

CHAPTER ONE

INTRODUCTION

In line with the political pluralism which the Republic of Zambia introduced in 1991, the Government formulated and implemented the media and information policy of 1996. This policy was aimed at liberalising the media industry in the nation, promoting media freedoms, private media ownership and investment in the information sector in order to ensure free flow of information vital for national development.

The media policy is important because it clearly defined government's vision, objectives and goals concerning the media industry. The media policy, just like any other government policies, provided a means of monitoring the performance of the media industry and it acted as a tool for mobilizing resources for the sector. The policy cleared uncertainties concerning the general direction of the industry and created investor confidence.

The policy was also aimed at increasing media coverage to both government and opposition leaders in rural and urban areas. This was to be done through the expansion of electronic and print media houses in rural and urban areas. Despite these well meant intentions, not much has changed especially with the operation of the public media. The public media apparently have continued to suffer from state censorship in both direct and indirect ways. There has been little or no expansion of the media to rural areas, most of the media houses are concentrated along the

old line of rail and few to provincial headquarters, leaving the rural masses in 'black out'.

The government, in the 1996 policy, pledged not to interfere with editorial freedom in the public media and that it would encourage and provide an enabling environment for increasing investment in the media industry and, by so doing facilitate the establishment of as many private newspapers and publications as possible so as to consolidate democratic governance.

The Government of the Republic of Zambia saw it fit to have an Information and Media Policy which defined clearly government's vision, goals and objectives. This was crucial especially that the country had re-introduced plural politics in 1991; liberalisation of the media was inevitable. The policy document provided a means of monitoring and evaluating media performance and the institutional framework through which the policy was going to be carried out. For the media, the liberalisation policy removed an atmosphere of uncertainty and speculation over their status. The media liberalisation policy took into consideration Government's determination to encourage growth and multiple ownership of the media. The principal objective of the media policy was to increase media out reach through out the country, promote and safeguard press freedom, encourage private investment and diversify media ownership (GRZ, 1996:8).

The media liberalisation policy of 1996 represented the first ever comprehensive policy governing the media industry in Zambia. It signified a radical movement of

media management in the country from state owned and controlled media to private owned media. The policy addressed three main concerns and these were:-

- a) The need to increase media outreach and access to information by all, particularly rural communities.
- b) The need to pursue necessary and relevant legal reforms to enhance the people's rights to information, freedom of the press and expression.
- c) The need to encourage private investment and media support industries (GRZ, 1996:9).

This research investigated the impact of this policy on the media with specific reference to ZANIS.

STATEMENT OF A PROBLEM

Despite the implementation of the media and information policy, there is still low expansion of the media to rural areas. There is need to explain why the implementation of the policy has not yielded the expected results. There is still low investment in the Media Industry and low expansion of the Media Firms in rural areas. Most of the media houses, including Zambia News and Information Services, are still concentrated in major towns and along the line of rail.

RESEARCH OBJECTIVES

GENERAL OBJECTIVE:

To investigate the measures taken by government to liberalise the media industry and evaluate the impact of media liberalisation on the expansion of the media industry in Zambia.

SPECIFIC

- a) To determine what measures the government, through the Ministry of Information and Broadcasting, has undertaken to liberalize the media in Zambia.
- b) To evaluate the impact of media liberalisation on the expansion of Zambia News and Information Services.
- c) To determine why Zambia News and Information Services have not expanded as envisaged in the 1996 media policy.

RATIONALE FOR THE STUDY

Not much study on the impact of media liberalisation has so far been done. This research will, therefore, provide some of the information necessary to policy makers and stakeholders in the media industry in Zambia. The research will form a basis for future research in the area of media liberalisation and its impact on governance, media growth and the Freedom of the Press.

The Media Policy of 1996 was a radical change in media management in Zambia hence, the need to know how its impact has been on the industry.

Apart from being a prerequisite for the award of a master's degree in Public Administration, the research findings in this study can be useful to policy makers and implementers for review of the 1996 media policy and future formulation of similar policies relating to the media.

CONCEPTUAL FRAMEWORK

In general terms, media refer to communication channels through which news, entertainment, education, data, messages are disseminated. Media includes every broadcasting and narrowcasting medium such as newspapers, magazines, television, radio, billboards, direct mail, telephone, fax and internet. Media is the plural of medium and can take a plural or singular verb depending on the usage. However, for the purpose of this research, media is used to refer to newspapers, broadcasting through radio and television.

Liberalisation of the media Industry implies that private individuals and companies would run the media firms while government provides a general policy framework. Media liberalisation can also promote private investment in the industry which can increase country-wide media outreach to the public and establish a mechanism through which the public views, opinions and suggestions are channeled to the government (GRZ, 1996:5)

Media liberalisation can also improve Press Freedom because private media firms would not depend on government funding thereby freeing them from direct controls. Impartiality and objectivity of the media can also be enhanced through liberalisation. Media liberalisation can also promote decentralisation of printing presses. When printing presses are decentralised, it would lessen transportation costs, by so doing making the newspapers more affordable to many citizens. Access to information promotes economic and political development, as well as good governance. This is because people would participate in national issues from an informed position.

Liberalisation of the media refers to opening up of the media industry for private investment so that there is free entry and exit to the industry. Government assumes a role of policy making and laying down of supportive infrastructure so that private investment can flourish.

And expansion of the media industry refers to opening up more offices, branches, departments, as well as the increased number of personnel and publications a media firm produces. The media company is said to have expanded if its products reached more people than before. This can be through opening up of more offices and outlets country wide. (GRZ, 1996: 10)

Liberalisation also entails movement from state regulation to market regulation. Liberalisation allows foreign operators to break domestic monopolies. In a liberalised market, stringent controls of entry and exit to the industry are removed, the forces of demand and supply are allowed to direct business activities. (Njungu L, 2004:2)

LITERATURE REVIEW

Francis Kasoma, (1979: 186) conducted a comprehensive study of the evolution of the media in Zambia. The thesis traces the development, role and control of national newspapers in Zambia from 1906, when newspapers started, to 1975 when the Government nationalised the last privately owned newspaper concern.

The study by Kasoma (1979:195) shows that Government nationalised the private news papers due to political and economic reasons. It revealed that private media at that time ran at a loss because the major business organization, the

Government, did not support them by pressing advertisements in these newspapers. The study shows that the newspapers, like the Mutende and the Zambia Daily Mail, never broke even. Most of the whites who had economic buying power did not support the newspaper by buying it.

The descriptive study by Kasoma did not, however, explore how liberalisation of the media would impact on the development of the media industry in Zambia. It very much centered on historic evolution of the media. The study, though without suggesting a policy change of media management from state controlled to market controlled media, recommended the expansion of the national press to rural areas and not to concentrate media firms in towns only. It stated that colonial publishers may have excused themselves for not circulating their newspapers in rural areas because rural areas contained few people who could read. Since independence, with the big education expansion, there is no excuse to restrict newspapers to urban areas. The number of literate people in rural areas has tremendously increased. The study by Kasoma also observed that rural dwellers had little to read. It recommended that rural masses be provided with newspapers to read, especially that they had no access to television. The study also recommended for enhanced communication infrastructure such as roads, railway and air communication in order to improve the effectiveness of newspaper distribution. The study dwelt much on how to improve the print media, in particular newspaper circulation. It did not explore how liberalisation could attract investment in the sector and revitalize the government media houses which were running at a loss at that time.

Kasoma (1979:15) also observed that rural news coverage in the national press was poor and inadequate because newspapers situated all their offices along the line of rail. This paper endeavored to explore what the government has done or not done to improve press coverage to rural areas and the nation as a whole, with reference to ZANIS.

The study by Kasoma (1979) did not also explore other types of media like electronic and broadcasting. How they can be expanded to rural areas and how private investment can be attracted to these sectors. Apparently, the researcher also recommended that state controlled media industry in Zambia could be as effective as western media which were market oriented.

An audience survey conducted by the Zambia National Broadcasting Services (ZNBC) in conjunction with the British Broadcasting Corporation (BBC) in which 2,950 people were sampled, indicated that radio broadcasting was an important mass medium in Zambia but only 40% of the rural masses were able to pick ZNBC radio reception, with +1%/-1% margin of error (GRZ, 1996:8).

Robert (1991:15) in his book the "Political Reality of Press Freedom in Zambia" commented that the media in Zambia are like those found in other developing countries where the mass media are highly centralised. He said centralisation of the media results in government monopolies, it is non participatory, hierarchical and non conducive for national development. This is also reality of the media in Zambia because major media firms in the country are controlled by government and these media firms have monopolized the market. The media in Zambia largely

stem from centralisation and effective government control. The result has been that the media largely serve the urban areas, the elite and the political leadership. Urban events occupy disproportionately more space and time than rural events, where a majority of the population resides (Robert, 1992:122). It is important for the government to encourage private investment in the media industry, as envisaged in the 1996 media policy in order to provide the masses with information necessary for their development.

As observed by Robert 1992, urban print media seldom arrive in rural areas or, if they do, are very late. ZNBC signals are inconsistent in their coverage of the country. In some areas, signals are so weak that programmes are not received.

Human Rights Activist Leemans Nyirenda, in his submission to the Media Indaba (2004:2), stated that despite the liberalisation policy of the public media in Zambia in place, government has clung to the public media and the sector has continued to be heavily indebted. The two main print media, Zambia Daily Mail and the Times of Zambia are still owned by the government, grossly undermining media diversity, thereby contributing to their failure to reflect the full spectrum of multi-partisan and pluralistic views which are critical to media liberalisation. The state controlled media have come under attack about the quality of their contribution to good governance, as they are viewed as government propaganda tools. (Nyirenda, 2004:2).

Although this research did not explore the empirical evidence to validate the assertion made by Nyirenda above, it is in the public domain that the impartiality and objectivity of reports and news from the public media are questioned.

Although privatisation of the state media is different from liberalisation of the media industry, the continued control of the major media houses in Zambia by government has indeed not worked in favor of the tenets of a liberal market. It is believed that in a liberalised set up, government would play a role of policy formulation rather than engaging in actual business transactions. Just as the government stopped indulging in the running the mining industry after liberalisation, the same was expected with the media industry.

Njungu L (2004) also observed in his presentation to the media conference that more than putting in place the media policy is needed to be done. He stated that there should be a Media Board appointed through the public process and that public owned media should be privatised or managed in a manner that ensures impartiality and expression of diverse opinions. One way of ensuring impartiality and objectivity of public media organisations, without necessarily privatising them, is to appoint an independent board to run them. There have been maneuvers to try to appoint an independent board to run ZNBC through parliament but the ministry responsible withdrew the proposed names before parliament.

However, public owned media means going beyond Zambia National Broadcasting Corporation (ZNBC) to include institutions like Times of Zambia and the Zambia Daily Mail to which government clings. Even with the seemingly well-intentioned

government policy document to liberalise the public media and encourage private investment, Government has clung to the two major print media in the country.

In his thesis entitled “Prospect for Greater Press Freedom in Zambia” in which he looked at the history of the Zambian media with a bias to ownership and control, Makungu (1993:11) observed that government had promised to privatize state owned media and passing a Bill that would facilitate development of private media. He observed that privatisation and liberalisation of the media should look at the future of the printing press in the country and consider the possibility of manufacturing papers locally. This is because importing of papers increased the cost of newspapers. The researcher observed that government had made a lot of promises to improve media management which should be accompanied by appropriate actions.

However, selling of state owned media is another thing and liberalisation is another. Makungu’s research emphasized on the sale of state owned media and did not explore the possibility of liberalising the air waves and the media industry in general. He saw government’s ownership of certain media industry as a hindrance to media development in the country. This might not necessarily be so as seen from western countries where government owns certain media firms like the BBC in Britain and Voice of America in U.S.A. In these countries, the media industry has flourished despite the government owning some media firms. And the flourishment of the media industry in these countries can be attributed to liberal policies which these countries have pursued.

Liberalisation of the state owned media can enhance freedom of the press as rightly observed by some researchers but it may not necessarily expand the industry, especially to rural areas. It is therefore imperative to put a relevant legislation that would facilitate free entry and exit from the media industry, as per government pronouncement in its media policy of 1996.

Liberalisation of the media and free flow of information has also an implication on the development of the nation. Katungu Mukelebai (1997:39) in his study “Participatory Communication in Decentralised planning” established that lack of communication facilities and the mass media, especially in rural areas, tend to enhance poverty and poor participation by people in public affairs. Local development capacities can be enhanced when local people are encouraged to communicate and act upon their situation. When people receive adequate information, they could negotiate with policy makers over important issues that affect their lives. Adequate information can only reach the people when the mass media are well established through government and private sector participation. The study by katungu explored the role decentralised media can play in improving the livelihood of the people. Decentralisation and liberalisation is intertwined and can enhance the development of the media industry if well managed.

And Nawa Kwaleya (1965:11), in his descriptive study of news coverage in Zambia, discovered that there was bias coverage of events between rural areas and urban areas and that the elite in urban areas were covered more than the rural dwellers. He recommended the establishment of private media organisations and to remove stringent laws and regulations that stunted the growth of the media

industry. Some of the laws which need to be looked at critically are laws dealing with taxation on mass communication machinery.

Similar sentiments were also echoed by Francis P. Kasoma (1990:13) in his book titled "Communication Policies in Zambia," published by the University of Tampere, that government ought to give special tax and duty rebates on imports of mass communication machinery, spare parts and materials, particularly on newsprint.

It is a common practice in Zambia when the government wants to expand and attract more new entrants to the industry or to a particular sector of the economy; the government relaxes or reduces duty on imports and exports for machinery and products of such an economic sector. Examples are the Agricultural and Transport Sectors which, in the past, benefited from tax rebates. As rightly put by Kasoma (1990) if the government meant to expand the media industry in the country such options should have been considered.

Robert C. Moore (1992:84), in his book "the Political Reality of the Freedom of the Press in Zambia", echoed the general views of many commentators on the state of the media in Zambia that the media needed to be free. Communication is a matter of Human Rights, the right to communicate is an extension of the continuing advance towards liberty and democracy. The democratising of the media cannot simply be reduced to addition of facilities; it means broader access by the general public. One way of broadening the general public access to the media is by liberalisation. Liberalisation entails free entry and exit to the media industry. This would enable individuals and companies to venture into the industry. As opposed

to liberalisation, centralisation of the media results in ineffective government monopolies. It is non conducive to the development needs of the country because the private sector is purposefully removed from the industry.

The 1996 media policy expressed the need to locate the printing press to the nine provincial headquarters in the country in order to reduce the costs associated with the print media. Moore (1992:86) also echoed the same sentiments by recommending the decentralisation of the print media in order to allow access to information by all Zambians, stating that if the printing press are localised, that would break the elite barrier that block free flow of information. The media should serve as a unifying force and also serve a developmental function. Critical information could be shared between the rural masses and urban dwellers.

Over fourteen years have passed since the media and information policy was formulated in Zambia was. Despite the government recognising the need to localise the printing presses to at least nine provincial headquarters, no single printing press has been established. However, there are indications at the Ministry of Information and Broadcasting Services that two printing presses would be set up in Kasama and Chipata by the end of the year 2010 (GRZ, 2008: 10).

Kenny M. Makungu (2004: 38), observed that government in the second and third republics promised to take practical steps in liberalising the information sector and remove all the impediments existing in the legislation that adversely affect the Freedom of the Press, expansion and growth of the media industry. However, the much talked about freedom of Information Bill has not been passed, the

Independent Media Broadcasting Authority (IBA) has not been implemented, let alone the privatisation of the state media organisations.

Makungu (2004:31), in his book “the state of the Media in Zambia” identified inhibiting factors to the growth of the media industry to obsolete equipment, archaic technology, inadequate training and poorly motivated staff. Inadequate media infrastructure leading to poor radio and television reception, poor road infrastructure to rural areas which affect the distribution of newspapers and high cost of the printing equipment which has hindered the growth of the existing print media and has discouraged new investments.

The above observation by Makungu may be said to be valid up to date. The relative cost of the printing equipment compared to the Broadcasting equipment has skewed the development of the media industry in favor of the broadcasting sector. For example, of the 44 media organisations legally registered by the Ministry of Information and Broadcasting Services (MIBS), only 6 are print media, the rest are in Broadcasting and electronic media. Some ways of reducing costs are to localize the printing and improving the road infrastructure in order to ease distribution of the newspapers.

Lessons about media liberalisation can also be drawn from other countries. Banda F. (2006:5) in the Canadian Journal entitled “Negotiating Global Influences- Globalisation and Broadcasting Reforms in Zambia and Southern Africa” analyses the reasons and impact of liberalising the media in Southern Africa. According to professor Banda, the apartheid regime in Southern Africa had transformed the

country into a pariah state, largely disconnected from the global market. The Southern Africa Broadcasting Corporation (SABC) was used as a government propaganda tool during the apartheid regime. It supported the government to combat what was seen as revolutionary forces. After the demise of the apartheid regime in 1994, the media policy of liberalisation in Southern Africa became an instrument of deconstructing the apartheid regime and reconstructing a new national identity based on the principle of equality, plurality and development.

