

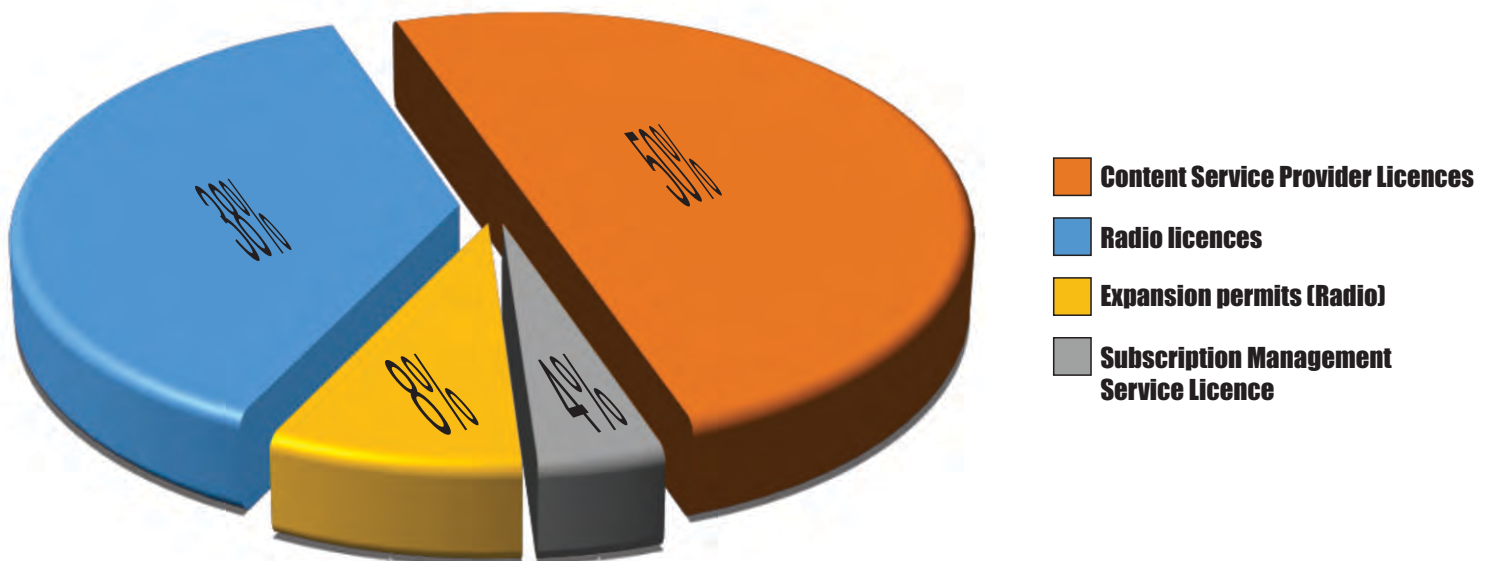
IBA AWARDS LICENCES

On 21 March 2017, the Independent Broadcasting Authority (IBA) updated the nation, through the press, on the decisions of the IBA Board for the last quarter of 2016 and the first quarter of 2017.

One of the key matters communicated was that of licences issued by the Board.

The IBA Acting Director General, Eustace Nkandu, announced, "In the two quarters, the IBA Board granted nine (9) radio licences, 12 Content Service Provider Licences (commonly known as TV licences), a Subscription Management Service Licence and two expansion permits for radio stations".

[...page 4](#)



Distribution of the 25 licences issued in last quarter of 2016 and first quarter of 2017

IBA Wins Corporate Publication Award -P5

IBA appears before PAC -P5

Regulation of musical content on air -P6

A word from...

Josephine Mapoma
IBA Director General

Dear Readers,

I welcome you to the first edition of the IBA Digest for the year 2017. As always, the first quarter of the year is eventful for the Authority and I thank all the IBA staff for the hard work.

Equally, permit me to thank all our licensees and stakeholders for the varied contributions to grow the broadcasting sector in Zambia. From our end, our commitment to ensuring that all parts of the country are serviced with regards to broadcasting services is exemplified by the fact that in the last quarter of 2016 and first quarter of 2017 the Authority has issued a total of 25 licences.

We acknowledge, 2016 was a busy year, especially in the period leading to, during and post the August 11 elections.

