



## UNZA, ZNBC Signs a Strategic MoU

The University of Zambia (UNZA) and Zambia National Broadcasting Corporation (ZNBC) have signed a Memorandum of Understanding (MoU) that will see a more strengthened partnership between the two institutions. The signing ceremony comes after the initial meeting between ZNBC and UNZA on 19<sup>th</sup> February this year, where the two institutions agreed to formalize collaboration in areas of mutual interest.

UNZA Vice-Chancellor, Prof. Luke Mumba, said the background to the memorandum was anchored in the shared mandate of both ZNBC and UNZA which was to communicate and educate the public. He said that UNZA, like ZNBC, belonged to the Zambian people which exist to serve the public interest.

"The public out there is in need of information about what we are doing in the area of research outputs to address the many challenges our society faces. The public out there are also looking for expert information and objective scientific and philosophical analysis of economic, scientific, cultural, educational, health and medical matters. We are the thought leaders and we are required, as a matter of national duty, to inform and educate the public in a purely professional manner in all disciplines," he said.

Speaking at the same event, ZNBC Director General, Mr. Richard Mwanza, said, "UNZA is a key institution to Zambia's socio-economic development as it provides human resource, which is the most important resource needed to develop the country. ZNBC, in particular, has benefitted from UNZA's services because a number of our staff across all directorates have been trained here at the University of Zambia."

Mr. Mwanza added that public institutions like ZNBC and UNZA have a huge responsibility to address concerns and challenges affecting the general public. He said that the formalised partnership between UNZA and ZNBC would guarantee the university success in the area of information dissemination to the public because ZNBC was well positioned and equipped to produce high quality and tailor-made advertisements and programmes on behalf of institutions such as UNZA.



*UNZA Vice-Chancellor, Prof. Luke Mumba (left), shakes hands with ZNBC Director General, Mr. Richard Mwanza (right), after signing the Memorandum of Understanding in the Senate Chamber.*



*UNZA Vice-Chancellor, Prof. Luke Mumba(2nd left), and ZNBC Director General, Mr. Richard Mwanza (2nd right) pose for a group photo with UNZA and ZNBC senior members of staff.*

Mr Mwanza was pleased that through this MoU, ZNBC would be able to broadcast educational content to our listeners and viewers in line with its key pillars which are: to inform and educate the public.

"I would like to assure the University of Zambia that your decision to sign this MoU with ZNBC will ensure maximum visibility for your activities," he said.

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Prof. Luke Mumba said, "UNZA considers this initiative to partner with ZNBC as an important undertaking, which should be used to share knowledge through radio and television programmes as well as to provide expert analysis on a number of issues of national importance."

Through this MoU, UNZA and ZNBC, are setting out to achieve the following:

### Broadcasting Services

- ZNBC will provide advertising airtime on ZNBC radio and television to UNZA.
- ZNBC will provide full live coverage of UNZA's main graduation ceremonies as shall be agreed by the parties from time to time.
- ZNBC will provide platforms for disseminating information and educating the public on various educational programmes as well as research activities and results conducted by academic staff at UNZA.
- ZNBC will provide coverage of the Vice-chancellor's quarterly media briefing. Prior notification of the media briefings will be given to ZNBC by UNZA.

### Training

- UNZA will offer undergraduate, postgraduate and professional tailored programmes to ZNBC staff on terms as shall be agreed by both parties
- ZNBC will provide knowledge sharing opportunities through internships and attachments for UNZA students at ZNBC. These internships are aimed at enhancing students' practical and professional development.
- ZNBC will offer airtime to UNZA in order to enable staff and students to broadcast various radio and television programmes on terms as shall be agreed by both parties.
- UNZA department of Media and Communications Studies will partner with ZNBC to create a content hub and a talent development strategy among students.

### Expert Analysis

- UNZA will provide subject experts to discuss matters of national interest on ZNBC news, live and recorded television and radio programmes.

### Technical Support

- ZNBC will provide technical support to UNZA staff on terms as shall be agreed by both parties.
- ZNBC will donate broadcast equipment to the department of media and communication studies to facilitate students' hands-on learning experiences.



*UNZA Vice-Chancellor, Prof. Luke Mumba (2<sup>nd</sup> right) and ZNBC Director General, Mr. Richard Mwanza (2<sup>nd</sup> left) take time to appreciate the initiatives of the MoU as ZNBC Director Marketing, Mr Evans Muhamanga (left) and Corporation Secretary, Mr Reuben Kajokoto (right) listen in before the signing ceremony.*

- ZNBC will donate broadcast equipment to the department of media and communication studies to facilitate students' hands-on learning experiences.
- ZNBC will provide studio facilities to the department of media and communication studies in order to enable students to produce and record various radio and television programmes.
- UNZA will assist ZNBC with content, material and experts for a series of history programmes.

Prof. Mumba added that in a world of increasing globalisation, the media was critical in spreading information to places where, in the past, it had been difficult to get diverse views.

"Further, the media has a critical role to contribute not only to democratic processes but also to influence decision making. It is imperative, therefore, that institutions of higher learning like UNZA begin to connect with the media in order to help in providing accurate and verifiable information to members of the general public.

"The University of Zambia is excited to be associated with ZNBC, and I want to pledge on behalf of UNZA, that we shall ensure that we honour and actualise the agreed areas of cooperation contained in this MoU. May I hasten to mention that the University of Zambia is a hive of many positive developments which we feel through this partnership with ZNBC will be publicised to members of the general public. This is why I am so excited to sign this MoU and I only hope we shall all support this initiative," he said.