

# iba digest

MAGAZINE OF THE INDEPENDENT BROADCASTING AUTHORITY

EDITION No. 01 of 2015



## UNVEILING IBA

The IBA board members pose for a Group photo with Mr Eustace Nkandu (R) outside IBA offices

**Also Inside**

Starting a radio station.  
Page 5

Complaint against a radio or television station.  
Page 8

Digital Migration and IBA's role.  
Page 10

Promoting a pluralistic broadcasting industry in Zambia through fair, transparent and effective regulation

# A word from...

**Josephine Mapoma**  
**IBA Director General**

WE were happy with by the way in which radio and television stations performed last year - by many critics, stakeholders, lawmakers and consumers – they did well although there is room for improvement. This year is yet another eventful year but, we are optimistic that our licensees will retain at the forefront of excellence.

As you will learn from this first IBA newsletter, **Iba digest**, we are mandated to provide for the control and regulation of broadcasting services and to provide for matters connected with or incidental to the foregoing in Zambia.

Therefore, promoting ethical broadcasting through the various codes that clarify the expected conduct of radio and television stations is one key part of our responsibilities, as is formulating these codes.

Accordingly, since our operationalisation in 2013, we have formulated guidelines for broadcasters and launched our complaints procedure against radio and television stations. These codes could evolve as changes in the law, political context and technological innovations all impact their applicability.

For example, the 2015 presidential elections period impelled significant review of our complaints procedure. Amendments were made in areas as diverse as fast tracking complaints. This initiative might work well too in 2016 in view of the general elections.

As per expectation, we remain watchful on behalf of consumers and where there appears to be a case to answer, we follow up on all complaints, even if only from an individual. Even so, the complaints handling is delivered without charge to consumers who want to ensure that they enjoy content that is ethical and respects human dignity. But not all consumers take advantage of the process as it is relatively new.

Definitely, radio and television stations are faced with new options and challenges every day and amidst all these transformations, IBA is here to help them get their content right and to ensure they remain accountable for their products and behaviour towards consumers.

Reconciling the above is demanding, but our Management and Staff achieve this with agility and commitment: I thank them all for their high quality work and having risen squarely to the challenge of this new duty in Zambia's history. The IBA Board, too, has had to work increasingly hard and is often faced with issues to resolve. Their know-how and insight continues to be helpful.

I need not elaborate more because in this edition, we largely recognise that IBA is here for you and orient you to our role as broadcast: ethics enforcers; content regulators; and licensers.

For certain, I know 2015 will be an exceptional year and we are all fervent about the tasks ahead.

**God bless you and enjoy your read.**



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# In this issue

- IBA - Who we are and what we do ..... Pg 4
- Starting a radio station ..... Pg 5
- Photo focus ..... Pg 6 & 7
- Complaint against a radio or TV station ..... Pg 8
- Radio station inspection ..... Pg 9
- Digital migration ..... Pg 10
- IBA gets members of board ..... Pg 11



# IBA : Who are we What do we do ?

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.

The IBA became operational in July 2013, after the recruitment of the first Director General, Ms. Josephine Mapoma.

It is responsible for regulating the broadcasting industry in Zambia, by ensuring the promotion of a pluralistic and diverse broadcasting industry in the country.

The functions of the IBA include among others, to grant, renew, suspend and cancel radio and television broadcast licences.

Further, the IBA is also mandated to set standards to be followed by radio and television stations as well as monitor licensees to ensure that they are compliant.

In order to achieve this, the IBA has set up an Inspectorate as well as a Consumer Affairs unit that will receive all complaints that the public may have, concerning radio and television stations or content that the stations churn out.

The Authority is overseen by a Board consisting of nine non executive members and all decisions of the Board are executed by the Director General, who is supported by an executive team with expertise in law and enforcement, economics, technical and engineering, information technology, journalism and finance.

## Our Mission

To be an effective and efficient regulator that ensures a pluralistic, diverse and ethical broadcasting industry in Zambia.

## Our Vision

To promote a pluralistic broadcasting industry in

Zambia through fair, transparent and effective regulation.

