editor** – Katendi Wandu

**Editorial Manager** – Stephen Chileshe

**Writers** – Stephano Mwanza, Katendi Wandu, Stephen Chileshe, Hellen Mkandawire, Bertha Chilemba and Kennedy Mbulo

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# Foreword from the DG



**A**s we reach the middle of the year, the Independent Broadcasting Authority (IBA) reflects on a dynamic and productive first half, marked by significant regulatory milestones, industry engagement, and a steadfast commitment to upholding broadcasting standards in the country.

One of the year's defining milestones has been the ongoing licensing process for 32 advertised frequencies, reinforcing our dedication to expanding media accessibility and fostering a more diverse broadcasting landscape. Equally integral has been our enhanced stakeholder engagement through targeted public sensitisation efforts. These interactions have been invaluable in strengthening communication, guiding prospective licensees, and promoting consumer protection within the sector.

Additionally, the successful completion of our nationwide capacity-building training program for broadcasting stations stands as a testament to our commitment to professionalism and continuous

improvement. With workshops held across the country, including the final sessions in Western and Central Provinces, we remain focused on monitoring the effectiveness of these trainings and ensuring adherence to established standards.

Technological advancements, particularly the growing influence of Artificial Intelligence (AI) in media, continue to reshape the industry landscape. While AI presents exciting opportunities in content creation and innovation, its responsible integration remains paramount. As the regulator, we maintain a strong position on ethical broadcasting, ensuring that emerging technologies complement rather than compromise credibility and integrity.

Furthermore, the Authority remains vigilant against misleading content, particularly programmes promoting unverified claims, such as instant wealth promises or miracle cures. Upholding broadcasting integrity is not just a regulatory responsibility but a collective effort to safeguard public trust.

This edition also spotlights Kwenje Community Radio in Eastern Province, a station dedicated to bridging information gaps and fostering community engagement. Such platforms exemplify the transformative power of local broadcasting in empowering citizens and amplifying diverse voices.

As we move forward, we acknowledge the positive impact of the Cooling Off Window initiative introduced in October 2024 to address energy load management challenges. Given its continued relevance, the Authority has extended the initiative until 30th September 2025, marking one full year of its implementation.



Managing Editor –  
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Editorial Manager –  
Stephen Chileshe



Writer - Stephano  
Mwanza

With these milestones, the IBA remains steadfast in its mission to enhance the quality and credibility of broadcasting in Zambia. Through proactive regulation, stakeholder collaboration, and industry innovation, we continue shaping a media environment that is professional, diverse, and responsive to the evolving needs of the public.

**Mrs. Susen Zulu Ndumingu**  
Acting Director General

# IBA CALLS FOR ETHICAL OVERSIGHT IN AI CONTENT CREATION



IBA Acting Director General Mrs. Susen Ndumingu (L) engages Phoenix FM Zambia Acting Managing Director Mr. Moffat Mbambi (C) while IBA Director - Standards, Licensing and Compliance Mr. Eustace Nkandu (R) looks on

**The Independent Broadcasting Authority (IBA) has called for greater ethical oversight in the use of Artificial Intelligence (AI) within the broadcasting sector, as part of its ongoing review of technological developments affecting content creation.**

As AI tools become increasingly integrated into newsroom operations and production workflows, the Authority is closely examining their implications on content integrity, accuracy, and journalistic standards. Although existing broadcasting regulations already require adherence to ethical and professional principles,

the evolving role of AI raises new concerns that warrant proactive attention.

Key issues identified include the risk of misinformation and content manipulation which have potential to erode public trust. The Authority stresses that AI-generated material must be subject to the same ethical scrutiny as traditional content and must not compromise established journalistic values.

