

**THE ROLE OF ZAMBIA NATIONAL BROADCASTING CORPORATION (ZNBC)
AND TIMES OF ZAMBIA (TOZ) IN REPORTING DISASTERS: THE CASE OF MISISI
AND KUKU TOWNSHIPS IN LUSAKA**

By

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A Report submitted in partial fulfilment
of the requirements for the award of the degree of
MASTER OF COMMUNICATION FOR DEVELOPMENT

The University of Zambia

Lusaka

2015

Declaration

(i) Candidate

I, Sylvia Kapungwe, hereby declare that the work presented in this Report, for the award of the degree of *Master of Communication for Development*, is to the best of my knowledge of my own construct and has not been presented either wholly or in part for any other Master of Communication for Development Degree, Diploma or other qualifications at this or another University or Training Institution. Where other people's ideas are adopted, full acknowledgement of such sources of information is made by means of complete references. This report has been prepared in compliance with the guidelines for Master' Degree in the Department of Mass Communication of the University of Zambia.

Signature:

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(ii) Supervisor

I, Mr Fidelis Muzyamba, having supervised and read this Report, hereby declare that I am satisfied with the work of the author under whose name it is presented. I confirm that the work has been completed satisfactorily.

Signature:

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ABSTRACT

The study was aimed at finding out the role the media plays in communicating on disasters, particularly floods with the publics in Kuku and Misisi townships of Lusaka. The study was a result of the authors' attachment to the Disaster Management and Mitigation Unit of the government and a research by the student assessing the public's views in the two townships.

The research used a combination of exploratory, descriptive and analytical research designs. This was to improve the quality of data, which could be limited if only one approach was used.

The study adopted a triangulation approach involving quantitative and qualitative research techniques. The use of this approach was important because it helped to capture a more complete, holistic and contextual portrayal and, it revealed the varied dimensions of the coverage by given newspapers on disaster messages.

The findings showed that there are lapses in information flow on disaster related information in that there is no continuity in reporting disasters, and the subject is only treated largely when there is an event or floods. There are no follow-ups as to what action has been taken after a crisis.

Further, it was revealed that collaboration between the media and disaster managers was only cordial and systematic during times of disasters, but distant or non-existent during other times.

It is recommended that, in line with the Agenda setting theory, the media should engage in more sustained coverage of disasters so that there is a constant flow of information on disaster related information. If this happens, the dwellers of the two areas will then be blessed.

ACKNOWLEDGEMENTS

This work would have been incomplete without so much as the unceasing and invaluable support of Mr. Fidelis. H. Muzyamba (Supervisor), who allowed me to tap into his experience from the conception of this research to its maturation and completion. Your guidance and advice all the way through this work was superb and I shall forever remain appreciative to you. The researcher also wishes to thank the members of staff in the Department of Mass Communication, University of Zambia for their contribution to the success of this work. I also profoundly appreciate the support of many other people who helped this researcher to conduct this research particularly the residents of Kuku and Misisi townships who were part of random sample, the Ward Chairman for Misisi township and Management at ZNBC and *Times of Zambia* who took time off their different schedules to favourably respond to the administered questionnaires. Special thanks go to my husband and the family at large for the encouragement and support during the course of this work whose support made me stand tall and take up this task.

DEDICATION

I dedicate this Masters degree to my husband, Mr. Francis Mwelwa and my children, Natasha, Mwelwa and Mwanga for their tireless and unwavering support during the execution of this work. Your support made me come this far as it was not easy to balance family life and course work. To my mother, Mrs. Royda Chibale Kapungwe, I shall forever remain grateful for the counsel and encouragement to always stay focused and work towards achieving greater heights. To my late Father, Mr. Astone Tommy Kapungwe thank you so much for believing in me and in your memory I dedicate this Masters and wish you were here to see what I have achieved in life. Lastly, dedications go to my brothers, sister, nieces and nephews and the rest of the family and all those who have devoted to developing and improving communication in this great country, Zambia.

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LIST OF ABBREVIATIONS AND ACRONYMS

DC	District Commissioner
DDMC	District Disaster Management Committee
DM	Disaster Management
DMMU	Disaster Management and Mitigation Unit
DRR	Disaster Risk Reduction
DRM	Disaster Risk Management
DWA	Department of Water Affairs
EW	Early Warning
FGD	Focus Group Discussion
FOI	Freedom of Information
MISA	Media Institute of Southern Africa
NAC	National Aids Council
NC	National Coordinator
NDMP	National Disaster Management Plan
NDRTF	National Disaster Relief Trust Fund
SARCOF	Southern African Region Climate Outlook Forum
SDMP	Sector Disaster Management Plans
SPSS	Statistical Package for Social Sciences
TOZ	<i>Times of Zambia</i>
UNZA	University of Zambia
VA	Vulnerability Assessment
ZDM	<i>Zambia Daily Mail</i>
ZIMA	Zambia independent Media Association
ZMD	Zambia Meteorological Department
ZNBC	Zambia National Broadcasting Corporation
ZVAC	Zambia Vulnerability Assessment Committee

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This report is as a result of two main activities: i) attachment of the student to the Disaster Management and Mitigation Unity (DMMU) in the office of the Vice President of Zambia, and ii) a research undertaken with residents of Kuku and Misisi townships on their views regarding coverage of flooding in their areas.