Tomaseli (2002:8) observed in his article 'Media ownership and Decentralisation' that the liberalisation of the media in Southern Africa resulted in the inflow of foreign direct investment in the Southern African media industry. The movement of global capital and investment into the Southern Africa media industry after liberalisation has not only been one way, that is, into South Africa. There has been also outflow of media investment from South Africa to other countries. For instance, the Southern African media firm, Multi-choice International is listed on the Dutch firm exchange, as well as on the USA's Stock Exchange. A similar trend in the Zambian Media Industry is expected if policy intentions are translated into practical actions.

In summary, what has been learnt from reviewing the literature about the media in Zambia is that the media in the country were initially a privy of the minority White settlers who controlled and managed the sector from 1906 to 1964. After independence in 1964, all the media firms which were controlled by the Whites were taken over by government. Since then, government assumed a role of controlling and managing nearly all major media firms. From 19606 up to 1996,

there was no policy in place to govern the media industry and the regimes arbitrary controlled the industry. This made the market to be very unpredictable and unattractive to private investors.

The review of literature has also shown that many studies have been conducted concerning the evolution and management of the media in Zambia and it has been revealed that the industry has not expanded much due to inhibiting laws and government controls. The costs of production and distribution have also adversely affected the expansion of the print media as they found it unprofitable to expand their undertakings to rural areas. And many scholars and researchers have recommended the localization of printing presses as a way of reducing the costs of news papers.

RESEARCH METHODOLOGY

DATA COLLECTION

The research sought both Primary and Secondary Data as follows:

Secondary data were obtained from the University of Zambia (UNZA) Main Library, from National Institute of Public Administration (NIPA) Library, annual reports of the Ministry of Information and Broadcasting Services and from other organizations which had data related to the study topic.

Primary Data were obtained through structured and unstructured interviews from the two categories of respondents as shown in the sampling technique and sample size below. Structured interviews were used in most cases; however, in certain

cases, especially to senior staff at the Ministry of Information and Broadcasting Services, unstructured interviews were used.

STUDY DESIGN

The research designs used to carry out this research were Descriptive and Explanatory studies.

Descriptive study involves systematic collection and presentation of data to give a clear picture of a particular situation. In this research, data was collected using questionnaires and analyzed using Statistical Package for Social Sciences (SPSS).

Explanatory study, on the other hand, intends to discover or establish causes or factors to a certain problem. It establishes causality relationships among different aspects of phenomena. Questions like how? , why? are asked.

Using the above stated designs, the general focus of the study was to investigate the measures taken by the government to liberalise the media industry and how such measures have impacted on the development of the media industry in Zambia using ZANIS as a case study. The approach adopted in the study is that of focusing on direct measures taken by government through MIBS to liberalise the industry such as enacting appropriate legal provisions, infrastructure development, establishing Institutions to facilitate the development of the media industry and support to media houses.

The impact of the policy measures taken are assessed in terms of how they have affected ZANIS to expand in terms of acquisition of equipment, increased number of personnel, opening up of more offices, units and sections and increasing the number of services offered and improvement in the quality of the services offered.

SAMPLING TECHNIQUE AND SAMPLE DISTRIBUTION

The initial total sample size planned before carrying out the actual research was 170 respondents. However, the actual number of respondents interviewed was 150. These were broken as follows:

- i). the first category is that of senior personnel at the Ministry of Information and Broadcasting Services (MIBS) and Zambia News and Information Services (ZANIS). The total number of workers interviewed under this category was 30 and these included heads of sections and units.
- ii). the second category is that of Personnel from various media institutions which included; Muvi Television, ZANIS, ZNBC, Radio Christian Voice, Zambia Daily Mail, and The Post Newspaper. 150 respondents were planned to be interviewed from these Institutions, but only 120 were interviewed due to logistical problems and other personnel were not available when they were needed to be interviewed.

DATA ANALYSIS

Most of the data collected were analyzed and interpreted using statistical package for social Sciences (SPSS). It is from the use of SPSS programme that the data presented in the form of numbers, percentages and graphs were derived. Some data collected from senior staff at MIBS and ZANIS were interpreted manually as

the respondents in this category were not only few but were also considered to be key sources of information.

THE STRUCTURE OF THE DISSERTATION

The Dissertation is divided into five chapters. The first chapter is introduction, which provides the context of issues raised in the Dissertation. The second chapter gives the historical context of the media in Zambia. It gives a brief on the media development in Zambia from the colonial period to the present. The third chapter discusses ZANIS, its functions and the measures taken by government to liberalise the media industry in Zambia. ZANIS is a Case Study Institution for the research. The fourth chapter looks at the impact of media liberalization on the expansion of ZANIS and the fifth and final chapter is the conclusion on the research findings.

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CHAPTER TWO

THE HISTORICAL CONTEXT OF THE MEDIA IN ZAMBIA

INTRODUCTION

This chapter looks at the evolution of the media in Zambia by examining the organisation and their performance during the three distinctive periods: the colonial period (1906 to 1964), post independence period (1964 to 1991) and after the reintroduction of multiparty politics -1991 to present. The chapter also outlines the general policy frame work of the media in Zambia introduced in 1996 by the government of the Republic of Zambia, the goals and objectives of the policy.

THE MEDIA IN ZAMBIA -1906 TO 1964

The background of the media in Zambia goes back to the early 1900s when the white settlers established newspapers in towns, along the line of rail to cater for their communities. These newspapers included the Livingstone Pioneer which started in 1906, and is believed to be the first print media newspaper. However, this newspaper was racially biased. The white settlers enjoyed positive publicity while views of the blacks were ignored. Africans were greatly excluded from the news columns. The newspaper was politically charged, as it usually reflected the views and directives of the colonial masters (GRZ, 1996 p:2). The Africans were 'starved', as far as news and information dissemination was concerned. Apart from being denied access to mass media, very few Africans were literate at that time. The Livingstone pioneer was more in advertising than news coverage. It ran no stories for Africans, apart from the stories which concerned the whites. It was

purely for white settlers (Kasoma, 1986:21). The other newspapers included the copperbelt times, the northern Rhodesia advertiser, Northern News, the African Times, the African Life and the African Mail.

The Copper belt times was first published in 1932 on 18th March in Chingola. And it was the first newspaper ever published on the Copperbelt. It was published by Wykard E.C and Hovelmeier E.B. for about 11 years, from 1932 to 1943. It was mostly used as a channel of local gossip and social news of white miners around mine camps.

The northern Rhodesia advertiser was started in 1935 by Mackenzie F. It undertook to accommodate both views for white settlers and for the Africans. It was later in 1943 changed to Northern News. From 1953 to 1969, it was the only Newspaper in the country (Makungu, 1993:11).

In 1944, Roy Welensky, who became Prime Minister of the Federation of Rhodesia and Nyasaland bought the entire share holding in the newspaper. And as a result of Welensky becoming the sole shareholder, the newspaper became the mouth piece of the colonial government and abandoned its initial stance of covering both views of Africans and Whites.

In 1936, the government of northern Rhodesia, as Zambia was then called , started a newspaper called Mutende, which was exclusively meant for Africans. The mutende was published in English and five vernacular languages. This was an attempt by the government to provide the African community with a news medium comparable to the news papers of the white settler community. It, however, turned

out to be a propaganda organ for the government and it was eventually rejected by the Black People. The rejection of the mutende by Africans forced the colonial government to sponsor a semi-private newspaper in 1953 called the African eagle. The eagle, which was published in Salisbury, Southern Rhodesia, by a private company called African Newspapers on behalf of Northern Rhodesia government, ceased publishing in 1962, following a dispute between African Newspapers and the government over editorial independence (GRZ, 1996:3).

When the government differed with the publishers of the African Newspapers, a white liberal, Alexander Scott, started to publish African Times in 1957, as a private newspaper to serve the Africans. This was yet another experiment to serve the Africans with a mass medium; unfortunately, it was short lived since the newspaper folded up in 1958 due to bankruptcy. The white settlers who controlled the industry and commerce were not prepared to support the newspaper by buying advertising space in it. In 1960 yet another attempt was made by a British newspaper to publish a newspaper for Africans called the African mail. This was a period when the fight for independence was at its peak. The newspaper was bought by the new independent government in 1966 (Kasoma, 1986: 15).

The racial divide of the media in Zambia extended to broadcasting. The small Radio Broadcasting Station that the Northern Rhodesia government established in Lusaka in 1941 was meant to serve Africans only. It did broadcast in six vernacular languages. White settlers tuned to the British Broadcasting Corporation (BBC), the Southern African Broadcasting Corporation (SABC) or a station set up in Salisbury for white listeners. Another private radio station was established by a private firm,

the London Rhodesia Company (Lonrho) in Kitwe in 1961. This radio station also only catered for people in urban areas and followed a similar racial approach. Black People were allowed to appear on Television stations, though whites inevitably dominated the screen.

It can be noted that even during the colonial period, private individuals were struggling to come up with media firms, however, most of them folded up due to economic, as well as political reasons. The country had no media policy in place to guide the media establishment, except for perhaps, what was imposed by the colonial masters from London, which in most cases did not suit the prevailing environment in the country. (Kasoma, 1986:14)

THE MEDIA IN ZAMBIA- (1964 TO 1991)

At independence in 1964, the mass media were still divided into racial camps, as well as between a well served urban populace and a very poorly served rural citizenry. They were also divided between those which were privately owned and those which were government owned. Steps were started to integrate the racially divided media into the type of media that served all races. At the same time government moved to nationalise all the main stream media. By 1980, both purposes had been achieved. But the media still remained predominately urban based, even though government had introduced provincial newspapers which were poorly managed. However, some improvement was made to radio and television receptions during this period (Makungu, 1993:11).

After independence in 1964, the new government started nationalising the private media and took over the running of all the Broadcast and newspaper firms run by the colonial government. The government bought the African Mail which was established by David Astor and renamed it as the Zambia Daily Mail and the company has survived up to today. It also took over the two broadcasting stations in Kitwe and Lusaka and became Zambia Broadcasting Services (ZBS).

The non-segregated and almost totally government owned media, nevertheless, brought with them other problems which included lack of credibility since the media were mainly seen as government propaganda organs. Another problem was lack of working capital because the whites who had the money withdrew from the media business and ceased providing advertising support. This resulted in nearly all media running at a loss and, therefore, needing government subventions to continue operating.

The 1964 to 1991 period saw florishment of many state owned media and agencies. These included the Zambia Information Services (ZIS) which was created in 1964, known as Northern Rhodesia Information Services (NRIS) before independence, the Zambia News Agency created in 1969, National Agriculture Information Services, the Education Broadcasting Services (EBS) introduced in 1962 (GRZ, 1996:4).

ZAMBIA INFORMATION SERVICE (ZIS)

The Zambia Information Services (ZIS), as it is known today, took over the functions of the defunct Northern Rhodesia Information Services (NRIS). In 1965, the department was decentralised to ensure increased information outreach to the provinces and districts. Zambia Information Services was charged with the responsibility of informing and educating the public with regard to government policies and development programmes, a function which it performed until it was merged with Zambia News Agency (ZANA) in 2000.

In addition, ZIS was responsible for projecting the positive image of government at home and abroad through the dissemination of government policy measures, programmes, actions and other promotional materials. Zambia Information Services was a sole public relations unit of the government and carried out its functions through the following publications and channels:

- a) Six vernacular newspapers
- b) An English language magazine called 'Z' Magazine
- c) Weekly radio and television programmes
- d) Ad-hoc publications

For a number of years, ZIS performance continued to deteriorate with regard to the overall services it provided such as vernacular newspapers, Zambia Magazines production, Ad-hoc publications, Graphic Arts, Video Production, Press Liaison and Public Address System provision. By the 1990s, the department had completely stopped showing mobile video shows, a popular programme in rural Zambia. The

department's poor performance was mainly attributed to inadequate funding to meet various operational requirements. In addition, news gathering and in-depth coverage of government development programmes particularly in rural areas was difficult because of lack of transport to enable field staff cover wide areas (GRZ, 2000:8)

THE NATIONAL AGRICULTURE INFORMATION SERVICES (NAIS)

This is another government medium which was very instrumental in the dissemination of information to rural areas. The department, which still exists up to today, has offices at national level, provincial level and district levels in Zambia. NAIS was established mainly to disseminate agricultural related information. The department offers the following facilities to its clients:

- a) Television production studios
- b) Radio production studios
- c) Provincial Communication Centres established in Solwezi, Chipata and Choma
- d) Media production offices with translators for all the seven vernacular languages
- e) Studios and offices for production of photographic materials such as film scripts and slides

THE EDUCATION BROADCASTING SERVICES (EBS)

This was introduced in 1962 when education television programmes were transmitted to a few schools on the Copperbelt, while radio education programmes were first introduced in 1965. (GRZ, 1996:11)

The Ministry of Education largely depended on the media to carry out programmes, like continuing education, education broadcast and distance education.

ZAMBIA NEWS AGENCY (ZANA)

ZANA, like ZIS, was directly controlled by government through the Ministry of Information and Broadcasting Services (MIBS). This wing was created in 1969, following the recommendation by the Siyomunji commission of 1968. The Agency was responsible for collecting news nation wide for distribution to local and foreign clients. The Agency also received foreign news from international Agencies for local distribution to local subscribers (GRZ, 2000:8).

From the above, brief background of the media during post independence to 1990, it can be noted that government dominated the media industry during this period. This can be attributed to the political and economic philosophy which the government at a time pursued.

THE MEDIA IN ZAMBIA- 1991 TO PRESENT

The 1990s saw the unfolding of the process of liberalisation across Southern Africa, with its attendant deregulation policies and legislative implications. At the same time, Zambia was caught up in a political reform towards embracing liberal democracy. This reflected a wider shift from authoritarian regimes to plural politics.

Similar changes in media management were expected, from state controlled to a liberalised media industry.

For instance, in 1993, the new government elected in office in 1991, passed the Zambia National Broadcasting Corporation Licensing Regulation Act which saw the liberalisation of the broadcasting sector for private investment. This however, was a cautious deregulation, as licences were mostly issued to Christian applicants. It was this Christian determinism that resulted in a rather skewed distribution of Radio Broadcasting licences, with the majority given to Christian groups (GRZ, 2006:64)

In embracing a cautious deregulation of the media market, the Movement for Multiparty Democracy (MMD) wanted to be seen to be reformist, while at the same time remaining firmly in command of the media. This was evident in the government's reluctance to privatize state owned media like the Times of Zambia, Zambia Daily Mail and ZNBC.

However, the MMD government in 1993 organised a conference on the Zambian media and the way forward. At this conference, a media reform committee was formed consisting of representatives from the Ministry of Information and Broadcasting Services (MIBS), the University of Zambia, Zambia Institute of Mass Communication, the Press Association of Zambia (PAZA), the Zambia Privatization Agency (ZPA), the Law Association of Zambia (LAZ) and other interested parties. This marked a start towards the formulation of the 1996 media policy.

The media reform committee identified five critical areas which required government attention as follows:

- a) The need for constitutional and comprehensive media law reforms
- b) The need to privatize the state run press and to address the economic and financial constraints to the development of an independent and plural press.
- c) The need to strengthen Media Associations.
- d) The need to place state owned Broadcasting Services under independent public control, rather than under the control of government and to enable private sector participation in broadcasting.
- e) The need to set up Media Resource Centers.

The 1993 conference and other meetings that followed enlightened the stakeholders of the need for a total change from state controlled media to a liberalized or market driven media in Zambia (Larry Njungu, 2004:4).

By the year 2000, Zambia experienced radical media reforms among which were the formulation of the 1996 media policy. Many private firms were established in the country during this period. According to an Annual Report by the Ministry of Information and Broadcasting Services (MIBS) of 2008, 33 media firms existed by 2007 as shown on appendix III on page 111.

THE GENERAL POLICY FRAMEWORK OF THE 1996 MEDIA POLICY

Zambia is a party to three International Instruments that protect the Freedom of expression. These are the Universal Declaration of Human Rights (Article 19), the international convention on civil and political rights and the African charter on human and peoples' rights (Article 9).

Article 19 (1) of the Universal Declaration of Human Rights states that everyone shall have the right to hold opinions without interference. This Right is based on the free flow of information.

It is from the above background that Zambia embarked on rapid media reforms in the 1990s in order to ensure that there is a free press in the country and that Journalists enjoy free access to public information with minimal interference from those in authority. This journey of media reforms gained momentum in 1993 when the government organised a conference on the media reforms and the way forward.

