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ABOUT THE IBA

The Independent Broadcasting Authority (IBA) was established through an Act of Parliament No. 17 of 2002, which was amended through the IBA (Amendment) Act No. 26 of 2010 and No. 18 of 2017. The main function is to regulate the broadcasting industry in Zambia.

IBA VISION

An effective and efficient regulator that ensures a quality and professional broadcasting industry in Zambia.

IBA MISSION

To promote professionalism and enhanced standards of the broadcasting industry through effective regulation

FUNCTIONS

- To regulate the broadcasting industry in Zambia;
- To grant, renew, suspend, and cancel broadcasting licences for radio and TV stations;
- To develop regulations for the broadcasting sector;
- To ensure programming standards are followed by broadcasting stations in Zambia;
- To receive, investigate and decide on complaints concerning broadcasting services including public broadcasting services; and
- To collect and administer Television levy.

CORE VALUES

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

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Foreword from the DG



I am pleased to present the second edition of the IBA Digest for 2024. As the year draws to a close, we look ahead to 2025, anticipating with hope, a fruitful and productive year filled with new opportunities.

The year 2024 has indeed posed challenges for both the Authority and our broadcasting stations as we work towards stabilising operations. One of the most profound challenges we faced was the tragic loss of our Director General, Mr. Guntilla Muleya, on July 23, 2024. His passing impacted us deeply. He was not only a visionary leader but also a driving force behind many of our initiatives. In this edition, we pay tribute to his remarkable legacy.

The Digest also highlights the impact of load shedding on

broadcasting stations, a consequence of the severe drought currently affecting our country and the response by the Authority to grant stations non-mandatory relief to go off air between midnight and 6:00 AM as a measure to alleviate the operational costs.

We also share an article on the capacity-building workshop conducted with broadcasting stations in Eastern Province, designed to enhance content sourcing, packaging, and delivery while emphasising the business side of broadcasting.

The "Know Your Station" segment features Kanele Radio of Lundazi District, a young yet dynamic radio station making significant strides in content delivery and innovation.

Finally, we are more than glad to present to you one of our key stakeholders in the broadcasting sector, the BBC Media Action, who have been instrumental not only in our capacity building training but also assisting a number of stations in various forms.

Enjoy your reading these and other stories in the digest, and please feel free to interact with us.

Wishing you all a prosperous 2025!

Susen Zulu Ndumingu

Acting Director General



Managing Editor – Katendi Wandu



Editorial Manager – Leah Kabamba



Stephano Mwanza - Writer

A TRIBUTE TO MR. GUNTILA MULEYA, IBA DIRECTOR GENERAL



Late IBA Director General Mr. Guntila Muleya

Mr. Muleya joined the IBA on 6th May 2024, as Director General. He brought with him a wealth of experience and a proven track record of leadership from major organisations. His youthful vibrancy, unwavering commitment to duty, and dynamic approach infused the IBA with renewed hope and purpose.

Those who knew him often remarked on his ability to inspire others with his vision, with one stating, “Guntila had a unique way of bringing out the best in everyone around him.”

During his brief tenure at IBA, Mr. Muleya set in motion a transformative vision to digitise IBA operations, aimed at modernising and enhancing the Authority’s efficiency. He spearheaded the implementation of new systems that streamlined IBA processes and procedures. His focus on fostering a more enabling regulatory environment through improved stakeholder engagement demonstrated his commitment to collaboration and growth within the broadcasting sector.

Mr. Muleya’s impact on the IBA will forever be etched in our memories. His legacy will endure in the hearts and minds of all who knew him, and, in the work, we continue to pursue with the passion he exemplified.

The IBA extends its deepest condolences to Mr. Muleya’s family, wishing them comfort and strength during this difficult time.

May His Soul Continue to Rest in Eternal Peace.

On 24th of July 2024, intense darkness enveloped the Independent Broadcasting Authority (IBA) as the Board, Management and Staff received the heart-breaking news of the tragic and untimely death of the Director General, Mr. Guntila Muleya.