Over the years, Zambia has faced numerous disasters such as droughts, floods, epidemics, pests, environmental damage, influx of refugees and industrial, road traffic and aviation accidents (GRZ, 2005a, pp.2-3). This prompted government to establish a permanent response mechanism to deal with the problem by establishing the DMMU) under the Office of the Vice President in 1994 to coordinate the management and mitigation of disasters.

The process of disaster anticipation, preparedness, prevention, management and mitigation depends, among other things, on effective exchange of information among the main stakeholders, namely, the community, the media, the experts, technocrats and public authorities. That is why it is important for all those who are interested in the socio-economic development of Zambia to expend some significant effort on understanding the effectiveness of the communication strategies used by the DMMU in its disaster management work in various communities.

The purpose of this research therefore was to establish the role of the media in reporting disasters in the townships of Misisi and Kuku in Lusaka Province. It was anticipated that the findings and recommendations made from this study would help contribute to the strengthening of the national capacities for effective disaster anticipation, preparedness, response, mitigation, restoration, and prevention, in order to protect lives and livelihoods, property, environment and the economy at large, by providing a mechanism for information dissemination and sharing.

1.1 The role of communication

According to (Stadler, 2002), the century just ended can plausibly be described as the first age of mass media. The media affect us in many ways, as a major socialising influence, a carrier of culture, a source of information, education and entertainment.

The media is also an important factor in political communication and participatory democracy, and a communicator of ideological values and norms and attitudes, attitudes and beliefs.

In considering the statement, the media can play a vital role in disseminating information on disasters, it is a workable assumption that a reliable channel of communication is needed in order to have a population that is well informed and well prepared for disasters.

A disaster aware population is likely to build resilience and be aware of mechanisms that can help them during times of emergencies such as disasters.

Many ways, such as print, electronic, internet or face to face communication can be used to disseminate disaster related information. This is so because communication is no longer being confined to the same locale, face to face, transmission by shouting, walking some distance, symbolic sign painting or emissaries by way of sending some people. Neither is it being limited to communities but it is increasingly taking place on a scale beyond borders, becoming more and more global.

As Stadler (2002) puts it, it is possible that the media can have an effect on the transmission of disaster management information from the Disaster Management experts as well as stakeholders who play different roles in disaster management.

It should also be emphasised that communication is the spinal cord, life blood and fibre of every community. Relationships have gone sour and marriages have broken down because of poor communication. Relationships have strained up between nations and in some cases they have even gone to war because of breakdown of communication.

The print and broadcast media in Zambia therefore have a critical role to play in disseminating disaster and post disaster-related information.

1.2 Background

Although it is not always quite prudent to compartmentalize phenomena of this nature (background) because of different factors at play, this researcher will endeavour to detail the background to this study under the following subdivisions: geography, history, political and

social-cultural background, overview of disaster management in Zambia also the evolution of the media in Zambia.

1.2.1 Geography

Zambia is located in South Central Africa and shares boundaries with Malawi, Mozambique, Zimbabwe, Angola Democratic republic of Congo and Tanzania. It has a total surface area of 752,614 square kilometres. It lies between latitudes 8 and 18 degrees south and longitude 22 and 34 east.

The larger part of the country is a plateau area with flat or gently undulating terrain (Encarta, 2009). There are occasional high mountains which in certain instances reach up to 2,000 meters. The country is endowed with vast flowing and settled water. The main rivers include: the Zambezi with its tributaries in the south and west, the Kafue in the south and west, the Luangwa in the east and the Luapula and Bangweulu and Tanganyika in the north and the man –made lake Kariba in the South.

The climate is fairly conducive for activities such as farming. Zambia enjoys pleasant subtropical climate because of the high altitude (Encarta, 2009). The rainy season is usually experienced between November and April and this pattern dictates the farming season especially among small scale subsistence farmers.

Zambia is endowed with abundant natural resources. Owing to the country's savanna- type of vegetation, the country has vast teak forests and different varieties of animals such as elephants, lions, rhinoceroses and several varieties of antelopes. In terms of minerals, Zambia lies within the copper belt which “extends down into Zambia from southern Democratic Republic of Congo (DRC) and contains major deposits of copper, cobalt and other minerals” (Encarta, 2009). Because of abundant waters and waterfalls, Zambia has a potential of becoming a hub of agriculture, tourisms and hydroelectricity production not only in southern Africa but the entire Africa as well. However, this comparative advantage has not yet been fully tapped into. Nevertheless the country currently exports electricity to neighbouring countries such as South Africa and Namibia. The main hydroelectricity production stations include the Kariba, Kafue Gorge, Lunsemfwa and Mulungushi stations (Encarta, Ibid).

1.2.2 Political and social-cultural background

CePRA 2002 describes the history of the political landscape in Zambia into three segments: i) the attainment of independence from Britain in 1964, ii) the amendment of article 4 of the Republican Constitution in 1972 to usher in the one –party state and, iii) the quashing of the article of one party state to pave way to multi-party politics.