To expedite the media reforms exercise, government came up with a policy in 1996, which is the main focus of this disseratation. The goals of the policy were:

- i) To achieve country wide coverage by radio and television by the year 2005, including provision of community radio stations
- ii) To establish provincial printing presses by the year 2000 as a first step to setting up community based media.
- iii) To promote professionalism in the media.
- iv) To promote Press Freedom and the right to information (GRZ, 2006:18)

In order to achieve the above goals, the policy sets out objectives as follows:

- i) To liberalize the media industry in the country.
 - ii) To create incentives for private investment in the media and media support industry.
 - iii) To put in place a comprehensive human and material resources development programme in order to strengthen capacity for improved delivery of services.
 - iv) To create an Independent Broadcasting Authority (IBA) to regulate the broadcasting industry.
 - v) To facilitate the creation of a self-regulatory professional body for Journalist, backed by law in order to enforce ethical standards.
 - vi) To create an enabling environment for the development of the media and media support industry.
 - vii) To mobilize resources from the international community for the media.
- (Ibid, p.19)

The above goals and objectives were to be achieved through the following strategies:

- i) Granting radio and television broadcasting licences to investors.
- ii) Establishing a country-wide communication support infrastructure.
- iii) Reviewing laws that impede on Press Freedom and hinder investment in the sector.

- iv) Reviewing the ZNBC Act No. 16 of 1987 and Broadcast Act of 1966 to accommodate the creation of an independent authority to regulate the broadcast industry.

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CHAPTER THREE

THE CREATION OF ZANIS AND MEASURES TAKEN TO LIBERALISE THE MEDIA INDUSTRY

INTRODUCTION

This chapter looks at the main study of the research – Zambia News and Information Services (ZANIS). It looks at the organization structure, rationale for its creation, the services it provides and its objectives. The chapter also looks at the measures taken by the government to liberalise the media industry.

Zambia News and Information Services was created in 2000 after the merger of Zambia Information Services (ZIS) and Zambia News Agency (ZANA). ZIS and ZANA were two departments in the Ministry of Information and Broadcasting Services (MIBS).

Before the merger, ZANA's functions were to gather process and distribute local and foreign news to subscribers at home and abroad. The department was created to ensure the widest possible coverage of the country in news gathering and distribution to clients both within and outside the country. While ZIS mainly served as a Public Relations Unit of the government. Its functions included creating awareness of national activities, highlighting on government policies and providing a two way information mechanism between government and the citizenry. ZIS also supplied news to the main stream media, which included Newspapers,

Broadcasting Stations and News Agencies. Both departments had their presence at provincial levels while ZIS extended to the districts as well (GRZ, 1996:4)

RATIONALE FOR THE CREATION OF ZANIS

It was seen that the core functions of ZANA and ZIS overlapped in many areas. It was also observed that the functions of ZANA which was mainly buying and selling news was not viable and ideal in a liberalised environment, especially in the fast changing news world where Information Technology has reached an advanced stage. It was evident that ZANA could not operate its news service as a business especially with the advent of the internet service where people could easily get the Information. It was, as well, realised that in a liberalised environment, it is not government's core business to buy and sell news, but only to inform the public about its policies and programmes (GRZ, 2000: 25).

It was, therefore, recommended that ZANIS be created in order to rationalize the operations and create a maximum positive impact of services and resources. The functions of ZANA and ZIS were merged and those which were viewed as unnecessary, such as buying and selling news, were removed. This was also consistent with the national Media and Information policy of 1996 which recommended the merging of the two institutions in order to nationalise operations and save government the foreign exchange involved in paying for foreign news, besides supporting the operations of the two departments. (GRZ, 2000:27).

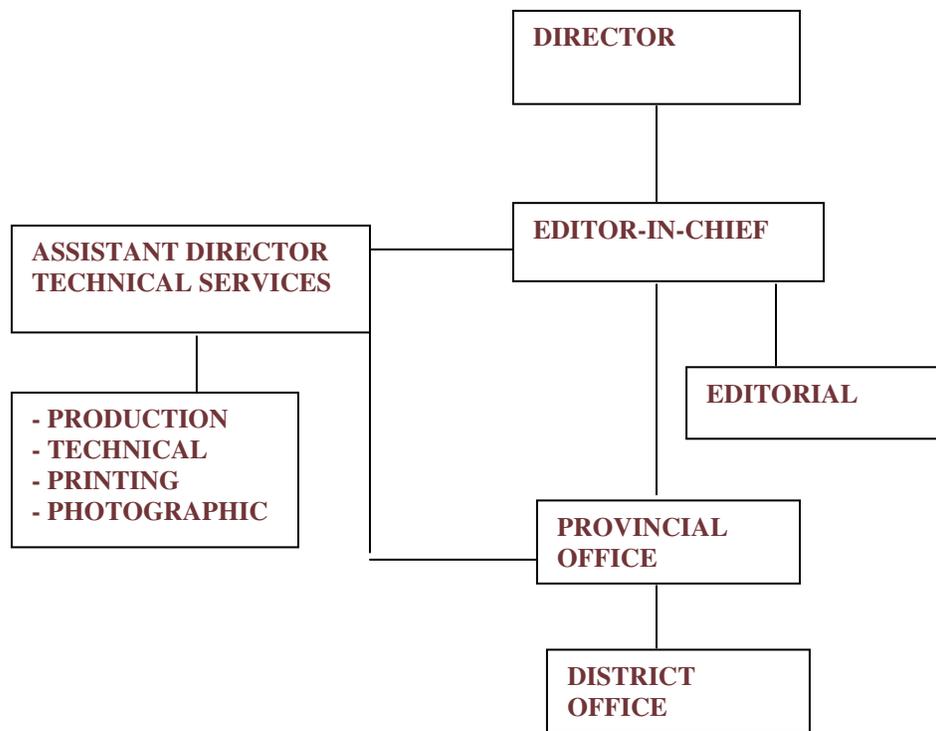
OBJECTIVES OF ZANIS

The objectives of ZANIS are as follows:

- i) To create media outreach and access to Information by all, particularly the rural communities.
- ii) To increase awareness among the public about government policies and development activities and propagate a positive image of government
- iii) To provide a news service to local and foreign subscribers.
- iv) To create community awareness on good governance, disaster and epidemic control, as well as conflict resolution.
- v) To promote and safeguard peoples' rights to Information.
- vi) To archive information on important national events for posterity and reference (GRZ, 2000:11.

STRUCTURE OF ZANIS

The department is headed by the Director and is assisted by 3 assistant Directors. It has eight sections which include: Research and Public Relations, Editorial, Photographic, Technical Service, Graphics, Printing and Production sections. The department has also offices in all the nine provinces and in all 72 districts. Graphically, the department is organized as follows:



Source:GRZ, 2000:12

SERVICES PROVIDED BY ZANIS

The department provides various services through its sections as follows:

RESEARCH AND PUBLIC RELATIONS SECTION

Through its combined media strategies, the Unit reflects Zambia's positive image both at home and abroad. The unit, through the marketing section, sells products and services on behalf of the department. It further facilitates press accreditation for both local and international Journalists to practice journalism in Zambia.

EDITORIAL SECTION

Through this Unit, ZANIS provides subscribers with textual news by internet. With offices in 72 districts in the country, this Unit mops news around the country and

disseminates to relevant media organizations. The Unit also publishes local language newspapers namely:

<u>Name of Newspaper</u>	<u>Language of Publication</u>
i. Imbila	Bemba
ii. Tsopano	Nyanja
iii. Liseli	Lozi
iv. Intanda	Tonga
v. Ngoma	Lunda, Kaonde and Luvale
vi. Lukanga	Lenje

The Unit also produces State News, which highlights specific development programmes of government. State News is written in eight local languages and English language. (GRZ, 2009, p: 1)

TECHNICAL SERVICES

The department, through this section, offers video and radio programmes and Public Address equipment to the general public, institutions and government.

GRAPHICS/PRINTING

This section is in charge of visual publicity. Its main functions are to interpret government policies and create awareness through visual communication by coming up with posters, flyers and doing layouts for ad-hoc publications.

PRODUCTION SECTION

The section offers the following:

Audio studio works which include recording drama, Radio programmes, jingles, advertisement for both radio and television. It also produces narrations for television documentaries and advertisements.

PHOTOGRAPHIC SECTION

This section has both conventional and modern photographic equipment which makes it possible to capture and record assignments of any magnitude. The photographic section is also found in all the nine provincial headquarters. The photographers take photos of historical sites, photos for public and private functions. The photos are used for both archiving and for news in Daily Papers.

MAINTENANCE SECTION

The Maintenance Section offers the following services:

Public Address System, Video Shows and hires out thermal generators. The section also repairs electronic equipment for the department and the general publi

MEASURES TAKEN TO LIBERALISE THE MEDIA INDUSTRY

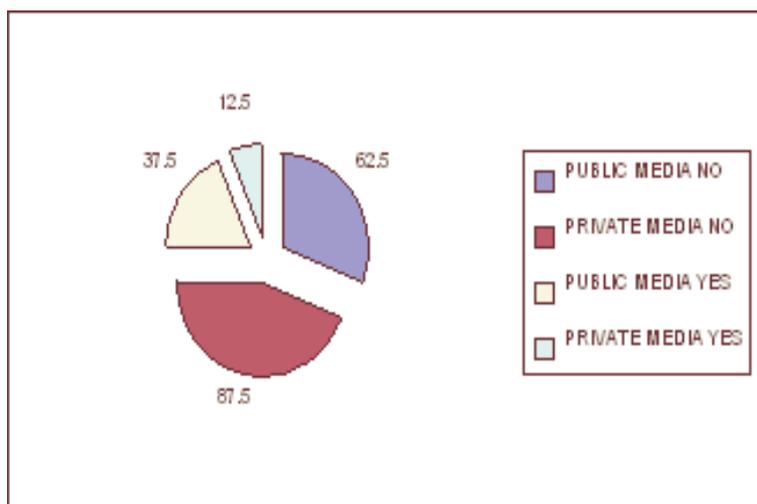
This section examines the public awareness of the existence of the media policy in Zambia. It looks at the extent of knowledge stakeholders in private and public media have about the Information and Media Policy of 1996 and also the views of Policy Makers at the Ministry of Information and Broadcasting Services. The section further examines the measures put in place by the Ministry to liberalise the media. Views of the respondents on this matter are also categorized in terms of respondents from Media Institutions and senior members of staff at the Ministry of Information and Broadcasting Services. The section is divided into two sub-sections, that is, awareness of the existence of the media policy and measures put in place by the Ministry of Information and Broadcasting Services to liberalise the media industry in Zambia.

AWARENESS OF THE EXISTENCE OF THE 1996 MEDIA POLICY

Views of Media Institutions' Personnel

Respondents' knowledge of the existence of the media policy was influenced by, among other things, where the individual worked, that is, public media or private media.

Chart 3.1 Percentage distributions of respondents' views on their awareness of the existence of the media policy by their occupation.



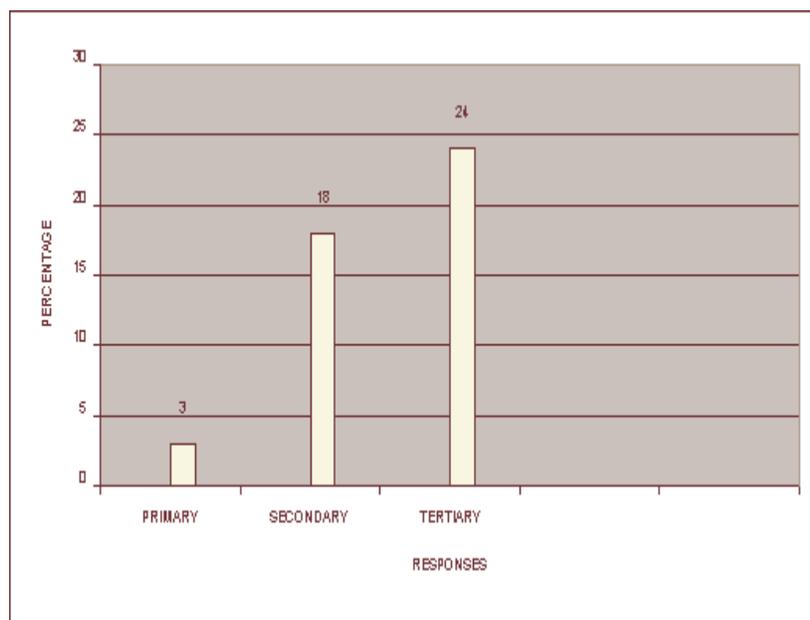
By percentage, the chart indicates that 37.5 percent of the respondents from the public media and 12.5 percent from private media were aware of the existence of the Policy. Generally; this shows that there is low knowledge level of the existence of the policy whether someone worked for a private media or public media.

Although other factors such as the length of service and education levels could have an impact on ones knowledge, it can be deduced from the findings that public media personnel were relatively more aware of what was obtaining on policy matters relating to the media than their counterparts in private media. The possible explanation of this knowledge gap is that public institutions are more involved in the legislation and policy formulation than private institutions. According to the respondents from the private media organisation, they were not aware of the existence of the media policy because they were not involved in the formulation as well as implementation of the policy and that after the policy was formulated, it has

never been circulated to other stakeholders it remained a privy of those who worked at the Ministry of Information and Broadcasting Services.

On the other hand, the low level of knowledge of the existence of a media policy by public media personnel could as a result of high labour turn over. Over 50% of the interviewees at MIBS indicated that they had worked for less than two years at the ministry.

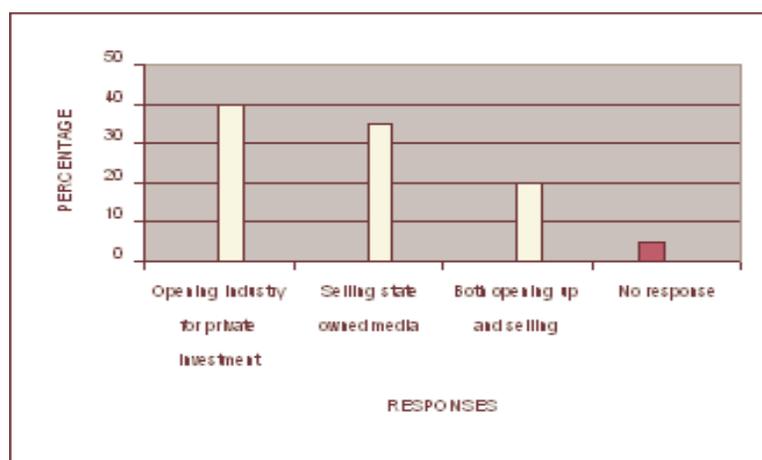
Chart 3:2 distributions of respondents according to their educational levels and their knowledge of the existence of the 1996 media and information policy.



Deducing from the above, most of the respondents irrespective of their education level were ignorant about the existence of the policy. As stated earlier, under chart 3.1, the reasons are that the policy document was not disseminated to stakeholders and that there was a high labour turnover in these institutions. Some

respondents also said the policy was abandoned after formulation, hence as new employees they could not know about its existence. These results meant also that education status was not a factor as far as awareness of the existence of the policy was concerned.

Chart 3:3 Distributions of respondents according to their understanding of media liberalisation.



40 percent of the respondents stated that media liberalisation meant opening up the industry for private investment, while 35 percent stated that liberalisation of the media industry meant selling state owned media firms, 20 percent stated that it was both opening up the industry for private investment and selling of state owned media firms and 5 percent did not respond.

One reporter from the post newspaper pointed out during the interview on 9th April, 2010 that while opening up the media industry, through liberalisation was a significant step to the expansion of the media industry, government needed to consider privatising the two main print media in the country – the Zambia Daily Mail and the Times of Zambia. However, Privatisation and Liberalisation of the two

separate policies can be either implemented separately side by side. These results implies that the implementation of the media liberalisation policy could have yielded more desired results if government had also privitised the major media houses in the country.

MEASURES TAKEN TO LIBERALISE THE MEDIA INDUSTRY:

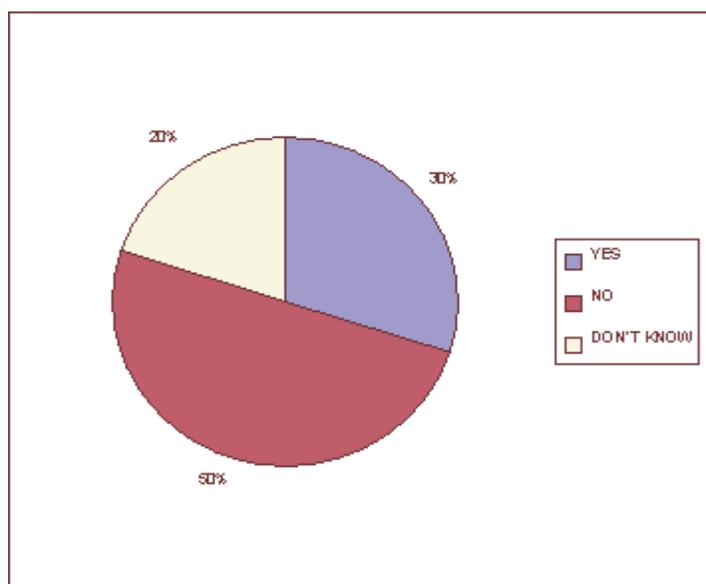
VIEWS OF MEDIA INSTITUTIONS PERSONNEL

After adopting the 1996 media policy, it was expected that government was supposed to come up with an implementation plan to translate the intentions of the policy into practical actions. Among the measures that government was expected to put in place to liberalise the media industry included the provision of resources to implement the media policy, establishing infrastructure which could facilitate the establishment and growth of private media firms. It was also expected that legal provisions would be put in place and appropriate institutions that could support the liberalized media environment would be established. Reviewing the legal system was necessary because the country was moving from state controlled media industry to market oriented. Laws aimed at facilitating free entry and exit to media industry were required.