His passing sent shockwaves through the entire IBA community,

deeply affecting us all, especially given the distressing circumstances surrounding his passing. He was abducted and brutally murdered after knocking off from work.

Mr. Muleya’s death left a profound gap in our hearts, yet we find solace in the cherished memories we created during our time together, and we commit to honouring his legacy through the work he passionately championed.

A PEEK INTO THE IBA'S END-OF-YEAR REPORT - SUCCESS AMIDST CRISIS



Photo of IBA members of staff

Death is an undeniable and disruptive force that not only brings grief but can also hinder or even halt the progress of planned initiatives. The institution was deeply impacted by the loss of its newly appointed Director General, Mr. Guntila Muleya. As investigations unfolded, it became clear that many of the Authority's planned activities were disrupted by this tragic event.

Despite the profound impact, the Authority remained committed to honoring the legacy of the late Mr. Muleya. In its continued pursuit of being an effective and efficient regulator that ensures a quality and professional industry in Zambia, the Authority implemented initiatives to fulfil its mandate and mission.

For the first time, the Authority has published its 2024 end-of-year sector report, which provides a comprehensive overview of its work. The report highlights the

The 2024 end-of-year sector report reveals remarkable growth in Zambia's broadcasting industry, with the number of radio and television stations increasing from 73 in 2013 to 256 in 2024.

remarkable growth in the number of radio and television stations in Zambia, increasing from seventy-three (73) in 2013, when the IBA became operational, to two hundred fifty-six (256) in 2024.

The report reveals that thirteen (13) broadcasting houses applied to have their licences renewed and the Board gave them a new lease of life, some for five (5) years others for seven (7).

The Authority conducted inspections in Western, Eastern, and Central Provinces specifically to improve the technical standards in broadcasting houses. The end-of-year report for 2024 shows that

many stations are grappling with the challenges of maintaining their equipment and infrastructure. The Authority guided the stations to ensure optimal broadcasting standards. Further, the Authority has put in place interventions such as building the capacity of the station's technical staff and advocating for support/assistance for broadcasting stations, especially community radio.

The report shows that in 2024, the electricity deficit affected the operations of broadcasting houses. To mitigate operational costs incurred by radio and TV stations, the Authority announced the "Cooling-off window", allowing stations to switch off their equipment from midnight to 06:00hours.

The 2024 End-of-Year Report provides insights into statistical information about the broadcasting sector, suspended and cancelled licences, compliance breaches, achievements and challenges and IBA's planned activities for 2025.

BROADCASTING STATIONS CAUTIONED AGAINST THE USE OF UNVERIFIED CONTENT



Radio and television stations across the country have been cautioned against using unverified information and footage, as misinformation has the potential to threaten public peace and security.

Independent Broadcasting Authority (IBA) Acting Director General Mrs. Susen Ndumingu emphasised the critical responsibility broadcasters have in ensuring the accuracy and credibility of the content they air.

She urged stations to exercise due diligence in fact-checking and verifying all information before it is broadcast to the public.

Mrs. Ndumingu stressed that the use of unverified content can have serious consequences, including inciting unrest or misleading the public, which can ultimately threaten the nation's peace, security and well-being and added that misinformation, whether intentional or not, undermines the trust the public places in our media institutions and can have far-reaching negative effects.

She reminded broadcasters that adhering to the highest standards of journalistic integrity is not optional but a legal obligation. This includes compliance with Section 24 (1) (e) of the IBA (Amendment) Act No. 26 of 2010, which mandates broadcasters

to ensure the accuracy, fairness, and impartiality of their content.

The IBA Acting Director General further emphasised that the Authority is committed to holding broadcasting stations accountable for their content and added that the Authority will not hesitate to take the necessary regulatory action against stations that fail to meet these ethical standards, in line with the guidelines for compliance and handling of compliance breaches.

The message serves as a timely reminder to all broadcasters that their role is not only to inform but to do so responsibly while maintaining the trust and safety of the public.

