

Promoting professionalism and enhanced standards of the broadcasting industry through effective regulation

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Strengthening Regional Collaboration for a Resilient African Broadcast Landscape



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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 the Television levy.

CORE VALUES

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

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Foreword from the DG



It is with great enthusiasm that I present the concluding edition of our 2025 Digest. This edition celebrates the growth, innovation, and vibrancy of Zambia's broadcasting sector while highlighting the Authority's ongoing commitment to professionalism, accountability, and community engagement.

Over the past months, I have had the privilege of engaging with stakeholders across Lusaka, Central, Copperbelt, and Eastern Provinces, gaining valuable insights into the challenges and opportunities within

our broadcasting landscape. These interactions continue to guide our work in strengthening compliance, embracing technology, and fostering collaboration across the sector.

This edition features the awarding of nine (9) new licences and nine (9) expansion permits, supporting the growth of diverse broadcasting platforms. We also spotlight Faith Baptist Radio, profile Kalumbila Community Radio, explore the broadcasting fee structure, and reflect on our sector's regional engagement at SABA2025. In addition, we explore how the Authority is supporting innovation and the responsible adoption of emerging technologies in Zambia's broadcasting sector and

many more.

As we close 2025, the Independent Broadcasting Authority remains committed to nurturing a vibrant, professional, and innovative broadcasting sector. I wish all our readers a joyous festive season and a prosperous 2026.