Views on this matter were also discovered to be divergent among those who worked for the Private Media Institutions and those involved in policy formulation and implementation.

A planner at the Ministry of Information and Broadcasting Services revealed that the Ministry had done all it could to liberalise the Industry. He stated that a conducive environment for private investment has been set up and it was up to the private individuals and firms to take up the challenge. And contrary views were held by personnel from private media. A reporter from Christian stated that more was needed to be done. She said the policy statements needed to be accompanied with practical steps to assist the industry grow. She said government still controlled major Media Houses in the country.

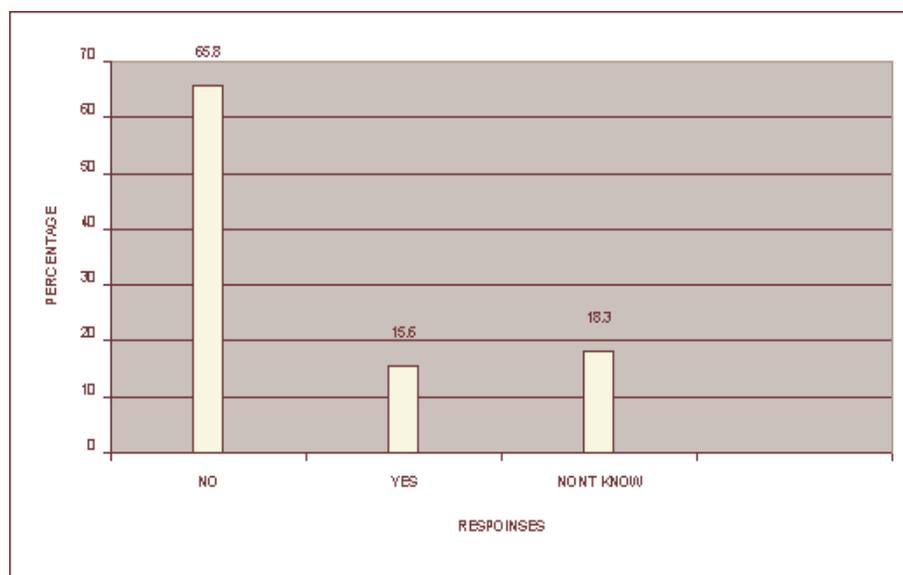
Chart 3:4 Respondents' views on the adequacy of government's effort to liberalise the media industry.



30 percent of the respondents stated that government had done enough to liberalise the media industry, 50 percent answered 'NO', while 20 percent did not know. The majority view is that government has not done enough to liberalise the media industry. For example, a MUVI Television Reporter stated that government

needed to enact appropriate laws that would support the industry. He stated that in a liberalised country, people needed to be protected by legislation for them to express their views freely. He stated that getting an operation licence was still cumbersome and it took long and the media firms operated at the mercy of the Minister of Information and Broadcasting Services as he could revoke their licences at will. From the above, it can be deduced that stakeholders in the media industry felt that government had not done enough to liberalise the Media Industry.

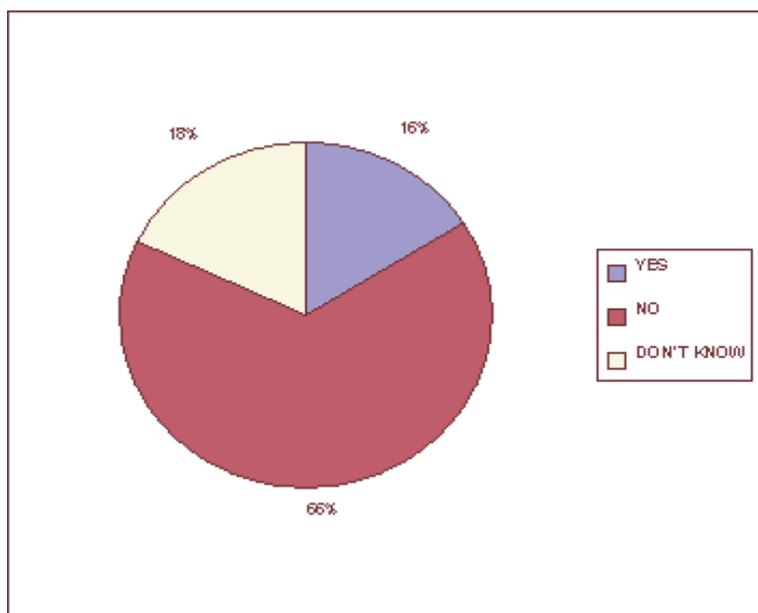
Chart 3.5 Distribution of respondents' views on the adequacy of legal provisions to support the liberalised media industry.



65.8 percent of respondents answered 'NO', while 15.8 percent answered 'YES', implying that 65.8 percent of the respondents were not satisfied with the legal provisions that govern the operations of the media in the country, while 15.8 percent were satisfied with the provisions and 18.3 percent of the respondents did not know whether adequate legal provisions have been made or not. From the above responses, it can be inferred that more is needed to be done in terms of

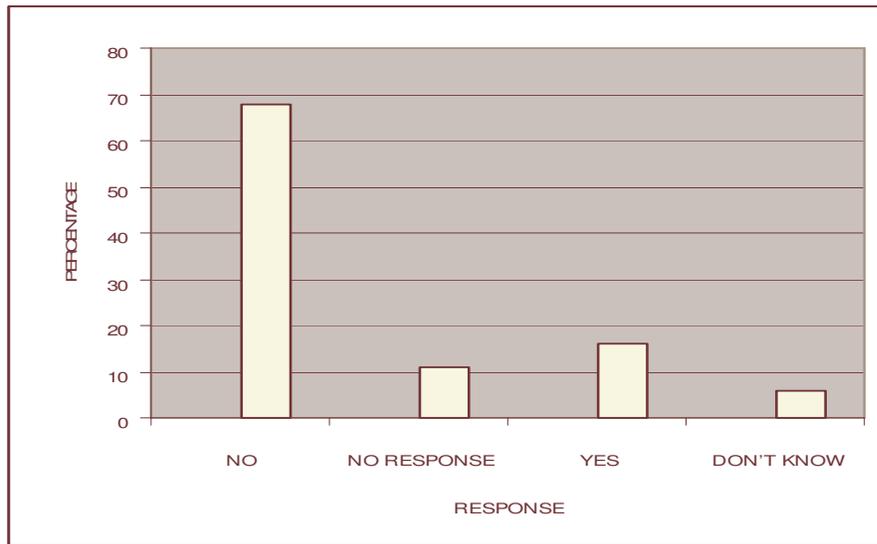
legal provisions. Those who said not enough legal provisions have been put in place cited the Freedom of Information Bill (FIB) as one of the necessary legislations which was still not enacted. The State Security Act is also seen as an impediment to accessing public information from government wings.

Chart 3.6 respondents' views on the legal provisions for the media.



Respondents who felt that the legal provisions are not adequate for including a reporter at Zambia News and Information Services indicated that government needed to enact more appropriate laws like the Freedom of Information Bill and the Independent Media Broadcasting Act (IBA). The reporter also indicated that government needed to put in place mechanisms that would allow the media to be self regulatory, unlike at present when the government had a strong hand in controlling the media, especially the public media. As indicated by respondents, deregulation of the media by government should be an integral part of media liberalization. In essence, liberalization entails deregulation.

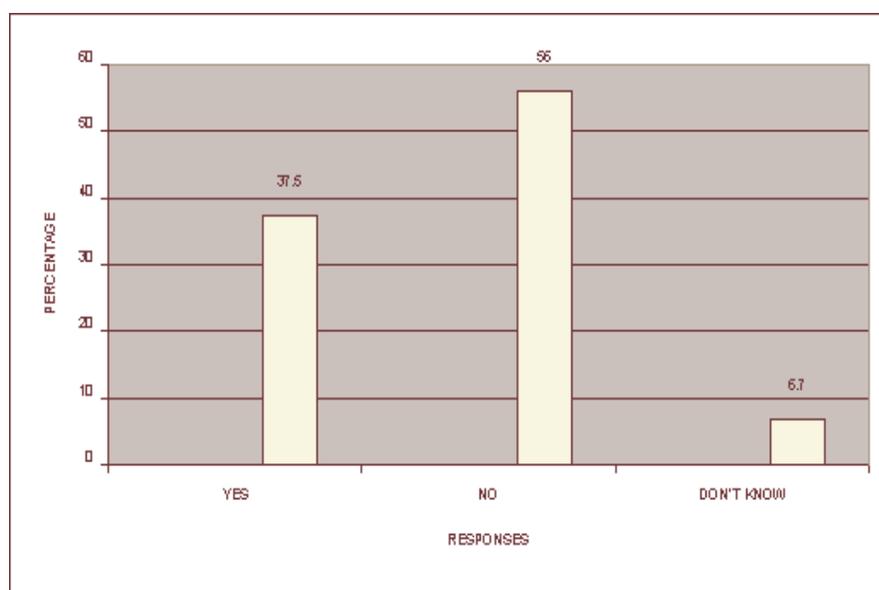
Chart 3.7 Respondents' views on putting up supportive infrastructure by the Ministry of Information and Broadcasting Services.



68 percent of the respondents indicated that the government, through the Ministry of Information and Broadcasting Services, had not put up adequate infrastructure to support the media industry, while 16 percent stated that the government had done enough in terms of laying down enough infrastructures to support the media industry, 6 percent did not know, while 11 percent did not respond. The above distribution shows that it is the view of the majority (68 percent) that government has not put up adequate infrastructure. A reporter at MUVI television indicated that government had not done enough to support the media industry in terms of infrastructure, stating that most of the newly created Radio Stations broadcast from homes and not from buildings suitable for radio broadcasting. He stated that because of lack of Infrastructure, especially in rural areas, the growth of the industry has stunted. He indicated that there was need for the government to set aside a special fund to assist the media to develop infrastructure. And a reporter at ZANIS indicated that government needed to inject more funds into procurement of

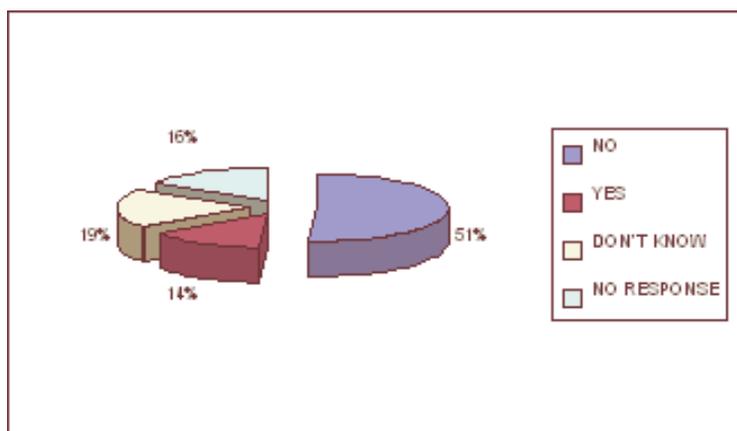
the state of the art equipment in the public media. He further said there was also need to create a conducive environment that would attract more private investment in the electronic media, especially television. He indicated that while the Radio Broadcasting Sector was booming, there was little to point at in the Television Sector, especially in rural areas

Chart 3.8 Distribution of respondents' views on the provision of institutions to support the liberalised media industry in Zambia.



56 percent of the respondents indicated that there are no enough institutional provisions to support the liberalised media industry, while 37.5 percent stated that institutions are there and 6.7 percent of the respondents did not know whether there were institutions or not. Most of the respondents, as indicated earlier, were ignorant about the existence of the media policy; hence, they could not relate any existing institutions to support the liberalised media industry. However, more was needed to be done in terms of institutional provisions.

Chart 3.9 Distribution of respondents' views on the provision of support to private media by the Ministry of Information and Broadcasting Services.



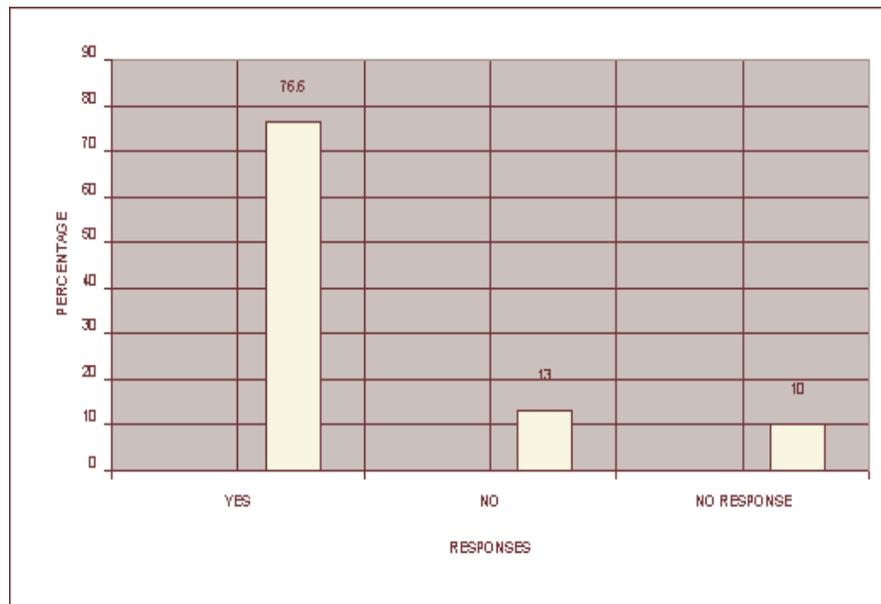
51 percent of the respondents said the Ministry of Information and Broadcasting Services did not support Private Media, while 19 percent respondents did not know whether any support was rendered to private Media by the Ministry or not, and 14 percent said government supported the Private Media, while 16 percent did not respond. The above distribution of respondents shows that a large number of respondents stated that the Ministry did not support private media in terms of finance and infrastructure development. And document research at MIBS revealed that the Ministry supported the public media financially, in terms of human resource development, equipment and transport. However no evidence was found to indicate that private media firms were supported in any way. It can, therefore, be deduced from the above that more was needed to be done by government.

Views of the Senior Staff at the Ministry of Information and Broadcasting Services

This sub section discusses the level of awareness of the existence of the 1996 Media Policy by the Senior Members of Staff at Ministry of Information and

Broadcasting Services and the steps taken by the Ministry to implement the Policy. This category of the people sampled comprises senior members of staff and most of them are involved in drafting legislation and policy.

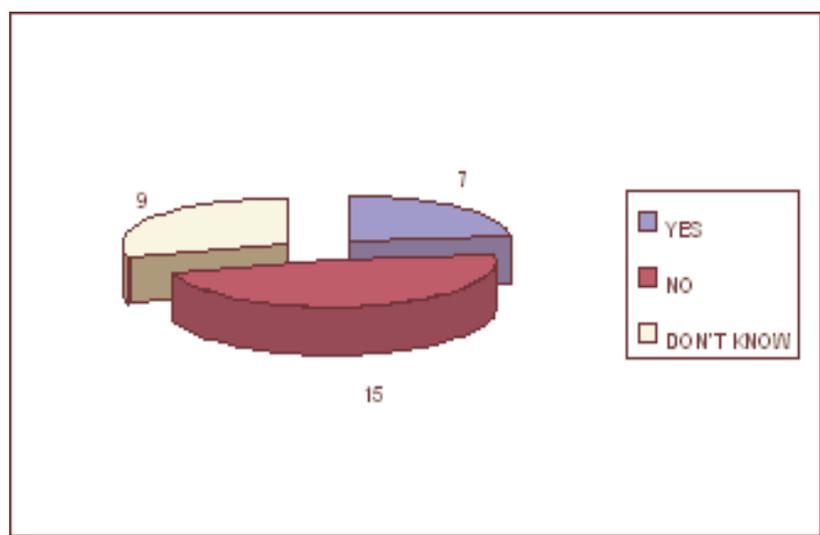
Chart 3.10 Distribution of senior staff respondents' views at the Ministry of Information and Broadcasting Services on their awareness of the 1996 media policy.