## Core Values

Our core values are essential in maintaining and supporting the desired organisational vision and mission. These are expected to permeate the entire organisation and influence our staff behavior, work culture, and deliver products and services to our clients. Our core values shall be:

**Integrity:** We shall enforce the provisions of the IBA Act in an impartial manner in order to instill public confidence

**Objectivity:** We shall be professional and honest in our conduct and execution of our duties in order to instill trust.

**Transparency:** We shall conduct all the licensing procedures through public tender and proactively disclose the outcome.

**Accountability:** We shall be responsive to our stakeholders by ensuring compliance with broadcasting standards.

**Commitment:** We shall be dedicated to the creation and upholding a qualitative, pluralistic and diverse broadcasting industry in Zambia

**Open Door Policy:** We shall be accessible by all stakeholders in order to address the concerns in the broadcasting industry.

**Excellence:** We shall effectively and efficiently execute our duties in order to promote good broadcasting practices in Zambia

**Team Work:** We shall operate in a co - ordinated manner in order to enhance cohesion in the work of the authority.

**Innovation:** We shall proactively find creative ways of responding to opportunities and challenges.



IBA Director General Ms. Josephine Mapoma (4th from left) and IBA Director-Standards, Licensing and Compliance Mr. Eustace Nkandu (5th from left) pose for a photo with IBA members of staff during the 2014 Trade Fair.

# Starting a radio station

## ■ What are the requirements?

THE IBA is mandated to develop a licencing framework which shall stipulate the procedure for obtaining a broadcasting licence. Below are the requirements for starting a radio station.

■ The IBA Board shall, in consultation with the Zambia Information and Communications Technology Authority (ZICTA) where it determines that there is need for the provision of additional broadcasting services, publish a notice in the Gazette and in a daily newspaper of general circulation in Zambia inviting applications to provide the broadcasting services specified in the notice.

■ The Board shall put the frequencies assigned to the various broadcasting services up for public tender as soon as they became available and specify the deadline for receiving the applications.

■ The Board may conduct a public inquiry to determine priorities within the broadcasting industry.

■ Successful applicants shall submit an application for a broadcasting licence to the Board and pay an application fee.

■ For community stations, the applicant shall have no less than five (5) Board Members of which not more than two should be related. The names and contact details of the Board of trustees in the case of Religious, or Community Radio, or Television Stations, or the Board of Directors in the case of Commercial Radio, or Television Stations shall be subjected to security clearance and determination of credit Worthiness. The applicants should pay a processing fee.

■ The applicant shall have a business proposal.

■ Applicants for Community Radio Stations should be registered with the Registrar of Societies

or Patents and Companies Registration Agency (PACRA). Applicants for Commercial Stations should be body Corporate.

## Other requirements

- A project proposal that shows how the radio station shall be run and how it shall sustain itself
- A Certificate of Registration i.e. PACRA or Registrar of Societies;
- A memorandum of understanding if applicable
- A certificate from the Civil Aviation allowing you to put up a mast
- The programming schedule



**Where necessary, the Board may exempt applicants for Community Radio stations from the tendering process. Unsolicited applications may be considered on the need or case by case basis.**





# IBA PH



## INTERNATIONAL WOMEN'S DAY



## INSPECTIONS



## COLLABORATION



1. IBA Licensing Officer, Mwansa Gwendolyn Mulenga [L] speaking to IBA Board Chairman, Brig. Gen. Justin Mutale at the IBA stand during the WRD Commemorations. 2. IBA Manager Standards and Consumer Affairs, Ms. Leah Kabamba talks to journalists during the WRD Commemorations. 3. IBA Standards and Compliance Manager, Mr. Muchemwa Mwanza speaking to the media during the IWD commemorations. 4. IBA Standards and Compliance Manager, Mr. Muchemwa Mwanza speaking to the media during the IWD commemorations. 5. IBA Standards and Compliance Manager, Mr. Muchemwa Mwanza speaking to the media during the IWD commemorations. 6. The IBA Delegation during the inspection of radio stations on the Copperbelt province. 7. IBA Director General featuring on Hot FM during the WRD Commemorations. 8. IBA Director General featuring on Hot FM during the WRD Commemorations. 9. IBA Director General featuring on Hot FM during the WRD Commemorations. 10. IBA Director General featuring on Hot FM during the WRD Commemorations.