To support ethical AI adoption, the IBA encourages broadcasting stations to consider implementing practical safeguards. These include the possible appointment of AI Content Officers to oversee the responsible use of AI tools,

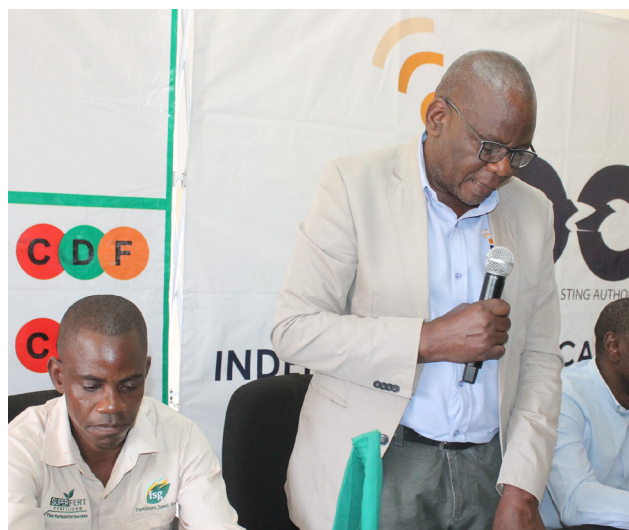
coordinate staff training, and monitor potential risks such as algorithmic bias or data misuse.

While recognising AI as a powerful tool for enhancing efficiency and innovation in the sector, the IBA reminds broadcasters of their continued responsibility to uphold data privacy, verify the accuracy of all disseminated content, and maintain editorial accountability.

Broadcasting stations are therefore challenged to be transparent, accountable and fair when generating content using AI. Stations are also advised to enhance their ethical guidelines to ensure the responsible use of AI.



# IBA ROLLS OUT SENSITISATION CAMPAIGN FOLLOWING ANNOUNCEMENT OF 32 NEW RADIO FREQUENCIES



IBA Board Member Mr. Oliver Kanene addressing stakeholders in Luano District



Luano stakeholder meeting participants

**I**n a major boost to Zambia's broadcasting sector, the Independent Broadcasting Authority (IBA) announced the opening of 32 new frequencies for radio broadcasting. The move is part of a nationwide effort to improve access to radio services, particularly in underserved and unserved communities across the country.

The newly available frequencies are divided between allocations for new radio stations and the expansion of existing broadcasters.

As part of its commitment to supporting equitable access to broadcasting opportunities, the IBA launched a sensitisation programme to guide potential applicants through the licensing procedure and requirements.

The first stop of this outreach campaign was Luano District in Central Province, one of the beneficiaries of a new radio frequency. A public sensitisation meeting held in the district was

led by IBA Board Members Mr. Oliver Kanene and Mr. Lazarous Makasa Luombe, accompanied by Acting Director General Mrs. Susen Ndumingu.

"The goal of this sensitisation programme is to make the licensing process more accessible and transparent. By engaging directly with potential applicants, we hope to remove barriers and encourage more community-based participation in broadcasting," Mr. Kanene said.

The meeting covered key aspects of the licensing process, including eligibility, application requirements, technical standards, and broadcasting guidelines, in line with Section 20 (1) of the IBA (Amendment) Act of 2010.

The initiative was warmly welcomed by local leaders and community members. Luano District Commissioner, Mr. Kells Meleki, commended the IBA's outreach efforts, stating, "This programme will empower our people with information and create opportunities for local voices to be heard. Radio is

*a powerful tool for development in communities like ours."*

Luano Town Council Secretary, Mr. Innocent Mutambo echoed the sentiment, saying, "Having our own station in Luano could make a real difference in education, health awareness, and civic participation."

The Authority also conducted similar engagements in other districts where new frequencies were advertised. These included Nyimba in Eastern Province and Mansa in Luapula Province.

While radio broadcasting opportunities are expanding, the IBA clarified that no new television broadcasting licenses will be issued at this time. This is due to current capacity limitations on public and private signal distribution platforms, including TopStar and MultiChoice, which are already operating at full capacity. However, the IBA is actively engaging with these distributors to explore long-term solutions for expanding television broadcasting capacity in the future.



