

iba digest

MAGAZINE OF THE INDEPENDENT BROADCASTING AUTHORITY

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A word from...

Dear Readers,

I welcome you to the first edition of the IBA Digest for 2018. The year so far has been exciting, with the Authority having commenced the sensitisation and collection of TV levy as will be detailed in this edition. In this issue, you will read how the Authority suspended 12 radio licences and revoked one TV licence, and you will learn how to exercise your right to complain against a broadcaster with whom you are aggrieved.

The Authority has also continued to participate in events such as the Labour Day and World Press Freedom Day commemorations.

In our quest to help you appreciate the broadcasting landscape, the 'Know your station' segment features a Lusaka based Content Service Provider namely African Agribusiness Network (ABN) Television, which focusses on agribusiness as a means to create wealth among Zambians.

Another exciting event during this period has been the signing of a Memorandum of Understanding between the Authority and Zambia Music Copyright Society (ZAMCOPS) as well as the launching of the



► **Josephine Mapoma -
IBA Director General**

IBA's mentorship programme for journalists.

Finally, let me take this opportunity to commend my members of staff for their invaluable contributions in making this newsletter a success. I also wish to thank all our readers and those who support the media sector as a whole.

Stay Blessed

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IBA Suspends Broadcast Licences

The Independent Broadcasting Authority (IBA) in exercising its regulatory powers recently suspended broadcast licences for 12 radio stations from around the country for failure to pay Annual Operating fees for 2017.

The Authority further revoked Copperbelt Television's licence for failure to broadcast as well as failure to pay license fees for years.



Speaking at a Press briefing in Lusaka, IBA Board Chairperson Brigadier General Justin Mutale (RTD) named the affected radio stations as; Jive Fm – Ndola, Ngoma

Radio – Luanshya, Mwinilunga Radio – Mwinilunga, Luanginga Radio – Kalabo, Kwandu Radio – Shan'gombo, Kwenje Radio – Chama, Vision Macha – Macha, Young Generation – Choma, Live Fm – Lusaka, Ama Radio – Lusaka, Pan African Radio – Lusaka and Comet 10 – Lusaka.

Brigadier General Mutale (Rtd) said the suspensions were in line with the Independent Broadcasting Authority Amendment Act No. 26 of 2010, particularly Section 22 (4) which provides, "A

broadcasting licensee shall pay such annual fee for the broadcasting licence as may be determined by the Board". In addition, Section 29 (1) (i) provides that the Authority may cancel or suspend a licence where "The broadcasting licensee has failed, in spite of written notice, to comply with the conditions of the broadcasting licence"

He said that the affected stations were written to, given grace periods and an opportunity to be heard when they were summoned to appear before the ad hoc committee, but still failed to comply.

"The affected stations were given an opportunity to be heard in line with provisions of the law. Non-compliance to any of the licensing conditions, including non-payment or late payment of fees which fall on December, 31 every year is a serious offence and stations that do not comply risk having their licences suspended", General Mutale said.

The Chairman further cautioned all licensees that have not yet settled their 2018 fees to do so or risk being cited non-compliance. He also reminded broadcast stations about the need to practice journalism that strives to strike a balance between press freedom and responsibility.

The unpaid licence fees amounted to K272, 900 shortfall, which the defaulting stations settled within the two weeks they were given in which to pay the outstanding fees or face additional punitive measures.

IBA Starts Collecting TV Levy

The Independent Broadcasting Authority (IBA) has commenced the collection of the Television (TV) Levy through Subscriber Management Services (SMSs).

The TV levy was previously collected by the Zambia Electricity Supply Corporation (ZESCO) on behalf of ZNBC.

IBA Director General Josephine Mapoma announced at a press briefing in Lusaka that the move to shift the collection of TV levy from the ZESCO would come into effect on 1st April 2018.

"You may recall that the Minister of Finance in the 2018 budget presentation, called for the collection of TV levy to be sector based. This meant that the collection of TV levy which is a levy in the Media sector needed to shift from being collected by ZESCO which is in the Energy sector to IBA which is in the Media sector through the SMSs" Ms. Mapoma said.