Sadly, some licensees had to be suspended in 2016, the IBA is not desirous of such. However, paying a blind eye or deaf ear to the abrogation of the Broadcasting Code of Ethics for Broadcasters would have been a gross neglect of our mandate as charged by the citizenry of this Country. We can only hope that going forward, all broadcasters will conduct themselves in a professional manner.

Esteemed readers, in 2017, quantitatively and qualitatively growing the broadcast industry is of the utmost importance to the Authority.

In view of the above, in this edition, we share with you on how stations should ensure they play palatable music as a step to ensure quality content. In the article, we advise stations to ensure they have a designated office to receive music from musicians, play radio edits, observe the watershed period and have vetted playlists. We are desirous for a broadcasting sector that seeks to build society through music - decent music.

Like indicated in the previous edition, the IBA has also continued to use different avenues to reach out to members of the public and stakeholders to ensure they are sensitised, especially, with regards their right to complain against any broadcasting station in Zambia. To that affect, the Authority participated in the 2017 World Radio Day commemoration and engaged in corporate social responsibility by donating foodstuff and toiletries to the Mwembeshi Maximum Correctional Facility, experiences which are captured in this issue.

Further, as per our custom of orienting you our readers to our licensees, in this edition, you will learn more about Byta FM which is a Commercial station based in Choma – specializing in Health and Agriculture programming.

May I take this opportunity to congratulate all the contributors to this newsletter for the job well-done. iba digest won the runners-up Best Corporate Publication award by the Zambia Association of Public Relations (ZAPRA) at the 2016 Public Relations and Communication Awards held in Livingstone last year.

I am really looking forward to an outstanding and professional 2017 vis-à-vis the quality of broadcast content from our licensees.

Stay blessed



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What's Where

IBA awards new
broadcasting licences

04

IBA appears before
Parliamentary
Accounts Committee

05

Regulation of
Musical Content
on Air

06



08

Know your station
Byta FM

10

The almost fictional
adventures of the
IBA

12

IBA et al donates
to inmates

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IBA awards licences



**Brigadier General Justin Mutale
IBA Board Chairman**

stations by province; Lusaka has the highest number of stations at 66 (28 radio, 39 TV) followed by Copperbelt at 16 (14 radio, 2 TV), Eastern 12 (11 radio, 1 TV), North-Western 11 (10 radio, 1 TV). Other provinces have radio stations as follows: Southern 15, Central 10, Western 7, Northern 7, Luapula 5 and Muchinga 4.

Mr. Nkandu also affirmed that the Authority would continue to promote a diverse and pluralistic media through issuance of licences, when frequencies were available, not just for the sake of fostering fair competition, but to have an informed citizenry and guarantee that all parts of this country were serviced in terms of broadcasting.

How are stations licenced?

The IBA Board, in consultation with the Zambia Information and Communication Technologies Authority, where it determines 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 service specified in the notice.

The notice by the Board shall indicate frequencies assigned to the various broadcasting services and specify the deadline for

receiving the applications.

Will any application to the IBA be considered?

Applications must generally meet certain minimum criteria in the following areas: ownership; financial capacity; technical capacity; and programming requirements.

What happens to an application?

The IBA management will receive and review the applications to make sure they are complete. Once an application is complete, Management prepares the documents for submission to the Licencing and Consumer Affairs committee, a subcommittee of the IBA Board who evaluate the applications based on the above minimum criteria and compliance levels for existing stations seeking expansion and renewal.

The Licencing and Consumer Affairs committee then submits the applications, with comments supporting or opposing the application, to the Board, which normally seats quarterly.

The IBA Board reviews all of the information and decides whether to: approve the application; grant a conditional approval; and deny the application.

Thereafter, all decisions are publicly announced.

He said following the issuance of the new licences, the total number of television licences in the country now stood at 43 and that of radio at 110, giving a total of 153 licenced stations country-wide.

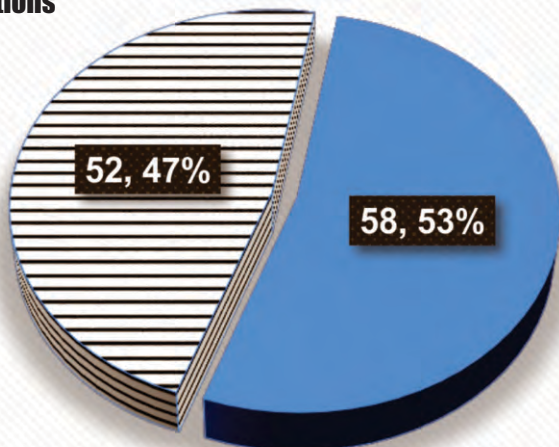
The licences were issued after thorough evaluation in line with the IBA Act during the Tenth and Eleventh IBA Board meetings held in Lusaka.