Webster Malido

DIRECTOR GENERAL



Managing Editor –
Katendi Wandu

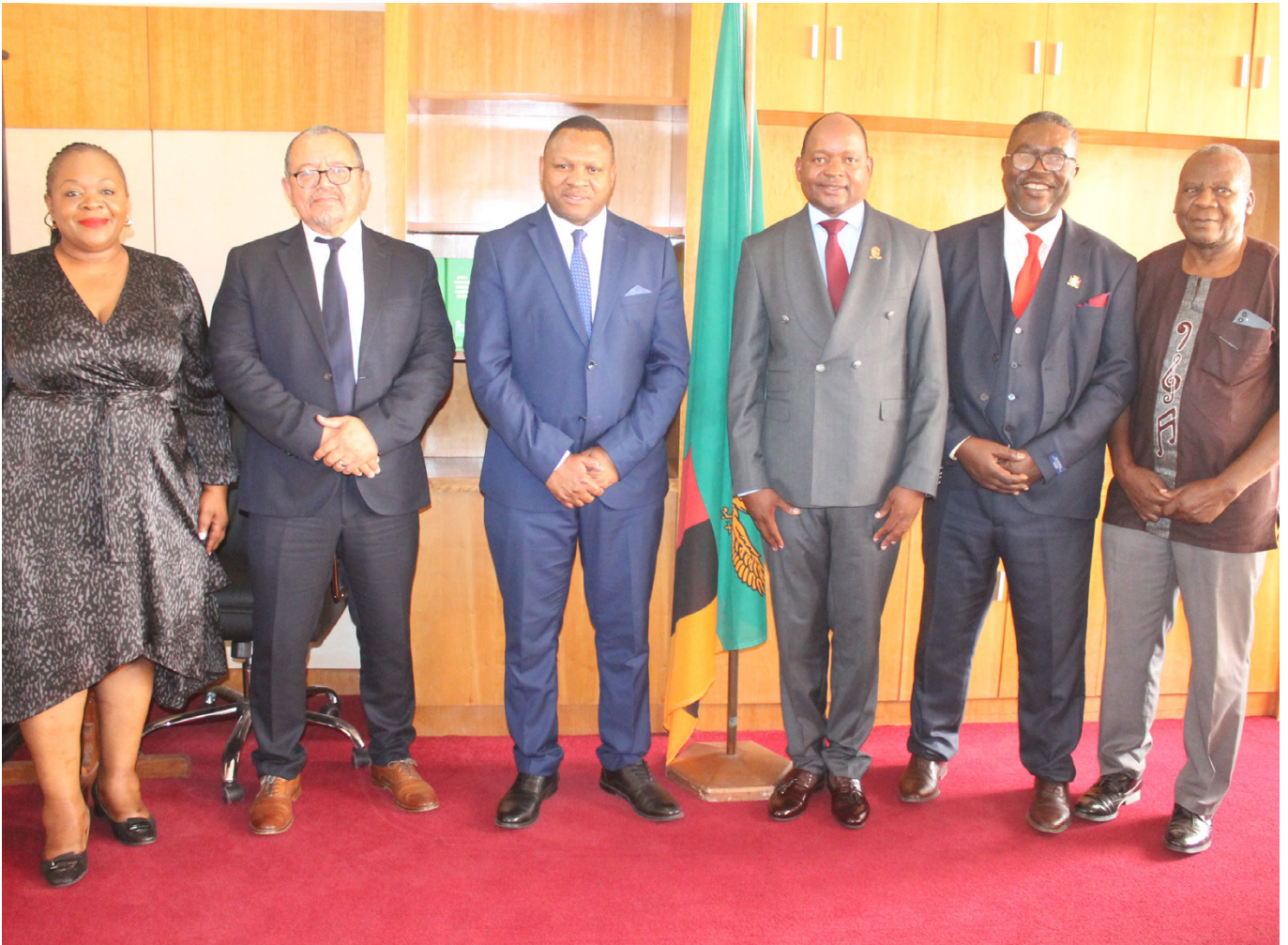


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Mwanza

WELCOMING OUR NEW DIRECTOR GENERAL



Minister of Information and Media, Hon. Cornelius Mweetwa MP (Fourth from left); IBA Board Chairperson, Chikosola Chuula (second from left); IBA Board Member, Susen Ndumingo (L); IBA Board Member, Mumbuna Kufekisa (second from right); IBA Board Member, Oliver Kanene (R); and IBA Director General, Webster Malido (third from left) during the Board's introduction of Mr Malido to the Minister following his appointment.

In September 2025, the Independent Broadcasting Authority (IBA) welcomed Mr Webster Malido as its new Director General. His appointment signalled the start of a new chapter for the Authority, one dedicated to strengthening regulation, deepening relationships with broadcasters, and fostering innovation within Zambia's broadcast media sector.

Mr Malido holds a Bachelor of Mass Communication from the University of Zambia and a Master of Science in International Business Administration from the University of London. He brings over two decades of professional expertise spanning journalism, corporate communication, and governance, with extensive experience in financial services and development finance across African markets.

His career began in media as a journalist and editor at The Post newspaper, where he contributed

to raising editorial standards and journalistic practices. He later served as a non-executive director at the Zambia Daily Mail, extending his influence into media governance.

In the corporate sector, Mr Malido held senior leadership roles at Barclays Bank Zambia (now Absa Zambia), including Head of Marketing and Corporate Affairs, where he was part of the Country Management Team. He subsequently became Head of Communication for Africa Regions at Absa Group, playing a key role in the successful rebranding

of Barclays outlets to the Absa brand across 12 African countries. He also served as Managing Partner at Aprio Group, further refining his skills in leadership, stakeholder engagement, and policy implementation.

Announcing his appointment, IBA Board Chairperson Mr Chikosola Chuula expressed confidence in Mr Malido's leadership, affirming that the Board and management stand ready to support his efforts in elevating the Authority to greater heights.

IBA ISSUES 9 NEW LICENCES, GRANTS 9 EXPANSION PERMITS



IBA Board Chairperson, Chikosola Chuulu during the announcement of successful applicants for radio frequencies.

The Independent Broadcasting Authority (IBA) Board recently expanded the radio broadcasting landscape with the award of nine (9) new licences and nine (9) expansion permits to existing stations.

This development follows the April 2025 announcement of 32 radio frequencies, of which fourteen (14) were designated for new stations and eighteen (18) for expansions into new broadcasting areas.

The advert ran for ninety (90) days, from 15th April to 14th July 2025, during which the IBA also conducted sensitisation meetings in underserved and unserved districts to raise awareness about the licensing process and requirements.

At the close of the application period on 14th July, the Authority received a total of forty-seven (47) valid applications, twenty (20) for new stations and twenty-seven (27) for expansions. However, no applications were received

for the advertised frequencies in Kawambwa, Mporokoso, Kaputa, Nakonde, Zambezi, and Mwinilunga.

During the evaluation process, the Board observed that several applicants faced challenges, including failure to provide proof of startup capital, lack of cash flow projections and sustainability plans for their stations.

To address these shortcomings, the Authority encourages future applicants to seek guidance on licensing requirements. Doing so will help ensure that submissions are complete, compliant, and meet the standards necessary for approval.

Stations issued with new licences included the following: Luano Lwesu

FM Radio of Luano Central, Business Radio of Mkushi Central, Mukwasu FM of Nyimba Eastern, Mweru FM of Chiengwe Luapula, Roof Us Radio of Mansa Luapula, Mukamba FM of Samfya Luapula, Chejeji FM of Ikelenge Northwestern, Kaoma FM of Kaoma Western, and Mitete Community Radio of Mitete Western.

Stations granted expansion included Sky FM to Kitwe Copperbelt, Mwansabombwe FM to Chiengwe, Mwansabombwe FM to Kawambwa, Faith Baptist Radio to Mansa, Mafken Radio to Mansa, Sun FM to Mansa, Radio Yangeni to Samfya, Rise FM to Samfya, Faith Baptist Radio to Kaputa, Mafken Radio to Mbala, Sun FM to Solwezi, One Love Radio to Choma and Hope Community Radio to Kaoma.