A sum of Five Kwacha is being collected whenever citizens make payments to a Subscriber Management Service such as Muvi TV, Strong Technologies, DSTV, GO TV, Top Star, City Cable Network and Kwese Television. Previously, the levy was pegged at three Kwacha.

Ms. Mapoma said the collection does not entail an increase in television subscription, but a transfer of the TV Levy payment point from ZESCO to SMSs.

She said the amount of TV levy that a household pays is dependent on how many pay television services the household is subscribed to. For instance, households having two decoders will have to pay the levy for both of them.

To prepare the public, the Authority conducted sensitisation on radio and television programs throughout the country, printed posters and developed jingles that were aired on several stations countrywide.

Independent Broadcasting Authority

pluralistic
effective

in Zambia
relation



IBA AND ZAMCOPS SIGN MOU ON REMITTANCE OF ROYALTIES BY BROADCAST STATIONS

The Independent Broadcasting Authority (IBA) and the Zambia Music Copyright Protection Society (ZAMCOPS) signed a Memorandum of Understanding (MOU) to compel broadcasting stations to remit royalties for musical content to ZAMCOPS.

Speaking at the signing ceremony in Lusaka, IBA Director General Ms. Josephine Mapoma said broadcast stations relied on musical works for their programming and were required by law to obtain licences from ZAMCOPS, which was the only authorised collective management organisation in Zambia.

She said over the years it was evident that broadcasting stations had not been consistent with remitting royalties to ZAMCOPS hence the initiative.

"Any renewal of a broadcast license, including the annual operating fee will only be made after the broadcasting stations have shown proof of remitting the royalties to ZAMCOPS effective January 2019", Ms. Mapoma said.

She expressed confidence that the MOU would not only lead to better collection of royalties from

broadcast stations but would also promote the production of musical works, that met the highest ethical standards based on best media practice.

And speaking at the same function, ZAMCOPS General Manager Ms. Juliana Lungu Chilombo said the Society was thankful to IBA for accepting to partner with her organisation to collect royalties from radio and television stations.

She said ZAMCOPS was a collective management organisation that was tasked to collect royalties under the copyright and Performance Rights Act no 44 of 1994.

Ms. Chilombo said the remuneration of artists would create employment in the country as they would have a steady income.

"For a song to be released on the market there are several people that are involved writers, composers, producers, backing vocalists and instrumentalists so the development will improve their living standards" she said.



IBA Appears before the Parliamentary Committee on Media, Information and Communication Technologies

The Independent Broadcasting Authority (IBA) appeared before the Parliamentary Committee on Media, Information and Communication Technologies, to which the Authority made submissions on the Review of the *Draft National Information and Media Policy*.

The Authority submitted that the Draft National Information and Media Policy of 2014 intended to facilitate sustained expansion of the public media services, enhance public access to information, promote the autonomy of the public print and electronic media houses and guide the smooth adoption and utilization of new technologies in the broadcasting sub-sector.

On the question of the sufficiency of legal and policy framework within which the media industry operated regarding the modern methods of information gathering and dissemination, the Authority submitted that although Zambia had sufficient laws to deal with the media sector, there was need to review existing pieces of legislation to enhance free flow of information in the country.

On the issue of Guidelines that had been put in place regarding the use of new media by general public, professionals and students, the Authority noted that the draft National Information and Media Policy had measures to ensure that the nation was kept abreast with all forms of global developmental trends in the fields of communication technologies and media practice among others, in order to promote technological innovation.

The Authority also submitted that as a Regulator for broadcasting, it had developed the Standard Operating Procedures that stations were expected to follow, whether they were making use of traditional or new media and that the ethics aspect remained the same regardless of the platform used.

Concerning the challenges being faced with the use of modern methods of news information gathering and dissemination, the Authority observed that a number of people who used these modern methods were not trained journalists and this posed a challenge in that acceptable media ethics and norms were not upheld in the process of gathering and disseminating news and information. Further, in using these modern methods, some publishers hid behind anonymity and hence carried out their activities without adhering to ethical principles of journalism.