The period after independence in 1964 was characterized by political repression of dissenting political views. This ensured first Republican President Kenneth Kaunda hold onto power that he virtually became the sole controlling figure of national affairs as he could appoint political favourites to important political and economic positions. This became common after the nationalization of the economy in 1968 where the president appointed “politically correct” individuals to fill top positions in parastatal corporations (ibid).

Socially, in spite of Zambia having been actively involved in supporting the liberation struggles of neighbouring countries like Zimbabwe and South Africa, the country has relatively remained peaceful in the Southern African region. The country has been characterised as an “oasis of peace” CePRA, 2002).

On the gender front, the country has made progress. Zambia is a signatory to a number of international conventions on gender issues, such as the current 50percent preservation of political positions to women prescribed in the SADC protocol, and its own approach articulated in the National Gender Policy Document (NGP). The country has witnessed the importance of educating the girl child and the law has in the recent past increasingly been amended to protect girls and women.

1.2.3 Overview of Disaster Management in Zambia

Over the years, Zambia has faced numerous disasters like droughts, floods, epidemics, pests, environmental damage, influx of refugees and industrial, road traffic and aviation accidents (GRZ, 2005a, pp.2-3).

This prompted government to establish a permanent response mechanism to deal with the problem by establishing the Disaster Management and Mitigation Unit (DMMU) under the Office of the Vice President in 1994 to coordinate the management and mitigation of disasters.

In trying to respond to the disasters, government has had three institutions since independence.

Two years after independence, in 1966, the Contingency Planning Unit was established in the Office of the Prime Minister and oversaw disaster management activities until it was replaced by the Programme Against Malnutrition (PAM) in 1992. In 1991/1992, a drought caused widespread starvation in Southern Africa and, in Zambia necessitated a major relief operation involving the four key ministries of Health, Agriculture, Energy and Water Development, and Community Development and Social Services. These ministries formed a committee co-chaired by the ministries of Agriculture and Health to co-ordinate the response to the drought. The programme was called the Programme to Prevent Malnutrition (PPM) and its secretariat was called the Programme Against Malnutrition (PAM).

Despite this attempt at co-ordination, the ministries involved mainly operated their own elements of the response in isolation, leading to red-tape, overlapping, work duplication and resource wastage as the disaster management framework in the country remained fragmented. Eventually, however, the necessity to create a better co-ordinated unit within the Government establishment to initiate, implement and coordinate disaster management policies and programmes was realized. This realization led to the establishment of the Disaster Management and Mitigation Unit under the Office of the Vice President in 1994 (GRZ 2005a, p. 2). To this effect, the National Disaster Management Policy was approved by the Cabinet of the Republic of Zambia in 2005 to regulate the conduct of stakeholders in disaster management in the country (GRZ 2005a, p. 2). In 2010, the Disaster Management Act was passed in the National Assembly of Zambia to provide the legal framework for the anticipation, preparedness, prevention, co-ordination, mitigation and management of disaster situations and the organisation of relief and recovery from disasters; establishment of the National Disaster Management and Mitigation Unit and provide for its powers and functions as can be found in the National Disaster Management Act of 2010.

The vision of the National Disaster Management Policy is to promote a “safety net” for protection of the citizenry, their assets and the environment against disasters through a proactive, community-based, developmental and multi-sectoral approach that combines disaster preparedness, prevention and mitigation, and integrates disaster management into national development.

Therefore, it is imperative that all development plans embrace disaster management aspect namely, mitigation, prevention, preparedness, response, relief, rehabilitation and construction” (GRZ, 2005a, p.9). In essence, the vision of the NDMP gives the disaster management authorities the mandate to protect citizens from all the adverse effects of disasters. The rationale behind this policy is essentially that the state has an obligation to provide security to its citizens from both human and natural threats, as well as a long-term social “safety net” in which people can go about their business towards prosperity in a conducive environment. “Where and when this safety net is endangered, the state is obliged to take action to preserve it” (GRZ 2005a, 9).

However, the process of disaster anticipation, preparedness, prevention, management and mitigation depends, among other things, on effective exchange of information among the main stakeholders, namely, the community, the media, the experts/technocrats and public authorities.

The country has never experienced major disasters but is usually hit by chronic diseases such as cholera, typhoid and dysentery during the rainy season a situation which is usually contained by health experts. It should be noted that almost the same areas experience these problems and another problem that is usually experienced in most parts of the country is flooding.

According to the disaster management report on disaster problems (2012) some of the notable disasters that have been experienced in the country include; floods, droughts and diseases such as typhoid cholera and dysentery.

The report attributes the problem to lack of resilience to inadequate information flow from disaster managers to the grassroots. One of the recommendations in the report is the need for journalists from the print and electronic media to take an active role in reporting and disseminating information on disasters to the people from both rural and urban areas.

Studies in communication have revealed that there is a relationship between being well informed about disaster management and building resilience.

For instance, Stadler notes the different roles the mass media play in positive social change, (Stadler, 2002). This is with particular respect to education and the building of resilience.