Mr. Nkandu said, "The decision to award broadcast licences is aimed at promoting a diverse and pluralistic broadcasting sector in Zambia, as per the IBA mandate".

He further revealed that since operationalisation in July 2013, the IBA had issued a total of 52 radio and 33 television licences, translating into 56 percent of the total licenced stations.

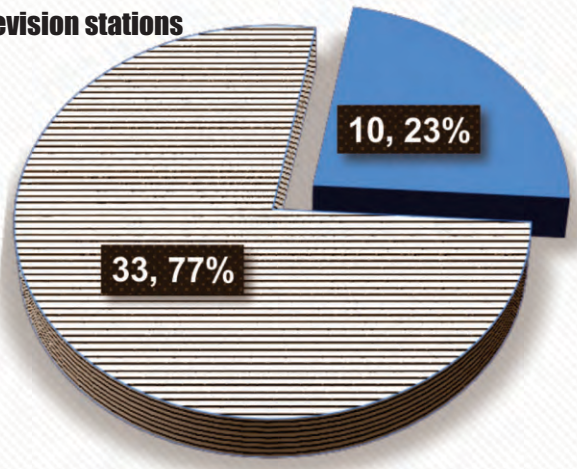
In terms of the combined distribution of radio and television

Radio Stations



■ Before IBA ■ Under IBA

Television stations



■ Before IBA ■ Under IBA

IBA Wins Runners-up 2016 Best Corporate Publication Award

THE Independent Broadcasting Authority (IBA) won the runners-up Best Corporate Publication award by the Zambia Association of Public Relations (ZAPRA) at the 2016 Public Relations and Communication Awards held in Livingstone.

"On behalf of IBA, we are delighted to receive this award from ZAPRA," said Katendi Wandu, Standards and Consumer Affairs Officer, as she received the award. "Congratulations to IBA and the Standards and Consumer Affairs Unit for the award and hope it motivates everyone to work even harder. Job well done."

To honour the Authority, ZAPRA through independent adjudicators evaluated and recognised IBA's bi-annual newsletter, *iba digest*, which is circulated to all licensees in Zambia and other stakeholders as having delivered on the benchmarks.

Editorial objectives in relation to the overall goal of the organisation play a very important role in creating such successful publications.

Further, innovative ideas around content and giving it true meaning, clear graphics and photographs, design and typeface and editing are also considered by the jury.

Solwezi Today was the Best Corporate Publication winner.

The award is part of ZAPRA's Awards program, which among other things, aims to recognise and honour companies for outstanding contributions in the Public Relations and Communications industry in Zambia.

We would like to further call for stories from all members of staff, so as to better improve the content of the *iba digest*.

IBA appears before the PAC

The Independent Broadcasting Authority (IBA) recently appeared before the Public Accounts Committee (PAC) and made submissions on the observation by the Auditor General which covered the administration and the sources of funds for the Authority.

The observation included the staff establishment, lack of procurement plan, non-payment of licence and annual fees and inadequate monitoring of broadcasters.

Accordingly, the Authority submitted that some positions at the Authority would be filled, funds allowing. The Authority also submitted that a Procurement Plan for the financial year 2017 had been prepared and submitted to the Zambia Public Procurement Authority (ZPPA) for approval.

With regards to monitoring of broadcasters, the Authority informed the Committee that given the challenges of inadequate financial and human resources to effectively monitor broadcasting

stations, the Authority had commenced processes to procure special monitoring equipment. Once procured, the equipment shall enable the IBA to monitor, in real-time, all stations across the country.

The Committee further questioned why the Authority did not collect all licence fees due to it, during the year. Following this, the Authority affirmed that it had intensified measures to ensure that all licensees pay outstanding fees within the prescribed timeframe.

Further, the Authority indicated that it had since harmonised the due date for the collection of licence fees making it easier and convenient to trace defaulters.

The Public Accounts Committee scrutinises the accounts showing the appropriation of sums granted by the National Assembly to meet the public expenditure, the Report of the Auditor-General on these accounts and such other accounts.

Regulation of Musical Content

A FEW years back, the only way to listen to music while driving was through the car radio. This case in many ways put the listeners at the mercy of the station on what they were listening to, especially that the stations were very few. However, thanks to the cassette tapes and later the CD player people had options.