# RADIO AND CLIMATE CHANGE: HARNESSING THE AIRWAVES IN THE FIGHT AGAINST A GLOBAL CRISIS



Minister of Information and Media (MIM) Hon. Cornelius Mweetwa MP, planting a tree at Broadway Secondary School in Kabwe during World Radio Day celebrations

**C**limate change, once a concept many in Zambia believed was a distant or foreign concern, has now become a stark and painful reality. The severe drought experienced in 2024, the worst in Zambia's recorded history has left no doubt that climate change is not only at our doorstep but has already crossed the threshold into our daily lives.

In years past, the term "climate change" may have felt abstract or only relevant to developed countries. Today, however, it echoes through every corner of our communities.

The cascading impacts have been visible in prolonged power outages, food and water insecurity, economic disruptions, and reduced access to essential services, including broadcasting. As the Bemba proverb goes, "Uupanfiwe eulwa nichibi" loosely translated as "the one who is pressed should be the one to take action." Now more than ever, it

**"Now more than ever, it is clear: we are all pressed, and we must all act."**

is clear: we are all pressed, and we must all act.

Across Zambia, households have felt the pinch. From missing out on watching favourite football matches due to power cuts, to queuing for water, to waking up to silent radios and blank television screens, the effects are both personal and

collective. Families have struggled to prepare meals, small businesses have suffered due to interrupted services, and even basic hygiene has been compromised in some communities due to water scarcity.

The broadcasting sector has not been immune. Radio and television stations, many of which rely on the national power grid, have experienced frequent disruptions. Backup generators can only do so much. Running them constantly is neither economically nor environmentally sustainable.





Minister of Information and Media (MIM) Hon. Cornelius Mweetwa MP, and PS MIM Mr. Thabo Kawana leading the match past during World Radio Day in Kabwe

Given this backdrop, the 2025 World Radio Day theme, “Radio and Climate Change,” could not be more timely or relevant. As a powerful medium that reaches even the most remote communities, radio is uniquely positioned to play a critical role in climate change mitigation and education. It is not just a platform for entertainment or news, it is a tool for change.

Recognising this, the Independent Broadcasting Authority (IBA), in collaboration with other stakeholders, marked World Radio Day with a commemorative event held in Kabwe, Central Province. The event was officiated by Honourable Cornelius Mweetwa, MP, Minister of Information and Media, and Chief Government Spokesperson, underscoring the importance government places on the role of media in addressing the climate crisis.

As part of the celebrations and commitment to climate action, the IBA sponsored a tree planting exercise at Broadway Secondary School in Kabwe. One hundred fruit trees were planted, symbolising not only a tangible step toward environmental rehabilitation but also a message of hope and



Kabwe Mayor His Worship Mr. Patrick Chishala participates in tree planting exercise

sustainability for future generations. These trees, once matured, will contribute to carbon capture, provide fruit for the community, and help prevent soil erosion.

The responsibility to combat climate change does not rest with governments alone. The media sector, particularly broadcasting stations, have a pivotal role to play. Stations are encouraged to:

- **Integrate climate content** into regular programming, including weather forecasts,

environmental education, and expert interviews.

- **Promote sustainable practices** within their operations, such as adopting solar-powered energy, as well as using energy-efficient studio equipment.
- **Support grassroots climate initiatives**, amplifying the voices of local communities affected by and responding to environmental challenges.
- **Foster partnerships** with civil society organisations, schools, and government agencies to

expand the reach and impact of climate awareness campaigns.

The IBA remains committed to supporting environmentally responsible broadcasting and will continue working with stakeholders to build resilience within the sector. While the challenges are significant, the collective will to act is stronger. By leveraging the power of radio and the resilience of the Zambian people, we can turn the tide on climate change, one message, one tree, and one community at a time.



# COOLING-OFF WINDOW EXTENDED



IBA Board members pose for a photo after a press briefing

**In response to the ongoing power challenges in the country, the Independent Broadcasting Authority (IBA), in consultation with key stakeholders, including media owners, introduced a temporary relief measure called the “Cooling-off window” for broadcasting stations in 2024. This measure allowed stations to switch off their equipment from midnight to 06:00 hours without breaching regulatory requirements.**

This decision was aimed at preventing stations from violating Section 29 (1) (h) of the IBA (Amendment) No. 26 of 2020, which stipulates that the Board may cancel a broadcasting licence if a licensee ceases to provide services without a justified reason for over sixty consecutive days or ninety days with intermissions within a calendar year.

