

iba digest

MAGAZINE OF THE INDEPENDENT BROADCASTING AUTHORITY

EDITION No. 01 of 2016

“IBA doing good job”



Republican President Edgar Chagwa Lungu tours Independent Broadcasting Authority stand during the 2016 International Women's Day celebrations in the Lusaka Agricultural and Commercial Show grounds - (See story on Pg.4).

IBA embarks nation-wide sensitisation of stakeholders

THE Independent Broadcasting Authority (IBA) conducted a media stakeholders workshop with radio

stations based on the Copperbelt Province in Kitwe from 12th to 13th April 2016.

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What language should be used on radio?
Pg. 6

A word from...

Josephine Mapoma
IBA Director General

Dear Readers,

I welcome you to the first edition of the IBA Digest for 2016. We anticipate that it is going to be yet another busy year for the Authority as the country is scheduled to hold elections on August 11.

Esteemed readers, historically, it has been noted that during campaigns, radio and television stations have been used to propagate hate speech, tribalism among other vices, a tendency the IBA disapprovals. Accordingly, this edition features an article on *What language should be used on Radio*. We are desirous for a broadcasting sector that seeks to build social cohesion and national unity.

Last year, we recorded a significant increase in the number of licensed radio and television stations, totalling to 96 radio and 33 television stations. While the numbers are increasing and encouraging, the IBA has to ensure that the content generated from these stations is in line with the ethical guidelines for broadcasters. It is for this reason that the Authority developed the first ever Standard Operating Procedures (SOPs) for Broadcasting in Zambia.

The SOPs cover many areas including protection of children; harm and offence; crime; religion; elections and referendum; sponsorship, advertising, fairness; and privacy among others.

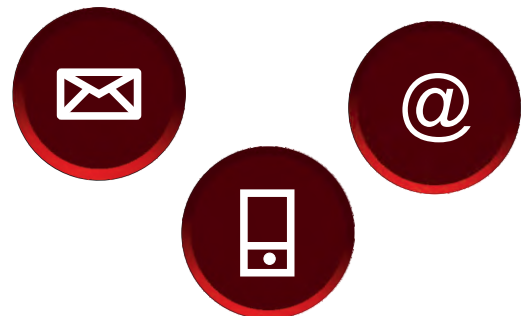
The IBA has also continued to use different avenues to contribute to the growth of the media in Zambia. For instance, the IBA appeared before the Parliamentary Committee on Information and Broadcasting Services for the fifth session of the eleventh national assembly and presented a paper on *the importance of Access to Information in a democracy: the Zambian situation*.

Elsewhere, the IBA has continued to participate in national events such as the African Public Service Day, International Women's Day and Labour Day as a way of appreciating its employees and interacting with the public vis-a-vis our role of regulating the broadcasting sector in Zambia. This edition details the above efforts.

And in our continued effort to familiarise the readers to the stations offering broadcasting services in Zambia, in this issue, you will learn more about Radio Mosi-o-tunya which is a Community/Religious station based in Livingstone.

Let me take this opportunity to wish you all a successful year.

Stay blessed



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Republican President Edgar Lungu tours IBA stand

2016 International Women's Day Celebrations

THE Independent Broadcasting Authority (IBA) stand was one of the stands toured by Republican President Edgar Lungu at this year's International Women's Day Celebrations.

This year, the day was celebrated by holding a carnival where different organisations came together to exhibit their work under the theme: "Planet 50-50 by 2030; Step it up for gender equality".

The president who was Guest of Honour at the carnival was accompanied by Minister of Gender Nkandu Luo amongst others, interacted with the IBA members of staff present and commended the IBA for their work.

IBA Director General Ms. Josephine Mapoma led members of staff in meeting visitors to the IBA stand where informational brochures and publicity materials were shared.

During the carnival, the IBA spoke about its role and mandate in the broadcasting sector and as part of its theme interpretation, encouraged the ownership of radio stations by women in order to change the current scenario where out of about 95 radio stations countrywide, only one station is owned by a woman.