IBA HOLDS CAPACITY BUILDING WORKSHOP FOR EASTERN PROVINCE BROADCASTING STATIONS



Minister of Information and Media and Chief Government Spokesperson Hon. Cornelius Mweetwa MP, giving his keynote address during the workshop

The Independent Broadcasting Authority (IBA) recently conducted a capacity-building workshop for broadcasting stations in Eastern Province, which was officially opened by the Minister of Information and Media, Hon. Cornelius Mweetwa-MP, at the Protea Hotel in Chipata.

In his opening address, the Minister emphasised the vital role broadcasting stations play in shaping public discourse and urged participants to uphold high ethical standards in their work.

“It is vital that our media outlets serve as beacons of truth and professionalism,” he stated, warning against the dissemination of unverified information and stressing

broadcasters’ responsibility to substantiate claims made during interviews.

The workshop, which was attended by representatives from all the nineteen (19) Eastern Province-based stations aimed to enhance the skills and knowledge necessary for maintaining compliance with broadcasting regulations.

IBA Board Chairperson Mr. Chikosola Chuula indicated that the initiative to implement capacity-building programmes across provinces was informed by insights from compliance reports.

“This initiative is designed to improve programme presentation and elevate the overall professionalism in content delivery,” Mr. Chuula noted, adding that equipping

“It is vital that our media outlets serve as beacons of truth and professionalism,” said Hon. Cornelius Mweetwa, Minister of Information and Media.

local broadcasters with essential tools fosters an environment of responsible journalism.

During the workshop, participants engaged in interactive sessions focused on ethical reporting, regulatory compliance, and best practices in media presentation. The feedback was overwhelmingly positive, with many attendees expressing enthusiasm about the new strategies and insights gained.



Delegates following workshop proceedings

This workshop was part of the IBA's broader commitment to improving Zambia's broadcast media landscape, ensuring that radio and television stations inform and uplift communities through responsible and professional practices.

As the workshop concluded, the sense of camaraderie and shared purpose among participants marked a significant step towards strengthening the role of broadcasting in Eastern Province.

With this workshop, the Authority has now successfully conducted similar initiatives with broadcasting stations in eight provinces, demonstrating its commitment to strengthening the broadcast media landscape throughout the country.



Dr. Basil Hamusokwe, one of the workshop trainers engaging delegates

IBA AND THE MINISTRY OF INFORMATION AND MEDIA VISIT BROADCASTING STATIONS

The Independent Broadcasting Authority (IBA) was part of the entourage led by the Permanent Secretary in the Ministry of Information and Media Mr. Thabo Kawana, that visited media houses in Southern, Northern and Copperbelt Provinces.

“Adopting a culture of research and content verification is crucial to ensuring the Zambian citizenry is correctly informed.”

The visit sought to appreciate broadcasting stations’ operations, focusing on both the challenges they face and the successes.

Stations visited indicated that load management by ZESCO impacted negatively on their operations.

The delegation took advantage of the visit to inform the stations and the public about the “cooling off” window, an optional respite made available to broadcasting houses to help them reduce operational costs as they would be able to switch off their equipment from midnight to 06:00.

The Permanent Secretary also shared that the Ministry of Information and Media was collaborating with the Ministry of Small and Medium Enterprise Development, exploring options for assisting stations in acquiring solar products to power their equipment during these challenging times.



Ministry of Information and Media PS Mr. Thabo Kawana, second from right pose with Power FM staff



Ministry of Information and Media PS Mr. Thabo Kawana, pose with Zambezi FM staff



Ministry of Information and Media PS Mr. Thabo Kawana, confers with Power FM Livingstone Station Manager Lupupa Ng'andwe

Further, during the visits, broadcasting stations were urged to adopt a culture of research and verification of content before

publication saying this will ensure the Zambian citizenry is correctly informed.