# PHOTO FOCUS



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## RADIO FEATURES

## PARLIAMENT

1. Celebrating the WRD Commemorations at Arcades as IBA Director General Ms. Josephine Mapoma and Mr. Stephen Chileshe looked-on. 2. IBA Director General and Consumer Affairs Officer, Thomas Sakala [R] speaking to a visitor at the IBA stand during the WRD Commemorations. 4 & 5. IBA Director General and ECZ Director General, Priscilla Isaacs after a familiarisation meeting. 8. IBA Director General receives the ZAM Strategic Plan from the ZAM Board Chairman and IBA Director of Standards, Licencing and Compliance. 9. IBA Board Chairman and IBA Director of Standards, Licencing and Compliance feature on Sun FM. 11. IBA Director General and Director General, Priscilla Isaacs when IBA appeared before the parliamentary committee on information and broadcasting services.

# Complaint against a radio or TV station

THE Independent Broadcasting Authority (IBA) has many functions, among them is helping to resolve complaints against radio and television stations - this is what we mean when we say, "IBA, here for the public".

In this article, we walk you through the IBA complaints procedure and outline what you can expect from us.

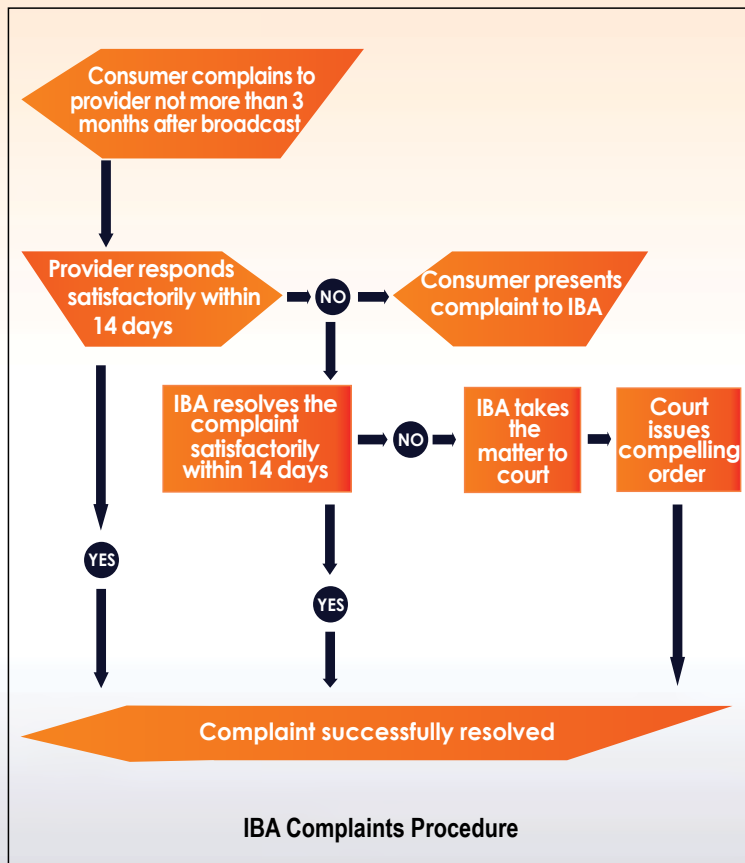
Reasonably, when you have a complaint against a station that has breached programme standards, you must first write to

the station via post, email or fax stating clearly your grievances against the broadcast and when the broadcast took place.

Similarly, state who the broadcaster was and include your names and contact details for further communication by the broadcaster.

Upon communicating with the station, it is expected that the station will respond to your complaint within fourteen days.

**In the first instance, you should contact the radio or television station.**



## If not satisfied...

Where you have not received a response or have received a response within fourteen days, but consider the response to be inadequate; you may forward the complaint to the IBA.

When the complaint reaches the IBA through email, post or fax, the IBA will institute an investigation. However, the IBA shall not investigate the complaint if it is satisfied that the complaint is frivolous or vexatious or was not made in good faith; if the complaint is not relevant to the code of practice developed by the broadcasting station; and if the complaint is brought more than three months after the broadcast in question was made.

On the other hand, if having investigated the complaint, IBA is satisfied that the complaint is justified, it should take action to obligate the broadcasting station to comply with the relevant code of practice.