76.6 percent of the respondents said they were aware of the 1996 Media Policy, 13 percent stated that they were not aware of the policy, while 10 percent did not respond. The fact that most of the senior members of staff at the Ministry of Information and Broadcasting Services were aware of the existence of the policy is indicative that the Media Policy exists and they could take up the challenge of implementing what is contained in it. These responses also confirm the fact that the majority of personnel in the public sector have knowledge of the existence of the media policy than those from the private sector. The possible explanation of this is that there is inadequate dissemination of the policy to various stakeholders

by those responsible. And 66.6 percent of the senior staff respondents indicated that the 1996 Media Policy was significant as it facilitated the development of the media by attracting investment to the sector. The Registrar of Copyright indicated that the media in Zambia has developed since the launch of the 1996 Media and Information Policy. The recognition of the significance of the policy by the majority respondents at the Ministry of Information and Broadcasting services is also important in the successful implementation of the policy, however, 10 of the respondents strongly doubted the role the policy has played in the development of the media. The doubting of the existence of the policy by some members of staff at MIBS casts a big shadow on the successful implementation of the policy because they are the ones who should be more aware of the existence of the policy than everyone else because they spearhead formulation and the implementation of policies relating to the media.

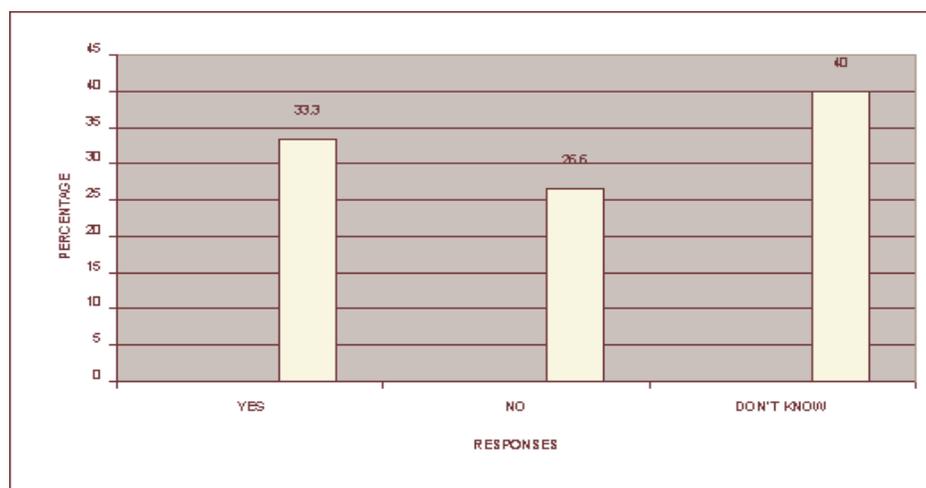
Chart 3.11 Views of the senior staff respondents on the existence of a programme to implement the 1996 media and information policy at the Ministry of Information and Broadcasting.



The chart above indicates that 15 respondents said there was no implementation programme, 9 did not know and only 7 said there was a programme. This indicates that most of the officials were not aware of the existence of any programme, particularly aimed at implementing the policy. An employee at the Ministry, interviewed on 13th April, 2010 said she was not aware of any programme. This shows that there is no specific programme to implement the Policy.

However, those who stated that they were aware of a policy implementation programme, like a planner, interviewed on 14th April, 2010 stated that most of the intentions spelt in the policy were put in the 5th National Development Plan and the Ministry has been implementing them. She cited the decentralization of the printing press to all the nine provincial headquarters as one of the policy intentions under implementation. It is worth stating here that a policy without accompanying implementation programme is no policy at all because policy intentions must be translated into practical actions. The distribution of respondents from the graph above with the majority respondents (15) stating that there is no programme to implement the policy intentions is an indication that the policy could be lying idle without being implemented.

Chart 3.12 Distribution of senior members of staff's views at the Ministry of Information and Broadcasting Services on the provision of resources to implement the 1996 media policy.

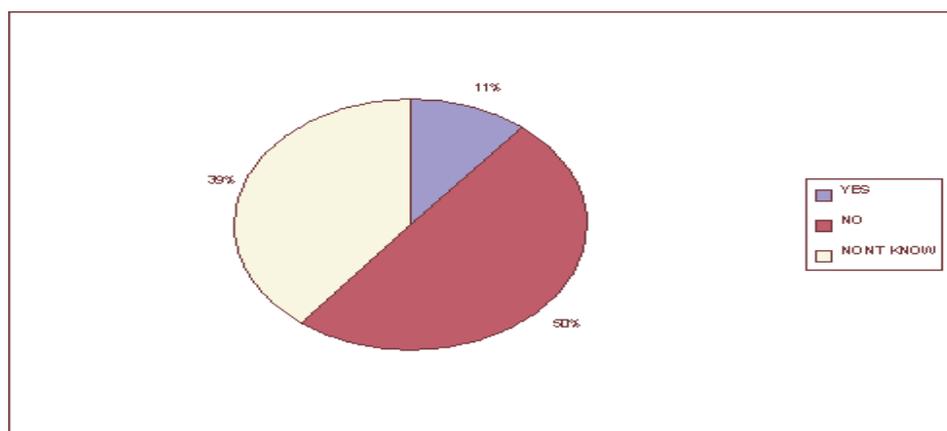


33.3 percent of the respondents said the Ministry provides resources to implement the policy, 26.6 percent said there was no resource provision to implement the policy, while 40 percent did not know whether resources were provided or not. The distribution of respondents, with the large majority of them not knowing whether resources are provided or not, is peculiar. This is because the respondent sample under consideration is responsible for drafting and spearheading the implementation of the policy. Under normal circumstances, it is expected that they would know what was obtaining, as they are the initiators and implementers of the policy. From the above responses, it can be deduced that resources, specifically meant to implement the Policy, are not provided.

When asked whether the Ministry of Information and Broadcasting Services had put in place adequate legal provisions to support liberalization of the Media in the country, 11 percent said yes, the Ministry had done enough to draft legal provisions to support the liberalized media industry, 50 percent stated that the

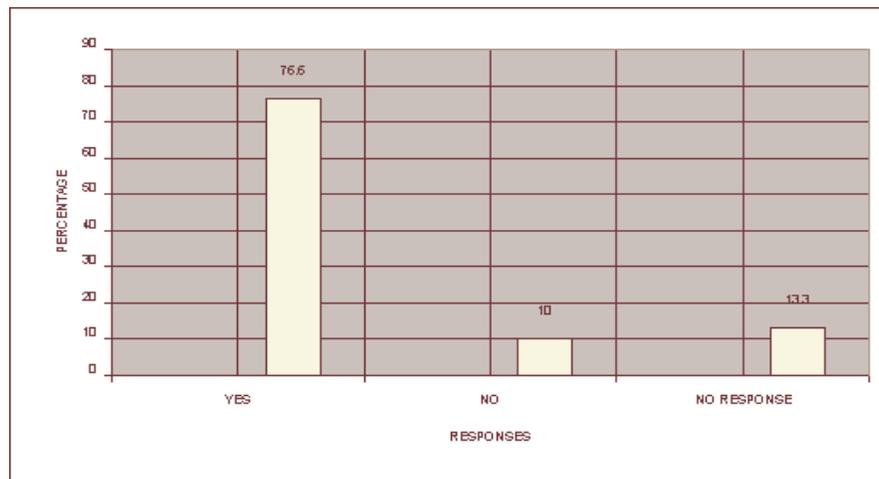
Ministry had not put in place legal provisions, while 39.8percent did not know. Those who said the Ministry had not provided for legal provisions cited none enactment of the Freedom of Information Bill, the Independent Media Broadcasting and the ZNBC Act, as some of the legal provisions which the Ministry was supposed to ensure that they are put in place but did not do so. These responses were the majority number of officials indicated that not much has been done in terms of legal provisions correspond with those from private media institutions. It can, therefore, be inferred that there was inadequacy legal provisions to facilitate the operations of a liberalized media industry.

Chart 3.13 Senior members of staff’s views on whether adequate legal provisions to support the media industry have been put in place.



The respondents were also asked to state whether the Ministry had put up adequate infrastructure to support the liberalised media industry. 76.6percent of the respondents said yes, the Ministry had done enough, 10 percent said NO and 13.3 percent did not respond.

Chart 3.14 Distribution of senior staff respondents' views on whether the government has put up enough infrastructures to support the media industry.



From the distribution of the respondents in the chart above, it can be deduced that the official position of the Ministry is that it had done enough in laying the supportive infrastructure for the media industry. However, a contrary view was held by stakeholders from other Media Institutions discussed earlier in this chapter.

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CHAPTER FOUR

THE IMPACT OF MEDIA LIBERALISATION ON THE EXPANSION OF ZAMBIA NEWS AND INFORMATION SERVICES (ZANIS)

INTRODUCTION

This chapter examines public media personnel, private media personnel and officials' views at the Ministry of Information and Broadcasting Services over the impact of media liberalisation on the expansion of ZANIS. The chapter first looks at the awareness of the respondents of the existence of ZANIS as an organisation and the services it provides. The chapter also looks at views of Media Institutions personnel and views of senior staff at the Ministry of Information and Broadcasting Services (MIBS) with regard to the expansion of ZANIS and if the expansion can be attributed to the implementation of the Media and Information Policy of 1996.

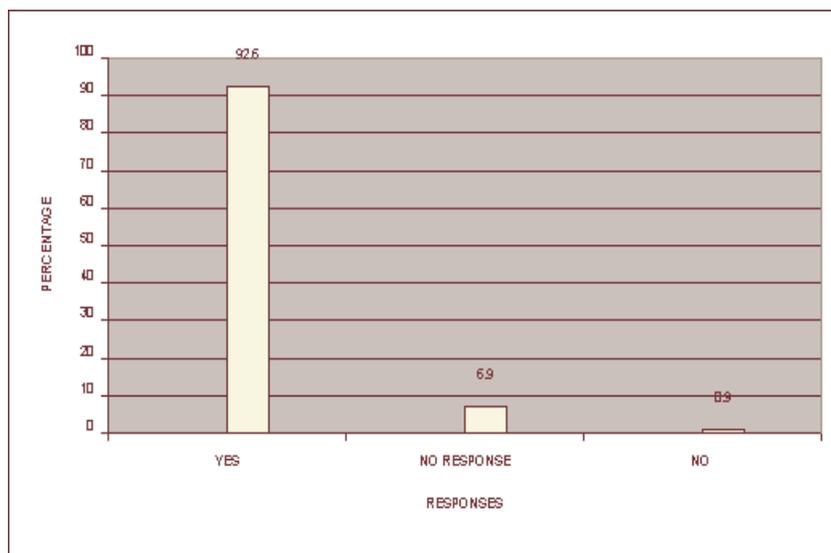
The expansion of ZANIS is looked at in terms of increase in the number of personnel, increase in service provision, acquisition of more equipment and opening up of new offices and sections. The chapter also looks at whether the changes the organization has undergone can be attributed to the liberalisation of the Media Industry.

AWARENESS OF THE EXISTENCE OF ZANIS AND SERVICES PROVIDED – VIEWS OF MEDIA INSTITUTIONS PERSONNEL.

This section looks at the media Institutions personnel's level of awareness of ZANIS and the services the Institution provides.

109 of the 120 respondents indicated 'YES', implying that they were aware of the existence of ZANIS, while 5 did not respond and 6 indicated 'NO', implying that they were not aware of the existence of ZANIS as an institution. Since most of the respondents were aware of the existence of ZANIS, it means that the sample under consideration could be suitable to evaluate the changes that have taken place in the organization, which is the main focus of this Study.

Chart 4.1 Distribution of media institutions' respondents according to their knowledge of services provided by ZANIS.



92.6 percent of the respondents who indicated that they were aware of the existence of ZANIS also stated that they were aware of the services provided by the Institution (denoting a double barrel situation), while 6.9 percent did not respond and 0.9 percent of respondents indicated 'NO'. From the above distribution of respondents, it can be deduced that the institution and the services it provides is well known to the media personnel. Among the services stated by

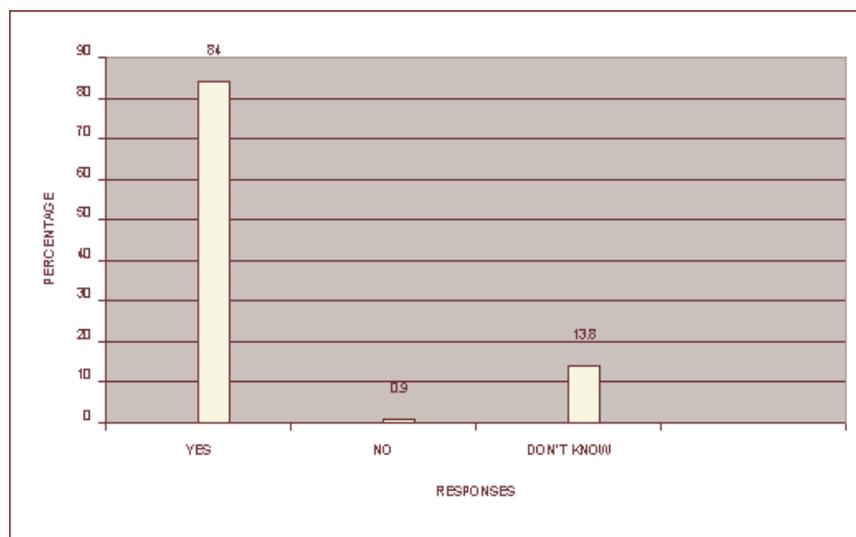
respondents that are provided by ZANIS included: Public Address Services, Advertisement, civic education, production of publications, news gathering and accreditation of journalist. These findings are important for further investigations that followed during the research because the respondents expressed knowledge of the services provided; they were, therefore, able to tell the changes that had taken place in the provision these of services. That is, whether there has an expanded or not. Expansion of service provision was one of the parameters set by this research to measure whether ZANIS has expanded or not.

EXPANSION OF ZANIS – VIEWS OF MEDIA INSTITUTIONS PERSONNEL

This Section deals with the expansion of ZANIS in terms of increase in the number of personnel, increase in service provision, acquisition of more equipment and opening up of new offices and sections. It also looks at whether the changes the organisation has undergone can be attributed to the liberalisation of the Media Industry.

The respondents were also asked to give their views on whether ZANIS had expanded its service provision in the last five years. And they gave responses as indicated in the chart below:

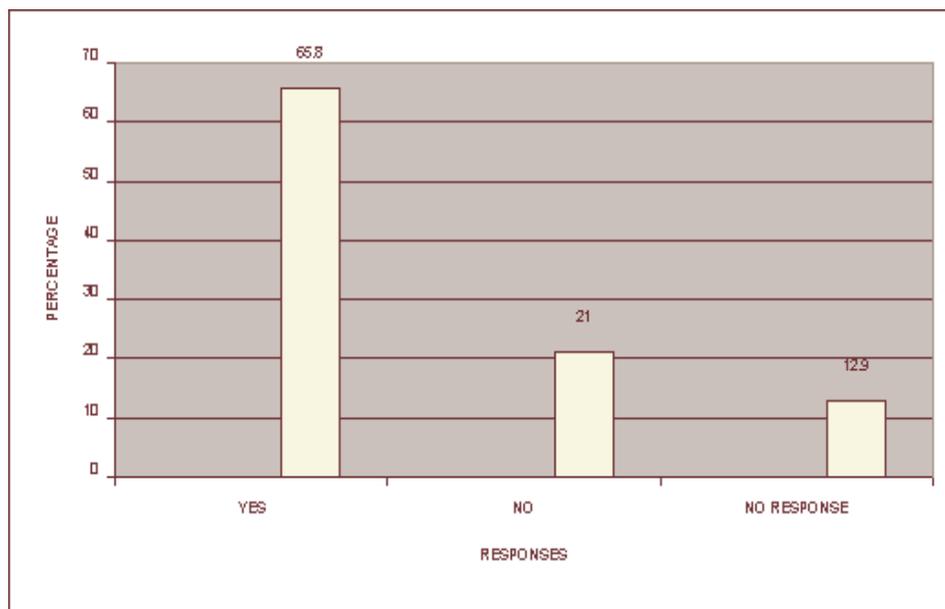
Chart 4.2 Distribution of respondents' views over the expansion in service provision by ZANIS from 2000 to 2005.



84 percent of the respondents stated that 'YES', ZANIS has expanded its service provision in the last five years, while 0.9 percent said the organisation has not expanded its service provision , 13.8 percent did not know whether there has been an expansion in service provision or not while 1.3 percent did not respond. From the large number of respondents who stated that the organisation has expanded its service provision, it can be deduced that indeed the organisation has expanded in terms of service provision. However, the expansion in service provision, as it will later be discussed in this paper, only took place at the headquarters in Lusaka.