IBA appears before PAC

THE Independent Broadcasting Authority (IBA) appeared before the Parliamentary Committee on Information and Broadcasting Services for the fifth session of the eleventh national assembly and presented a paper on *the importance of access to information in a democracy: the Zambian situation*

In her submission to the Parliamentary Committee, which was chaired by then Kasempa Member of Parliament, Hon. Kabinga Pande, IBA Director General Ms. Josephine Mapoma said she believes that the Access to Information bill once enacted into Law has potential for contributing to democracy, good governance and poverty reduction by empowering citizens to use it to demand better governance and public services.

Ms. Mapoma said in the absence of a

comprehensive ATI law, the citizens of a country are unable to enjoy the right to information.

She said that experience has shown that it is increasingly difficult for media institutions to obtain information from public institutions due to the perceived culture of secrecy in the public service and even in the private sector adding that In many countries, it is an offence for public officers to give certain kinds of information to the public, including the media.

She said ATI would benefit the ordinary citizens and not just the media and some Civil Society Organisations (CSOs) as it is perceived.

"Some of the challenges successive Governments have faced with regard to legislating for the Access to Information include lack of consensus

IBA embarks sensitisation of stakeholders

from Pg. 1

This activity was the first in a number of sensitisation workshops planned for in the IBA Communications Strategy that are scheduled to take place country wide.

The purpose of workshop was to build capacity and understanding of the participants on ethical guidelines, Code of Practice and reinforce IBA procedures and processes in order to create awareness of the IBA mandate, especially in view of the August 2016 General Elections.

In her welcoming remarks, Independent Broadcasting Authority (IBA) Director General Ms. Josephine Mapoma welcomed all present at the media workshop.

She especially welcomed the representative of the Zambia Police Service and both old and new licensees.

"This workshop exemplifies the IBA's desire to engage with all its key stakeholders. The workshop is important as it allows for the sharing of expectations by the licensees as well as hearing their concerns regarding the broadcasting sector" Ms. Mapoma said.

And speaking when he officially opened the media workshop, Minister of Information and Broadcasting Services Mr. Chishimba Kambwili urged the Zambia Police Service to protect journalists and their equipment.

"The Police must protect journalists as they do their work in the interest of the public" Mr. Kambwili said.

He further urged all political parties to restrain their members and urge them to ensure that they allow journalists to do their job without being harassed or their equipment confiscated.

Mr. Kambwili said this in a speech read on his behalf by Copperbelt Deputy Permanent Secretary Mr. Elias Kamanga

By the close of the meeting, the stations resolved to:

1. collaborate with the Zambia Police Service in the protection of radio and television stations, equipment, journalists and guests, as per provisions of the Constitution;
2. conduct themselves in an ethical and professional manner as provided by the IBA Act and Regulations or Guidelines;
3. develop in-house ethical guidelines that must be deposited with the Authority;
4. inform the public about the Code of Ethics to which they are committed; and
5. broadcast Public Service Announcements and constantly remind their listeners/viewers about their Right to complain against any of their broadcasts as outlined in their Code of Ethics.



Western Province licensee representatives pose for group picture after official opening of IBA workshop. Seated is Provincial Permanent, Mr. Mwangala Liomba in the middle, IBA Director - Standards, Licencing and Compliance, Mr. Eustace Nkandu (r), and Provincial Police Commanding Officer, Mr. Chipasha (l).

What language should be used on radio?

A COUPLE of weeks ago while assisting my 9-year-old nephew with his schoolwork, I flipped his Sobi exercise book; you know, the ones with the multiplication table at the back to make a quick reference.

But some other fact quickly caught my eye, it was a short paragraph which in summary stated that Zambia has 72 tribes.

And immediately, I was reminded of how my primary school Social Studies teacher time and again shouted, "Repeat after me! There are 72 tribes in Zambia..." while thumping on the black board with a yellow metre rule.

True to the writing on the book and my teacher, there are 72 tribes in Zambia. Each tribe has its own language and cultural tradition although many of these might be regarded as dialects.

This recollection made me reflect, if Zambia has 95 radio stations; what language should be used on air? Especially that in the recent past, we have heard a lot of tribal 'squabbles' from some sections of society and often a times radio stations are found to be at the centre of such.

Accordingly, in this article, I look at the usage of vernacular on radio as well as the English language by making reference to the provisions in the Independent Broadcasting Authority (IBA) Act.