Stadler (2011) says in addressing problems of vulnerable areas of the community, the role of the popular media, new media technologies and entertainment education initiatives can make a significant impact. One way of assisting the vulnerable communities of Zambia is by transmitting many research findings and tips on how best to manage disasters.

Since communication is the backbone and the fibre that holds the community together and tries to make sense out of the nonsense of the disaster, it then implies that the media has a big role to play in helping the communities build resilience.

In times of disasters life is like a drama characterised by surprise, tension high threat to important values and because of such a situation, time is too short to think properly in order to make sound decisions. People end up acting on impulse, however even in a disastrous situation, pathetic as it may be, communication has to take place if any positive and meaningful action has to take place in order to save life.

1.2.4 The evolution of the media in Zambia

The Evolution of the media in Zambia dates back to the time when there was a tendency of strict control and interference in the dissemination of information by government, especially in the early phase of its development. Before reverting to plural politics in 1991, during the One-party political dispensation, the UNIP government was “intolerant to free media” (CePRA, 2002: 142-143). Privately owned Newspapers such as the Mirror and Ichengelo were closely watched by the government.

Only the *Times of Zambia* and the *Daily Mail* operated without fear of being closed down because they were owned and controlled by the government. However, the re-introduction of multi-party politics radically changed the media landscape and allowed for the unrestricted establishment of independent print and electronic media. CePRA, 2002), points out the introduction of plural politics opened the flood gates of media creativity.

Apart from the major print and electronic media houses, the recent years have seen a dramatic increase in the number of community radio stations across the country. In addition, there are a number of Television (for example Muvi and Mobi) and a growing number of magazines.

In spite of this remarkable progress in media development after 1991, the problem of media freedom continued and has continued to date.

Whereas the public mass-media, such as ZNBC, ZANIS, *Times of Zambia* and *Zambia Daily Mail* are strictly controlled and act as government mouthpieces, the private media has also suffered the same fate as it is often regarded with suspicion by government (Ibid).

Similarly, the private media face constraints especially when they become very critical of government. The media have been criticized of wanting to destabilize the country working with the opposition or international organizations. Despite such constraints, the private owned media has been effective in ensuring good governance through exposing instances of corruption, mismanagement of public resources and government affairs.

CePRA, 2002, says in an effort to address issues of restrictions on the media, there have been demands in the recent past to pass legislation that will ensure a freer media landscape hence the cry for Freedom of information Bill. Another issue that the media advocated for was the need for the media to be regulating themselves on one hand, while government wants this to be enshrined as law. Currently, there are no laws which specify the way the media should conduct itself. Self restraint and judgement is left to the media.

(Chanda, 1997) observes that overall, government still controls the media. This has been helped by the laws relating to preservation of public security and Public Order act which for instance, leaves critical media open to abuse and harassment by the government.

On the other hand, the mass media in Zambia has been used to disseminate various messages to the vulnerable citizens to help them improve their lives. One example that be drawn where the mass media have had scored success in disseminating information is the campaign on the dangers and need to prevent oneself from the virus using condoms which saw a reduction in the HIV/AIDS prevalence reduce from 15.6 percent in 2007 to 14.3 percent in 2008 (NAC, 2008).

The Zambia Daily Mail on its front page of November 29, 2012 on its front page carried a story headlined “Floods Kill Girl 11”. The story highlights what transpired on the fateful when a girl only identified as Josephine was swept away by floods after a heavy down pour. One of the reasons that were advanced in the story for the cause of death was the lack of a bridge across Ngwerere stream. But this researcher was amazed because for how long have the authorities known that there is no bridge across the stream and not done anything about it. The question one may ask is what the role of the journalist in such incidents. This researcher feels the journalists can do more in probing the responsible authorities to treat such incidents as emergencies and put in measures to correct the situation.

Another issue of concern in this story is that no follow-up has been made to see if anything has been done about the lack of a bridge across Ngwerere stream. Are the journalists playing their role in adequately reporting on disasters? This question is yet to be answered at the end of this research.

The question one may pose is that, are journalists in Zambia well equipped to handle reporting on disasters bearing in mind the shock that comes with disasters and are they able to communicate effectively during such times? And can this effort in information dissemination be replicated in the disaster management realm?

1.3 Statement of the Problem

It is amazing to see in this century, with the technology at hand how disasters such as floods and droughts should take the country like Zambia by surprise.

As a country there is no excuse to remain backward but instead there is need to set priorities right on setting policies on communication relating to the reporting on disasters in the country.

The eclipse of space, distance and time brought about by the innovations of the media as part of a broader set of processes which have transformed the modern world. That is why mass media, having such coordinated networking, equipment, professionalism, ability to influence and cut through time, space and distance, have the capacity to be a leaning shoulder for all stakeholders in times of disasters.

While information on disaster management and preparedness could be used by the vulnerable to prepare themselves for disasters and improve their lives, such information is not effectively communicated.

It therefore remains to be determined whether communication models such as newspapers, radio and television, have had the desired effect in meeting the challenge of informing the citizenry on disasters and especially the poor.

In Zambia like many other developing countries, newspapers, radio and television have problems that include poor distribution, limited coverage area and low skill levels of media personnel that hinder effective dissemination of information.