IBA IN P



IBA officers pose for a picture during the Zambia International Trade Fair in Ndola



Part of the delegates, led by the North-Western Province Permanent Secretary (C), Colonel Grandson Katambi (retired), who attended the Kalumbila Community Radio stakeholder engagement in Kalumbila



IBA Manager - Corporate Communication, Stephen Chileshe, making a presentation on Community Media during the Kalumbila Community Radio stakeholder engagement in Kalumbila



IBA Inspector - Licensing and Compliance Ms. Gwendolyn Mwansa Mulenga conducting an inspection at Chibombo Community Radio in Chibombo

PICTURES



Minister of Information and Media and Chief Government Spokesperson Hon. Cornelius Mweetwa MP pose for a picture with IBA Board Chairperson Mr. Chikosola Chuula (second from l), IBA Board Member Mrs. Elizabeth Mweene Chanda (l), and IBA Acting Director General Mrs. Susen Zulu Ndumingu (r)



IBA Director - Standards, Licensing and Compliance Mr. Eustace Nkandu, during an interview with Zambia National Broadcasting Corporation



IBA Director - Corporate Communication Ms. Katendi Wandu during a radio programme at Radio Christian Voice



IBA Acting Director General Ms. Susen Zulu Ndumingu and Kalingalinga Primary School Head Teacher Mr. Richard Choma pose with pupils, Ibae Foundation staff and IBA staff after the tree planting exercise

IBA APPEARS BEFORE PARLIAMENTARY COMMITTEE ON MEDIA, INFORMATION AND COMMUNICATIONS TECHNOLOGIES



IBA making a presentation 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 present its Memorandum on the estimates of revenue for the Authority for the year 2025.

Acting Director General Mrs. Susen Ndumingu presented that the 2025 budget allocation for the Authority would enhance the execution of its mandate with the following specific focus areas, among others:

- a. Licensing of new broadcasting stations, inspections and monitoring to enforce compliance among licensees;
- b. Publicity and public awareness, capacity building and sensitisation;
- c. Activities promoting good corporate governance; and
- d. Automation for improved



IBA Acting Director General Ms. Susen Zulu Ndumingu making a presentation before the Parliamentary Committee on Media, Information and Communication Technologies

business operations, business continuity and disaster recovery.

Mrs. Ndumingu presented that the 2025 budget allocation presented the institution with opportunities to achieve the strategic goals outlined in the 2023 to 2027 Strategic Plan.

Further, the delegation highlighted some notable achievements in 2024 that included the stakeholder engagements on the repeal and replacement of the IBA Act, the

implementation of capacity-building programmes for broadcasting stations, a regulatory impact assessment of the IBA Bill and enhanced public awareness initiatives to promote the Authority's mandate.

The Authority reiterated its commitment to strengthening its regulatory capacity and to promoting a dynamic media landscape in Zambia.

THE INSPECTORATE UNIT AT THE INDEPENDENT BROADCASTING AUTHORITY (IBA): ENSURING COMPLIANCE AND QUALITY IN BROADCASTING



IBA Licensing Officer Ms. Dorcas Moola Kakoma during an inspection

The Inspectorate Unit at the Independent Broadcasting Authority (IBA): Ensuring Compliance and Quality in Broadcasting

The Inspectorate Unit at the Independent Broadcasting Authority (IBA) plays a crucial role in ensuring that broadcasting stations in the country adhere to the regulations and standards set by the IBA Act. Their work is essential to the functioning of the IBA, as they bridge the gap between the Authority and the broadcasters, ensuring that stations comply with licensing requirements, technical standards, content regulations, and other prescribed guidelines.

Key Responsibilities of the Inspectorate Unit:

1. Enforcement of Compliance:

The core responsibility of the Inspectorate Unit is to enforce the provisions of the IBA Act. Inspectors ensure that broadcasters are adhering to the rules, including aspects related to infrastructure, equipment, staff, content, and operational licensing.

2. Routine and Special Inspections:

The Unit conducts different types

of inspections—routine, random, investigative, and on request. They conduct at least two scheduled inspections per year, as stipulated in the Authority's Strategic Plan (2023 - 2027), but can carry out additional inspections as required.