Finally, the Authority recommended that there was need to enact the Access to Information Law as this law would not be for the media fraternity alone, but for the general citizenry at large.

The Authority further recommended the need to have an effective training programme in basic journalism ethics and principles for persons engaging in journalism work using modern methods of information gathering and dissemination.

IBA Launches Mentorship Programme for Journalists



IBA Director General, Josephine Mapoma, (2nd right) with GMT-WIMN members; Ruth Kamwi (r)Emelda Musonda (L) and Kapala Chisunka (2nd Left)

However, the mentors that will be on the program will cut across several sectors including print media, commerce, agriculture, law, and others", Ms Mapoma said.

The mentorship program will take the format of both group and one on one mentoring and will target journalists in middle management, with the hope that they will, in the near future be elevated to senior managerial positions.

And Graca Machel Trust-Women in Media Network

(GMT-WIMN) Member Ruth Kamwi, said the collaboration with IBA marks another milestone in the network's resolve to change the narrative of women in the media.

As Zambia joined the world in commemorating the International Women's Day, the Independent Broadcasting Authority (IBA) in collaboration with the Graca Machel Trust-Women in Media Network (GMT-WIMN) launched a mentorship programme for journalists in broadcast media in the country.

The mentorship programme is aimed at empowering journalists from broadcasting stations to speak authoritatively on issues pertaining to women and children.

IBA Director General Josephine Mapoma announced that the program is long term in nature and the inaugural one is expected to take six months to complete.

"As you are aware, the IBA regulates broadcasting stations, hence for this inaugural program, we wish to limit the mentees from radio and television stations.

Ms Kamwi said through the mentorship programme, journalists will be groomed to confidently contribute to the 'Women Advancing Africa' movement and women advancing Zambia agenda.

"We hope to have more stories on women and children's issues making headlines in our news bulletins and make it to the front pages of newspapers", Ms. Kamwi said.

She hoped that social media platforms will be flooded with positive stories about women and children as opposed to those that portray women as victims.

IBA Commemorates World Press Freedom Day

Zambia joined the rest of the world in commemorating World Press Freedom Day, whose theme for 2018 was "Keeping Power in Check: Media, Justice and The Rule of Law".

The Independent Broadcasting Authority (IBA) took part in the commemoration, which included a march past from Manda Hill Police Post to East Park Mall where a media exhibition was also held.

During the commemoration, Information and Broadcasting Services Acting Permanent Secretary Isaac Chipampe emphasised the importance of the media in Zambia's democratic transformation.

"The media plays a critical role in society in that it checks the excesses that may arise among the three arms of government. The media monitors power

that may exist economically, socially, morally and persuasively" Mr. Chipampe said.

He said the Independent Broadcasting Authority (IBA) is one great effort by the government to remove suspicion in the issuance of licenses and added that the IBA is also expected to protect citizens from abuse on radio and television.

And speaking at the same event, World Press Freedom Day Local Organizing Committee Vice Chairperson Ms. Felistus Chipako reminded journalists to remain professional and ethical in executing their duties if the profession is to be respected.

Other districts that observed the day include Livingstone and Kitwe.



Radio and Television stations warned over content

Radio and television stations in Zambia, have been warned against airing content that risks corrupting the morals of children or minors.

Independent Broadcasting Authority (IBA) Director – Standards Licensing and Compliance Mr. Eustace Nkandu said in Lusaka recently, that broadcasters must ensure that their content, whether audio or visual did not corrupt the morals of young people.

Mr. Nkandu said there is a tendency by some disc jockeys (DJs) to air content that is vulgar in nature and not favourable for children.

"Broadcasting stations must 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", Mr. Nkandu said.

He said content for radio and television stations must not contain offensive language, strong language, coarse language, bad words, vulgar language, and swearing, cursing, or using obscenities with covert meaning.

