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On 6th May 2024 the Independent Broadcasting Authority (IBA) Board Chairperson Mr. Chikosola P. Chuula announced that the Board of Directors of the IBA had appointed Mr. Guntula Muleya, a former General Manager at Multichoice Zambia, as its new Director General.

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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 Television levy.

## CORE VALUES

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

## EDITORIAL TEAM

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# Foreword from the DG



**I** am delighted to present to you the first edition of the IBA Digest for 2024. It is our sincere hope that you are taking advantage of the vast opportunities that Government is presenting for the sector, such as the tax exemption on importation of broadcasting equipment and the Constituency Development Fund.

As you may be aware, the Authority has entered into another decade of existence, following our 10 year mark last year. In this regard, I want to thank our licensees and stakeholders for journeying with us and witnessing our growth.

Over the past decade, IBA has witnessed several milestones and challenges, which have contributed to its growth. Besides the observable increase in the number of radio and television stations in the Country, from about 60 in 2013 to 260 by the end of 2023, the Authority has also seen increased stakeholder engagement and relations, which we appreciate. Further, our staff complement has also increased owing to the growth trajectory of the broadcasting

sector.

As we begin the next decade, I wish to assure our stakeholders that we shall continue to ensure that the broadcasting sector flourishes by enhancing our internal processes to guarantee that we remain effective and efficient in the way we deliver our services to the public.

We shall, therefore, embark on the digitalisation of IBA processes and procedures, in line with the government's upward momentum in digital transformation. We thus urge our licensees to be ready for this process by upscaling their digital capabilities.

Additionally, we shall continue our regulatory role with our licensees in order to promote professionalism and enhanced standards of the broadcasting industry.

Furthermore, the process to strengthen the legal framework by reviewing the IBA Act of 2002, owing to a number of changes that have taken place both technologically and administratively, shall continue.

Finally, the other strategic focus for the Authority is to ensure that we continue improving our relationship with our stakeholders. Therefore, there will be more stakeholder engagements, as espoused in both our Communication Strategy and Strategic Plan for 2023-2027.

As you read this Digest, enjoy the various aspects covered in this edition, such as the 3-year tax exemption on broadcasting equipment, testimonials on CDF impact in the broadcasting sector, our stakeholder engagement meetings with the Minister of Information and Media, and the fruits of IBA's Corporate Social Responsibility programmes as told by Christabel Chulu, Station Manager for Chete Radio in Nakonde. Under the know your station segment, you will learn more about Modern Voice Radio of Chirundu District. You will also enjoy reflections on the IBA capacity building trainings by Mr. Hicks Sikazwe, one



Managing Editor – Katendi Wandu



Editorial Manager – Leah Kabamba



Stephano Mwanza - Writer

of our Facilitators at the IBA capacity building workshops, and a Media Consultant.

ENJOY THE READ!!

Guntilla Muleya

**Director General**



# IBA BOARD PAYS COURTESY CALL ON THE MINISTER OF INFORMATION AND MEDIA



*Hon. Cornelius Mweetwa(right) and IBA Board Chairperson Mr. Chikosola Chuula(left).*

**The IBA Board led by Chairperson Mr. Chikosola Chuula, paid a courtesy call on the Minister of Information and Media and Chief Government Spokesperson Honourable Cornelius Mweetwa, MP, in order to exchange information on various matters concerning the broadcasting sector.**

During the courtesy call, Honourable Mweetwa commended the Board for aligning towards the Government's aspiration of providing access to information, by not closing any station since the New Dawn Administration came into office.

He also called on the Board to license more stations, regardless of political affiliation.

In addition, the Minister appealed

to the Board to consider the plight of community stations in order for them to effectively continue with information dissemination across the country, including the job opportunities being created for the locals in the communities, as well as other Gov-

ernment initiatives.

The Minister further urged the Board to encourage broadcasting stations to take advantage of the tax holiday on broadcasting equipment which runs up to December 2026.



*Hon. Cornelius Mweetwa (c) poses with IBA Board Members*



# IBA ACT UNDERGOING REVIEW



Stakeholders at the meeting to review the IBA Act.