To address these concerns, the IBA announced a Cooling-off window on 2nd October 2024, initially set to run until 31st December 2024. However, with power shortages persisting, the

**“The IBA remains committed to supporting the industry through practical solutions, and is therefore confident that this measure will continue to provide the much-needed ...”**

Board extended the window to 31st March 2025.

Following another assessment at

the end of March 2025, the Authority determined that continued support was necessary. Consequently, the Cooling-off window was further extended to 30th September 2025, ensuring that broadcasting stations received ongoing relief amidst ongoing power challenges.

The IBA remains committed to supporting the industry through practical solutions, and is therefore confident that this measure will continue to provide the much-needed flexibility for broadcasting operations during this period.



# IBA CHAMPIONS ETHICAL MEDIA THROUGH STRATEGIC STAKEHOLDER ENGAGEMENTS



Minister of Information and Media Hon. Cornelius Mweetwa MP (C) poses with IBA Acting Director General Mrs. Susen Ndumingu, ZNBC Director General Mr. Berry Lwando, IBA members of staff and Smooth FM members of staff in Chipata

**The Independent Broadcasting Authority (IBA) intensified its engagements with various stakeholders, calling for a concerted effort to ensure an ethical media landscape in the country.**

This initiative aims to reinforce the Authority's commitment to improving the quality and integrity of broadcasting in the country through collaboration.

The exercise also aims to appreciate and address emergency challenges in the Sector by providing a platform for licensees to share insights on operational challenges and explore solutions that align with industry best practices.

Recently, the IBA was in Eastern province, where the Authority engaged different stakeholders, including the church, licensees, District Commissioners, and electoral stakeholders.

The Authority also interacted with

the public via radio programmes on 8 stations.

The delegation was led by the Minister of Information and Media, Honourable Cornelious Mweetwa, MP, who emphasised the need for ethical broadcasting in the country.

Mr. Mweetwa also uploaded the role radio played in human-animal conflict in the area, where the local community station in Mfuwe has been instrumental.

During the engagements, the delegation emphasised the importance of stakeholder collaboration in upholding broadcasting standards and ensuring that media platforms serve the public interest.

Key topics discussed included election coverage requirements, the public's right to complain, the need for collaboration between the stations and various stakeholders, and ethical broadcasting in general.

Stakeholders welcomed the initiative and highlighted the need for continuous dialogue between the IBA and the various stakeholders.

As the broadcasting sector navigates technological advancements and regulatory shifts, the IBA has identified stakeholder collaboration as key to ensuring that Zambia's media landscape remains credible, ethical, and responsive to the needs of the public.





**IBA Board Vice Chairperson Mrs. Victoria Sombo Mupwaya officially opens the development of the IBA Content Monitoring Strategy workshop in Chilanga**



**Minister of Information and Media Hon. Cornelius Mweetwa, MP poses with Central Province workshop participants**



**Minister of Information and Media Hon. Cornelius Mweetwa, MP poses with Western Province workshop participants**



# PICTURES



*IBA presents an award to Radio Christian Voice management led by Ms. Wongel Abate Banda, third from left*



*Ministry of Youth, Sport and Arts Permanent Secretary Mr. Chama Fumba (R) poses with IBA Director Corporate Communication Ms. Katendi Wandu (L) and Sun Broadcasting Holdings Limited Head of Sales and Marketing Ms. Angela Kabuswe (C) during the launch of Sun Sports TV in Lusaka*



*Absa Bank CEO and Author of As You Rise - Mizinga Melu (Seated - L) poses with IBA Acting Director General Mrs. Susen Ndumingu seated L and IBA ladies members of staff after a talk with the ladies.*



# IBA SOUNDS ALARM ON MISLEADING RELIGIOUS SHOWS AND TRADITIONAL HEALERS



IBA Acting Director General Mrs. Susen Ndumingu

**From promises of magic money to miraculous cures, a wave of misleading religious shows and traditional healer programmes has swept across the airwaves, raising serious concerns about the exploitation of vulnerable audiences.**

In recent months, the Independent Broadcasting Authority (IBA) has observed a sharp increase in programmes where some pastors and some traditional healers claim to deliver instant wealth, restore lost lovers, cure diseases, and secure jobs – claims that, while attention-grabbing, risk misleading the public and eroding trust in the media.