A SIT-DOWN WITH THE DIRECTOR GENERAL (QUESTION & ANSWER)



IBA Director General, Webster Malido, on a cooking show at Luna Lifestyle TV in Ndola, with Board Member Prof. Jameson Mbale (C) serving as judge.

A few weeks into his appointment, IBA Director General Mr. Webster Malido had no idea what awaited him as he went about his tour of broadcasting stations in Ndola, Copperbelt Province.

The team visited Luna Lifestyle TV, accompanied by Board Member Professor Jameson Mbale.

To his surprise, Mr. Malido found himself on a cooking show, which on that day was hosted by Lombe Chiti. He prepared a special mince recipe, which was rated A+ by Professor Mbale.

In addition, to help readers get to know the new Director General

beyond his professional role, the IBA editorial team had a sit-down with Mr. Malido and asked him a few light-hearted but insightful questions:

Q: WHAT EXCITES YOU MOST ABOUT LEADING THE IBA AT THIS STAGE IN YOUR CAREER?

A: This is a unique opportunity to apply my academic and professional background in media and governance to serve the country. I

am excited about the opportunity to help shape a regulatory environment that supports broadcasters while ensuring accountability and responsibility.

Q: OUTSIDE OF WORK, HOW DO YOU UNWIND AFTER A BUSY DAY?

A: I enjoy reading, especially books on geo-political economics, biographies, science and technology.



The IBA Director General during a visit to Diamond TV

I also spend time with my family, and when I get the chance, I like following rugby and tennis matches.

Q: DO YOU PREFER EARLY MORNINGS OR LATE NIGHTS WHEN IT COMES TO GETTING WORK DONE?

A: I prefer to get work done early in the morning because I am at my peak in terms of focus, clarity and energy at that time. Starting early allows me to handle important tasks before the day's demands and distractions set in. It also helps me stay organised, meet deadlines more efficiently, and maintain a healthier work-life balance compared to working late into the night.

Q: WHAT SONG OR TYPE OF MUSIC DO YOU FIND YOURSELF LISTENING TO MOST OFTEN?

A: I can listen to any type of music from kalindula, amapiano, rhumba to jazz, soul, R&B but my favourite genre is classical music. I love classical music because I find it calming in stressful times and it helps me concentrate when working on tasks requiring a disciplined focus. I enjoy composers such as Bach, Mozart, Beethoven, Vivaldi and Strauss.

Q: DO YOU HAVE A FAVOURITE ZAMBIAN DISH?

A: Absolutely. I can never say no to a well-prepared plate of nshima with bream and vegetables that's home for me.

Q: DO YOU ENJOY COOKING? IF YES, WHAT'S YOUR SIGNATURE DISH?

A: I enjoy cooking, but I'm more of a braai person. There's something about preparing meat on the grill, sharing it with family or friends, that makes it special. Well-marinated beef or chicken and Boers sausage would be my signature style braai.

Q: COFFEE OR TEA – WHICH KEEPS YOU GOING?

A: Coffee. I wasn't always a coffee person, but when I moved to South Africa in 2012, I found a strong coffee culture at work. As it is said, if you can't beat them, join them! Since then, I have always preferred to start my day with a coffee before getting on with work; I find that it helps me keep alert.

Q: CAN YOU TELL US A LITTLE ABOUT YOUR FAMILY AND HOW THEY INFLUENCE YOUR LIFE AND WORK?

A: Family has been the foundation and compass of my life. My parents, Phineas (may he continue to rest in peace) and Nancy, taught me

hard work, integrity, resilience, and compassion; my wife, Katwala, has been my steadfast anchor through life's challenges; and my children – Monde, Muwo and Milumbe – have taught me more about love, care and patience. The values and lessons from my close family help me in shaping most of the important decisions I make every day and how I interact with others.

Q: HOW DO YOU KEEP YOURSELF MOTIVATED DURING DEMANDING TIMES?

A: I remind myself why work matters, for instance, serving the nation and contributing to building a strong broadcasting sector in Zambia. I also draw motivation from my team and the progress we make together.

Q: WHAT IS ONE SMALL DAILY ROUTINE OR HABIT YOU CAN'T DO WITHOUT?

A: Straight when I wake up, I read up on local, regional and international news to get a quick sense of events around me. I will then take a few minutes to reflect and set priorities for the day. It helps me stay grounded and focused, no matter how unpredictable the schedule becomes.

Q: WHAT PART OF YOUR ACADEMIC OR PROFESSIONAL JOURNEY HAS INFLUENCED YOU THE MOST AS A LEADER?

A: I would say both my academic grounding and professional experience have shaped me, but in different ways. My studies gave me the discipline to think critically and approach challenges systematically, while my professional journey has taught me the importance of people, listening, collaboration, and humility. Together, they've influenced the way I lead, which is with structure, but also with empathy.