Given the above findings that, the research also explored the possibility whether the expansion in service provision could be attributed to the liberalization of the media industry. Chart 5.3 indicates the findings.

Chart 4.3 Respondents' views on whether the expansion of ZANIS in service provision can be attributed to media liberalisation.

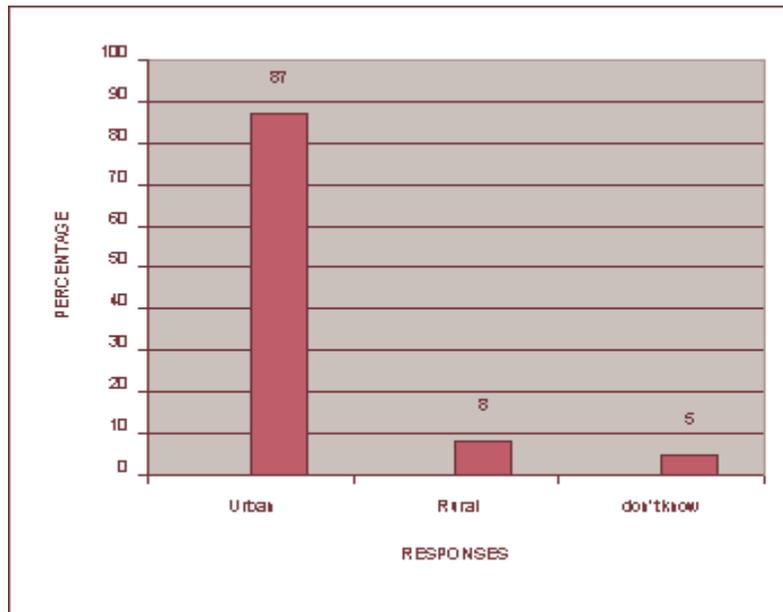


65.8 percent of the respondents who stated that ZANIS had increased the range of services it provides a stated that this was due to media liberalisation. 21 percent said it was not because of media liberalisation and 12.9 percent did not respond. From the chart above, it can be deduced that stakeholders in the Media Industry have a view that the organisation has increased the portfolio of services it provides due to liberalisation of the media industry. And 47.5 percent of the interviewees stated that the organisation has not opened up more offices in the past five years, 40.8 percent said more offices have been opened, while 11.6 percent did not know. It can, therefore, be inferred that it is a view of the stakeholders that ZANIS has not expanded opening up of more offices, despite the Ministry of Information and Broadcasting Services' pledge in the 1996 Media Policy that it was going to open up more offices.

One of the reasons discovered during desk research why ZANIS has not expanded opening up more offices, especially in rural areas, was the challenge brought about by decentralization. According to the situation analysis conducted by the Ministry of Information and Broadcasting Services (MIBS, 2010:25), the provincial and district offices are supposed to receive funding from the office of the permanent secretaries in each respective province. The offices of the permanent secretaries in provinces do not share the same vision with the departmental headquarters in Lusaka; they have their own priorities which have led to inadequate or no funding at all to ZANIS offices at provincial and district levels. Some offices at the district level have closed due to non allocation of resources.

While decentralisation has worked positively to improve service delivery for some government ministries and agencies, it has adversely affected the operation of ZANIS. The department at provincial and district levels is detached from the national headquarters as far as funding is concerned. This has rendered the implement an expansion programme, as proposed in the 1996 media policy (MIBS, 2010:30) almost impossible.

Chart 4.4 Distribution of respondents' views on whether ZANIS has opened more offices in urban or rural areas.

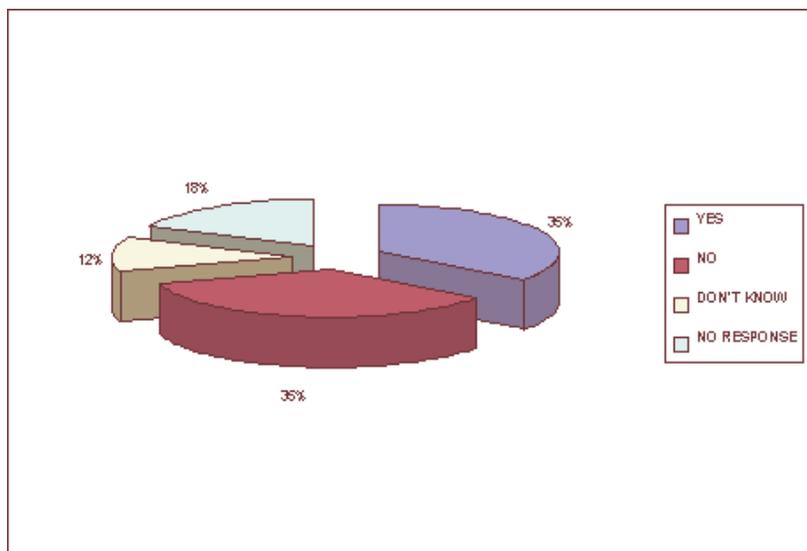


Of the respondents who indicated that ZANIS had opened up more offices, 57.1 percent said more offices have been opened up in urban areas, 18.4 percent said more offices have been opened up in rural areas, 6.1 percent did not know, 8.1 percent said in both urban and rural areas and 10.2 percent did not respond.

The above findings, where a large number of respondents (57.1 percent) stated that more offices have been opened in towns than rural areas, confirms the assumption that more media houses in Zambia are concentrated in urban areas than rural areas. The above figures also imply that the organisation expanded in terms of geographical representation in urban areas. However, public media institutions like ZANIS are expected to service rural areas more in order to bridge

the gap of inadequate information between rural and urban areas. This is also contrary to what was proposed in the 1996 media policy that there would be an expansion of the organisation to rural areas. Literature review also confirmed the fact that majority of the media firms are found along the line of rail.

Chart 4.5 Respondents' views on whether ZANIS has acquired more equipment in the past 5 years.



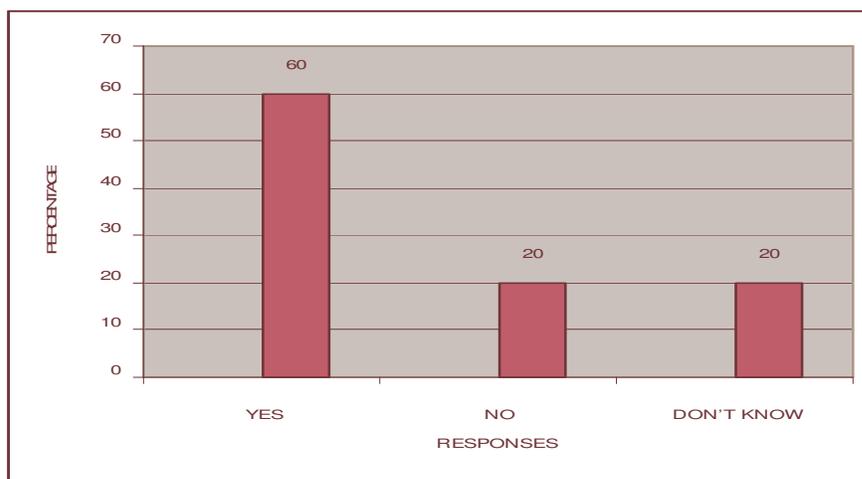
35 percent of respondents stated that ZANIS has acquired more equipment in the past 5 years and an equal number (35 percent) said 'NO', ZANIS has not acquired more equipment, 18% of respondents did not respond to the question, while 12% did not know. From the above, it can be inferred that something has been done in terms of acquiring equipment since 35 percent of respondents answered 'YES', while the other 35 percent answered 'NO'. And the 35 percent of respondents who said that ZANIS has acquired more equipment also indicated that this was due to

media liberalisation. It can also be deduced that one of the positive changes brought about by media liberalisation is the acquisition of media equipments and that the organization expanded in this regard. This is because one way of measuring expansion of an organisation is by looking at whether there is an increase in acquisition of equipment or not.

However, the above seeming expansion has been negated by the non provision of operational funds. The departmental headquarters in Lusaka does not disburse funds to meet running costs, maintenance and repair of equipment. In most cases, the equipment, including vehicles, operate for a short while before they are packed (MIBS, 2010:28).

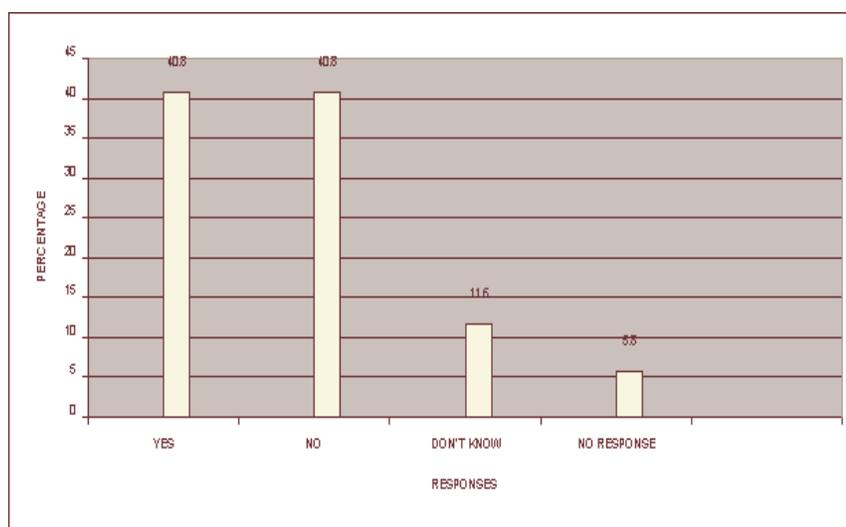
About the opening of some new Sections, Units or Offices under ZANIS during the past 5 years, 59 percent of the respondents said 'YES', ZANIS has opened some new units, sections and offices while 40.8 percent said 'NO'. 74.6 percent of those who said yes also indicated the sections having been opened as commercial and research sections at national headquarters in Lusaka. In a liberalized environment, any organization needs to compete effectively for it to survive. This may entail creating some departments which never existed before the advent of liberalization. In the case of ZANIS, commercial and research units never existed before the industry was liberalized. These sections helped the department to scan the market and produce products that are relevant to the prevailing situation. The creation of new sections implied expansion of the organization, although this expansion only took place national headquarters.

Chart 4.6 Distribution of respondents' views on whether the opening of some sections and units at ZANIS can be attributed to media liberalisation.



From the chart above, of the 71 respondents who said ZANIS had opened new sections and units, 60% attributed the opening of such units and sections to media liberalisation, 20% said it was not as a result of media liberalisation and another 20% did not know. It was, therefore, inferred that the department had created new units and sections because of media liberalisation according to the views of respondents from media institutions.

Chart 4.7 Distribution of respondents' on views whether ZANIS has increased the number of personnel in the recent past.



From the chart above, 40.8 percent of the respondents said 'YES' ZANIS has increased the number of personnel in the recent past and another 40.8 percent said 'NO', the department has not increased the number of personnel, 11.6 percent did not know, while 5.8 percent did not respond. It can be deduced from the responses that the organisation could have either increased the number of personnel or not, since an equal number of respondents said 'YES' and 'NO'. Of the 40.8 percent who said the department had increased the number of personnel, 83 percent of them stated that the increase in the number of personnel was as a result of media liberalisation, 14 percent said 'NO' and 3percent did not know. The large number of respondents (83 percent) who indicated that ZANIS has increased in the number of personnel attributed the increase to media liberalisation.

While views from field research obtained from media institutions personnel were that there was an increase in the number of personnel, desk research revealed the contrary. It revealed that there had been a reduction in the number of personnel as a result of the implementation of the public service reform programme (PSRP). ZANIS reduced its staff establishment from 195 to 177 and most of the workers who opted for voluntary separation have not been replaced. While the media policy envisaged an expansion programme for ZANIS, the PSRP was a hindrance as did not support expansion measures (GRZ, 2003:1).

Unfavorable salary structures have also inhibited the expansion of ZANIS. Journalists in rural areas and urban areas operate under different salary scales, with those at national headquarters enjoying better salaries. This caused high labor

turn over from the organisation's rural offices as a result of poor motivation (GRZ, 2010:28).

EXPANSION OF ZANIS – VIEWS OF SENIOR STAFF AT THE MINISTRY OF INFORMATION AND BROADCASTING SERVICES

This section looks at the views of senior staff at MIBS concerning the expansion of ZANIS personnel, acquisition of equipment, service provision and the expansion of the organisation. It looks at the officials' views and whether the changes the organisation has undergone can be attributed to the liberalisation of the media industry.

VIEWS ON THE EXPANSION OF ZANIS AND THE MEDIA INDUSTRY

With regard to the expansion of the media, all but 6.7 percent of the respondents stated that the electronic media in Zambia have expanded very much since the launch of the 1996 media policy. They stated that the electronic media have expanded more because it is less expensive to run them than the print media and that most investors are willing and able to invest in the electronic media than in the print media. This implies that ZANIS, being mostly involved in print works, has been adversely affected by high production costs; hence, the organisation could not expand at a desirable rate.

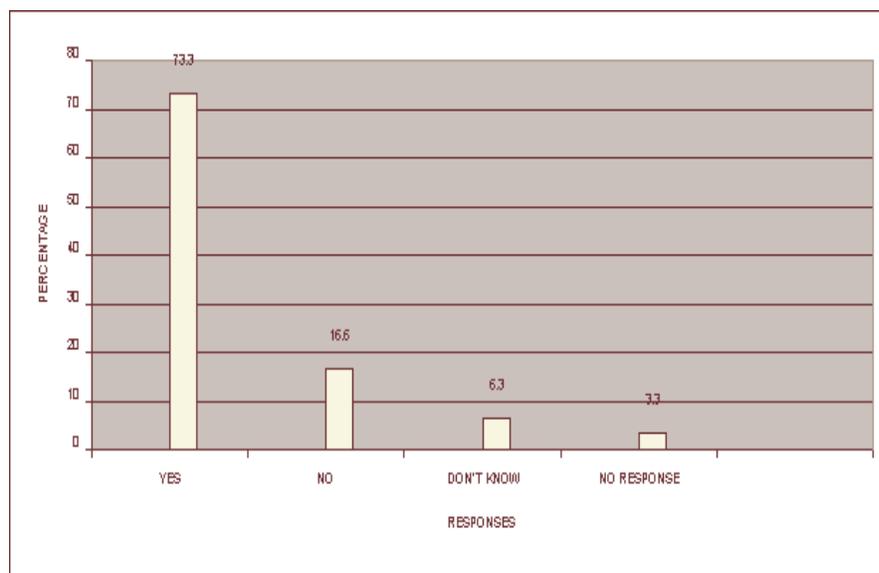
The respondents were also asked about what they thought were the reasons for combining Zambia Information Service (ZIS) and Zambia News Agency (ZANA). 90 percent said ZIS and ZANA were combined because the two separate institutions became irrelevant, to reduce running costs and to meet the challenges

of a liberalised media industry. 6.6 percent said the two separate institutions became irrelevant and 3.3 percent said to reduce the running costs.

It was, therefore, discovered that the merging of the two institutions was meant to create an effective organisation that would match up with the changes in the industry. And a senior radio producer at ZANIS whose name was withheld and interviewed on 10th April, 2010 said ZIS and ZANA could not operate as separate entities because some of their functions became obsolete, citing the role of ZANA as a news agency, which used to buy and sell news, as one of the functions which was no longer necessary in a liberalised media industry.

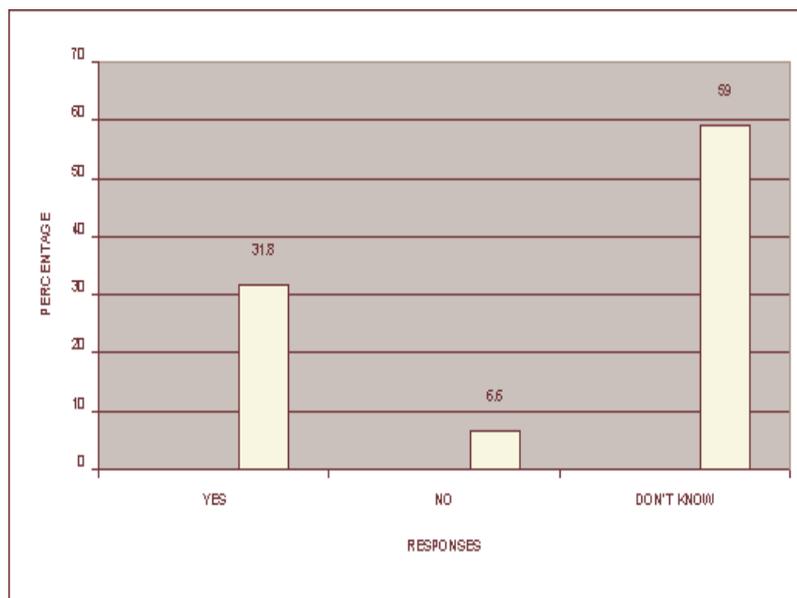
When asked what happened to the equipment and building when the two institutions were merged, 81.6 percent of the respondents said after ZANA and ZIS were merged, all the equipment and buildings were taken over by the new organisation (ZANIS), including personnel. 18.4 percent said equipment and buildings were taken over, while some personnel were retrenched. It can be inferred from the majority respondents that equipment and buildings were taken over, while some personnel were retrenched, since some of the functions performed by the two separate institutions were dropped. These were the views of the majority. From the views of the respondents above, all these changes were necessitated by liberalisation, as the two separate organizations could not stand on their own.