However, it is not clear whether the media is fulfilling its role in reporting disasters. This researcher would therefore seek to carry out an assessment of the Zambia National Broadcasting Corporation (ZNBC) and the *Times of Zambia* (TOZ) and their role on reporting disasters in Zambia. The research focused on the two institutions and the two townships in Lusaka; Misisi and Kuku.

1.4 Rationale of the study

It is expected that the study will:

1. Bring to light new researched knowledge on the subject of media and coverage of floods and other disasters;
2. Be a benchmark promoting interest in and further research into flood-related disasters and communication about these.
3. Assist with the increasing body of knowledge in the area of reporting on disasters that can be helpful to the vulnerable communities of Misisi and Kuku.

Communication on disaster related issues is very vital to the community and to the nation as a whole. This is so because timely reporting on a disaster or impending disasters helps the affected people to make quick decisions and on the other hand reporting on disasters helps policy makers to structure their development programmes according to the needs of a particular community.

An example can be drawn from the Zambian situation, and in Lusaka in particular where before the onset of the 2012/2013 rainy season, the then Deputy Minister in the Office of the Vice President Mr. Harry Kalaba sent a timely warning to residents of Kuku and Misisi townships who have built in quarries to vacate the area in order to avoid loss of life when the rains set in. This was a timely warning and the media adequately circulated information on the early warning to the residents. Though people were warned most of them did not attempt to move to higher land but instead remained where they were. It was expected that the journalists through their different media should have continued re-affirming the timely message but generally no follow-up was made as to what people were doing about the timely warning.

Without communication on the impending disaster in Missis and kuku compounds the residents could still have excuses when there was damage or loss of life. This goes to demonstrate the important role the media should play before, during and after a disaster.

1.5 Research Objectives

The study sought to achieve the following objectives.

1.5.1 General Objective

To determine the role of the Zambia National Broadcasting Corporation (ZNBC) and the *Times of Zambia* (TOZ) in reporting disasters in Misisi and Kuku townships.

1.5.2 Specific Objectives

The research's specific objectives were to:

1. Examine the role of *Zambia National Broadcasting Corporation* and the *Times of Zambia* in reporting on disasters in Misisi and Kuku townships.
2. Find out if the Disaster Management and Mitigation Unit (DMMU), Zambia National Broadcasting Corporation (ZNBC) and the *Times of Zambia* (TOZ) have deliberate policies to work hand in hand with mobile service providers and other companies for disaster information dissemination?
3. Determine if journalists make follow-ups on post disasters actions.
4. Determine the source of information for the residents of Misisi and Kuku townships on disaster related information.

1.5.3 Research Questions

1. What is the role of Zambia National Broadcasting Corporation and *Times of Zambia* in disseminating information on disasters to residents of Misisi and Kuku townships?
2. Do the Disaster Management and Mitigation Unit (DMMU), Zambia National Broadcasting Corporation (ZNBC) and the *Times of Zambia* (TOZ) and the government have deliberate policies to work hand in hand with mobile service providers and other companies for disaster information dissemination?
3. Do journalists from Zambia National Broadcasting Corporation (ZNBC) and the *Times of Zambia* (TOZ) make follow-ups on post disaster actions in Misisi and Kuku townships?
4. What is the source of information on disaster related issues for residents of Misisi and Kuku townships?

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter will consider the literature from both the empirical and secondary sources.

2.1 The Zambian situation

The role of the mass media in reporting disasters in Zambia has been identified and acknowledged by many. However in trying to look at the Zambian situation on the role of the media in reporting disasters a recap of past disasters was tabulated. Some of the disasters that Zambia had experienced included the following:

1. The Mufulira mine disaster of 1970

The accident occurred in 1970 when a dam at the mine collapsed above an underground mine causing the death of 89 miners. This accident was dubbed the Mufulira mine disaster of 1970. Government through the then contingency planning unit helped the families of the accident victims. However, the post recovery action was not adequately publicized by the media. The disaster management report 2014 further revealed that the media played a pivotal role in announcing the occurrence of the disaster but did not go further to publicise what actions had been taken to secure the mine in case of future accidents. The report further quoted Mr. Michael Chitte a resident of Kankoyo township in Mufulira who survived the mine accident on that fateful day. Mr Chitte disclosed in the report that the media did not publicise how the beneficiaries were helped to move on after the accident.

2. The Kanyama township Floods of 1978 / Misisi and Kuku floods of 2009

During the 1978/1979 rainfall season, Kanyama township experienced floods leading to the displacement of residents who were evacuated to the Lusaka show grounds. According to the disaster management report, the residents were evacuated by government through the contingency planning unit and government had to spend colossal sums of money to feed and ensure that the residents were sheltered until such a time when the area was safe to be occupied. The report disclosed that key among the reasons advanced for the flooding were unplanned settlements and lack of drainages.

In a like manner, during the 2009/2010 rainfall season, Misisi and Kuku townships were flooded and about 940 households were affected. Government through the Disaster Management and Mitigation Unit evacuated the affected residents to Independence stadium. According to the Disaster Management report Of 2010, government spent colossal sums of money to feed the affected families.