**The Independent Broadcasting Authority (IBA) in conjunction with key stakeholders has embarked on the process of reviewing the IBA Act enacted in 2002 with the aim of repealing and replacing the Act.**

There have been many changes that have taken place in the broadcasting sector considering the period when the IBA Act was passed, as well as changes in the statute books. Further, advancements in technology have led to a domino effect on how regulation of the sector must be done. Therefore these are among the reasons that the Authority embarked on a process of updating the provisions of the IBA Act aiming for a repeal and replacement of the Act.

Previously, the IBA Act had been

**“The Independent Broadcasting Authority (IBA) Act enacted in 2002, is undergoing a review process with the aim of repealing and replacing it.”**

amended twice in an effort to make it responsive to the demands of the sector. However, the amendments were not enough to keep up with the rate of technological and administrative changes that are taking place in the broadcasting sector.

For this reason, the Ministry of Information and Media constituted a Technical Working Group (TWG) to draft the IBA Layman Bill. Following the drafting of the Layman's Bill, the

TWG subjected it to wider consultation with stakeholders and considered the submissions from the stakeholders in the process of consolidating the Bill.

The TWG presented the Bill to the Minister of Information and Media, Honourable Cornelius Mweetwa, MP, who was represented by the Permanent Secretary in the Ministry, Mr. Thabo Kawana at an event held at the Mulungushi International Conference Centre in Lusaka.

During the presentation, the following matters were highlighted:

1) The IBA Act No. 17 of 2002 had been problematic since its enactment over two decades ago, due the following challenges, among others:

- **Lack of Regulation:** There is no legal provision to regulate the Zambia National Broadcasting Corporation and other State-Owned Broadcasters, which stakeholders have long desired.
- **Free-to-Air TV:** The absence of a legal framework for Free-to-air Television services.
- **Online Broadcasting Gap:** A regulatory gap exists for Online Broadcasting, considering that some stations solely want to use the internet for transmission
- **Digital Migration Alignment:** The need to align legal enforcement with the Digital Migration Policy.

The Government expressed satisfaction that many aspects previously lacking in the IBA Act had been addressed, adding that the development will contribute to Government's agenda to grow a free and professional media.

# IBA APPOINTS NEW DIRECTOR GENERAL



IBA Director General, Mr. Guntila Muleya.

**O**n 6<sup>th</sup> May 2024 the Independent Broadcasting Authority (IBA) Board Chairperson Mr. Chikosola P. Chuula announced that the Board of Directors of the IBA had appointed Mr. Guntila Muleya, a former General Manager at Multichoice Zambia, as its new Director General. He takes over from Ms. Josephine Mapoma who served in that capacity from the inception of the Authority in 2013 until 2023.

Mr. Muleya holds a Bachelor of Science Degree in Marketing from the Copperbelt University (CBU) and a Master's Degree in Business Administration (MBA) in Management Strategy from the University of Zambia (UNZA).

Mr. Muleya brings to the IBA a wealth of senior management experience and a proven track record of success in

**“Mr. Muleya comes to the IBA in the early stages of the implementation of its new strategic plan, which emphasises on the creation of a more enabling regulatory environment through digitalisation and enhanced stakeholder management.”**

leadership positions of major organisations such as National Breweries, Multichoice Zambia and SEEDCO Zambia.

At Multichoice, the South African company that operates DSTv, a major satellite television service in Sub-Saharan Africa, he served for seven (7) years in various positions as Country Manager for GOtv, Head of Sales and Marketing and finally as General Manager Commercial. During his

time at Multichoice, he was extensively exposed to broadcasting regulations. He successfully managed the Digital Migration of GOtv service from analogue to digital, innovated and lobbied for the creation of Zambezi Magic – a local Zambian channel, and was awarded Africa GOtv Manager of the Year in 2012, among other achievements.

Mr. Muleya also served as Chief Executive Officer of SEEDCO Zambia where he managed operations in Zambia, Angola, and the Democratic Republic of Congo (DRC). At SEEDCO, Mr. Muleya led business transformation that led to business growth, ensuring that more farmers can have access to the right inputs in order to be more productive at household level. Mr. Muleya is passionate about technology and has automated a number of business processes to create more operational efficiency and convenience for end users.