What's even more troubling, the IBA notes, is the rise of threatening and coercive behaviour on air. Some religious figures have reportedly ridiculed or verbally attacked listeners who question their claims, while certain traditional healers have gone as far as threatening broadcasting stations that decline to carry their content.

"The public is being misled on critical matters, and this creates unnecessary fear and anxiety," the IBA warned in its statement. "We have seen cases where people are discouraged from seeking medical help or pressured into spending money on empty promises." IBA Acting Director General Mrs. Susen Ndumingu said.

In response, the IBA has reminded all broadcasters of their clear responsibility under Section 4.2.6 of the Authority's Standard Operating Procedures, which states that religious programmes must not improperly exploit audience susceptibilities. Hosting individuals who mislead the public or promote fear is not only unethical but also

a direct violation of licensing conditions.

The IBA has urged all stations to tighten their content vetting processes to ensure that what goes on air meets ethical and professional standards. Stations that fail to comply with these guidelines, the Authority has warned, risk facing appropriate action.

As Zambia's media landscape continues to expand, the IBA reaffirms its commitment to promoting responsible broadcasting, ensuring that media platforms remain trustworthy sources of information, education, and public service.



# IBA SUBMITS ON DIGITAL MIGRATION TO PARLIAMENTARY COMMITTEE



Members of the Parliamentary Committee on Media, Information and Communication Technologies

**The Independent Broadcasting Authority (IBA) appeared before the Parliamentary Committee on Media, Information and Communication Technologies to which the Authority submitted a memorandum on the Review of Digital Migration in Zambia.**

The Authority submitted to the Parliamentary Committee, chaired by Mulobezi Member of Parliament Hon. Raphael Mabenga, that while Ninety (90) per cent of the country's digital migration infrastructure has been implemented, the completion of remaining components such as the provincial studios and the National Operations Centre is critical to fully realising the benefits of digital broadcasting.

The IBA also highlighted the successes of the Project, including the increase in the number of TV stations from seven (7) at the start of the programme to sixty-six (66) and improved transmission quality and job creation within the creative industry. However, the IBA acknowledged challenges such as financial constraints and gaps in



IBA Acting Director General Mrs. Susen Ndumingu making a presentation before the Parliamentary Committee on Media, Information and Communication Technologies

consumer awareness, particularly in rural areas.

To ensure the successful completion of the Digital Migration Project and maximise its benefits for all Zambians, the IBA proposed increased funding, expedited

legislative reforms, and stronger consumer awareness efforts.

The IBA also recommended strengthening mechanisms for enforcing local content quotas to promote the development of culturally relevant programming.



## KNOW YOUR STATION

# Kwenje Community Radio - CHAMA

By Bertha Chilembo



**K**wenje Community Radio Station is located in the Chama District of Eastern Province. It was established in 2010 with support from the United Nations Educational, Scientific and Cultural Organisation (UNESCO).

Kwenje means a drum in Senga, usually used by our forefathers for communication purposes, to alert people on what was going on, e.g. funerals and disasters. Kwenje is still used during the Senga tradition ceremony (Kwenje ceremony) and when the headman or chief dies. This is where Kwenje Radio derived its name.

The motivation to establish the station arose owing to the lack of any radio signal in the area, including the national broadcaster. In addition, newspapers, monthlies, weeklies, and dairies were a rarity. Hence, the

majority of the citizens of this area ended up listening to Malawian radio stations which was not ideal for the building of a national identity.

The establishment of Kwenje Radio therefore empowered the people of Chama by providing them with a means of communication that enables them to speak out and be heard, by engaging the community in a dialogue and talking about their living conditions and how to defend their cultural and linguistic diversity.