The other action that the IBA may take may include compelling the licensee to broadcast or otherwise publish an apology or retraction.

In any case, the IBA shall notify the complainant of the results of such an investigation.

And if the IBA has made a recommendation to a broadcasting station to remedy the complaint, and the station does not do so in fourteen days, the IBA, may by notice in writing, require the station to make good of the default within a specified time.

However, if the radio or television station fails to comply with the notice referred to above, the IBA shall apply to the High Court for an order compelling the radio or television station to remedy the default.

To make sure we affirm this procedure, IBA has developed a Service Charter, which you can anticipate in our next edition of IBA Digest.

Complaints should be addressed to the IBA Director General, through post, fax or email to [complaints@iba.org.zm](mailto:complaints@iba.org.zm).



Visitors interacting at the IBA stand during the WRD Commemorations at Arcades Shopping Mall in Lusaka



# Radio station inspection

## ■ Copperbelt, Central, Northern and Southern provinces

By Jane Kabayo

IN an effort to ensure compliance in the broadcasting industry, the Independent Broadcasting Authority (IBA) undertakes inspections for radio and television stations in various parts of the country.

This year, the Authority has so far been to four of the ten provinces in Zambia, namely, Southern, Northern, Central and Copperbelt provinces to inspect licenced stations. The inspectorate has also inspected stations at test transmission stage as well as stations seeking expansion and those with construction permits.

It is through such routine inspections that the Authority gains an in-depth understanding of a particular station's operations and is able to counsel the licensees on the need to adhere to

set Broadcasting Standards and Ethical Guidelines to ensure compliance.

The inspections are normally undertaken by the IBA's Inspectorate and Licencing Unit managed by Muchemwa Sinkala.

For example, inspections conducted at Falls FM, Zambezi FM, and Mosi-O-Tunya Radio in Livingstone, Voice of Kalomo and Namwianga FM in Kalomo, Young Generation in Choma, Yar FM in Kitwe, Sun FM in Ndola, Walamo in Mpulungu, Chimwemwe in Chingola, and KNC radio in Kabwe indicated a satisfactory level of compliance.

Aspects of compliance monitoring include; office location, studio equipment and ventilation, studio lighting and acoustics, fire extinguishers, trained personnel (Station Manager), program content, record keeping and remittance of licence fees.

## Inspection checklist

### ■ Main and production studio...

AMONG the many areas of inspection, IBA scrutinises the Main Studio as well as the production studio of radio and television stations.

Particularly for the main studios, IBA demands that the studio size be at least 3.5 metres by 3.5 metres and that a radio station has a control console, a computer, two microphones and two head phones at minimum.

And for TV, the minimum

equipment required is an audio -visual mixer (console), three studio cameras, studio lights, three microphones and three TV monitors.

Further, the studio should be sound proof by ensuring it has air secure doors and a sound proof wall and ceiling.

The studio should also have a carbon dioxide fire extinguisher and a modern air conditioner matching

the studio size. Lastly, the station should be secured by armed security personnel.

Regarding production studios, the only distinguishing item is that the radio production studio should have at least two studio cameras and two TV monitors

Above all, studios must be of habitable standards with regards to cleanliness.



# Digital migration

## What is the role of the IBA in the new age?



*Much has been said about digital migration, but little has been said in connection to IBA's role. IBA Standards and Consumer Affairs Officer, **Katendi Wandu** writes about government's commitment to migrate as well as the role of IBA in the process.*

"GOVERNMENT is committed to the digital migration process despite the tight deadline of June 17, 2015."

This was reassurance from then Ministry of Information and Broadcasting Services Permanent Secretary, Chanda Kasolo, during a digital migration sensitisation tour in Luapula Province.

Digital migration refers to the switch from an analogue broadcasting system to a digital broadcasting system. This has been a world-wide move for some time now and has been driven by the International Telecommunications Union (ITU).

Mr. Kasolo said the digital migration process was being undertaken in three phases with the first phase involving the installation of equipment along the line of rail, from Chililabombwe to Livingstone.

He added that the second phase would be for Provincial Centres, including the purchase of studio equipment for Lusaka, Kitwe and Livingstone while the third phase will involve the installation of transmission sites in the rest of the country.