These performance milestones resonate extremely well with the IBA's strategy to digitalise its licensing and monitoring procedures in line with the government's upward momentum in digital transformation. Mr. Muleya comes to the IBA in the early stages of the implementation of its new strategic plan, which emphasises on the creation of a more enabling regulatory environment through digitalisation and enhanced stakeholder management. His experience will start the Authority on a new transformational journey towards a better and more citizen-centric broadcasting landscape.



# 3 YEARS TAX HOLIDAY ON BROADCASTING EQUIPMENT

**The Independent Broadcasting Authority (IBA) is delighted with the move by the Government to suspend customs duty on selected equipment in the media, music, and film industries.**

The Authority welcomes the suspension of duty on selected equipment in the music and film industries as this will help both newly licenced and existing stations acquire new equipment, which will in turn lead to improved quality of broadcasting. Existing stations will also have an opportunity to upgrade their broadcast equipment.

According to Statutory Instrument (SI)

No. 67 of 2023 signed by Minister of Technology and Science Felix Mutati on December 29, 2023, when he acted as Minister of Finance and National Planning, the regulations came into operation on 1st January, 2024 and will be revoked on 31st December, 2026.

The description of goods whose duty has been waived include loudspeakers, headphones and earphones, microphones, audio frequency electric amplifiers, transmission apparatus and television cameras.

Others are radio broadcast receivers, sound recording or reproducing apparatus, aerials, projectors or photographic enlargers or reducers, discharge lamps, flashlight apparatus,

monopods, bipods, tripods, and similar articles.

The suspension of customs duty follows a request to the Government by the Ministry of Information and Media to consider a tax holiday for the importation of broadcasting equipment to make the sector more viable.

Broadcasting stations that wish to benefit from this exemption are encouraged to get in touch with the Authority once the equipment acquired is ready for clearance.

## BROADCASTING STATIONS BENEFITING FROM CDF

**Constituency Development Fund (CDF) is a term becoming synonymous with development. A number of radio and television stations are benefiting from these funds.**

One such station is Sinazongwe Community Radio, based in Southern Province. Station Manager Cornhill Choolwe shared that CDF funds were used to build the structure that houses the station and to purchase directional antennas, in order to improve transmission.

Another station which has benefit-

**“CDF is a game changer for Community Radio Stations like Walamo owing to low interest rates and affordability,” Simpito said.**

ed from CDF is Walamo Community Radio, based in Mpulungu, Northern Province. Station Manager, Chimwemwe Simpito said that Walamo Community Radio had acquired a loan worth K183, 000 in 2023. The purpose of the loan was to procure a motor vehicle for easy mobility to cover even far flung areas. Of impor-

tance, the vehicle is also used as an alternative source of income. “CDF is a game changer for Community Radio Stations like Walamo owing to low interest rates and affordability” Simpito said.

Other stations benefiting from CDF include Mumbwa Community Radio in Central Province and Kanchibiya Community Radio in Muchinga.

Broadcasting stations, new and old, that have not yet benefited from CDF should therefore engage their respective constituencies on the possibilities of accessing and benefiting from the fund.

# NOTICE !

## IBA CALLS ON BROADCASTING STATIONS TO AIR COMPLAINTS PROCEDURE

**The Independent Broadcasting Authority (IBA) has called upon all broadcasting stations to develop a procedure for handling public complaints against their stations.**

Further, stations must broadcast the procedure so that the public is aware about their Right to complain against a broadcasting house that they are aggrieved with.

The Authority has observed that whereas some stations have endeavored to publicise this process, others are yet to fully put this into effect.