However, permit me to state from the start that the goal of a radio station is to reach the listeners. And so, it is worthwhile to think about how to speak to the listeners, in what language, and more important to listen to them when they reach out to you.

According to Section 23 (1) (a) of the IBA (Amendment) Act No. 26 of 2010, 'a commercial broadcasting service will provide programming in the official language or in any other local language of the Republic widely spoken in the Republic or any particular



area.'

Further, Section 24 (2) of the same Act states, 'The programming provided by a community broadcasting service shall reflect the needs of the people in the community, including the cultural language and demographic needs...'

In other words, the content of broadcasting services provided by any radio station in Zambia should reflect the culture, character, needs and aspirations of the people in the areas specified in the broadcasting licence.

Thus, from the cited provisions of the Act, it is clear that there is no single specified language to be used on radio and that the choice of which, is based on the ethnic composition of a particular area.

Consequently, this resonates with my earlier assertion that the goal of a radio station is to reach the listeners – in whatever language you can have the greatest reach.

At the same time, there is nothing wrong for a listener to phone in and speak in a language other than the one being used by a programme moderator. For example, a listener phoning in during a radio programme in Mambwe or even English and speaks Tumbuka or Namwanga or vice-versa.

The idea is simple: to accord the listener an opportunity to participate fully. The same goes for listeners that phone-in and use what we might consider "poor" English.

In fact, I have noticed that there is a tendency by radio presenters to make fun of callers that cannot fluently express themselves in English.

In fact, it is a delusion for presenters to assume they are better off than their listeners just because they can express themselves in English. There is a lot more we can learn from one another mindless the language used to communicate.





As a result, many people are afraid of participating during phone-in radio programmes because they think they do not speak “well” enough or cannot express themselves in English.

Maybe they think so because they have an accent or they speak a dialect, or maybe because they keep saying “eh” instead of “I” or “ah”. But who says that someone speaks “well” and someone else does not? What is “right” and what is “wrong”?

I know, in the past, some people have raised this issue of language. For instance, in the *Times of Zambia* weekly column, 'Radio Review with Jack Mwewa', on January 8, 2015 the author re-counted:

“Presenting a live phone-in programme, two hosts teased a caller who had just called to the programme, but could not express himself well in English. It happened on a radio station from the Copperbelt last week.

Teasing a caller is, the worst form of unprofessionalism any broadcaster could exhibit. Every radio station needs listeners to survive.

Some listeners may not be conversant in the English language and mocking them about their inadequacy could force them switch to other stations.”

Moreover, radio presenters should know that language is something very individual.

And like Mr. Mwewa noted, “It must be borne in the mind of broadcasters that they themselves ought to endeavour to be particular with their grammar, callers are not professionals.”

I cannot help but wonder whether our treatment of callers that seemingly have issues expressing themselves well in English has led to the so-called serial callers!

In fact, it is a delusion for presenters to assume they are better off than their listeners just because they can express themselves in English. There is a lot more we can learn from one another mindless the language used to communicate.

Nevertheless, to all the callers that are uncomfortable

expressing themselves in English, I would advise that they be free to speak in their own language in order to express yourselves clearly.

Taken together, there is no law that binds them to use English. So, never be afraid to speak in your mother tongue.

Unfortunate enough, this issue of language is not limited to phone-in programmes.

I have heard of, in the past, how some radio stations have proclaimed never to play songs which are in languages other than the main language in the site or sites in which they operate.

But who said one needs to understand the language to enjoy the music? Clearly, such calls should have no place on radio as they only propagate violence and tribal hate.

Altogether, radio stations are a potent tool for uniting societies and preserving culture. Consequently, the IBA expects all radio stations in Zambia to operate as such.

It is actually a matter of following the provisions of the IBA Act, 2010, in Sections 23 and 24:

“A commercial broadcasting service will provide programming in the official language or in any other local language of the Republic widely spoken in the Republic or any particular area... [And]

The programming provided by a community broadcasting service shall reflect the needs of the people in the community, including the cultural language and demographic needs...”

For opinions, comments, contributions or questions email to info@iba.org.zm or tsakala@iba.org.zm





IBA develops Standard Operating Procedures for broadcasting in Zambia

FOR many years to come, the 22nd of July 2016 shall remain a memorable day for the Independent Broadcasting Authority (IBA). On this day, the IBA launched the first ever Standard Operating Procedures (SOPs) for Broadcasting in Zambia.