ENGAGING LEARNERS IN BROADCASTING



Nyumba Yanga Secondary School pupils visiting the IBA stand during the school's career day exhibition.

Curiosity filled the air at Nyumba Yanga Secondary School as learners explored different career paths during the school's Career Exhibition Day in Lusaka. Among the most vibrant stops was the broadcasting information booth, where students gathered to understand how the media world works and the pivotal role they could one day play in it.

With an inviting setup and engaging conversations, the Independent Broadcasting Authority (IBA) opened a window into the broadcasting sector, sparking interest among learners eager to understand how radio and television content is regulated in Zambia. Instead of a formal presentation, the interaction felt more like a conversation, one driven by the students' own questions and aspirations.

IBA officers used the opportunity to demystify the Authority's work, sharing insights on broadcasting ethics, professionalism, and the standards that shape the content Zambians watch and listen to every day. Many students were surprised to learn how crucial public

feedback is in shaping responsible broadcasting. The team carefully walked learners and parents through the complaints procedure, empowering them with knowledge on how they can play a role in promoting accountability in the media.

Addressing the assembly earlier in the day, Corporate Communication Officer Mr. Stephano Mwanza shared how refreshing it was to meet Zambia's future media practitioners. He highlighted the importance of exposing young people to diverse career options in broadcasting whether in regulation, content creation, engineering, production, or media entrepreneurship.

For many students, the engagement offered a first glimpse into careers they had never considered. For the Authority, it served as a reminder of the responsibility to nurture the next generation of media professionals who will shape the country's broadcasting landscape.

The day at Nyumba Yanga Secondary School was more than an exhibition; it was a meaningful exchange that strengthened the bond between the broadcasting regulator and the community. By inspiring young minds and promoting media literacy, the IBA continues to support the growth of a knowledgeable, responsible, and future-ready broadcasting ecosystem in Zambia.

IBA INTENSIFIES STAKEHOLDER ENGAGEMENT TO STRENGTHEN ZAMBIA'S BROADCASTING SECTOR



IBA and Komboni Radio staff during the visit to the Station by the IBA Director General, Webster Malido

The Independent Broadcasting Authority (IBA) has reaffirmed its commitment to strengthening Zambia's broadcasting landscape through intensified stakeholder engagement.

This renewed drive aligns with the Authority's vision of becoming an effective and efficient regulator that fosters a professional, responsible, and vibrant broadcasting industry.

Since assuming office, IBA Director General Mr Webster Malido has embarked on an extensive familiarisation tour of selected broadcasting stations across the country. He has so far visited selected stations and stakeholders in Lusaka, Central, Copperbelt, and Eastern Provinces, including engagements with provincial

leadership, licensees, District Commissioners, and other key stakeholders.

These interactions have provided valuable insights into the operations of various stations, enabling the Director General to appreciate their achievements while gaining a deeper understanding of the challenges they face. They also offered a platform to reiterate the Authority's expectations regarding compliance, professionalism, and ethical broadcasting.

During his engagements, Mr. Malido encouraged broadcasters to embrace emerging technologies and promote content that reflects Zambia's rich cultural diversity and national values. He further emphasized that the growth of the sector hinges on meaningful

collaboration between the IBA and its stakeholders.

"The IBA is here to support broadcasters to thrive while safeguarding the interests of the public. Our approach is to be firm, fair, and transparent," Mr. Malido stated.

The Authority's outreach extends beyond traditional broadcasting stations to include a broad spectrum of stakeholders operating within and outside the mainstream broadcasting Industry. By fostering open dialogue, the IBA aims to identify practical, lasting solutions to the challenges facing the sector.

Ultimately, these engagements are designed to strengthen the broadcasting industry and position it as a key contributor to Zambia's socio-economic development.



IBA delegation led by Board Vice Chairperson, Mrs Victoria Mupwaya, with the Tanzania Communications Regulatory Authority (TCRA) in Tanzania.



Smart Zambia National Coordinator, Percy Chinyama (L), IBA Board Member, Prof. Jameson Mbale (C), and IBA Director General, Webster Malido (R), during the engagement meeting between IBA and Smart Zambia, held at Smart Zambia.



IBA Inspector Raymond Malupenga (I) during an inspection



IBA Corporate Communication Officer Stephano Mwanza (L) after presentation of awards at Evelyn Hone College as part of IBA's Corporate Social Responsibility.

PICTURES



Ministry of Information and Media Permanent Secretary Thabo Kawana, with IBA staff after the PS visited the IBA stand at the 2025 ZITF



IBA Licensing and Compliance Manager, Leah Kabamba (R), and Internal Auditor Nkombo Chandi (L), following the proceedings of a staff meeting.



IBA members of staff Tezya Muleya (l) and Thomas Mulenga (r) at the 2025 Trade Fair in Ndola.



IBA team during a Friday's sports day event.