The IBA Act No. 17 of 2002 in Sec-

**“The Authority has since written to broadcasting stations directing them to broadcast information about the complaints process in a language of their choice, at least three times per day.”**

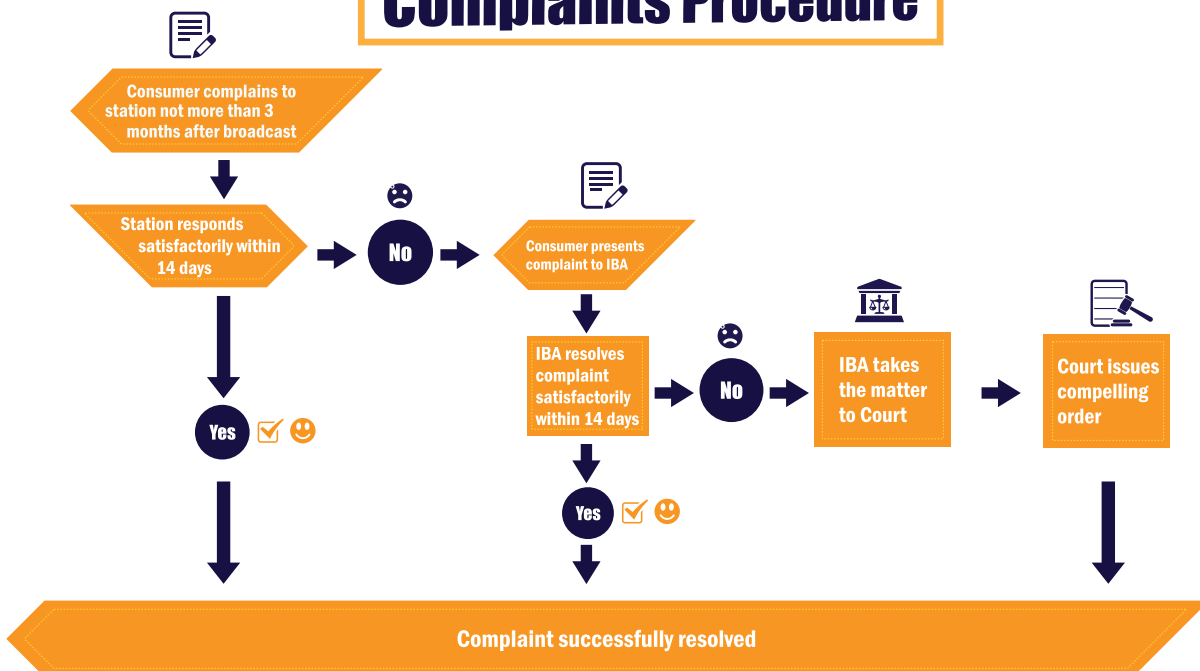
tions 33 to 38 provides the procedure for lodging and resolving complaints against broadcasters.

In addition, producing and airing the complaints procedure by broadcasting stations is a licencing condition whose compliance will be enforced accordingly.

In this regard, the Authority has since written to broadcasting stations directing them to broadcast information about the complaints process in a language of their choice, at least three times per day.

The procedure for complaints stipulates that individuals who are displeased with a broadcast must file their complaint with the station within three (3) months of the broadcast. The station then has fourteen (14) days to address the complaint. If the issue remains unresolved or the complainant is unsatisfied with the remedy made by the station, they can escalate their complaint to the Authority for further action.

### Complaints Procedure





# CHRISTABEL'S JOURNEY: FROM VOLUNTEER TO RADIO STATION MANAGER



Christabel Chulu in her office at Chete

**I**n the bustling heart of Nakonde town, situated in Muchinga Province of Zambia, at the border with Tanzania, one story stands out as a testament to the transformative power of opportunity and determination.

Meet Christabel Chulu, a young woman with an inspiring journey from volunteer, to Station Manager at a local Commercial Radio known as Chete Radio.

"I come from a family of seven, born and raised in Chinsali and after losing my father in 2002 when I was just in grade two, my mother struggled to make ends meet for the family" said Christabel.

She narrates that she always had a passion for journalism and in particular broadcasting. "I used to pick up a newspaper to read the news. In grade seven, I read to myself, but in grade eight, I started reading in front of the entire school during assembly."

A pivotal moment happened in the life of Christabel – the day she received a life-changing sponsorship from the Independent Broadcasting Authority (IBA). It was a moment that not only altered her trajectory but also underscored the profound impact of Corporate Social Responsibility (CSR) initiatives in shaping the future of the aspiring journalist.