Even better, today there are more choices for music listening available in cars; the usb disk drives and the wired or wireless auxiliary input, all which make it easier for people to personalize their listening experience.

Interestingly, despite the available technology choices, listening to the traditional radio does not seem to be falling by the wayside. For instance, I still hear and read of how some listeners complain of what content they are subjected to.

Actually, a lot of people, not just those who drive, take pleasure in discussing "the state of music" broadcast on radio and television stations in Zambia. In general, the usual gripe is that the songs on radio sound the same, or that they are all about the same thing.

However, recently, I was engaged in a slightly different debate with a friend of mine about the importance of decent lyrics in songs played on air.

He was trying to make the argument that the lyrical content of a song did not matter, so long as the song was danceable. This was irrespective of whether the song contains offensive language, vulgar language, and swearing, cursing, or uses obscenities - obvious and/or covert.

In other words, for him, the lyrics are far less important than the music when it comes to a song. Of course I completely disagree with his notion.

I made the argument that the lyrical portion was at least 50 percent of the song, if not more.

My argument was based on my know-how accrued working for a broadcast regulator, the Independent Broadcasting Authority (IBA), and my perceived moral expectation of the Zambian society.

In fact, my view is almost collective. I know a lot

of people who are keen followers of radio and television in Zambia, to an extent that they write reviews of radio stations, the staff and the content which includes music.

And one that immediately comes to my mind is the newspaper column 'Radio Review with Jack Mwewa' in the *Sunday Times*.

Through this articulate column, Mr. Mwewa gives snippets of what happens on broadcasting stations in Zambia and beyond, positives and negatives.

I must recognise that Mr. Mwewa's work has gone a long way and contributed to IBA's effort of promoting ethical conduct among broadcast media houses.

Nevertheless, I learnt with sadness that there are some people who stand to encourage and shield the use of profane language on broadcasting stations, especially in songs. My friend is but one of such people.

For instance Mr. Mwewa exposed in his column of April 5, 2015: "...sadly, one reader had the courage to even write to this column [*Radio Review with Jack Mwewa*] justifying insults on radio."

Fortunately, the IBA shares and supports Mr. Mwewa's call for broadcasting stations to desist from airing content that contains profane language.

In fact, the IBA has observed that the use of profane language is more pronounced in musical content, which constitutes a fair share of the general broadcasting content.

This is the case of music that contains offensive language, strong language, coarse language, bad words, vulgar language, and swearing, cursing, or using obscenities, obvious and/or covert meaning.

Further, the concern by the IBA was also shared by the Zambia Association of Musicians (ZAM) when they attended a familiarisation meeting with Authority.

For the most part, the ZAM President, Njoya Tembo revealed the Association's concerns about the nature of music that was played by most radio and television stations.

Mr. Tembo also acknowledged with sadness that some of the songs did not warrant airplay

“ ...sadly, one reader had the courage to even write to this column [*Radio Review with Jack Mwewa*] justifying insults on radio.

Content on Air

because of the unpalatable words in the lyrics.

This to me is indicative that the stakeholders desirous of an ethical broadcast industry, especially with regards to the nature of songs that receive airplay, are many including musicians, producers, radio stations, ZAM and the public.

That being established, allow me to close this article with a few suggestions on how stations can make sure only radio and television friendly music hits the airwaves.

Firstly, stations should have a fixed watershed applied. Therefore, scheduling considerations must be taken into account, such as playing music with sensitive and strong language on radio only during the watershed – that is from 22:30 hours to 05:00 hours.

Secondly, radio stations can and should insist on musicians to submit Radio edits.

A Radio edit is a modification to a song to make it suitable for airplay, whether it be adjusted for length, profanity, subject matter, instrumentation, or form. In our case, this is to get rid of profanity.

Thirdly, radio stations should work on censoring songs with profane language or obscene footage in the case of videos for example.

Fourthly, stations should have comprehensively

vetted playlists. This means that all the songs they deem fit in the form they have been submitted or after editing them, they can be uploaded to the playlist. This means that stations will only play songs from the playlist.

Lastly and key, all stations should have a clearly laid down procedure and designated office to which all music will be submitted to ensure that any of or all of the above suggestions are correctly applied before any song can be broadcast.