With only three years of existence, the IBA's undertaking marked a major milestone in enhancing professionalism in the broadcasting sector. A sector which remained unregulated for a long time.

The SOPs set out standards in programmes, sponsorship, advertising, fairness and privacy among others. In fact, the SOPs were conceived as a summary of the best practices designed to guide the operations of broadcasters in Zambia.

Further, in setting these standards, the IBA took into account the provisions in the IBA Act, that permit them to set minimum standards for programmes and any other appropriate regulations to grow the sector.

Going beyond, the SOPs has been drafted in reference to the Constitution, the Copyright and Performance Act, the Electoral Process Act, the Competition and Consumer Protection Commission (CCPC) Act, the Information and Communication Technologies (Amendment) Act, 2009, the Zambia Institute of Marketing (ZIM) Act and other related laws such as the Southern Africa Development Community (SADC) Protocol on Broadcasting and Information.

Meanwhile, officiating at the launch of the SOPs, Ministry of Information and Broadcasting Services Permanent Secretary, Mr. Godfrey Malama called upon all radio and television stations to conduct themselves in a professional manner and to fully comply with the SOPs as a part of their licensing conditions and as demanded by the IBA Act.

Mr. Malama further advised the licensees that once they adhered to the SOPs, they would enhance and raise their ethical standards, and in turn stimulate audience confidence in the content of radio and television stations in Zambia.

However, Mr. Malama who commended the IBA and stakeholders for drafting the SOPs was quick to note that launching of the SOPs was only a first step as there was a strong need to implement and abide by the various guidelines in it.

Accordingly, he reiterated the need for all radio and television stations not to lose sight of the various provisions of the SOPs in course of their duty of serving the millions of Zambians who looked up to them for the provision of information.

The SOPs covers many areas including protection of children; harm and offence; crime; religion; elections and referendum; sponsorship, advertising, fairness; and privacy among others.

IBA appears before PAC

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and understanding of this Law. Further, low levels of public awareness has created perception that the Law is for the media and certain civil society organisations."

She said ATI entails openness and transparency in all aspects of governance, it is meant to promote an efficient, effective, transparent and accountable governance system in all organs of the state by providing the public with timely, accessible and accurate information.

Ms Mapoma said that although the ATI Law has more advantages than disadvantages, a rushed and not properly thought through ATI law could bring more harm than good to a country.

She called for enough research and consultations to be done before enactment and encouraged countries such as Zambia who are at the verge of enacting the ATI Law to learn from countries that have passed the law in order to learn on issues such as what works and what does not work.

KNOW YOUR STATION

■ Radio Mosi-o-tunya

RADIO Mosi-o-tunya was officially opened on 22nd October 2005 and is found in Zambia's tourist capital, Livingstone, in southern province.

The station, broadcasting on 106.1 FM, is a faith based radio and non-profit making organisation, owned by the catholic diocese of Livingstone.

Radio Mosi-o-tunya broadcasts for 18 hours a day, from 6 hours to midnight, every day covering a radius of 100 km which includes Livingstone and Kazungula districts.

The station has an estimated listenership of 200, 000 in both urban and rural areas to which content is broadcast in three languages - English, Tonga and Lozi.

In terms of operations, the station has 30 community volunteers, who are radio announcers, 14 discussants, ten board members and ten salaried fulltime staff.

The faith basis nature of the station is also embedded in operations through its vision of

offering a platform of integral evangelisation, freedom of expression and information dissemination to the people of Livingstone and the surrounding areas.

The above is proven by the programming of the station, such programmes as *Katu yafa moyo* also known as 'court on air' which allows listeners to share on air, the problems they encounter in their everyday life. This provides a learning platform for many in terms of problem solving.

Radio Mosi-o-tunya also aims to empower the habitants of Livingstone and the surrounding areas with quality broadcasting in the areas of social economic and political to sustainable development.

Going forward, the station hopes to see an evangelised society; socially, spiritually and in all aspects of life. And hopes that its audience will help improve the operations of the station by sharing their concerns regarding the programming of the station.

“The radio that thunders”

2016 Labour Day & APSD

ZAMBIAN workers joined the rest of the world in celebrating Labour Day which falls on 1st May every year.