The IBA's sponsorship granted Christabel the opportunity to pursue her passion for journalism at the Zambia Institute of Mass Communications Education Trust (ZAMCOM), under distance learning. For three years, she immersed herself in the art and craft of storytelling, honing her skills in writing, reporting, and broadcasting. With each passing term, Christabel's passion grew, fueled by the belief that journalism was not merely a profession but a calling to amplify voices and shed light on untold stories.

The events leading up to the time of her sponsorship happened in 2020, when the IBA Board visited Chete Radio as part of their familiarisation of broadcasting stations in the country. While at the station, they encountered Christabel, a young woman with a passion for broadcasting. She conducted an interview with the IBA delegation and her passion and dedication did not go unnoticed.

This interested the delegation to learn more about Her. In their interaction, they discovered that Christabel was not a trained journalist but had dreams of one-day pursuing journalism studies.

"I used to feel embarrassed about not being a qualified journalist, even after working in the broadcasting sector for many years" Christabel said.

Prior to working for Chete Radio, she volunteered at Isoka Community Radio in Isoka and Muchinga Radio in Chinsali. Despite completing her secondary school education, Christabel could not proceed to college due to financial constraints.

When the IBA delegation returned to Lusaka, a recommendation was made to support Christabel by sponsoring her to pursue her dream of studying Journalism. This recommendation was quickly implemented as it was also in accordance with the IBA CSR policy focus area of growing profes-

sionalism in the broadcasting sector, thereby positively impacting the community.

Christabel was then informed of this decision and very quickly, she managed to get enrolled at ZAMCOM in Lusaka where she studied from 2021 to 2023.

Upon completing her studies, Christabel embarked on the next chapter of her journey. Armed with a journalism diploma, knowledge, experience, and a profound sense of gratitude, she continued her work with Chete Radio.

Two months after completing her studies, Chete Radio Management elevated her to the position of Station Manager.

"We are immensely grateful to IBA for sponsoring one of our employees, Christabel Chulu, who has now studied Journalism and Public Relations. She has brought a great wealth of knowledge to the radio station after her studies and has since been appointed Station Manager," said Mr. Kalenga Chambatu, the Managing Director of Chete Radio.

As Station Manager, Christabel has become a beacon of inspiration for aspiring journalists, demonstrating that with passion, dedication and a supportive network, anything is possible.

Reflecting on her journey, Christabel is grateful for the opportunities that have shaped her path. She acknowledges the role the IBA and other organizations such as the Free Press Initiative and the BBC Media Action played in her career path and in fostering talent and nurturing the next generation of storytellers. For Christabel, the journey is far from over – it is a continuous pursuit of excellence, informed by a desire to make a difference and leave a lasting legacy in the world of journalism.





*Southern Province based participants pose for a picture during the capacity building workshop in Livingstone*



*IBA DG Mr. Guntla Muleya and ZNBC DG Mr. Berry Lwando pose with IBA and ZNBC management*



*IBA members of staff during a wellness programme at Active Fitness Center*



# PICTURES



*Luapula, Northern and Muchinga Provinces based participants pose for a picture during the capacity building workshop in Mansa*



*IBA officers explaining to Ministry of Information and Media PS Mr. Thabo Kawana how monitoring is done.*



*IBA members of staff pose for a picture during the launch of the Strategic Plan*



# IBA LAUNCHES STRATEGIC PLAN AND COMMUNICATION STRATEGY FOR 2023 TO 2027



Launch of Communication Strategy

**The Independent Broadcasting Authority developed the Strategic Plan 2023 to 2027 and Communication Strategy 2023 to 2027 to define the strategic focus of the Authority for 5 years.**

The two documents were launched at a colourful event held at the Mulungushi International Conference Centre, Kenneth Kaunda Wing, with several stakeholders in attendance.