Today, Kwenje Community Radio Station broadcasts not only to

Chama District, but surrounding districts such as Lundazi, Mafinga, Isoka, parts of Chinsali, Shiwang'andu, Mpika, and neighbouring Malawi. The station provides vital communication and information services in local languages.

The station engages in participative dialogue with community leaders and residents, offering a wide range of musical entertainment, popular daily magazine programmes focusing on family, health, and women's issues, as well as youth participation forums, educational,





*Kwenje Radio Station Manager Bertha Chilembo presenting a programme*

**My Community:** A programme that facilitates discussion and debate on local issues, bringing together community leaders, residents, and stakeholders.

**Health Matters:** A programme that focuses on health issues affecting the community, providing information, education, and awareness.

**Youth in society:** A programme that amplifies the voices and concerns of young people in the community, providing a platform for them to express themselves.

**Agricultural Insights:** This programme provides farmers and agricultural stakeholders with valuable information, tips, and best practices to improve their productivity and livelihoods.

These programmes are designed to be informative, engaging, and relevant to the community's needs, and are presented in a way that is accessible and enjoyable for listeners.

In this way, Kwenje radio has become highly relevant to the community as it provides a platform for local voices, news, and stories, and is a vital part of the community's fabric, reflecting its diversity and needs.

Kwenje Community Radio Station aims to further establish itself as a leading voice in Chama District, providing high-quality, community-driven content. It is also seeking to expand its reach and coverage to more areas of the district, and developing more interactive and engaging programmes that encourage community participation, strengthening partnerships with local organisations and stakeholders to promote development initiatives, as well as enhancing capacity to produce and broadcast local content that showcases the district's rich culture and heritage.

community health, and cultural programmes.

Additionally, Kwenje FM covers sports and provides opportunities for the community to interact on-air, discussing current issues that affect their lives, families, and communities, ultimately promoting development and growth.

The station is committed to promoting social and development goals, human and political rights, and the right to freedom of expression. It also seeks to facilitate community decisions and debates on local development needs, while being accountable to the people it serves through interaction and consultation.

By allowing community residents to exercise their rights to communicate through non-discriminatory, participatory content and ownership,

Kwenje FM strives to serve the community of Chama District with information in a non-partisan manner.

The station also aims to tap and promote local arts and cultural talent in the District, while providing affordable, quality services in a sustainable manner.

Furthermore, Kwenje Community Radio offers a range of unique programmes that cater to the diverse needs and interests of the community. Some of these programmes include;

**Local Music Showcase:** A platform for local artists to share their music and talents with the community. By featuring local talent, music, and perspectives, we foster a sense of community and promote social cohesion.



# KNOW YOUR REGULATOR: THE INDEPENDENT BROADCASTING AUTHORITY (IBA)



IBA Board Vice Chairperson Mrs. Victoria Sombo Mupwaya (C - seated), and Board Member Mrs. Elizabeth Mweene Chanda, second from left, poses with IBA members of staff

**The Independent Broadcasting Authority (IBA) is primarily recognised for licensing broadcasting stations, but its responsibilities extend far beyond that.**

Established by Act of Parliament No. 17 of 2002 and operational since 2013, the IBA plays a pivotal role in regulating the broadcasting industry in Zambia.

The Authority is governed by a nine-member Board of Directors appointed by the Minister of Information and Media, as stipulated in Section 7(2) of the IBA Act.

The Board's functions include establishing committees, issuing and renewing of licences and the recruitment of the Director General.

The Director General, who also serves as the Chief Executive Officer and Board Secretary, is responsible for the daily operations of the IBA, providing strategic direction and leadership.

The IBA's vision, outlined in its Strategic Plan for 2023 – 2027, is to be an effective and efficient regulator that ensures a quality and professional broadcasting industry in Zambia. Its mission focuses on promoting professionalism and enhanced standards of the broadcasting industry through effective regulation



To achieve its strategic goals, the Director General is supported by key staff organised into three main directorates and various units:

## HUMAN RESOURCE AND ADMINISTRATION DIRECTORATE

The Department oversees employee welfare and administrative functions.