He urged all radio and television stations not to lose sight of the provisions of the Standard Operating Procedure (SOP) for broadcasters in Zambia in the course of their duty serving the millions of Zambians who look up to them for the provision on education, information and entertainment and added that the SOP is a summary of the best practices designed to guide the operations of broadcasters in Zambia. The document sets out standards in programmes, sponsorship, advertising, fairness and privacy among others.

Mr. Nkandu said once adhered to, the SOPs will not only enhance and raise ethical standards, but stimulate audience confidence in the content of radio and television stations in Zambia.

Know your station: ABN TV

By Dr. Mwikisa Lubinda

The African Agribusiness Network (ABN) Television station is an innovative broadcasting station created to meet the needs for agribusiness and business knowledge among youth and adult agricultural producers. ABN focuses 75% of its content on agribusiness as a means of creating wealth among many Zambians and ultimately Africans. ABN TV concept was muted by Dr. Mwikisa Lubinda and Dr. Frank M. Kayula to contribute to enhancing Africa's growth through agriculture. The two saw the need to recruit other persons with similar vision as partners. Professor Gideon Mwanza, Mr. Collins and Mr. Samuel Thomson were on board, with their unique expertise in Human Resource Management, ICT and Production respectively. The rest of the story is obvious to see. Within six months of broadcasting and with reasonable resource envelop, ABN has joined the media industry and is already a force to reckon with.

Policy at ABN is to support the government of the day to grow the wealth of the nation and to inform the public on business opportunities that exist in the agribusiness subsector.

The ABN TV station is supported by 8 visionary young people. The staff execute the news collection, program production and broadcasting. The channel hopes to grow to broadcast to the rest of Africa within the next five years.

Among the innovative programs are:

- Youths in Agriculture - It's an entrepreneurial agribusiness show, which challenges youths to venture into agriculture.
- Agrifocus - Is a program that looks at Zambia's agriculture newsrelated features. It runs live at 15:00 and 21:00 hours, weekdays. It also educates farmers on how to use different agro-inputs and how to improve their yields.
- Farmers Forum - A live show that looks at the well-being of agribusiness in Zambia and the plight of farm workers.
- Daddies Taste - A Reality TV show that features high profile and

celebrity fathers with a challenge to prepare a meal on camera for their family.

- Captains of the Industry - Women's entrepreneurship program that profiles women entrepreneurs in Zambia.
- Jumpstart - Early morning gospel entertainment and motivation show which gives spiritual guidance to the viewers. It's followed by Kokoliko Breakfast Show which is filmed at Foodlovers Market Levy Junction and features different segments of health and nutrition.



African Agri-business Network Television
"watch it, live it"

With reference to the above, African agribusiness Television Network ABN TV, an agribusiness and entrepreneurial developmental channel - that is focused on bridging the information gap within the agriculture sector and uplifting the lives and wellbeing of individuals through knowledge based programming that is motivational and inspirational. Our channel inspires entrepreneurship among the youth and the public to getting into farming and other business related activities, thus making ABN TV an ideal advertising platform.



Hard work pays off, DG Mapoma honoured into first SABA Hall of Fame

SUCCESS is said to be no accident. It is hardwork, perseverance, learning, studying, sacrifice and most of all love of what one is doing or learning to do.

Robin Sharma, a Canadian Lawyer once said, "Hard work opens doors and shows the world that you are serious about being one of those rare –and special– human beings who use the fullness of their talents to do their very best." Such individuals are often likely to be noticed.

This was what awaited the Independent Broadcasting Authority (IBA) Director General, Josephine Mapoma when she recently attended the Southern African Broadcasting Association (SABA) Conference in Windhoek, Namibia.

Having served the Association for over three (3) years, Ms Mapoma's dynamic leadership and contribution to the Association did not go unnoticed.

SABA as part of commemorating twenty five (25) years of existence, took time to honour and inaugurate into the first Hall of Fame six (6) members who impacted the Association in different ways.

The IBA DG, was privileged to be among the six SABA members who were honoured.