Speaking during the launch, Honourable Cornelius Mweetwa, Minister of Information and Media, who was represented by the Permanent Secretary Mr. Thabo Kawana, said that with the rise of digital platforms and streaming services, traditional broadcasters needed to adapt in order to remain relevant. He added, regulators such as the IBA also needed to enhance their effectiveness and efficiency while at the same time ensuring long-term sustainability, hence the development

**“With the rise of digital platforms and streaming services, traditional broadcasters need to adapt in order to remain relevant,”—Honourable Cornelius Mweetwa**

of the Strategic Plan was timely.

He further stated that Government was dedicated to fostering an independent and professional broadcasting industry that can contribute to economic development, further underlining why the broadcasting sector must remain firmly aligned with the needs and expectations of the Zambian people.

He urged the Authority to ensure that in the implementation of the Strategic Plan, it should strike the right balance between allowing Freedom of Expression and ensuring responsible journalism by broadcasting stations.

Honourable Mweetwa stated that the Strategic Plan should be a framework for fostering ethical broadcasting practices, protecting vulnerable groups, and maintaining standards of accuracy and fairness for the benefit of the entire society.

Speaking at the same event, IBA Board Chairperson Mr. Chikosola Chuula, said that the Authority's Strategic Plan had outlined the IBA's aspirations and objectives for five years, as the Authority strives to respond to the ever-evolving challenges and opportunities in the broadcasting industry.

He added that broadcasting world over was rapidly evolving, driven by technological advancements, and as such the Authority's Strategic Plan had emphasised the commitment to embracing innovation, fostering creativity, and promoting the highest standards of professionalism, ethics, and accountability.



# IBA CONDUCTS QUARTERLY INSPECTIONS



**A**s espoused in the IBA Strategic Plan 2023-2027, the Authority has prioritized relationship building with Licensees and stakeholders. In this regard, the IBA physically interacts with licensees at least twice a year, in an effort to enhance compliance to broadcasting standards and regulations and promote professionalism.

The Authority undertakes these inspections on a quarterly basis to monitor compliance to set standards and provide necessary guidance where breaches are observed.

In the first half of the year, our Inspectors interacted with broadcasting stations from Central, Muchinga, Luapula, Northern, Western, Southern, Copperbelt, Lusaka and Eastern Provinces. Aspects of inspections include among others:

- Soundproofing of studios (main and production)
- Securing station premises by fencing and having security personnel
- Provision of proper sanitary facilities for both workers and guests
- Display of original IBA Licences in a conspicuous place and Payment of Annual Operating Fees and Licence Fees



We encourage stations to always share feedback on your interactions with our Inspectors.

## KNOW YOUR STATION

# Modern Voice Radio – CHIRUNDU

By Nathan Sakala



**E**stablished in 2014, Modern Voice FM Radio is the only privately owned commercial radio station in Chirundu, Zambia. The Station prides itself in operating effectively and sustainably in championing development within and around its footprint, as it strives for visible and measurable community support by ensuring that the programming reflects community demographics, needs and priorities.

The decision to establish Modern Voice Radio Station followed the creation of Chirundu District in 2014.

Modern Voice Radio, which operates at frequency 99.5 FM was incorporated with a view to serving businesses and communities that are in need of marketing, advertising information and media services.

Modern Voice Radio Station serves Chirundu District and surrounding areas such as Siavonga, Kafue, Lusaka, and Chongwe. The Station uses electronic format of programming consisting of news, public affairs, and music with a language policy of 96% English and 4% local languages comprising Tonga, Nyanja and Goba.

The Station is owned and managed

by Zambians with vast knowledge and experience in media. Mr. Musanide Mbewe serves as Chairman, and Mr. Nasilele Sitibekiso is the Director, enriched with supportive staff.

Modern Voice has a vision of focusing on community development, particularly promotion of primary healthcare, social welfare, and all other community matters such as social education, unemployment, poverty, lack of entertainment, tribalism, racism, and abuse of human rights.

Since inception, Modern Voice Radio boasts of its pledge to practice equal treatment to all people within and outside its broadcasting areas in terms of participation in programmes such as "LET'S BUILD OUR FAMILY" which focuses on growing families through live interaction between community members and a panel consisting of qualified counsellors.