However, the report said the media then did not take keen interest in trying to find out what plans the government had in the long term and post recovery actions and how the people were resettled back to the area. The disaster management disclosed that the media could have played a critical role of setting the agenda on the need to come up with interventions to avert future flooding. The situation was the case then hence to date the same township experiences flooding time and again because there hasn't been much effort on the part of the local authority and the media to sensitise the residents on the dangers of discriminate disposal of garbage and mushrooming unplanned settlements.



Figure 1. The floods in Misisi township during the 2009/2010 rainy season



Figure 2. the devastating effects of the floods

3. The Mufuchani pontoon disaster of 1979 in Kitwe

In 1979, there occurred a disaster on Kafue river in Kitwe when a pontoon capsized. The accident claimed over 60 lives. During this period the accident victims were helped by the government to recovery stage. The incident was captured by the media. However, information of what happened after the families were helped was not readily available.

According to the disaster management report 2014, the people in the nearby areas and the nation at large were interested to know what action had been taken to avert future similar incidents. However, the incident was not covered to the later as no information on actions taken was available from both the disaster managers and the media.

The report disclosed that recently during the filming of a documentary marking 50 years of disaster management in Zambia revealed that a bridge has been constructed where the accident occurred. Mr Gershom Ndhlovu who is now a journalist and was a student at Kitwe Boys Secondary School when the accident happened, disclosed that information on the incident was not well documented and called on the media fraternity to ensure that disaster incidents are widely covered and information disseminated to the citizens.

Other studies have been to bring out the critical role that the media should play in informing the masses. In a study conducted by the Southern Africa Telecommunications Association [SATA] (2008), an Association of Telecom Operators and Information Communication Technologies players in the Southern African Development Community (SADC), on the role of Telecommunications and ICTs for Disaster Management: Savings Lives, it was concluded that as far as disaster management is concerned, there is no reason why the mass media and ICTs should take a secondary role.

A case study of Zambia revealed that Zambia flood victims of 2008 enjoyed reconstruction via Information Telecommunication U satellites. The ITU deployed 25 satellite terminals to help restore vital communication links in the aftermath of severe floods that inundated low-lying districts across Zambia. Nearly 400,000 people in 19 districts across the country were affected, with as many as 36,000 inhabitants displaced. Most victims were in Mumbwa and Mkushi (Central Province), Mazabuka, Monze (Southern Province), Kafue and Lusaka (Lusaka Province). A total of 3,418 homes and 44 schools collapsed because of heavy rainfall, and ensuing floods destroyed roads and communication links, hampering the coordination and delivery of assistance.

In the same study by Sata (2008), it was also found that the mass media that is part of the wider Information and Communications Technology (ICT) could be used to minimize the impact of disasters in many ways. The mass media is used in almost all phases of the disaster management process. In the disaster mitigation and preparedness process, ICT is widely used to create early warning systems. An early warning system (EWS) may use more than one ICT media in parallel and these can be either traditional (radio, television, telephone) or modern (SMS, cell broadcasting, Internet).

It is essential that the mass media is given its due place in disaster management but it should also not be taken as panacea for all ills. ICT, like any other tool, can deliver its best when the other necessary ingredients are in place. Disaster management (also called disaster risk management) is the discipline that involves preparing, warning, supporting, and rebuilding societies when natural or man-made disasters occur. It is the continuous process by which all individuals, groups, and communities manage hazards in an effort to avoid or minimize the impact of disasters resulting from hazards. Effective disaster management relies on thorough integration of emergency plans at all levels of government and non-government involvement. Activities at each level (individual, group, community) affect the other levels.

Another study was carried out concerning Zambia National Broadcasting Corporation (ZNBC) radio in 2006, it was discovered that while English was used the whole day, the 7 major local languages that is Bemba, Nyanja, Lozi, Tonga, Kaonde, Luvale and Lunda were only being used once per day for about 5 minutes for news at midday (Monday – Friday), once per week in the morning for an hour and twice per week in the evening for an hour. Therefore, in a week, local languages had only 2hours and 25 minutes each, which comes to 16 hours and 55 minutes per week for all the seven major languages.

Instead, English used to have 151 hours and 5 minutes per week. This therefore goes to show that there is need for journalists to take the initiative of going down to the illiterate and the community to sensitise them or warn them of the disasters in their own local languages. The justification for this is most disasters occur in rural and peri- urban areas where most of the illiterate people live.

The other issue that can be probed is the allocation of time for reports on disasters. The reports on disaster management should also be given priority and if possible segments such disaster management corner should be introduced where a specialised journalist at the national broadcaster can disseminate different information on disaster management.

2.2 The African Perspective on the Role of Mass Media in Reporting Disasters

Although the role of the media has been identified, this role of the media in reporting disasters has not been very impressive because of the challenges faced by these institutions.

In a survey involving the reviewing of literature between 1960 and 2010 on disaster reporting in Africa, Kakonge (2012) made a number of observations in a paper entitled *“Improving the Role of the Media in Disaster Management for Africa.”* He noted that in Africa, as in other parts of the world, the media plays a vital role in educating and informing the public about issues and events. In particular, during times of natural and man-made disasters the media often has an unintended dual role, both reporting the event itself and acting as a catalyst for evoking responses. Thus, the media is a vital actor for issuing warnings of disasters; for alerting government officials, relief organisations and the public to potential dangers; for gathering and transmitting information about affected areas; and for facilitating discussions about disaster preparedness and response (Ibid).