The SABA Hall of Fame is a distinguished honour intended to recognise members who had significantly impacted the organisation in various ways.

As IBA DG, Ms. Mapoma has served as SABA Board member since 2014, where she represents broadcast regulators in the region.

She has been an all-weather friend of the Association and has been called upon on several occasions to perform various tasks as well as providing guidance on a number of issues.

The IBA DG has been Instrumental in guiding the Association on the appropriate Regulatory Framework required for the fourth coming SADC TV Bouquet which the Southern Africa Development Community (SADC) Ministers of Communications and ICT have entrusted to SABA to manage.



Ms Mapoma is a veteran Journalist with vast knowledge and experience in governance and media having served as Permanent Secretary in various ministries, the first being the Ministry of Information and Broadcasting Services.

She has further served as a Head of Department and Lecturer of Mass Communication at the University of Zambia (UNZA). Earlier in her career, Ms Mapoma worked as a Journalist.

Apart from Ms. Mapoma, others who were honoured and inaugurated into the SABA Hall of Fame included current SABA Secretary General, Ellen Nanuses (Namibia); Regional Editor and Producer of SABANews and SADC Calling, Mr. Chris Msipa (Zimbabwe); Chairman, National Film and Video Foundation (NFVF), Phil Molefe (South Africa); Current Swazi TV Director General, Mr. Austin Bongani Dlamini (Swaziland); and Gender Activist, Umbi Karuaihe (Namibia).

Launched in 1993, SABA is a membership-based association representing public service and other broadcasting organisations across the Southern African Development Community region. Its overriding goal is to ensure a seamless transition to digital television and to regenerate the quality of the SADC region's television content production and professional management capacity.

Exercise your right to complain

IBA embarks on sensitisation on the complaints procedure

Everyone has the right to complain against any radio or television station with whom they feel aggrieved.

This was the message delivered by the Independent Broadcasting Authority (IBA) during its awareness campaigns in Eastern, Copperbelt and Southern Provinces on the role of the Authority, with special emphasis on the Complaints Procedure.

The Authority made public announcements in ten districts of the three provinces. These were Chipata, Petauke, Nyimba, Chingola, Kitwe, Ndola, Mazabuka, Monze, Choma and Livingstone.

The sensitisation was also done in local languages spoken in the areas. Other similar campaigns are being planned, for the remaining provinces.

During the announcements, some members of the public bemoaned the lack of IBA offices at provincial or district level. However, they also showed great interest in the announcements by stopping what they were doing to listen and even request for IBA materials, which were shared with them.

The IBA Complaints Procedure is such that, if one has a complaint against any broadcast station, the following must be done:

1. First write to the radio or television station itself to register your complaint. The station has 14 days in which to address it.
2. If the station does not address your complaint within 14 days; or if they do but you are not satisfied; then you can complain to the Independent Broadcasting Authority (IBA). The IBA is mandated to resolve the complaint within 14 days.

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; the complaint is not relevant to a Code of Practice developed by the broadcasting station or the complaint is brought more than three months after the broadcast in question was made.



Moderator's corner

Radio interview Tips

Everyone remembers watching or listening to a great interview from a particular radio or television station – even a bad one is remembered too!!!!

What basic factors can make the interview great and what should definitely be avoided by the interviewee?

1. Establish trust

Trust is very important and in interviews it's not different. The best interviews are when the interviewee opens up and the interview feels like a normal conversation. Make the interviewee feel comfortable with you, at ease with the questions and perhaps make yourself a bit vulnerable, you are less of a threat.

2. Dare to be Different

Many times your interviewee will be doing interviews in blocks and will be asked the same questions over and over. Be brave, ask the unexpected. Get them to engage with you and get something new.

3. Listen and follow the flow of conversation

Don't be afraid to move away from the list and freestyle. If the interviewee says something you want to explore then go for it. Don't be a slave to the order of your prepared questions. It will feel more honest and compelling.

4. If you do not understand an answer, neither will your listeners.

Get clarification - one lost thread can derail an interview. There's nothing wrong with getting your interviewee to explain themselves further.