Chart 4.8 Views of senior staff respondents on the creation of new sections and units at ZANIS in the recent past.



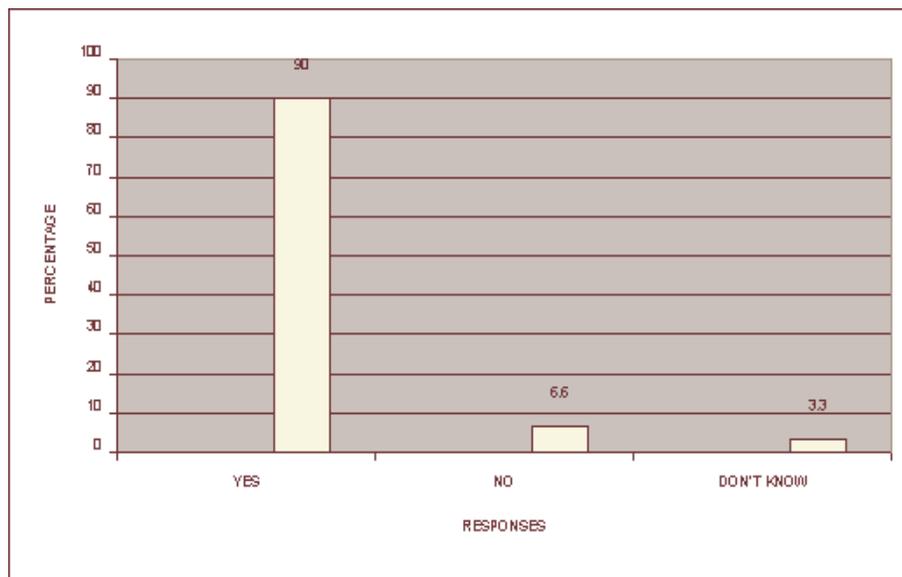
The majority of the respondents (73.3 percent) stated that new units and sections have been created, 16.6 percent answered 'NO', 3.3 percent did not know and 6.6 percent did not respond. The views of the majority were, therefore, that new units and section have been created which implied expansion in the organisational structure. 80 percent of those who said that ZANIS had created new units and sections indicated the wings having been created as Commercial and Research sections, while 20% said they were commercial, Research and Administrative sections. Just as alluded to earlier in this paper, document research reveals that these new offices were only opened at national headquarters in Lusaka. The department did not expand to rural areas due to partial restructuring which left the rural areas without being restructured, consequently could not implement the proposed expanded structure (GRZ, 2010:28).

Chart 4.9 senior staff respondents' views on whether the creation of some sections and Units can be attributed to media liberalisation.



59 percent of the respondents stated that they did not know whether the creation of new wings at ZANIS could be attributed to media liberalisation, 31.8 percent said 'YES', the creation of units and sections was as a result of media liberalisation and 6.6 percent did not know. This distribution of respondents is peculiar because the sample under consideration is responsible for evaluation of the impact of media liberalisation and they should, therefore, have known whether they created new wings to deal with emerging challenges brought about by media liberalisation or not. It can be inferred that the Ministry has no monitoring programme to evaluate some Policy decisions it makes. However, before liberalisation, the department had no units like commercial to exploit markets for the media products. The scenario changed after liberalisation as it hard to compete for market with many emerging media firms.

Chart 4.10 Senior Staff respondents' views on whether ZANIS has increased the range of services it offers to the public in the recent past.



90 percent of the senior staff respondents said ZANIS has increased the range of services it provides to the public, 6.6 percent stated that the organisation has not, and 3.3 percent of the respondents did not know.

A senior public relations officer interviewed on 13th April, 2010 stated that the organization has increased the range of services it provides and mentioned one of the new services as printing services. From the above distribution of respondents, the majority of the respondents had a view that the organization has increased the range of services. The increase in service provision denotes an expansion of the organisation in that respect.

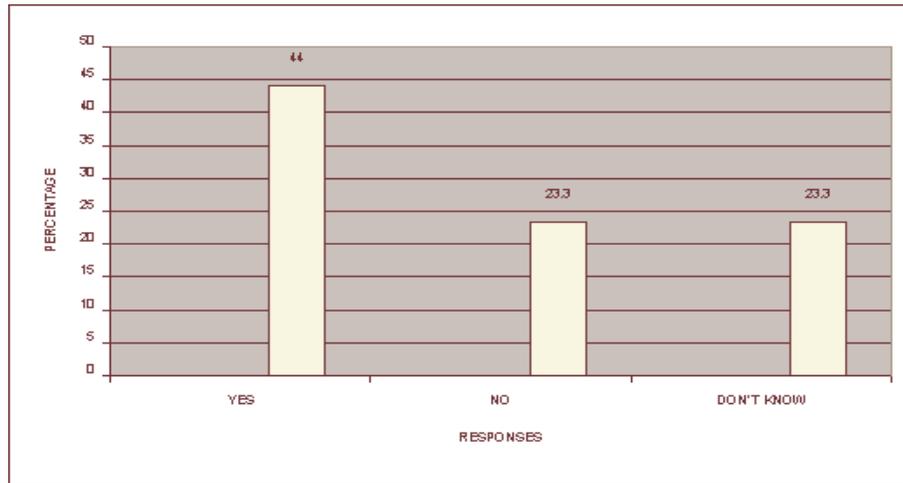
However, this expansion is just at the national headquarters. The overall net effect according to the situation analysis (GRZ, 2010:11), however, is that the department reduced the number of services it provides. Services such as the

production of vernacular newspapers and showing of videos on development programmes to rural areas have been stopped. The department did not expand the production of these publications because of high production and distribution costs. And the other reason that these publications and video firms produced by ZANIS face stiff competition from private publications and they are viewed by the majority of readers as government propaganda tools.

While the media policy of 1996 stated that the Ministry of Information and Broadcasting Services would reduce the production and distribution costs of newspapers by decentralising the printing presses to all the nine provinces in the country, not even a single printing press was operational by the year 2010. ZANIS could, therefore, not expand its production due to high cost of production and distribution of newspapers. The other factor which inhibited the expansion of ZANIS is the fact that the department has lost the monopoly it enjoyed before the liberalization of the air waves. According to the 2008 annual report of the Ministry of Information and Broadcasting Services, there are 46 registered media houses in Zambia posing a big challenge to the once popular public media in the country. Many of its well trained and credible Journalists crossed over to these private media firms.

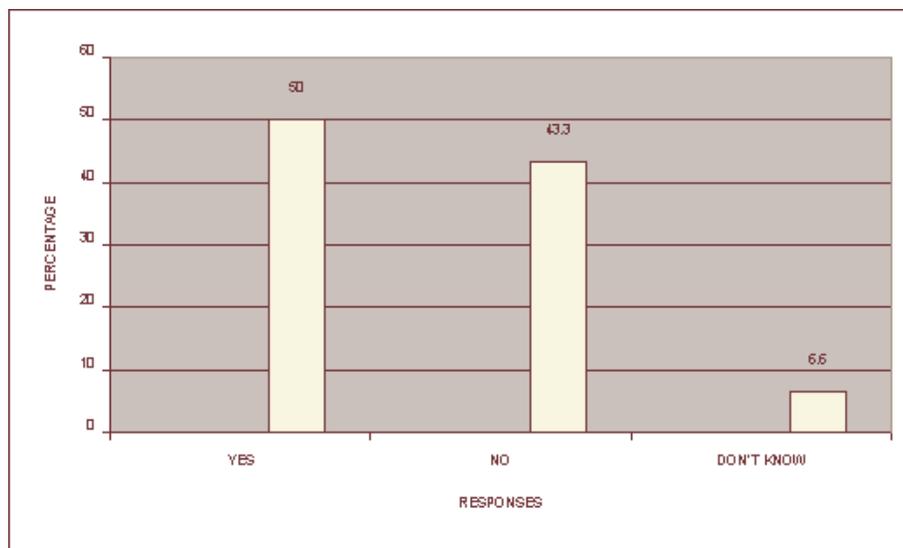
Respondents were also asked to state whether ZANIS had improved the quality of service and the majority of the respondents, 76.6 percent said ZANIS has improved the quality of services and 23.3 percent, said it has not improved. It was therefore, discovered that the official view is that the organisation has improved the quality of services, apart from increasing the range of services it provides.

Chart 4.11 senior staff respondents' views on whether the improvement in the quality of services can be attributed to media liberalisation.



44 percent of respondents who stated that ZANIS had improved the quality of services also said the improvement can be attributed to media liberalisation, 23.3 percent said it can not be attributed to media liberalisation and the other 23.3 percent did not know. The majority of senior staff, therefore, had a view that the improvement in the quality of service delivery was as a result of media liberalisation.

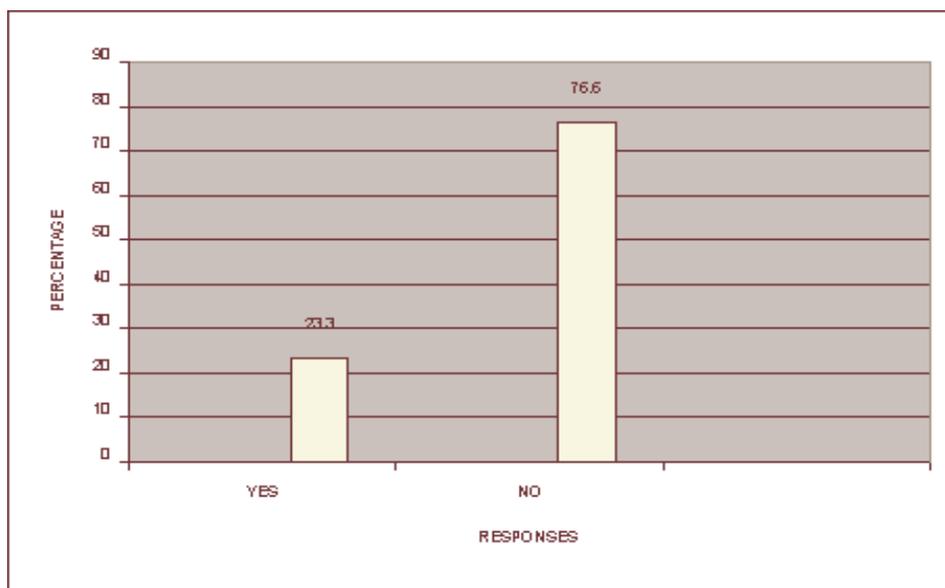
Chart 4.12 views of senior staff respondents on whether ZANIS has opened up more offices country wide than its former two institutions put together.



50 percent of the respondents said ZANIS has opened up more offices country wide than its former two institutions ZANA and ZIS put together, 23.3 percent said it has not opened up more offices, while 6.6 percent did not know. This implies that in terms of physical offices ZANIS has more offices than ZIS and ZANA put together. This is an expansion in terms of the physical presence of the Institution.

And of the respondents who said ZANIS has opened more offices, 56 percent said more offices have been opened rural areas, 12 percent did not know, while 32 percent did not respond and none of the respondents indicated urban areas. This shows that ZANIS opened up more offices in rural areas than urban areas according to the views of the officials. However, as earlier indicated, document research revealed that more offices have been closed up in rural areas because of operational problems which include none funding and lack of personnel. For instance, in Northern Province alone, four district offices were closed up. These were; Kaputa, Mporokoso, Isoka and Chilubi district offices.

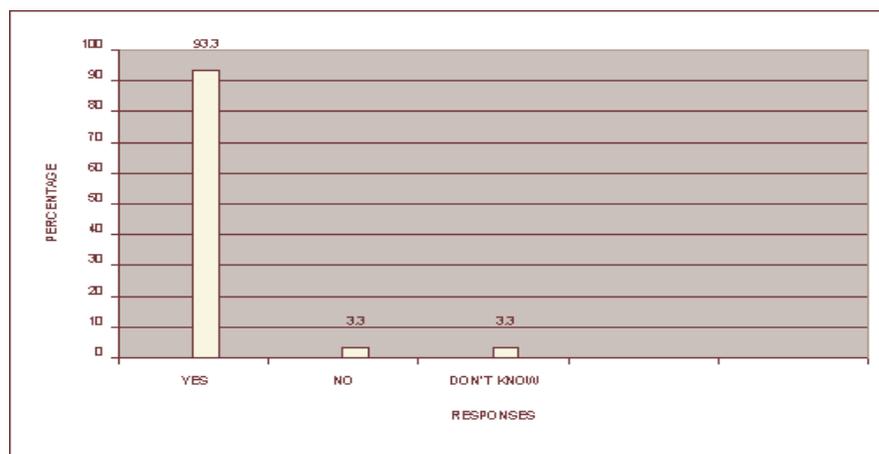
Chart 4.13 Views of the senior members of staff on the increase in the number of personnel for ZANIS.



76.6 percent of the respondents said there have been no increase in the number of personnel at ZANIS and 23.3 percent of the respondents said there has been an increase. A Senior Editor said while there has been an expansion in the number of positions on the establishment, the organization has not been recruiting for the past 4 years and many members of staff were resigning to join private media firms. And the 2000 Restructuring Report shows that at ZANIS head quarters alone, the number of positions was reduced from 195 to 177 (GRZ, 2000:8). This means the organisation has constricted in terms of the number of personnel.

And of the respondents, who stated that there has been an increase in the number of personnel, 47.8 percent did not attribute the increase to media liberalisation and the other 26 percent did not know and 21.7 percent attributed the increase in the number of personnel to the liberalisation of the Media Industry. Further, of the respondents who said there was no increase in the number of personnel, 42.8 percent attributed the reduction to media liberalisation and 57.1 percent did not know. From this distribution of respondents it can be inferred that the non increase or increase in personnel had nothing to do with the liberalisation of the Media Industry, some other factors could have been at play.

Chart 4.14 Views of the senior staff respondents on whether ZANIS has acquired more advanced equipment in the recent past.



93.3 percent of the respondents stated that ZANIS had acquired more advanced communication equipment in the recent past, 3.3 percent answered 'NO' and the other 3.3 percent did not know. This was an indication that the organization has expanded in terms of equipment. One respondent stated that the department has acquired vehicles, computers, cameras and B-gun communication facility which have eased communication, especially in rural areas. And of the respondents who said the organisation had acquired more advanced equipment, 78.6 percent said this was as a result of media liberalisation, 22.7 percent did not know the reason, while 3.5 percent said it was not as a result of media liberalisation.

From the responses above, it can be deduced that media liberalisation has impacted positively on ZANIS in terms of acquisition of equipment and in this respect, the organisation had expanded. And among the positive results media liberalisation has brought about in ZANIS, according to the views of the majority respondents, is professional training. Respondents said the organisation has

trained more of its staff to deal with the current changes unlike in the past when most of the members of staff were ill qualified. And also liberalisation has led the organisation to embark on decentralisation of the Printing Presses to provinces in order to respond to competition and needs of rural communities.

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CHAPTER FIVE

CONCLUSION

This concluding chapter of the study on the impact of the 1996 media liberalisation policy and the expansion of the media industry in Zambia taking ZANIS as a case study focuses on two major aspects: First, it provides the key conclusions of the study findings. And secondly, it outlines recommendations to policy makers and key players in the media industry.

The basic principle that provided the basis for this study is that media coverage plays an important role in economic, social and political development of a nation.

When citizens are well informed, they are able to participate in national affairs.

The focus of the study was about the measures put in place to liberalise the media and their effects, with specific reference to ZANIS. In this regard, policy makers envisaged in the 1996 policy that they would put in place legislation that would facilitate the expansion of the media, lay down infrastructure, support the media in infrastructure and human resource development and establish institutions that would support the operations of private media firms.

The policy makers also envisaged in the 1996 media and information policy that they would facilitate the establishment of media houses in rural areas by creating a conducive environment that would attract private investment to the sector.

The first objective of the study was, therefore, to investigate what measure the Ministry of Information and Broadcasting had put in place to liberalize the media

Industry. The second objective was to establish the impact of media liberalisation on the expansion of Zambia News and Information Services (ZANIS) and the third objective was to determine why Zambia News and Information Services has not expanded, as envisaged in the 1996 media policy.