KALUMBILA COMMUNITY RADIO: A NEW VOICE FOR NORTH-WESTERN PROVINCE



Kalumbila Community Radio.

Kalumbila District in North-Western Province marked a major milestone in media and community development with the official launch of Kalumbila Community Radio on November 12, 2025.

For years, residents of Kalumbila depended on distant radio signals for news and information. That era has now come to an end with the establishment of a local station dedicated to serving the community's unique needs.

The launch ceremony was officiated by the Minister of Information and Media, Honourable Cornelius Mweetwa, MP, who praised the initiative and urged the station's leadership to uphold the highest standards of professionalism, ethical journalism, and national unity. He also emphasised the importance of rejecting divisive rhetoric, particularly tribalism, across all media.

During the launch, Independent

Broadcasting Authority (IBA) Director General Mr. Webster Malido said that Kalumbila Community Radio must lead the community in Kalumbila and the surrounding areas in addressing their needs for information by:

Providing an appropriate amount of local programming, including news and information programmes that highlight grassroots community issues

Having significant portions of Zambian drama, documentaries and children's programmes that reflect Zambian themes, literature and historical events

Reflecting the culture, character, needs and aspirations of your broadcasting area as specified in your licence; and

Meeting the highest standard of journalistic professionalism

Mr. Malido added that the Authority was aware that running a radio station was not as simple

as some may believe owing to several obligations which stations need to meet in monetary form. He thus commended Trident Foundation Limited for supporting this initiative. He also urged the Board, Management, and Staff of Kalumbila Community Radio to work closely with the community and other stakeholders to ensure the long-term survival and growth of the station.

The project was made possible through the support of First Quantum Minerals (FQM), implemented via its social responsibility arm, Trident Foundation Limited. This initiative aligns with FQM's broader commitment to empowering local communities through sustainable and impactful development projects.

Now broadcasting live, the IBA is hopeful that Kalumbila Community Radio is poised to become a vital source of information, education, and entertainment, a unifying platform that amplifies local voices and fosters community pride across Kalumbila and beyond.

OUTLINING KEY PRIORITIES BEFORE PARLIAMENTARY COMMITTEE



The IBA team, after their appearance before the Parliamentary Committee on Media, Information and Communication Technologies.

The Independent Broadcasting Authority (IBA) outlined key priorities for the 2026 fiscal year when it appeared before the Parliamentary Committee on Media, Information and Communication Technologies to present its 2026 budget estimates.

The key priorities include enhancing compliance monitoring and strengthening regulatory oversight as the nation approaches the 2026 election period.

The Authority also highlighted the importance of embracing emerging technologies and strengthening stakeholder engagements to ensure broadcasting standards are upheld and citizens continue to access accurate, responsible, and ethical content.



IBA Director General Webster Malido.

Reaffirming its mandate, the IBA reiterated its commitment to fostering a diverse, professional, and ethical broadcasting industry that serves the best interests of the Zambian people.

The Authority presented that it remained focused on implementing initiatives that will enhance service delivery, strengthen collaboration with stakeholders, and support the growth of a resilient and forward-looking broadcasting sector.

KNOW YOUR STATION

FAITH RADIO 92.1 FM

By Phyllis S. Banda



Faith Baptist Radio

Located in the heart of Kitwe, on Zambia's vibrant Copperbelt, Faith Radio 92.1 FM is more than a radio station; it is a beacon of hope, a movement of transformation, and a voice that carries the gospel to every corner of life.

Rooted in the timeless truth of Scripture and guided by a passion to make Christ known, Faith Radio has become a trusted companion for listeners seeking encouragement, guidance, and spiritual renewal.

Founded under the visionary leadership of Central Africa Baptist University (CABU), the station exists to glorify God by proclaiming

the gospel of Jesus Christ and equipping believers to grow in faith.

Every message broadcast, whether over the airwaves or through digital platforms, is anchored in sound doctrine, designed to restore hearts, renew minds, and inspire action.

Since being granted its broadcasting license in 2010, Faith Radio has

grown from a local station in Kitwe into a platform with national and international reach, touching lives far beyond the Copperbelt.

Through God's providence, the station recently received authorisation to expand to Luapula and Northern Provinces, a milestone regarded as an answered prayer and a step closer to the station's vision,



Faith Baptist Radio staff

which is to reach the world with the true Gospel.

Faith Radio's programming is carefully crafted to meet listeners where they are, at home, at work, or on the move, bringing life, encouragement, and spiritual guidance to every moment.

Popular programmes include Ulupwa Lwa Bwina Kristu, which strengthens families in faith; Back to the Bible, which delves into Scripture with depth and clarity; and Biblical Christianity, which teaches the timeless truth of God's Word without compromise. Children and youth programmes lay the foundation for lifelong faith, while inspirational worship sessions featuring music, testimonies, and prayer lift hearts and minds to God.