5. Don't rush on after each answer – pause Your interviewee might say more.

Source: TV interview tips: Jane Corbin, Jon Sopel and Jim Fitzpatrick-BBC



IBA Joins in Commemorating World Radio Day

Zambia joined the rest of the international community in commemorating World Radio Day which is observed every 13th February.

The Independent Broadcasting Authority (IBA) joined the BBC Media Action and other stakeholders in commemorating the event which was held in Kabwe, under the theme "Radio and Sports".

The commemoration included a march past from the Civic Centre to Green Eagles Rugby Club, where Sporting activities were held. The event was graced by the Deputy Mayor of Kabwe Mr. Dominic Sichamba.

The IBA took part in all sports with the aim of raising awareness of the day and of the operations of the Authority.

Speaking during the commemoration, the Deputy Mayor urged the media to bring to the fore as many sports disciplines as are available in the community,



adding that as civic leaders, they shall do their best to ensure that many sports or recreational facilities are established.

Earlier, IBA Director General Josephine Mapoma said the Authority will continue to work to ensure the growth of an ethical and professional broadcasting industry through fair transparent and effective regulation.

Ms. Mapoma also called on the broadcast media to contribute to inspiring stories in sports that challenge gender stereotypes and cover both women and men equally and to cover the different sports disciplines widely, and not just the selected few.

IBA Commemorates Labour Day 2018



The Independent Broadcasting Authority (IBA), was among several organisations that took part in commemorating Labour Day under the theme: "Building Partnerships for Sustainable Development through Decent Job Creation and Social Justice".



The event begun with a march past from the Civic Centre to the Freedom Statue in Lusaka, where speeches were delivered and performances done.

IBA QUIZ

1. Who is the Director General of IBA?
2. Mention **any two requirements** for the application of a broadcasting licence.
3. In which category does Mumbwa Blue Sky radio station fall (commercial or community)?
4. State any circumstance that would lead to the cancellation or suspension of a broadcasting licence as prescribed in the IBA Act.
5. Luswepo community radio station was established in 2016 in Northern Province. State the town in which it is situated.
6. Name the first privately owned radio station in Zambia.
7. Voice of Kalomo is a radio station based in Kalomo, Southern province. What are the three main languages used in its broadcasting?
8. Name the three (3) commercial radio stations in Luapula Province?
9. Other than ZNBC radio 1 & 2, which other radio station is listened to in Nakonde?
10. Which organisation is mandated to regulate all radio and television broadcasting houses in Zambia?

Send your answers to: PO Box 32475, Lusaka
Email: quiz@iba.org.zm

Drop your answers at IBA, Mass Media Complex, ground floor -Lusaka.

The first ten (10) people with correct answers will receive an IBA Shirt, cap and 2018 calendar.

KNOW THE IBA ACT



1. Did you know that it is prohibited to provide a broadcasting service without the broadcasting licence?

Part IV Section 19 (1) & (2) of the IBA (Amendment) Act of 2010, provides:

- (1) subject to the provisions of this Act, a person shall not operate or provide a broadcasting service in Zambia without a broadcasting licence
- (2) a person who contravenes subsection (1) commits an offence and is liable, upon conviction, to a fine not exceeding five hundred thousand penalty units or to imprisonment for a period not exceeding five years or to both.

2. Did you know that it is mandatory for the licensee to notify the authority of any changes in detail or character of broadcasting programming?

Part IV Section 27 (1) (2) & (3) of the IBA (Amendment) Act of 2010, provides:

- (1) A broadcasting licensee shall notify the board of any change of that broadcasting

licensees particulars relating to the issuance of a broadcasting licence

- (2) A broadcasting license shall ,where the broadcasting licensee intends to change the character of the broadcasting programming apply to the board for variation of the character of the programming
- (3) The Board shall, where it receives an application under subsection (3) and where it determines that the envisaged change in the broadcasting programming has significant public interest ,call a public hearing on the matter



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