The battle is not easy, for instance many of us have been victims at one point, found ourselves lip-syncing or singing along to songs inappropriate for radio or television. Therefore, we all have a crucial role to play, let us join hands and make music work for the good of society, not to the detriment.

And let us not forget that because there are several platforms to listen to music as outlined above, some stations risk losing a fraction of their listeners. This caution also goes out to stations that have the tendency of entertaining 'know it all' kind of presenters that put off listeners. The latter is a topic for another issue.

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

■ Byta FM

ON 2nd April 2017, BYTA FM would have been on radio exactly 12 months. From an idea born in May 2015, from broadcast journalists who had seen better days in community media, BYTA FM has come to be one of the most liked and listened to radio station in the provincial capital of Southern province, Choma and beyond.

Registered on 28th May 2015, as a commercial radio station, the proprietors started the journey of planning, strategizing and putting resources together to put a radio station that would appeal and address the real concerns of the people of Southern province.

Many wishing to establish commercial radio stations would perhaps have discounted Choma as a viable destination for such a venture. Founders of BYTA however saw potential in the area and settled for this predominantly farming area.

Joe Pandwe is one of the directors at BYTA FM. He explains the choice of Choma. "Choma was chosen for the establishment of the radio station because it is in the heart of the province. It is a strategic place to reach almost the entire province with the radio signal. With the radio establishment in Choma, BYTA FM would be able to broadcast to the biggest population of Southern Province. Choma is also at the centre of the agriculture belt of Southern Province, and therefore establishing a radio station with one of its main focus being agriculture right in Choma, would make the radio station even more relevant" he revealed.

The setting up of BYTA FM in Choma, was strategic in a business sense too. "As Choma turns into a hub of the province, we knew we could take advantage of the many opportunities that would arise from that, such as increased population, business entities moving to Choma and many other public administrative institutions setting up camp in Choma", Pandwe explained with an air of optimism.

True to the vision of the founders, BYTA FM today clearly broadcasts to Choma, Pemba, and

Kalomo, districts of southern province. Today transmitting on 99.3MHZ BYTA FM, has become a household name and darling of people of Southern Province.

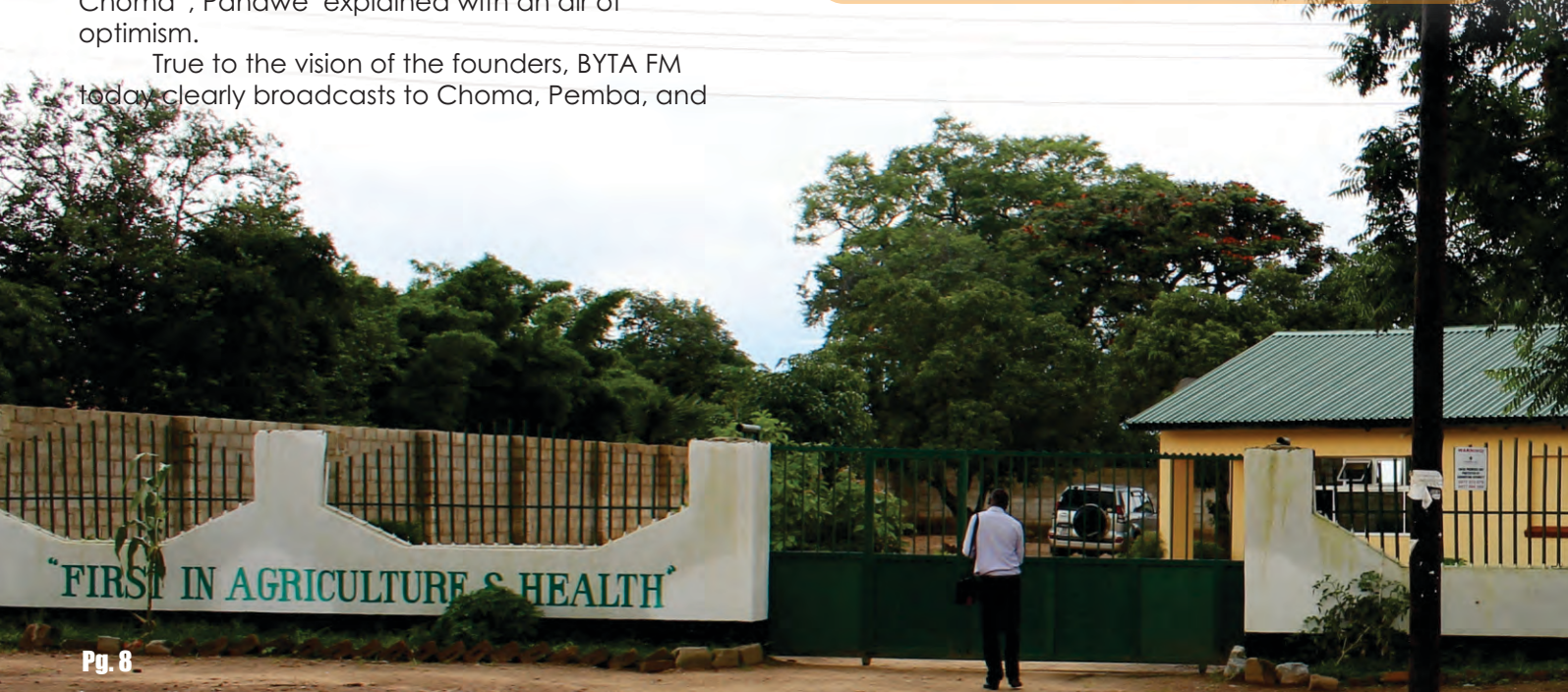
Of course, the radio station faces competition from a number of other stations broadcasting, whether based in or outside Choma, but the directors at the station are strongly convinced that by taking on agriculture and health, this gives them a niche target audience.