3. Monitoring of Broadcasting Content:

Inspectors are tasked with daily monitoring of radio and TV broadcasts to ensure compliance with content regulations. They compile and analyse compliance reports and take necessary actions if violations are detected.

4. Infrastructure and Equipment Checks:

Inspectors evaluate the physical conditions of broadcasting stations, including the size and condition of studios, equipment, fire safety measures (e.g., fire extinguishers), and the validity of the station's broadcasting licence.

5. Relationship Management:

A key function of the Unit is relationship management with licensees. Inspectors engage with station operators during inspections to understand their concerns, identify challenges, and provide support where needed.

6. Licencing and Fees Compliance:

The Unit ensures that broadcasting stations display their broadcasting license properly, verify that it is valid, and check if the station has paid the necessary fees to the IBA.

Composition and Regional Assignments:

The Inspectorate Unit is composed of professionals with diverse backgrounds. Each inspector is assigned a specific region in which they are fully responsible for conducting inspections and ensuring compliance.

Tools and Authority:

Inspectors carry Certificates of Appointment that grant them authority during inspections. They have the power to check a wide range of operational areas within broadcasting stations and interact with the staff to ensure smooth compliance with IBA regulations.

Strategic Role:

As "foot soldiers" of the IBA, the Inspectorate Unit is vital for the day-to-day operations of the Authority. Their activities ensure that broadcasting stations operate within the law, promoting quality, safe, and legally compliant broadcasting across the country.

In summary, the Inspectorate plays a pivotal role in ensuring that the standards of the IBA Act are upheld, while also providing valuable oversight and support to broadcasting licensees.

KNOW YOUR STATION

Kanele Radio – LUNDAZI



By Stephen Nkhoma

UNVEILING THE PHENOMENON: KANELE FM RADIO LIMITED – THE VIBRANT VOICE OF EASTERN ZAMBIA



Kanele FM members of staff pose for a photo with Lundazi District Commissioner, Marjory Banda (3rd from left) after the presentation of the Kanele FM awards 2023.

In the heart of the Eastern Province of Zambia lies a dynamic radio station that has stirred waves of attention, captivating the populace with its unparalleled content and unwavering professionalism.

Kanele 97.7 FM, rooted in Lundazi, emerged onto the vibrant Zambian media landscape on 31st of March 2021, and since then, has become a cornerstone of conversations across the nation.

Known for its balanced, objective,

and thought-provoking content, Kanele FM has swiftly garnered a dedicated following, sparking admiration and discussions among listeners.

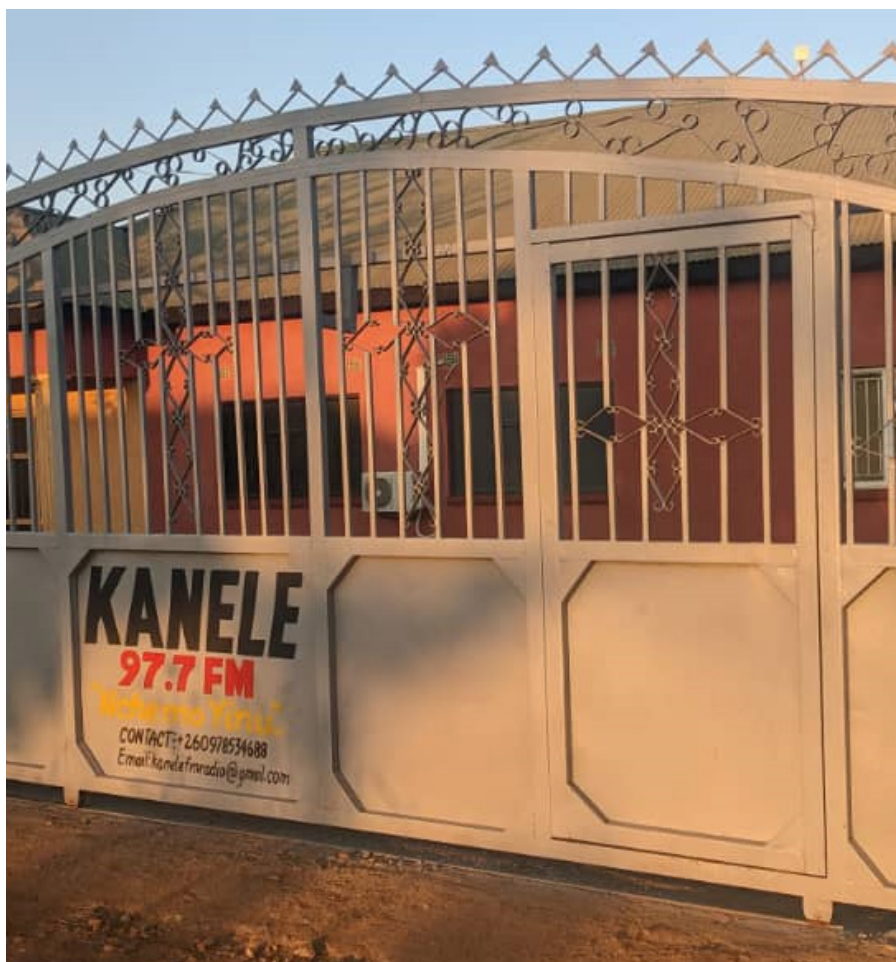
At the helm is the enigmatic Director, Stephen Saukani Nkhoma, also known as DJ Stevol. His leadership, marked by profound knowledge and quiet confidence, has propelled the station to prominence.