In addition to these programs, Faith Radio's Morning Live Breakfast

Show energizes listeners with a blend of gospel music, news updates, discussions, and interviews that inform, inspire, and entertain. The station also provides community news, national updates, and current affairs, ensuring that its audience remains informed while rooted in faith.

Faith Radio broadcasts in English, Bemba, and Lamba, embracing Zambia's rich cultural and linguistic diversity to reach a broad audience.

Through Radio Garden streaming, Faith Radio now reaches listeners around the globe, proving that the gospel knows no borders and that distance cannot contain the power of God's message.

Beyond broadcasting, the station empowers believers not just to listen but to live out the gospel in tangible ways.

Across homes, workplaces, hospitals, and churches, Faith Radio continues to unite believers, inspire hope, and shine the light of Christ into a world that so desperately needs it.

Faith Radio's commitment to excellence was recognised last year when it was nominated by the Independent Broadcasting Authority (IBA) as the most content-compliant community station, a testament to its dedication to ethical broadcasting and ministry-focused programming.

As Faith Radio's reach widens and its mission deepens, one truth remains unwavering: Jesus Christ is Lord, and His gospel must be heard.

From its home in Kitwe to the world beyond, Faith Radio—UMULABASA WA CEBO proclaims hope, transforms lives, and glorifies God with every broadcast.

STRENGTHENING REGIONAL COLLABORATION FOR A RESILIENT AFRICAN BROADCAST LANDSCAPE: KEY INSIGHTS FROM SABA2025

The Independent Broadcasting Authority (IBA) participated in the Broadcasters Convention Southern Africa (SABA2025), held from October 28 to 30, 2025, in Victoria Falls, Zimbabwe, a premier gathering that brought together regulators, broadcasters, policymakers, and media innovators from across the continent.



IBA Director General, Webster Malido, with SABA President Stanley Similo during the SABA Meeting held in Victoria Falls, Zimbabwe.

Hosted by the Zimbabwe Broadcasting Corporation (ZBC) and organised by Broadcast Media Africa in collaboration with the Southern African Broadcasting Association (SABA), this year's convention provided a timely and strategic platform to reflect on the future of broadcasting in the region.

The IBA's participation showed its commitment to staying aligned with regional and global trends that are reshaping the media environment. By engaging with peers at SABA2025, the Authority reaffirmed the importance of collaboration, innovation, and strategic foresight in strengthening Zambia's broadcasting ecosystem.

A key highlight of the event was the IBA's contribution to high-level discussions on "The Trust Mandate – Reimagining Regulatory and Policy Outcomes for a Resilient

Media Ecosystem in Africa." During the panel, the IBA emphasised that trust remains central to modern broadcasting whether in regulation, content creation, or audience engagement. As media consumption patterns evolve, the Authority stressed the need for regulatory approaches that balance accountability with innovation, enabling broadcasters to grow while safeguarding public interest.

The IBA also featured in a Zimbabwe Broadcasting Corporation (ZBC) media interview, where it outlined the significance of regional integration, forward-looking regulation, and collaborative learning. This visibility amplified the Authority's voice in continental conversations on technology adoption, digital migration, and the role of local content in shaping national identity and cultural expression.