The listener profile of BYTA is predominantly made up of a rural audience engaged in farming activities, in and around Choma. But also a growing urban working class especially in Choma town, whose population is increasing by the day as a result of the provincial headquarters status of the town.

Broadcasting to either entire or parts of six central districts of southern province, BYTA is a commercial as well as community driven radio station with a bias towards health and agriculture in its programming. Its slogan, first in Agriculture and Health, entails the radio station's commitment towards these two important sectors of our economy.

Almost a year of full and un-interrupted

The listener profile for BYTA is predominantly made up of a rural audience engaged in farming activities, in and around Choma. But also a growing urban working class especially in Choma town, whose population is increasing by the day as a result of the provincial headquarters status of the town.



KNOW YOUR STATION

broadcasting, BYTA FM is already planning big. The next step is expansion.

Albert Mwiinga is one of the directors, and currently doubles as station manager. He explains that the radio station has already started planning for expansion.

"We truly want to live up to our initial goal of becoming a regional radio station in Southern province. As such we have already made applications to IBA to grant us licences to expand to cover the entire province. We are just waiting for a favourable response to roll out" Mwiinga optimistically explained.

The radio station staff claim that the demand for the BYTA FM signal in other parts of the province is high as people always ask the station staff, as they go doing recordings to extend their signal to these areas as well.

The radio station also appeals to ZICTA to reconsider the issue of frequencies. At its current 99.3 MHz, there comes a challenge with a section of its target audience.

Director Pandwe summarises the challenge. "Some have cars which cannot accommodate our frequency because it is beyond their car radio range. So this group of potential listeners are missing out on our signal. We have had several complaints and requests especially from Taxi drivers who really want to

listen to us, but are unable to, as most car radio cannot access our signal. We have applied to ZICTA and hopefully one day, they will do something."

BYTA FM is determined to give the listeners quality programming and news. To keep up with this desire, the radio station takes training of its staff seriously. This, it is doing by arranging in-house training for its editorial staff in news and radio production. The management believes in excellence, and it has therefore engaged among others, renowned media trainers such as Edem Djokotoe and Daniel Sikazwe who have so far carried out training for ten staff at the station.

BYTA FM believes in constantly equipping its employees with skills in the core business of the profession. This is in addition to participating in other trainings organised by institutions like the IBA and MISA Zambia.

BYTA FM management believes in taking radio out into the community, on location. The management is of the view that, radio must go where issues are happening, and that is out within community as opposed to predominantly studio based radio productions.

To live up to this, the radio station has since acquired an outside broadcast kit, awaiting delivery any time, to enable it do more of its productions on location in its target area and beyond.

Station Manager Mwiinga, remarks. "We are ready to go flat out and do more on location productions as soon as our equipment is in. It has taken a bit of some time to come, despite having been ordered a few months ago due to some unforeseen circumstances. But we are confident that in the next few weeks we shall have it."

Truly, the journey of BYTA FM's desire to change the broadcast landscape and serve people of Southern province has gained momentum. The next time you are in Choma or passing through, sample its programming via its most loved and mature presenters such as 'golden voice' Pretty Hateembo hitting the airwaves on Tuesday's or Thursday's between 10:00 hours and 14:00 hours.