*IBA Inspectorate Unit Officers going about their monitoring duties*

## **STANDARDS, LICENSING AND COMPLIANCE DIRECTORATE**

The Department ensures that licensees adhere to regulatory provisions.

## **CORPORATE COMMUNICATION DIRECTORATE**

The Department oversees the communication and public relations of the Authority, as well as addresses complaints related to broadcasting to ensure an ethical and client-responsive broadcasting industry.

## **LEGAL COUNSEL**

Provides legal services to the Authority and assists the Board Secretary with Board matters.

## **LICENSING AND COMPLIANCE UNIT**

The purpose of the Licensing and Compliance Unit is to ensure that Licensees comply with the provisions of the Act. The Unit undertakes inspections of the broadcasting stations countrywide to help ensure that broadcast needs in each area are achieved. This also makes it possible to ensure that the set standards for broadcast structures and installations are maintained. Further, the Unit monitors broadcast content, to enforce compliance to the set standards, for the public good.

## **TECHNICAL SERVICES UNIT**

This Unit provides technical support to the Authority and is responsible for the acquisition and maintenance of both Information and Technology (IT) hardware and software in the institution. It also undertakes technical inspections of the installations at radio and television stations.

## **INTERNAL AUDIT**

Internal Audit is an independent function within the IBA that evaluates the effectiveness of risk management, control, and governance processes. By identifying areas of improvement and potential risks, internal audit helps ensure that the Authority's operations align with its strategic goals and objectives. This allows the IBA to achieve its strategic vision by mitigating risks, improving efficiency, and enhancing overall performance.

The Authority also has a Risk Coordinator, who plays a crucial role in identifying, assessing, and managing risks that could impact the Authority's mission of fostering a fair and regulated broadcasting environment.

## **PROCUREMENT AND SUPPLIES UNIT**

The Procurement and Supplies Unit is responsible for enhancing the operational efficiency of the Authority and collaborates with other departments and units to ensure alignment with overall organisational goals, contributing to both immediate success and long-term growth. The Unit manages costs, builds strong supplier relationships, and mitigates risks associated with supply chains.

## **FINANCE UNIT**

The Finance Unit is responsible for the management of funds within the institution, preparation, management and monitoring financial performance of the IBA.

Through these diverse departments and units, the IBA works to uphold its vision of promoting quality content and maintaining regulatory standards, ultimately safeguarding public interest and enhancing media integrity in Zambia.

# TRAVELOGUE: ROUTINE INSPECTION OF BROADCASTING STATIONS IN MUCHINGA PROVINCE

By: Hellen Mumbwatasai, Licensing Officer



IBA Licensing Officer Hellen Mkwandawire third from left and Delight Kwitonta Station Manager Dr. Harrison Phiri, third from right pose for a picture with Delight Kwitonta members of staff

## SETTING THE STAGE

With the sunrise casting golden hues over Muchinga Province's rolling hills, our journey began, a mission dedicated to assessing broadcasting stations' compliance across six districts. Leading the charge was Hellen Mumbwatasai, armed with determination and a structured checklist of objectives.

For me, Mpika has always been the first point of contact in the province, a welcome respite from Lusaka's congestion. Visiting Muchinga feels like a working holiday, a therapeutic escape with crisp and untainted air.

## PURPOSE OF THE JOURNEY

This inspection formed part of the IBA's first quarter review, which aims to ensure that all broadcasting stations operate within the prescribed regulatory framework. Our key objectives included the follow up on recorded compliance issues and identifying any outstanding non-compliance issues.

## THE ROUTE AND THE RHYTHM

Our route wove through Muchinga's

six major districts: Chinsali, Isoka, Kanchibiya, Lavushimanda, Mpika, and Nakonde. Each stop had its own distinct energy, challenges, and triumphs.

## INTERACTION WITH STATIONS AND OBSERVATIONS

Muchinga Province has a total of ten (10) broadcasting stations, nine (9) radio stations and one Television station.