The station he founded in 2015 and fully registered at PACRA on June 5, 2017, at the age of 28, Nkhoma

embodies Kanele's motto, "NCHEMO YINU," meaning "Your calling," which reflects the station's commitment to serving its community diligently.

Kanele FM was established with the point of introducing the advanced version of radio content (Urban touch) which at the time was thought to be lacking.

The station's name, Kanele, is a local mispronunciation of "Colonel," honouring the late Errol Lancelot Button, the first District Commissioner for Lundazi. His



legacy includes the sketching and construction of the Lundazi Castle Hotel, which is rumoured to have sheltered the late Queen Elizabeth II during World War II, adding a rich historical context to the station's identity.

Operating on 97.7 MHz, Kanele FM reaches Lundazi, Lumezi, Chasefu, Chipangali, and parts of Chama and Chipata Districts. The station is also accessible globally through online streaming on platforms like Radio Garden and Facebook, enhancing its reach and engagement.

What truly sets Kanele FM apart is its ability to connect deeply with its audience. Broadcasting predominantly in Tumbuka, alongside Nyanja and English, the station remains committed to its cultural roots while navigating contemporary media challenges. Despite occasional controversies, Kanele FM upholds a steadfast commitment to balanced journalism

and objectivity.

The station has embraced the modern age with a vibrant online presence, particularly on social media. Its programming line-up features popular shows such as:

Nchezgo: Interviews with notable figures discussing issues affecting the community, and the country at large.

Mwambo Wakwithu: A cultural show comparing past and present traditions.

Nchezgo Yausiku: A late-night engagement show addressing real-life issues.

Iwemi Ninjini: A musical programme where listeners vote to crown the better song from two contenders.

Nchemo Yinu Top5: A countdown of the top 5 locally produced songs from Lundazi, Lumezi, and Chasefu.

JJIV Top10: A global countdown of the latest hits.

In just a few years, Kanele FM has received multiple awards, reflecting its rapid ascent in the broadcasting arena.

We are excited to announce our recent recognition as the Innovative Radio Station of the Year at the Kuwala Awards 2024, presented by the Lucy Grand Foundation. This achievement is a testament to the significant contributions of our listeners, whose support has been instrumental in our success. Merely being nominated was an honour, and receiving the award exceeded our expectations.

Kanele FM Radio Limited continues to elevate the broadcasting landscape, and with your support, we look forward to achieving even greater milestones.

#nchemoyinu

IBA REAFFIRMS COMMITMENT TO ENVIRONMENTAL CONSERVATION

The Independent Broadcasting Authority (IBA) recently reaffirmed its commitment to fostering a greener future and supporting environmental conservation efforts.