The print and electronic media are considered influential actors in many societies and as such are commonly set up and owned by ruling elites. This is especially true where dictatorial regimes try to ensure that only one version of the news exists (their own). Under such circumstances, surviving commercial stations are careful not to upset the authorities and avoid contentious viewpoints. Yet, even under the most authoritarian of regimes many versions of ‘the news’ can exist, with each dependent on the viewpoint of the particular provider concerned. Furthermore, it must be recognised that the quality of each reporting outlet depends upon the combined integrity and capabilities of the owners, the editors, and the reporters, factors, which are often argued to be questionable in Africa.

Accordingly, the coverage of events such as disasters by local media outlets tends to be varied and in some cases limited. Moreover, as disasters rarely reflect well on ‘leaders’, official channels often do not report them or provide inaccurate information on developing situations. From a purely commercially perspective, the reality of the media and reporting in Africa causes many ordinary viewers and readers to change the channel or turn the page (Kakonge, 2012).

Quoting Cate's (1993) report on *"Media, Disaster Relief and Images of the Developing World,"* Nyondo (2006) suggests that the media is frequently accused of providing distorted news on disasters, especially in Africa. One reason for this is that authorities are often unwilling to give an accurate report of the state of the disaster because to do so might reveal some malfeasance on their part, highlight the fact that they were caught unaware or leave them open to embarrassment over their often inadequate responses. Thus, left to their own devices, media organisations go out and garner bits and pieces of information where they can, a practice which sometimes results in inaccuracy (Kakonge, 2012).

In some circumstances, the local media operating under these conditions can be accused of being biased or hostile towards the way the authorities have handled a disaster. For instance, according to the Developing Radio Partners (DRP, 2009) it was alleged by government forces that the reporting of television and radio outlets played a role in fuelling the wave of violence that followed the disputed results of Kenya's 2007–2008 presidential elections; with thousands of people displaced after their villages were attacked and destroyed. However, many African communities still choose to establish independent radio stations without any sophisticated or expensive equipment. These community stations remain an important force in broadcasting messages on a number of issues including Climate Change Justice in Malawi and Zambia, and the Rebuilding of Local Level Governance in Sierra Leone following the civil war (DRP, 2009). Given the plethora of such initiatives, good reporting and editing practices are vital, particularly since the print and electronic media are increasingly shaping public opinion in Africa, especially in urban and peri-urban areas.

Commentators are beginning to suggest ways of addressing the perceived failure of Africa's media in responding appropriately to disasters. For instance, Hatchuel (2002) suggests that during a disaster, the institutions responsible for its mitigation should ensure that there is a strategy in place to deal with the media and should designate a spokesperson to keep the media and the public regularly informed, thereby helping to avoid or at least reduce confusion and panic.

Speaking at the 50th anniversary of the Nation Group in Kenya, the Aga Khan said that the cure for questionable reporting is to advance the cause of media responsibility grounded in professional proficiency.

He argued that this could be achieved through the focused, quality training of media owners, managers, and journalists, using long-term and short-term courses to build the capabilities of individuals and organizations. He also suggested that training would help journalists to better withstand corrupting influences. In particular, the Aga Khan discussion of the benefits of providing training to media personnel was suggested as a possible way to help solve the poor reporting of disasters and their management, which often leads to their trivialization in developing countries (DRP, 2009).

Exploring the reporting of disasters further, it is immediately noticeable that contemporary television coverage of disasters in Africa often shows little more than graphic aftermath images. These images are routinely accompanied by warnings that they may be disturbing to viewers. People who do not want to see the gory details often switch off their televisions, but others pay more attention. In many African countries, the reporting on disasters rarely moves beyond revealing in the spectacle and the consumption of the reporting can be compared to the aftermath of a road accident; despite the evident interest in the disaster, curious onlookers learn nothing of its causes and do little to help the victims (Kakonge, 2012).

The problem is compounded by the fact there is no single set of accepted guidelines that will satisfy every population about what may or may not be acceptably shown on television. Thus, in a similar manner to the print media and radio outlets, many television stations rely upon the individual sensibilities and judgment of the programme directors and editors tasked with reporting each disaster (Ibid; DRP, 2009; ADRC et al, 2002).

Throughout Africa, television stations are more expensive to set up and more dependent on a consistent supply of electricity than radio. Given that this is unlikely to change in the near future, the coverage of disasters in their immediate aftermath is best provided by local radio working in collaboration with the authorities and civil society, and using the local language to inform victims as to what to do and where to get aid.

The lesson learned from the Simeulue people of the coastal area of Indonesia during the 2004 tsunami is instructive in this respect; ordinary people knew a tsunami was on its way from the behaviour of their buffalo and reported it to local radio stations (UN/ISDR, 2005).