BYTA^{FM} RADIO STATION



The almost fictional

TWENTY SIXTEEN - the year of the IBA. After a few licence suspensions, media backlash and the launch of the first Standard Operating Procedures for Broadcasting in Zambia; we were enroute to being a household name and I had a front roll seat on the thrilling rollercoaster ride.

We hit a bump on the road and I was jerked out of my daydream back to my apparent reality- the Great East Road- Eastern Province bound, for it was inspection time once again. The car jerked yet again and in the cramped back seat of what appeared to be a massive Toyota Hilux I ramped the back of my head into the seat, achieving a blissful daze.

I shook myself to sobriety and studied my surroundings. Accident?! No, no such luck. Diagonally, in the front passenger seat Layla clung to the safety handle just above her head, her feet planted firmly on a dysfunctional imaginary brake.

Mackenzie was the ball of nerves to my left. Her teeth clenched tightly together as spills of fear, bewilderment and laughter ran over her face in phased realization- Benjamin couldn't drive! Oblivious to his faults, the car lurched on every speed hump, curve and check point.

We were to die in a fiery clash in the Luangwa escarpment! We all visualized it. In my last fated hours, as we approached a staggering cliff, I found myself reciting the core values of the IBA- Integrity, Objectivity, Transparency Accountability, Commitment, Open Door Policy, Excellence, Teamwork and Innovation.

'Ba Benjamin, lekeni nyensheko...mu tushe pa Chipata pali lepesha.' Layla's calm suggestion rang in the silent hearse like angels' song waking the dead. We all breathed a sigh of relief when he obliged and she took the driver's seat.

I slip into a comfortable daydream again, as thoughts of a fiery demise in the Luangwa faded into the impossible.

'Inspector Mutale Chanda...' I was jolted to a reality again. Layla was in the middle of her introductory speech to the sensitization meeting which had once again brought us to the East. I steadily examined the anxious faces of the employees that had gathered at the radio station to assimilate the work of the IBA. I braced myself.

Layla was done, Timon was speaking. *'We advise that all licensees set up a complaints desk to effectively attend to public complaints and feedback... the IBA Complaints Procedure provides that a licensee must resolve complaints received from the public within 14days of receiving the said complaint...'* The complaints procedure had become a fine sonnet we recited to the public as an inamorato would their beloved. Timon strung it like a ballad, the once anxious faces in the room turned inquisitive, hanging on his every word. *'...Where a licensee is unable to resolve the complaint within 14days or the complainant feels unsatisfied with the resolution; he/she is then at liberty to engage the IBA to mediate on the matter...'*

Soon enough, Timon had laid his reeds and the audience applauded him. It was my turn. Section 29 of the IBA Amendment Act was my majestic eulogy; in Nyanja! So I began, slow and steady, informing the room what would cause a broadcasting service to lose its licence.

Layla, who had been quiet a while, suddenly acquired a broad smile on her face. I continued my Nyanja exposition in serious tones worthy of Section 29 and in my conclusion, in a stern voice emphasized; *'Ngati muzachita ivi vamene na kamba mu Section 29, tiza bwela timu tenge Licence.'*

Layla burst out into resonating laughter.

I spun into the reality of the day. It was day two of our journey to Chinsali via the Eastern road. I blankly stared out the backseat window of the now trusted Toyota Hilux into the mountains that led to the tarred quaint little town of Chama. The winding road revealed grey and white beauty of elevated rock, mounted densely by psychedelic trees and boastful shrubs as far as the eye could see.

Elijah sat in the front seat as his status

adventures of the IBA

demanding narrating to Kevin and I the history of the increasingly porous Zambia-Malawi border and the variations in architecture that distinguished Zambian and Malawian homes. He gestured North as we approached Chama to the impressive structure that was now the newly commissioned district hospital and lamented how difficult it must be to operate the facility during the five province power blackout. Elijah's laminations were, however, misplaced; our adventures in Muchinga Province had barely begun.

Our work in Chama was complete, and once again we were on the road; this time through the national park greeted by Tsetse flies and sandy terrain to match the Sahara.