This dedication was showcased through a follow-up tree-planting event held at Kalingalinga Primary School in Lusaka.

In June 2024, the Authority partnered with IKOE to launch a tree-planting project at the school. Under the Project, 100 assorted fruit trees were planted.

Unfortunately, some of the trees did not survive, prompting the Authority to return to the school to replant those that needed replacement,

thereby ensuring the future health and productivity of the orchard.

The choice to plant fruit trees was made not only for their environmental benefits but also for their potential to provide nourishment and financial support for the school, enhancing the community's well-being.

And during the event, the IBA Acting Director General, Mrs. Susen Ndumingu called on broadcasting stations to continue offering a platform for open, balanced, and well-informed discussions on climate change and environmental issues.



IBA Acting Director General Ms. Susen Zulu Ndumingu and Kalingalinga Primary School Head Teacher Mr. Richard Choma shake hands after planting a tree

ARTIFICIAL INTELLIGENCE (AI) AND BROADCASTING

Broadcasting in the digital era is characterised by technological advancements, including Artificial intelligence (AI), Robotics and 3D printing.

It therefore follows that broadcasting stations should harness these advancements in order to remain relevant to the audiences they serve. The use of AI, for example, is one such development that is on the rise, including in the broadcasting sector.

In our recent interactions with stakeholders within the media sector, we have learnt that journalists are using AI in their work, although access to the internet was

still limited and the technical tools expensive.

However, as the cost and speed of the internet improve, more journalists will jump on the bandwagon of the use of AI.

Initially seen as something that was going to disrupt the broadcasting industry, AI is being considered as an opportunity for the newsroom to collect, distribute and archive information.

Whereas we recognise that the demand for authentic packaged information is still high, the IBA is aware that the use of AI will continue to grow and it is here to stay.

Further, the IBA recognises that broadcasting stations will continue to endeavour to be quick to disseminate their information. However, the need for speed should not compromise the standard and quality of information that is broadcast. **Ethical considerations should still be on top of the agenda for the broadcasting stations.**

Consequently, the IBA guidance to all broadcasting institutions is that they should remain ethical in their information gathering and dissemination process and verify their information before broadcasting, for the good of the public.

IBA COMMEMORATES INTERNATIONAL RIGHT TO KNOW DAY



MISA Zambia National Director Mr. Austin Kayanda delivering his remarks



IBA Director - Corporate Communication Ms. Katendi Wandu following proceedings

The Independent Broadcasting Authority (IBA) successfully commemorated International Right to Know Day that falls on 28th September 2024, under the theme “Mainstreaming Access to Information and Participation in the Public Sector.”

The event, held on 27th September, 2024, aimed at raising awareness about the public’s Right to access information held by government and public institutions. A number of activities were undertaken, which brought together various stakeholders and community members.

The day began with a conference held at Protea Hotel, attended by representatives from different organisations. The conference was graced by Mr. Bernard Domingo, Director – Human Resource at the Ministry of Information and Media, who represented the Permanent Secretary, Mr. Thabo Kawana.

During the event, IBA’s Director – Corporate Communication, Ms. Katendi Wandu, delivered an insightful presentation, shedding



IBA officers explaining the mandate of the IBA to members of the public during the road show at Chawama Football grounds

light on the IBA’s role in promoting access to information.

Later in the day, IBA engaged directly with the community at a vibrant roadshow, which featured lively entertainment and interactive talks, held at Chawama Football Grounds in Lusaka. The event saw IBA representatives interacting with community members, raising awareness about the day as well as the work of the Authority.

With the success of the day’s activities, the IBA reaffirmed its dedication to empowering Zambians to access information through the broadcasting stations that it licences.

International Right to Know Day was established in 2002 and is observed globally, to promote individuals’ rights to access information to ensure meaningful participation in public affairs.