This year, the commemoration held under the theme "Achieving National Development through Productive Decent Work, Sustainable Job Creation and Social Justice", was graced by His Excellency President Edgar Lungu.

The Independent Broadcasting Authority (IBA), was among the organisations that took part in a march past as part of the commemoration.

The day was characterized by colourful displays and performances from various other participants.

Meanwhile, the IBA took part in this year's Public Service Day (PSD) celebrations which were held under the theme "Public governance for inclusive growth: towards the Africa we want".

PSD is an International Day celebrated each year on 23rd June.



Some of the IBA employees that participated in the 2016 Labour Day celebrations



The day aims to recognise the value and virtue of public service to the community as well as reward excellence in the public sector, motivate public servants to further promote innovation, enhance professionalism in the public service and raise the image of public service in the country as well as across the African continent.

Secretary to the Cabinet,

Mr Roland Msiska graced the main event held at the New Government Complex in Lusaka.

Dr. Msiska called on all public service workers to work extra hard for the betterment of the country and added that professionalism was a hallmark of civil service.

The event was characterised by traditional dances and songs among others.

FAQ

New Licence Fee Structure

Broadcast Licence category	Licence Duration (Years)	Application Fee (Due when submitting application form)	Initial Licence Fee (Due after approval & before issuance of licence)	Annual Operating Fee (Due on /or before 1 st January
Public TV b/casting (non-commercial)	10	3000	10,000	10,000
Public Radio b/casting (Non-commercial)	5	3000	5000	5000
Public TV b/casting (Commercial)	10	3000	20,000	2% of annual turnover or 20,000 whichever is higher
Public radio b/casting(Commercial)	10	3000	20,000	
Commercial free to Air Television	7	3000	20,000	
Commercial free to air radio	5	3000	20,000	
Cable Subscription TV	7	3000	20,000	
Community free to air TV	10	3000	5000	5000
Community free to air Radio	5	3000	2000	2000
Terrestrial Subscription b/casting	7	3000	20,000	2% turnover or 20,000 whichever is higher
Satellite Subscription b/casting	5	3000	20,000	
Subscription Management Service	5	3000	20,000	
Digital Mobile TV	10	3000	20,000	
Land Rights Broadcasting Service	N/A	1,000	US\$10 000	US\$10 000

**Unless where specified, all fees are in Zambian Kwacha

Note: The Authority reserves the right to revise the market structure, licence duration, fees and Licence categorisation when deemed necessary without prior notice.

IBA 2, RDA 0

THE game saw Director Eustace Nkandu put in a great shift in midfield as he took the number 6 role, which is deemed the engine of the team due to the runs and passes the individual in this role is required to deal with.

The Director made some fine passes and played tiki-taka football which has been made famous by the Spanish team and the likes of Barcelona FC. After outshining the opponents with his brilliance and resilience, the dynamic midfielder was substituted to preserve him for the next match against The United States Embassy.

The game also saw prolific striking forward Muchemwa Sinkala aka Managers aka Dr. aka Bourgeois aka Goal-Poacher take on the RDA defense and after a couple of shots on target and remarkable saves by the opposing goalkeeper, Dr. finally managed to bag a goal that saw IBA go in front 2-0 as RDA kept pressing.

Njoya T the chairman for the musicians association of Zambia or something like that also made an appearance as one of the forwards alongside Dr. The two proved a nightmare to the opposing defense as they pressed in attack each time they got the ball. Njoya hit the woodwork /crossbar twice before bagging a 3rd goal for IBA.

Sakala aka the handler aka Asibweni was one of the notable players who put in a shift for his beloved company. ICT specialist Elvis Besa was a specialist in another field during this game as he lasted almost an entire game running and pacing the opponents. He outmatched the player designated to stop him from being an influence in the game. Kitted in the famous IBA blue and white adidas Jersey, Besa played on the right wing and put up a show for the fans.

Our supporter's bench had Mutale Chanda who cheered on the team from the sidelines for 30mins and then resorted to checking her Facebook for the rest of the game.

All in all, the boys in blue put on a great show and emerged victorious at the end of the day.

Midfield Maestro, Director Nkandu during an interview after being named man of the match.

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