Chinsali greeted us with darkness. Delusional with hunger, coaxed by fatigue we parked by the side of the road and queried the locals on which lodges had alternative power sources. The 'Young Child' Inn was the advice we received. Cheerfully, Kevin drove us to the Inn. It was a Saturday night, the English premier league was on and the Inn had

a power generator. While the boys spoke excitedly of the much anticipated match; I pondered over Part VII of the IBA Principle Act. Oh! What power I had.

The Young Child Inn was all we expected it to be, the stuff was friendly and after a few hick ups with unhinged doors and room swaps we were each housed in an adequate room. After diner, I retired to bed leaving Elijah and Kevin to meet the inn's mandatory 9pm lights out curfew.

The morning did not come soon enough, the night had been filled with tosses turns and the sound of the disco. Strange voices could be heard in the halls, loud drunken men along with the whispers of timid women negotiating the price of services soon to be exchanged. But the morning did come, thankfully. I left my room to open Elijah's door- for it had no handle on the inside. He looked pale and unrested, I immediately knew his night had been an uneasy one. The team was ready to go in fifteen minutes and as we left Chinsali I turned my head to Elijah... 'Sir, I believe we slept in a brothel.'

IBA celebrates WRD

World Radio Day is a day is observed on 13th February each year.

The Day is a day meant to celebrate radio as a medium to improve international communication and encourage networking among communities.

This year's commemoration was held in Livingstone, in appreciation of the growing number of radio stations in Southern Province. The Province has one of the highest number of radio stations at 15.

On commemorating the occasion, the World Radio Day (WRD) organising committee hosted a stakeholder's media workshop, youth debates on the theme, a march-past from from Maramba Cultural Market to the Livingstone Post Office and a public exhibition.

The Independent Broadcasting Authority (IBA) took part in all the activities with the aim of raising awareness of the day and of the operations of the Authority.

Speaking during the commemoration, Minister of Information and Broadcasting Services, Hon. Kampamba Mulenga called on the media to exercise high levels of reportorial standards in order to contribute to peaceful co-existence among citizens and national development.

"The dissemination of factual, objective and well-researched information and news to the public is a huge national responsibility, which the media cannot afford to mishandle through careless, petty and personal considerations" Ms. Mulenga Said.

The Minister also re-affirmed Government's commitment to creating an enabling environment for the continued growth and contribution of radio to national development.

And speaking at the same event, Independent Broadcasting Authority (IBA) Director General Ms. Josephine Mapoma said radio plays an important role in serving the communication needs of communities by encouraging open

dialogue and providing an independent platform for interactive discussion on matters of importance.

Ms Mapoma also encouraged the public on their right to complain against any station that in their view is airing anything that breaches broadcasting ethical standards.

"In the same regard, I wish to call on all broadcast stations to have in place a complaints resolution procedure and in house Code of Ethics as required by the Authority" MS. Mapoma said.

This year, World Radio Day was celebrated under the theme "Radio is you". The theme was audience centric; entailing participation and engagement – providing listeners with a voice.

The IBA was privileged to be part of the organising committee of the several activities. Others in the committee included the Zambia National Commission for UNESCO, MISA-Zambia, Media Network for Children Rights and Development and the Ministry of Information and Broadcasting Services.

IBA et al donate to inmates



Some officials, sponsors, artists and inmates at the Mwembeshi Maximum Correctional Facility pose for a picture.

The Independent Broadcasting Authority (IBA) recently donated food stuff and toiletries to inmates of the Mwembeshi Maximum Correctional Facility in Mumbwa as part of its Corporate Social Responsibility (CSR) as well as its commemoration of Youth Day.

The donated foodstuffs and toiletries including kapenta, beans and bathing soap for the inmates.

Following the presenting of the items to the prisons authority, IBA Director – Standards Licensing and Compliance, Mr. Eustace Nkandu, explained that the

donation was in line with the Authority's CSR policy. He explained that the idea to tie the donation to Youth Day was proposed by the members of staff hence partnering with Andrea Entertainments to support the visit to Mwembeshi Maximum Correctional Facility. A number of inmates are youths.

Others that supported the event were Itel, Radio Phoenix and food lovers among others who donated items such as soccer jerseys, clothes and assorted foodstuffs.

A number of local artists provided entertainment, much to the excitement of the inmates.

Mwembeshi Maximum Correctional Facility Officer in Charge Senior Superintendent Julius Nyirenda thanked the sponsors for having taken the time to visit the facility and for the donations.

The items were handed over to prison authorities on 12 March coinciding with the 2017 Youth Day commemoration. The donation was a response to the request made to the organization by the prison authorities.



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