Over the years, the Station has offered unique content in news, current affairs and entertainment while airing material that is comprehensive, balanced, and articulate. The station actively promotes local content and development through airing programmes like "YOUTH REACTION" whose main objective is to give back to the community by providing young people and adolescents with a platform to inter-



act with their peers and stakeholders such as church leaders, Traditional leaders, the Police, Drug Enforcement Commission, Civic leaders, and health practitioners, on matters affecting them. Other programmes include "THE FEED BACK programme", "WHAT'S HAPPENING IN YOUR AREA" and "MODERN BREAKFAST SHOW" mainly focusing on current affairs.

In the few years of operation, the Station boasts of erecting its own building in 2020 in Chirundu Medium cost area. The station has a strong team of key employees who are experienced and dedicated to achieving the company's objective.

For the future, Modern Voice radio looks to expand its transmission and increase coverage to all parts of the country. Modern Voice radio will continue to strive towards providing local content and programming that reflects community interest.



# IBA CALLS ON BROADCASTING STATIONS TO PLAY A PIVOTAL ROLE IN AMPLIFYING CHILDREN'S VOICES AND PROTECTING THEIR RIGHTS



**The International Children's Day of Broadcasting (ICDB) is a scheduled annual event that takes place on the first Sunday of March.**

The day was launched by UNICEF in 1991 to encourage broadcasters worldwide to create awareness of children's issues. It's a day when broadcasters allow children to be part of the programming process, to talk about their hopes, and dreams, and to exchange ideas with their peers on issues affecting them. This

year, the day was commemorated under the theme: "Children's Voices, Children's Rights- Our Collective Responsibility".

In commemorating this day, the Independent Broadcasting Authority called on broadcasting stations to play a pivotal role in protecting children's rights, through responsible reporting and amplifying their voices on radio and television.

The Authority has observed that lack of coverage of children in the media leads to an exclusion of their voices

from the public debate on matters that affect them and as such the IBA is committed to fostering an inclusive and empowering media environment for the children and the youth, by emphasising not only the importance of acknowledging children's voices but also actively participating in their empowerment.

The Authority expects that all broadcasting stations should include significant portions of children's programmes not only on ICBD but throughout their general programming as well.



# OBSERVE ETHICS, COPPERBELT NORTH-WEST PARTICIPANTS PRODDED

By Hicks Sikazwe



*Copperbelt and Northwestern Provinces based participants pose for a picture during the capacity building workshop in Ndola*

**A**s the Independent Broadcasting Authority (IBA) escalates running countrywide capacity-building workshops, it is important, to hail some of the successes in Zambia's media development since the advent of democracy in 1990.

Top on the list is the thriving broadcasting sector, new radio and televi-

sion stations that have hit the landscape not only providing employment but enhancing media diversity.

Recently, workshops have been conducted on the Copperbelt (for Copperbelt and North-Western Province-based radio and television stations), Lusaka, Southern Province and Luapula (for Northern, Muchinga and Luapula Provinces participants).

As at 1990, the known radio outlet citizens were accustomed to being the channels run by the Zambia National Broadcasting Corporation (ZNBC) formerly Zambia Broadcasting Services (ZBS).

Along with the radio segment, ZNBC ran a television wing too. After the emergence of democracy, Zambia has witnessed fairly successful media diversity, especially in broadcasting.



By February 2024, IBA acknowledges that so far there are 147 radio stations anchored by 51 television outlets, another 67 radio and TV stations had been licensed, and once operational there will be 265 stations in all.

Media diversity is a critical compo-



nent in the development of democracy that simply means where there are more broadcasting outlets or newspapers, in the country the citizenry will be well informed.

Before 1990 if someone was denied access to ZNBC or the traditional newspapers then, Times of Zambia, the Zambia Daily Mail, and the government news agencies, then you were blacked out.

**Media diversity is a critical component in the development of democracy that simply means where there are more broadcasting outlets or newspapers, in the country the citizenry will be well informed.**

It is not the case today. If any of the above cannot give you access you will go to any of the over 200 stations blaring the airwaves. The digital era has made radio even more powerfully penetrating as the internet has provided a wider reach.