In our journey, we interacted with Chete FM and Nakonde Radio of Nkaonde District, Muchinga Radio and Delight Kwitonta of Chinsali District, Iso FM of Isoka District, Mpika Radio and Yusufu Radio of Mpika District, Kanchibiya Radio of Kanchibiya District and Lavushi Radio of Lavushimanda District.

The team observed that some stations in the Province were fully compliant and were commended for adhering to IBA regulations in terms of security, infrastructure, display of licences, payment of stipulated fees, and content among others. However, some stations still have work to do with regards to security and infrastructure among others.

The non-compliant stations were engaged and given timelines within which to take corrective measures. The next inspection will thus be crucial to determine extent to which the corrective measures were taken, as well as next course of action.

Three new stations in the Province are ready to provide competition to the existing stations, as well as bring about diversity of both voices and content. Specifically, Yusufu radio has already been serving the community for a full year now, Kanchibiya Radio is also set to hit the airwaves, while Lavushi Radio is still under construction.

## REFLECTIONS ON THE ROAD

Beyond compliance, this journey was about connecting with our licensees—listening to their challenges, their aspirations, and the role they play in shaping local broadcasting. From Nakonde's bustling town centre to Lavushimanda's quiet hills, the team experienced the heartbeat of community in the areas.

Of course, there was also the joy of savoring Muchinga's delicious, natural escarpment foods, a cultural treat that makes these visits even more memorable.

## CONCLUSION

The inspection was a success; every objective was met, and invaluable insights were gathered. The IBA remains steadfast in supporting radio stations as they inform, educate, and entertain while upholding the highest standards in broadcasting.



# FROM ACCOUNTANT TO MEDIA LEADER: THE INSPIRING JOURNEY OF KENNEDY MBULO



Radio Mano Station Manager Kennedy Mbulo on air on Radio Mano

**In early 2013, Kennedy Mbulo had no idea that he would one day work in the media industry, let alone rise to become a successful Station Manager and Vice Chairperson of the Media Institute of Southern Africa (MISA), Zambia Chapter.**

Kennedy was a trained accountant with no prior interest in media. That all changed with a single phone call from his uncle, who told him that Radio Mano was looking for an accountant. He decided to apply and got the job.

Just a year into the role, Kennedy began to understand and appreciate the vital role media plays in promoting community engagement.

"I know the Media, especially journalism is about storytelling, painting a picture as if it's happening in real-time," he said. "I never forgot about numbers but I also started

thinking, 'What can I do to contribute more to this institution?'"

This curiosity drove Kennedy to learn from seasoned media professionals like the late Edem Djokotse and Frank Kruger from Witwatersrand University South Africa, adapting his skills to support the station beyond just numbers. While working in the accounting department, he began collaborating across departments aiming to make the station more sustainable and impactful.

His strong financial background became an asset in managing station operations more effectively. Eventually, Kennedy was appointed Station Manager while still a youth and he embraced the role wholeheartedly, determined to take the station to new heights.

With support from the management and board, Kennedy led a significant transformation of Radio Mano. He oversaw the paving of the station's

premises, a complete overhaul of two studios and the installation of modern equipment.

"We also managed to settle the dues owed to our former Station Manager and Programmes Manager," Kennedy recalled. "To give some background, the two had taken Radio Mano to court. We engaged Legal Aid which was representing them and managed to resolve the issue amicably out of court."

Today, visitors to Radio Mano will find a state-of-the-art CCTV and biometric access control system to the Studios protecting them from unauthorized access.

Another milestone was registering Radio Mano as a Public Benefit Organization. This strategic move allows the station to pay reduced taxes when purchasing broadcasting equipment helping to stretch limited resources further.

Early in his media career, Kennedy joined MISA Zambia. In 2024, he was unanimously elected as Vice Chairperson of the MISA Zambia Board making history as the first person from Zambia's Northern Region to serve on the board.

Kennedy's vision is clear: to expand training and capacity-building initiatives in the Northern Region through MISA Zambia.


There is no doubt that Kennedy Mbulo still has much to offer not only to Radio Mano but to the broader media fraternity in Zambia. His journey is a testament to what's possible when passion, professionalism and purpose come together.








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