With regard to measures taken by the government to liberalise the media industry through the Ministry of Information and Broadcasting, it was discovered that government had not done enough. Appropriate pieces of legislation have not been enacted to support the concept of media liberalisation. For example, the Freedom of Information (FOI) Bill has not been passed. Respondents and officials at the Ministry of Information and Broadcasting Services indicated that there was no implementation programme, specifically to implement the media liberalisation policy. Resources to implement policy measures were also not provided for in the annual budgets.

Further, government had not provided facilitative infrastructure which could enable the private media to grow, this has rendered the expansion of the media to rural areas a nonstarter. For instance, one of the policy intentions was to put up major printing presses in all the nine provincial headquarters by the year 2010 in order to reduce the printing costs of newspapers. By December 2010, not even a single printing press was operational.

Institutions which were supposed to facilitate the operations of the media industry in a liberalised environment have not been established. Among these are institutions like the Independent Broadcasting Authority (IBA). The IBA is supposed

to take over the regulatory role from government. Because of not establishing the IBA, government through the Ministry of Information and Broadcasting still play a big role in media regulation which is contrary to the tenets of media liberalisation.

Because of increased competition brought about liberalisation, any organisation to survive needs to diversify the range of products it produces. In this regard, the study revealed that ZANIS had increased the number of services it provides. This entailed organisational expansion.

For the geographical expansion or expansion in terms of increase in the number of offices, the study showed that the organisation had closed up a good number of offices in rural areas. Because of the closing of offices in rural areas, personnel were also downsized. It was discovered that the institution actually reduced its staff establishment from 195 to 177 and of these positions, only 102 were filled (QRZ, 2008:14). However, this reduction was not attributed to media liberalisation but to other factors such as the Structural Adjustment Programme (SAP) which involved down sizing of the staff establishments in the Public Service.

In order to deal with an increased competition brought about by liberalisation, the media, like any other sectors of the economy, need to have sufficient up-to-date equipment. In this regard, the study revealed that one of the major positive impacts of media liberalization in Zambia has been the acquisition of more equipment by ZANIS.

However, the study showed that most of the equipments acquired were not operational due to inadequate funding and personnel to operate the equipment.

Because of this, it can, therefore, be concluded that there was no expansion in real terms because the seemingly expansion was negated by the reduction in the number of personnel, closure of some offices in rural areas and inadequate operational funds.

Liberalised environment also calls for improved market research and good customer relations. In order to deal with these new emerging challenges, it was also established that ZANIS has created new units like the research and commercial units. However, it was discovered that these sections and units which were opened were all situated in urban areas and Lusaka in particular. This implied that the organisation only expanded in Lusaka and not in other areas across the country. This is contrary to one of the objectives of the 1996 media policy which envisaged the expansion of the media industry to all areas, rural inclusive.

In the same vain, ZANIS has increased the range of services it provides. At the same time, some of the organization's services such as selling news stories to media houses became obsolete. This is because media houses could easily access information using other means like the internet. ZANIS lost the prominence it enjoyed as a News Agency before the media industry was liberalised

.

With regard to why ZANIS had not expanded, especially to rural areas as envisaged in the 1996 policy, it was discovered that there was no programme in place to implement policy intentions which were meant to expand the Institution.

ZANIS, also being a print media and an information service, it was affected by the huge costs associated with production and distribution of its products. The Institution, due to high production costs, could not profitably sustain the production of its publications. The other factor which inhibited the expansion of ZANIS was the Public Service Reform Programme (PSRP). The PSRP required that the number of personnel, for instance, to be down sized while the organization wanted to increase. Government had to follow the donors' policy which was about reducing the labor force. Decentralisation in the funding system of the organisation also is another factor which hindered the expansion of ZANIS. This is because district and provincial offices received inadequate or no funding at all from the provincial administration. The provincial administrations did not share the same expansion vision with ZANIS headquarters in Lusaka; hence, they had their own priorities of allocation of resources (GRZ, 2008:17).

Partial restructuring of ZANIS, with the national headquarters being restructured while the provincial and district offices were not, meant that officers at national headquarters were put at higher salary scales than their colleagues in the country side. This resulted in demoralisation and high labor turn over in rural areas. The organisation also failed to compete favorably with the emerging private media firms resulting in losing qualified personnel who opted to join the private media.

With regard to the general expansion of the media industry after liberalisation of the industry, it was discovered that the radio broadcasting sector have expanded more than the print media and television sectors. This was attributed to high cost of equipment, production and distribution costs for the print media and television

broadcasting sectors. Consequently, there is a skewed expansion of the media in the country in favor of the radio broadcasting with the television and print media lagging behind.

RECOMMENDATIONS

For the government to achieve its objectives of expanding the media industry the following recommendation should be taken into account:

- Policy intention should be adequately disseminated to stakeholders for them to participate in the implementation process and monitoring.
- There should be an implementation plan of the policy measures.
- Resources should be set aside particularly to implement policy recommendations.
- The government should enact appropriate legal legislation to govern the liberalised media industry such as the Freedom of Information Bill (FOI).
- Institution arrangements like the establishment of the Independent Broadcasting Authority (IBA) should be effected and members be appointed in order to take over media regulation from government.
- Government should consider relaxing taxation on media equipment and products in order to promote investment in the sector.
- Government should develop the media capital venture fund to facilitate infrastructure development.

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APPENDIX I - QUESTIONNAIRE FOR MEDIA INSTITUTION PERSONNEL

SECTION A: PERSONAL INFORMATION

Date of Interview.....

1. Sex

Female []

Male []

2. Age

Below 25 Years []

25-40 Years []

41-50 Years []

51-60 Years []

3. What is your marital status?

Single []

Window []

Divorced []

Married []

Separated []

4. Where do you work?

Ministry of Information and Broadcasting Services []

Government Print Media []

Government Electronic Media []

Private Print Media []

Private Electronic Media []

Others, specify.....

5. How long have you been working?
- | | |
|----------------|-----|
| Below 5 years | [] |
| 5-9 Years | [] |
| 10-14 years | [] |
| Above 15 Years | [] |

6. What is the highest level of education attained?
- | | |
|-----------|-----|
| Primary | [] |
| Secondary | [] |
| Tertiary | [] |

SECTION B: MEASURES TAKEN AFTER THE LAUNCH OF 1996 MEDIA POLICY

7. Are you aware of the 1996 media policy?
- | | |
|-----|-----|
| Yes | [] |
| No | [] |

8. What do you understand by media Liberalization in relation to media development in the country?
- | | YES | NO |
|---|-----|-----|
| Opening up of the media industry for private investment | [] | [] |
| Sell of state owned media companies | [] | [] |
| Others, specify..... | | |

9. Do you think Zambia has done enough to liberalize the media Industry?
- | | |
|-----|-----|
| Yes | [] |
|-----|-----|

No	[]
I don't know	[]

10. If yes to question 9, what measures have been taken?

	YES	NO
The media industry has been opened up for private Investment.	[]	[]
Government owned media companies have been sold	[]	[]
Others, specify.....		

11. If no to question 9, what should be done?

	YES	NO
All State owned media institutions should be privatized	[]	[]
Government to enact legislation that support liberalized media industry	[]	[]
Other measures needed, specify.....		

12. Are there adequate legal provisions to support the Liberalized media Industry in Zambia?

Yes	[]
No	[]
I don't know	[]

13. If No to question 12, what do you think should be done?

	YES	NO
Enact more appropriate Laws	[]	[]

Grant more Freedom to the Press [] []

Other measure, specify.....

13. Has the Ministry of Information and Broadcasting Services laid down enough infrastructures to support media Liberalization?

Yes []

No []

I don't know []

14. If yes, what has been put in place?

.....
.....

15. If No, what should be put in place?

.....
.....

16. Are there adequate institutional provisions to support media liberalization in Zambia?

Yes []

No []

I don't know []

17. Are private media organizations adequately supported by the Ministry of Information and Broadcasting Services?

Yes []

No []
 I don't know []

18. If yes, what support is rendered? YES NO
 Financial [] []
 Infrastructure development [] []
 Human resource development [] []
 Others, specify.....

19. If No, what should the Ministry do? YES NO
 Provide financial assistance [] []
 Help with infrastructure development [] []
 Help with Human resource development [] []
 Others, specify.....

SECTION C: IMPACT OF MEDIA LIBERALIZATION ON THE EXPANSION OF ZAMBIA NEWS AND INFORMATION SERVICES

20. Do you know Zambia News and Information Services (ZANIS)?
 Yes []

No []

21. Do you know of any services provided by ZANIS?

Yes []

No []

23. If yes, what services are provided?

	YES	NO
Public Address Services	[]	[]
Advertisement	[]	[]
Publications	[]	[]
Civic Education	[]	[]

Others, specify.....

24 .Has ZANIS expanded its service provision in the last 5 Years?

Yes []

No []

I don't know []

25. Would you attribute the expansion in service provision by ZANIS to media liberalization?

Yes []

No []

I don't know []

26. Has ZANIS opened more offices in the country than it had 5 years ago?

- Yes []
- No []
- I don't know []

27. If yes to question 27 between rural and urban areas, where have more offices been opened?

- Rural []
- Urban []
- Both areas []
- I don't know []

28. Is this as a result of media liberalization?

- Yes []
- No []
- I don't know []

29. Has ZANIS acquired more artifacts than it had 5 years ago?

- Yes []
- No []
- I don't know []

30. If yes to question 30, is this as a result of the challenges faced due to media liberalization?

- Yes []
- No []
- I don't know []

31. Are you aware of any section or office opened by ZANIS in the past 5 years?

- Yes []
- No []

I don't know []

32. If yes, what section or office?

	YES	NO
Commercial Section/Office	[]	[]
Technical Section/Office	[]	[]
Administrative Section/Office	[]	[]
Research Section/Office	[]	[]

Others, specify.....

33. Would you attribute the opening of such a section or office to media liberalization?

Yes	[]
No	[]
I don't know	[]

34. HAS ZANIS increased the number personnel in the recent past?

Yes	[]
No	[]
I don't know	[]

35. If yes, would you say this is as a result of media liberalization?

Yes	[]
No	[]
I don't know	[]

APPENDIX II-QUESTINAIRE FOR SENIOR STAFF AT MIBS AND ZANIS

SECTION A: RESPONDENTS DETAILS

- 1. Serial number of respondent.....
- 2. Date of Interview.....
- 3. Organization.....
- 4. Position.....
- 5. How long have you been working with this organization?
- 6. Sex.....
- 7. Age Group
 - Below 25 years []
 - 25-40 years []
 - 41-50 years []
 - 51-60 years []

SECTION B: MEASURES PUT IN PLACE TO SUPPORT MEDIA-LIBERALIZATION

- 8. Are you aware of the media policy of 1996?
 - Yes []
 - No []
- 9. What is the significant of the Policy with regard to media development in the country?
 - YES
 - NO

It has attracted Private Investment [] []

Enhanced media Freedom [] []

Facilitated the Expansion of the Media [] []

Others, specify.....

10. Is there a programme in place to implement the 1996 media policy?

Yes []

No []

I don't know []

11. Have resources been provided to implement the 1996 media policy?

Yes []

No []

I don't know

12. What has the Ministry put in place to facilitate the operation of the liberalized media industry?

.....
.....

13. Has the Ministry of Information and Broadcasting Services put in place

adequate legal provisions to support liberalization of the media in Zambia?

Yes []

No []

I don't know []

14. Is there adequate infrastructure to support the liberalized media industry in Zambia?

Yes []

No []

I don't know []

SECTION C: EXPANSION OF ZAMBIA NEWS AND INFORMATION SERVICES (ZANIS)

15. With regard to media expansion, what type of media has expanded most since the launch of the 1996 media policy?

Print []

Electronic []

16. What are the reasons for slow pace of expansion of the other type of media stated in question 15?

	YES	
NO		
It is expensive to run	[]	[]

Lack of interest by Investors	[]	[]
-------------------------------	-----	-----

Others, specify.....

17. What are the reasons for the fast expansion of the other media stated in question 15?

YES NO

It is cheap to run [] []

Investors are interested [] []

Others, specify.....

18. In the recent past, Zambia Information Services (Z.I.S) was merged with Zambia News Agency (ZANA) to form Zambia News and Information Services(ZANIS),what were the Reasons for merging the two organizations?

		YES
NO		
The two separate institutions became irrelevant	[]	[]
To create a big organization	[]	[]
To reduce on the running costs	[]	[]
To meet the challenges of a liberalized	[]	[]

Others, specify.....

19. Has the merging of the two institutions resulted in the following?

	YES	NO
Creating of a big organization	[]	[]
Opening up of more offices	[]	[]
Increased number of personnel	[]	[]
Effective delivery of services	[]	[]
Reduced operation costs	[]	[]

Others, specify.....

20. When the two organizations (ZIS and ZANA) were merged, what happened to the following?

	YES	NO
Equipment was taken over by the new organization	[]	[]
Equipment was sold	[]	[]
All Personnel were taken on by the new organization	[]	[]
Some Personnel were retrenched	[]	[]
All Office buildings were taken over by the new organization	[]	[]
Some Offices were sold or abandoned	[]	[]

21. ZANA used to deal in foreign news also, how is the new organization (ZANIS) Handling the foreign news aspect?

Created a new wing to deal with that	[]
It is no longer a necessary activity	[]
I don't know	[]

22. Are there new units or sections created under ZANIS in the recent past?

Yes	[]
No	[]
I don't know	[]

23. If yes, what units/sections?

	YES	NO
Commercial Section/Office	[]	[]
Technical Section/Office	[]	[]
Administrative Section/Office	[]	[]
Research Section/Office	[]	[]
Others, specify.....		

24. Are there some Units or Section under ZANIS which have been abolished in the recent past?

Yes	[]
No	[]
I don't know	[]

25. Would you attribute the creation of some sections/units to media liberalization?

Yes	[]
No	[]
I don't know	[]

26. Would you attribute the abolition of some sections/units to media liberalization?

Yes	[]
No	[]
I don't know	[]

27. Has ZANIS increased the range of services it offers to the public in the recent past?

Yes	[]
-----	-----

No []

I don't know []

28. If yes, what services?

	YES	NO
News coverage	[]	[]
Sensitization on government programmes	[]	[]
Public Address Services	[]	[]
Others, specify.....		

29. Has ZANIS improved the quality of services it offers to the public in the recent past?

Yes []

No []

I don't know []

30. Would you attribute the change in quality of the services provided to media liberalization?

Yes []

No []

I don't know []

31. Has Zambia News and Information services opened more offices country wide more than it's two former Institutions put together?

Yes []

No []

I don't know []

32. If yes, between rural and urban areas where has ZANIS opened more offices?

Urban []

Rural []

I don't know []

33. It is perceived that ZANIS has actually constricted in terms of service provision and organization size compared to its two former institutions put together, do you agree or not?

Agree []

Disagree []

I don't know []

34. Has there been an increase in the member of personnel for ZANIS in the recent past?

Yes []

No []

I don't know []

35. If yes, would you attribute the increase in the number of personnel to media liberalization?

Yes []

NO []

I don't know []

36. If No, would you attribute the none increase in the number of personnel to media liberalization?

Yes []

- NO []
- I don't know []

37. Has the department acquired more advanced equipment in the recent past?

- Yes []
- No []
- I don't know []

38. If yes, would you attribute the acquisition of more advanced equipment to media liberalization?

- Yes []
- NO []
- I don't know []

39. What positive changes have taken place in ZANIS as a result of media liberalization?

Explain.....
.....

40. What negative changes have taken place in ZANIS which are as a result of media liberalization?

.....
.....

APPENDIX III - LIST OF MEDIA HOUSES AND THE LOCATIONS

Media House	Location
Radio Christian Voice	Lusaka
Radio Phoenix	Lusaka
Radio Maria	Chipata
Radio Lyambai	Mongu
Radio Chikuni	Monze
Radio Mazabuka	Mazabuka
Radio Sky FM	Lusaka
Radio 4 FM	Lusaka
Radio Yatsani	Lusaka
Radio Mkushi	Mkushi
Radio Solwezi	Solwezi
Radio Mano	Kasama
Muvi TV	Lusaka
Radio Maranatha	Kabwe
Zambezi FM	Livingstone
Radio Mositunya	Livingstone
Petauke explorers	Petauke
Radio Liseli	Mongu
Radio Choice FM	Lusaka
5-FM	Lusaka

Hone FM	Lusaka
UNZA FM	Lusaka
Lumba Christian Ministry	Lusaka
YAR FM	Lusaka
Radio Chengelo	Kitwe
Radio Chikaya	Kitwe
National Mirror	Lundazi
Zambia Daily Mail	Lusaka
Times of Zambia	Lusaka
The guardian weekly	Lusaka
The Post Newspaper	Lusaka
Mwinilunga Radio	Mwinilunga
Isoka Community Radio	Isoka
Luapula Community Radio	Nchelenge