Other than that, the government in its quest to develop Zambia's broadcasting sector has given a three-year tax relief on radio equipment. That means if you order broadcasting equipment today, or in the next three years, you will not need to pay tax. There is a waiver.

This is a good challenge for people wishing to go into the broadcast business. In addition to promoting democracy, the new radio and television stations have provided much-needed employment for hundreds of youths who otherwise would have remained unemployed.

But tagged along the success in the broadcasting sector are critical problems from professional transgressions, to struggling to maintain the broadcasting outlets as businesses.

For example there is a new term called 'blalizo.' I tried to Google for the meaning there wasn't any. But I understand it is a growing practice in Zambian journalism today, where

those covering events demand money from sources.

Also new is the behaviour that once reporters go to cover an event, they are given what is called 'transport refunds.'

"It is very common in Lusaka. Almost all the ministries are doing that. Once there are no refunds those covering events threaten to pull out or black you out completely," one participant at the gathering confirmed.

Radio stations, television stations or newspapers are businesses and they should run as such. The imperative is for the managements of these institutions to invest in them to raise money for their operations.

Thanks to the IBA for mooted an initiative to run capacity-building workshops to improve various skills. One such gathering was recently held in Ndola at the Protea Hotel. More seminars were expected to cover all the provinces. My presentation during the workshop focused on the genesis of the journalism code of conduct and why it was critical in practice.

Clearly there is a noticeable development in Zambia's broadcast sector. The greater challenge is how practitioners will abide by high professional standards so that the radio and television stations earn the much-needed public trust.

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# IBA PLANTS TREES AT KALINGALINGA PRIMARY SCHOOL



*Guest of Honour and IBA DG pose with other dignitaries and pupils to flag off the tree planting exercise*

**In a heartfelt display of Corporate Social Responsibility, the Independent Broadcasting Authority (IBA) recently took a bold step towards environmental stewardship by undertaking a tree planting exercise at Kalingalinga Primary School in Lusaka.**

The IBA partnered with the IKOE Foun-

dation to plant 100 assorted fruit trees, which not only symbolises a commitment to the sustainability and well-being of our environment, but also echoes the urgent call to action against climate change.

By planting trees, the IBA aimed to heed the clarion call from the Government to foster Environmental Conservation and Resilience as the effects

of climate change affect all. The IBA event was strategically timed ahead of World Environment Day which falls on 5 June each year, served as a reminder of the collective responsibility we all bear in safeguarding our planet.

Not far from the IBA offices, which is located at the Mass Media Complex, Kalingalinga Primary School became a hive of activity that showcased various



displays of song, poetry and dance as the trees awaited their new home and eager children filled the atmosphere with energy and anticipation.



The Permanent Secretary in the Ministry of Information and Media Mr. Thabo Kawana called on young people to embrace tree planting initiatives. He said this in a speech read on his behalf by the Ministry's Director of Human Resource and Administration Mr. Bernard Domingo.

He commended the IBA for taking a step in championing climate awareness in light of the effects of climate change.



*Pupils following the proceedings during tree planting ceremony*

### **In a heartfelt display of Corporate Social Responsibility, the Independent Broadcasting Authority (IBA) recently took a bold step towards environmental stewardship by undertaking a tree planting exercise at Kalingalinga Primary School in Lusaka.**

And IBA Director General Mr. Guntla Muleya applauded the media for their role in disseminating information on climate change and implored them to continue informing communities about the impact of climate change as well as adaptation and mitigation interventions.

IKOE Foundation Director Ms. Gladys

Ramsey said the 100 trees included Avocado, Papaya, Mango and Lemon. She said the tree planting exercise was a testament to what can be achieved through partnerships.

Kalingalinga Head teacher Richard Chooma said the donated trees will add value and nutrition to the learners.


Other esteemed dignitaries including educators and community leaders all unified in their dedication to a greener future. They gave their voice and showed the power of collaboration and unity in addressing the pressing issue of climate change.


The children from Kalingalinga Primary School together with the dignitaries actively participated in the planting process. The youthful enthusiasm of the children served as a reminder of the legacy being cultivated for future generations.




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