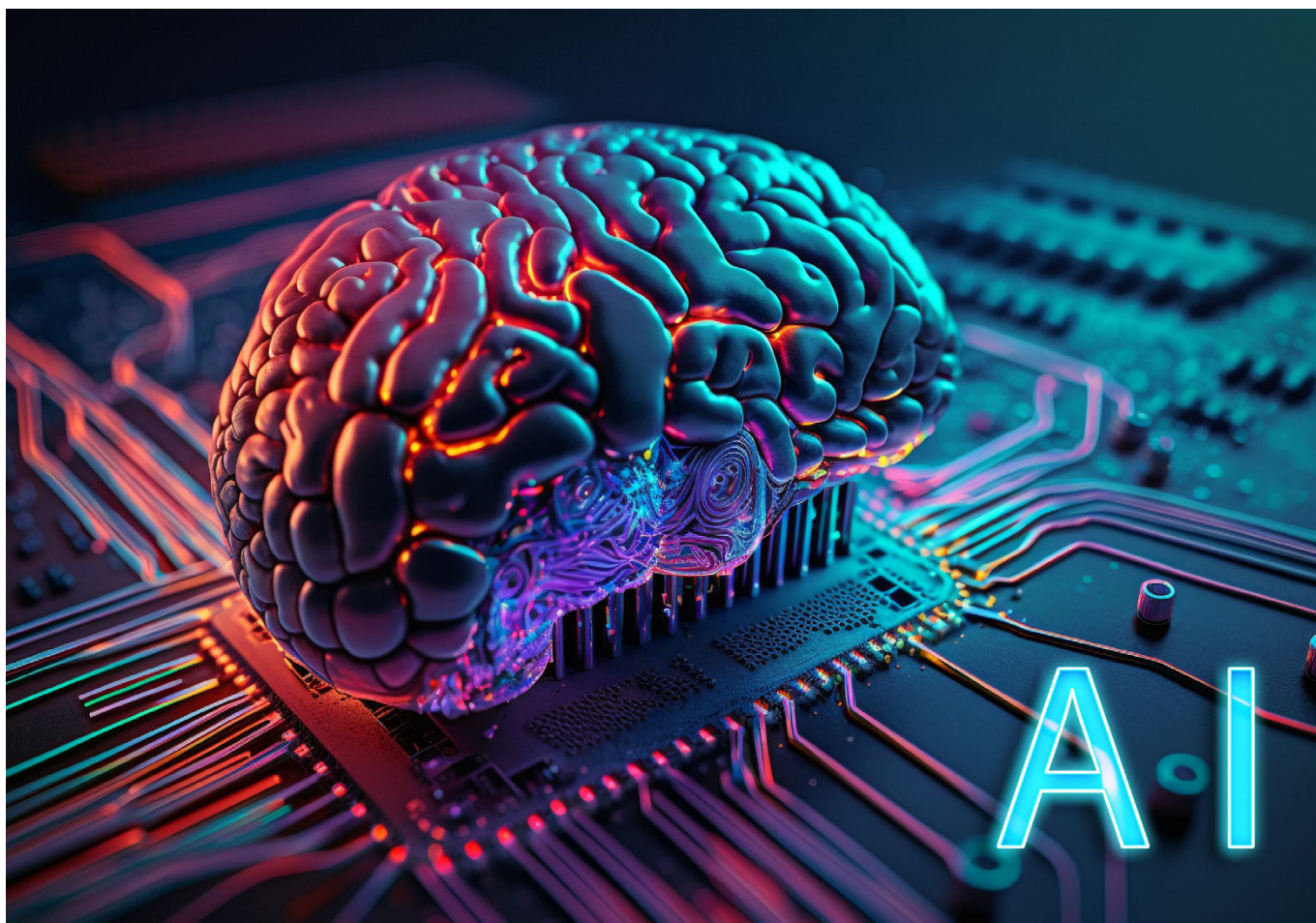
Beyond formal discussions,

participation in the SABA Awards Gala allowed the IBA delegation to observe and celebrate excellence in broadcasting across Southern Africa, an important reminder of the standards and aspirations that continue to shape the industry.

As the media ecosystem continues to transform, the IBA's proactive engagement in platforms like SABA2025 ensures it remains agile, informed, and responsive to the needs of the sector. The insights gained from the convention will support ongoing efforts to promote a professional, diverse, and future-ready broadcasting industry that serves the interests of the Zambian people.

The Authority returns from SABA2025 with renewed inspiration and strengthened regional ties, which are key ingredients for shaping a resilient broadcasting future for Zambia.

ARTIFICIAL INTELLIGENCE (AI) RESHAPING ZAMBIA'S BROADCASTING LANDSCAPE



Artificial Intelligence (AI) is reshaping every corner of the global media landscape—from how stories are created to how audiences consume content. In Zambia, the broadcasting sector is experiencing the same wave of transformation, and the Independent Broadcasting Authority (IBA) is positioning itself at the forefront of this shift.

Rather than waiting for challenges to emerge, the IBA is proactively strengthening its regulatory framework to ensure that broadcasters embrace AI in a responsible, transparent, and ethical manner. This includes reviewing existing guidelines, reinforcing compliance systems, and promoting best practices that safeguard the accuracy, accountability, and integrity of content distributed to the public.

Across the industry, AI offers exciting possibilities: automated production processes, improved audience analytics, enhanced creativity,

and more efficient workflows. But these advancements also require thoughtful oversight. The Authority continues to emphasise the importance of data privacy, editorial responsibility, and content verification—principles that remain essential even in the age of machine-generated media.

In line with these priorities, the IBA is encouraging broadcasting stations to revisit their internal ethical policies and ensure they reflect the realities of AI-driven content creation. Stations are being urged to adopt transparent procedures, clearly identify AI-generated material where

necessary, and uphold fairness and accuracy across all platforms.

Through continuous engagement with industry stakeholders, regional partners, and technology experts, the IBA remains committed to guiding Zambia's broadcasting sector toward a future where innovation thrives alongside accountability. As AI rewrites the rules of media, the Authority's forward-looking approach ensures that the sector evolves in a way that protects the public interest and promotes a resilient, trustworthy broadcasting ecosystem for the digital age.

A FOCUS ON THE MINISTRY OF INFORMATION AND MEDIA (MIM) AS IT CHAMPIONS TRANSPARENCY AND GOOD GOVERNANCE

By Ministry of Information and Media Public Relations Unit



Minister of Information and Media, Hon. Cornelius Mweetwa - MP (centre), and IBA Board Chairperson, Chikosola Chuula, during a joint press briefing.