BBC MEDIA ACTION: EMPOWERING LIVES THROUGH MEDIA



Moto 'female' journalists participants being taken through the importance of fact-checking

WHO WE ARE

BBC Media Action, the British Broadcasting Corporation (BBC)'s international development charity, uses media and communication to combat poverty and empower communities worldwide. In an era of disinformation, distrust, and division, the organisation leverages the BBC's values, expertise, and experience to foster understanding, trust, and meaningful dialogue. Together with our partners, BBC Media Action delivers impartial and impactful media in over 30 countries, reaching more than 100 million people in over 50 languages.

Putting Audiences at the Heart of Communication

At BBC Media Action, audiences are central to everything we do. The organisation engages with communities across countries of our operations to understand their needs, beliefs, challenges, and media habits. Through local

research teams, insights are gathered to guide the development of strategies, programme concepts, formats, and scripts that resonate with audiences.

A comprehensive monitoring and evaluation process ensures the effectiveness of our programmes. Methods such as surveys, experimental research, and qualitative studies measure impact on development outcomes. This robust evidence base not only helps refine our projects but also informs global policy on media and communication's role in driving sustainable development.

WHAT WE DO

Strengthening Media in Zambia

Since 2011, BBC Media Action has focused on enhancing Zambia's independent radio, television, and online media. By building the editorial, technical, and financial capacity of over 40 community and

In an era of disinformation, distrust, and division, BBC Media Action leverages the BBC's values, expertise, and experience to foster understanding, trust, and meaningful dialogue.

commercial stations - including the Zambia National Broadcasting Corporation (ZNBC) - the organisation has promoted freedom of expression, democratic values, and citizen engagement in national conversations.

BBC Media Action also collaborates with the Independent Broadcasting Authority (IBA) on various matters of mutual interest, with specific focus on capacity building training of broadcasting stations on development of editorial guidelines.



A CDF committee member having a interaction on CDF application process



Ishiw campaign on youth participation in civic matters.

The Radio Waves Project

The Radio Waves project played a vital role in empowering Zambia's media sector. Working with partners like the Media Institute of Southern Africa (MISA Zambia), the project supported independent media to champion citizens' rights, accountability, and inclusive governance. Through our network, journalists could report violations affecting their work, encouraging greater resilience within the media sector.

The project also increased citizen participation in governance. By producing content for radio, TV, and online platforms, local radio and television stations facilitated discussions between local leaders and citizens. This outreach reached

one-third of Zambia's population aged 14+, including 1.1 million young people. Regular listeners were more informed, motivated, and active participants in politics compared to non-listeners.

Empowering Youth Through Media: Ishiw (My Voice)

Young people in Zambia often face limited access to youth-friendly information about politics, rights, and responsibilities. The Ishiw component of our work addressed this gap by empowering young people to engage with governance issues. Weekly interactive radio shows, produced by youth teams and supported by BBC Media Action mentors, tackled topics like Zambia's Bill of Rights, voter registration, and political violence.

Partnering with Restless Development, the project provided training to young volunteers on interpersonal skills and governance issues. These volunteers then shared their knowledge through school visits and community events, spreading awareness among their peers and raising a generation of informed, active citizens.

Promoting Gender Equality in Journalism: The Moto Initiative

In 2022, BBC Media Action launched the Moto (Fire) Initiative to empower women in broadcast news and investigative journalism. Female journalists from across Zambia received tailored mentoring and training, learning skills such as investigative reporting, fact-checking, and news packaging.

By 2024, the third phase of Moto supported 14 women journalists from various radio and TV outlets. Participants produced original stories, including investigative pieces, with guidance from BBC Media Action trainers and the BBC Africa Eye investigations team. The initiative strengthened public-interest journalism and equipped women with the tools to challenge societal norms and amplify diverse voices.


A VISION FOR THE FUTURE

BBC Media Action's work in Zambia demonstrates the transformative power of media in addressing societal challenges. By supporting public-interest journalism, empowering youth, and promoting inclusivity in media, the organisation continues to create opportunities for dialogue, accountability, and informed decision-making. Through these initiatives, BBC Media Action ensures that media remains a tool for positive change and sustainable development.





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