Meanwhile, during the same sensitisation tour, the Independent Broadcasting Authority (IBA) Standards and Consumer Affairs Manager, Leah Kabamba, shared the role of the IBA in Digital Migration.

Mrs Kabamba presented that digital migration involved a change in the broadcasting system, therefore the IBA had a role to play in transforming the current broadcasting licenses and broadcasting regulation to suit the new platform.

She added that this meant that the current

**Mr. Chanda Kasolo**  
**Former Ministry of Information and**  
**Broadcasting Services -Permanent Secretary**

situation; where a television station is both a signal carrier as well as a content provider would change.

"The licensing categories as a result of digital migration will change to National Public Service Content Provider; Private Commercial Service Content Provider and Private Non-Commercial Service Content Provider and that subsequently, the current TV broadcasters will be licensed as content service providers," said Mrs Kabamba.

She further said that the Digital Migration Policy required IBA to regulate content for the three licensing categories and added that the IBA has since developed regulations to deal with: Program Presentations, News and current affairs, live programs; Program classification and labels or warnings and children's programs among others.

Mrs Kabamba explained that Digital broadcasting would improve the consumers' TV experience in terms of sharper; brighter picture, and reduced interference. Viewers would also enjoy improved sound quality.

She added that the migration would allow for more channels to be broadcast because the signal was encoded and could be compressed to allow for a minimum of 20 programme channels while in analogue, the signal was transmitted in the form of electromagnetic waves.

Member countries of the United Nation's ITU, Zambia included, set June 17, 2015 as the deadline by which all member states should migrate from analogue to digital terrestrial television broadcasting.



**IBA Manager – Licensing and Compliance Mr. Muchemwa Sinkala**  
**speaking during a digital migration sensitisation tour**

# IBA gets members of the board

On October 15, 2014, the then Minister for Information and Broadcasting Services (MIBS), Dr. Joseph Katema, unveiled the first board of directors for the Independent Broadcasting Authority (IBA). IBA Standards and Consumer Affairs Officer, **Thomas Sakala** profiles them in brief.



**Brig. Gen. Justin Mutale (Rtd).**  
Former Counsellor Defence under the Permanent Mission of Zambia to the UN.



**Ms Patricia Emma Mwase,**  
Director and Chief Executive Officer for Opti/Quest Media Corporation Limited.



**Ms Josephine Mapoma,**  
IBA Director General



**Mr Godfrey Malama**  
Permanent Secretary, Ministry of Information and Broadcasting Services



**Mr Evans Muhanga**  
Chief Marketing Officer for Zamtel Company Limited.



**Ms Brenda Tambatamba Liswaniso**  
Sustainability Manager for Barrick Lumwana mine.



**Mr Alphonso Mubanga Kashulwe**  
Former Broadcaster.



**Ms Enita Hamatumbika**  
Former Provincial Education Officer.



**Mr Hillary Overton Banda**  
Former Accountant



**Ms Hilda Sililo Akekelwa**  
Managing Director for Izone ICT Solutions.

 Chairperson

 Vice Chairperson

 Board Secretary

 PS MIBS

 Member

## IBA appears before parliamentary committee

Community radio stations continue to face a number of challenges despite an increase in the number of community radio stations being established countrywide says IBA Director General, Josephine Mapoma.

Ms. Mapoma was speaking when IBA made a submission, in February 2015, on the state of community radio in Zambia to the Parliamentary Committee on Information and Broadcasting

Services which was chaired by Kasempa Member of Parliament, Hon. Kabinga Pande.

She noted that operations of community radio stations in Zambia were mostly slowed down by inadequate financial capital.

Ms. Mapoma further sited other challenges faced by community radio stations as failure to maintain equipment, lack of qualified professionals and technical staff, high staff turnover,

lack of transport and poor internet connectivity among others.

Accordingly, Ms. Mapoma recommended for a clear policy on community radio, one that defines it and addresses the specific issues related to the community radio sector in order to make the sector more sustainable.

Further, she emphasised that community radio stations were an important tool for community and

grassroots development because of their responsiveness to the communication and information needs of the communities in which they operate and exist to serve adding that community radio promoted governance and accountability by making political and local authorities' conscious of their responsibilities.



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