The Ministry of Information and Media (MIM) continues to play a pivotal role in shaping Zambia's democratic landscape by advancing transparency, accountability, and the free flow of information. Over time, it has evolved into a cornerstone institution that strengthens good governance through policy development, the promotion of media freedom, and effective public communication.

HISTORICAL BACKGROUND AND MANDATE

The Ministry has long served as the Government's principal institution for information dissemination, media development, and public communication. Over time, its mandate has broadened to meet the nation's growing demand for transparent governance and a professional, independent media sector.

Guided by its mission "to promote and facilitate the growth of a sustainable media industry capable of enhancing the free flow of information, freedom of expression, and national development," the Ministry continues to shape Zambia's media landscape.

Its vision of "country-wide media coverage for a well-informed society" reflects its enduring commitment to ensuring that citizens have access to timely, accurate, and reliable information.

MAJOR MILESTONE: ENACTMENT OF THE ACCESS TO INFORMATION (ATI) LAW

One of the Ministry's most significant milestones is the enactment of the Access to Information (ATI) Law. This landmark legislation grants citizens the legal right to access public information, an essential pillar of transparency, accountability, and participatory democracy.

Following the Minister's signing of

the Statutory Instrument (SI), the Ministry, together with the Human Rights Commission, is finalising implementation guidelines to operationalise the law. The ATI Law is expected to:

- ✓ Empower citizens to hold leaders accountable
- ✓ Promote openness within public institutions
- ✓ Strengthen democratic governance
- ✓ Enhance public participation in national development

This achievement represents a major step forward for Zambia, aligning the

nation with global standards of good governance.

BROADCASTING SECTOR REFORMS

In addition to championing the ATI Law, the Ministry has accelerated reforms within the broadcasting industry. The Cabinet's recent approval of both the Independent Broadcasting Authority (IBA) Bill and the Zambia National Broadcasting Corporation (ZNBC) Bill marks a transformative milestone for the sector.

Key Features of the Reforms ZNBC Bill

- ✓ Redefines the functions of the national broadcaster
- ✓ Reconstitutes its Board
- ✓ Introduces a sustainable broadcast levy system

IBA Bill

- ✓ Strengthens regulatory oversight
- ✓ Enhances the Authority's independence and operational effectiveness

Together, these reforms are expected to foster a vibrant, diverse, and independent media ecosystem, an essential foundation for a healthy democracy.

INSTITUTIONAL FRAMEWORK AND COLLABORATING AGENCIES

The Ministry works closely with its statutory bodies and media-oriented agencies to foster media development, enhance professionalism, and ensure responsible journalism. Key institutions include:

- **Independent Broadcasting Authority (IBA):** Regulates the broadcasting industry by issuing licenses, promoting diversity and pluralism, and setting and enforcing content standards. This ensures the airwaves serve the public interest while upholding professionalism and ethical values.
- **Zambia National Broadcasting Corporation (ZNBC):** The public service broadcaster that informs, educates, and entertains through nationwide radio and television services, ensuring universal access to information, particularly in underserved and rural communities.
- **Zambia News and Information Services (ZANIS):** Functions as the government's public relations wing, disseminating information across the country and providing wide coverage of national programmes and development initiatives.
- **Zambia Institute of Mass Communication (ZAMCOM):** Provides training and capacity-building programmes that strengthen the skills and professionalism of media practitioners.
- **Zambia Institute of Public Relations and Communication (ZIPRC):** Serves as the regulatory and professional body for public relations and communication practitioners. It promotes ethical communication, strengthens professional standards, collaborates with state institutions, and advises government on matters of public relations and communication—complementing the Ministry's efforts to ensure accurate, credible, and effective information dissemination.
- **Zambia Daily Mail:** A government-owned daily newspaper that delivers national news coverage, informs public debate, and supports access to credible information.
- **Times of Zambia:** One of the country's oldest newspapers, contributing to national information dissemination, investigative reporting, and the promotion of a well-informed citizenry.

Together, these institutions reinforce Zambia's media environment and advance the Ministry's mission to build a sustainable media industry that enhances the free flow of information, protects freedom of expression, and supports national development.

LEADERSHIP AND RECENT ACHIEVEMENTS

Under the leadership of Honourable Cornelius Mweetwa, MP and Chief Government Spokesperson, the Ministry has intensified its efforts to expand media freedom and improve access to information. These initiatives have contributed to Zambia's enhanced standing in international media freedom rankings.

KEY ACHIEVEMENTS INCLUDE:

Strengthening policy frameworks on media freedom and access to information

Supporting legal reforms that promote a more transparent media environment

Enhancing collaboration with media institutions and practitioners

Promoting responsible journalism while safeguarding freedom of expression.



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