Kakonge (2012) made three main conclusions on enhancing the future of African media in reporting disasters. Firstly, humanitarian agencies and African governments can help the media to work effectively by making journalism training readily available, the better the journalists, the more likely that the coverage of disasters will be accurate and responsible. Secondly, African governments should ensure that the media are well embedded in early warning systems and lastly, authorities should formulate policy guidelines that assist the media and humanitarian agencies to jointly address disasters and promote responsible reporting.

2.3 Global Perspective on the Mass Media and Reporting of Disasters

A comprehensive survey carried out by Scanlon (2012) in Canada and the United States sought to find out the role of the media in reporting disasters and the dichotomy between Journalism and Mass Communication on disaster reporting. The findings published in an article entitled “Research about the Mass Media and Disaster: Never (Well Hardly Ever) the Twain Shall Meet”, concluded that the media can play a critical role before, during and after such disaster incidents.

The media are essential, for example, for warnings to be effective and may be the single most important source of public information in the wake of a disaster. The scholarship also showed that media reports that distort what happens in a disaster and lead to misunderstandings. Failure by officials to issue a warning, for example, may be a result of the myth that people panic, a myth perpetuated by the media. Media research also showed however that in one area where the media are often criticized, they are not guilty as charged: the limited research available suggests many victims and relatives of victims welcome the presence of the media and do not see journalists as intruders.

Zarqa (2013) carried out a study in Auckland, New Zealand in which he reviewed how the media has contributed to combating natural hazards.

The primary objective of the discussions focused on the acquaintances, tensions, and areas of compromises of media during natural disasters highlighted within the recent literature. The paper emphasized on three areas; (1) media' response during natural disasters; (2) media myths about disasters victims; and (3) media act as an ally or pressure group in natural disasters.

Focusing on these three aspects, Zarqa (2013) concluded that the available literature reveals that media coverage of the disaster events leaves lasting impact on the minds and souls of the audience and can effectively motivate people to help or can cause criticism of the situation. Sometimes, media play a considerable role in propagating mistaken beliefs about disaster victims depicting them either helpless or looters. He further observed that the media might exert pressure, rather than save or rescue victims and survivors, because they are there to gather first hand and exclusive disaster information as a commodity to sell in the open market of audience.

In another cross sectional survey by Vasterman, Yzermans and Dirkzwager (2004), they conducted literature searches of three databases—PubMed (National Library of Medicine, Bethesda, Maryland), Psych Info (American Psychological Association, Washington, DC), and PILOTS (National Centre for Post-Traumatic Stress Disorder, White River Junction, Vermont); representing, respectively, medical, psychological or psychiatric, and “trauma” literature.

They concluded that, since 1990, only a small number of studies have directly examined the relation between the media and health problems after disasters. The majority of the studies mentioned the media in the discussion section only. The studies retrieved demonstrated two different roles of the media following disasters: a negative and a positive. Studies examining the influence of the media following the Oklahoma City bombing and the September 11 terrorist attacks showed that the degree of disaster-related television viewing was positively associated with post-traumatic stress disorder and depression. Studies on MPI, for example, outbreaks in which many people became sick in schools after someone smelled an odour, although no actual toxic agent was found; suggested that extensive media coverage could also play an important role in enhancing the spread of such outbreaks.

Although there has been a lot of praise for the role that the media has played in reporting disasters, some have argued that that its role is highly distorted.

To illustrate, Cockburn (2011) a media critic and research has revealed various reports and research on media reports of disasters in different parts of the world.

In his work, “Catastrophe on camera: Why media coverage of natural disasters is flawed”, he observed that Media coverage of natural disasters; floods, blizzards, hurricanes, earthquakes and volcanoes – is, on the contrary, largely accepted as an accurate reflection of what really happened.

He noted that the opposite is actually true: the reporting of cataclysms or lesser disasters is often widely misleading. Stereotyping is common: whichever the country involved, there are similar images of wrecked bridges, half-submerged houses and last-minute rescues.

The scale of the disaster is difficult to assess from news coverage: “are we seeing or reading about the worst examples of devastation, or are these the norm? Are victims in the hundreds or the millions?” Most usually, the extent of the damage and the number of casualties are exaggerated, particularly in the developed world.

After assessing the media reports on the major disasters like Hurricane Katrina in the U.S.A (2005), the earthquake in Haiti (2010), the floods in Queensland, the famines in Africa and mudslides in Brazil, he concluded that people should not take the media as the reliable source of information on disasters; especially the aftermath. According to Cockburn (2011), all these events are dramatic and should be interesting, but the reporting of them is frequently repetitious and dull. This may be partly because news coverage of all disasters, actual or forecast, is delivered in similarly apocalyptic tones. Particularly in the US, weather dramas are so frequently predicted that dire warnings have long lost their impact. This helps to explain why so many people are caught by surprise when there is a real catastrophe, such as Hurricane Katrina breaking the levees protecting New Orleans in 2005 and flooding the city. US television news never admits the role it plays in ensuring that nobody takes warnings of floods and hurricanes too seriously because they have heard it all before.

CHAPTER THREE

CONCEPTUAL AND THEORETICAL FRAMEWORK

3.0 Introduction

In this chapter, main concepts and theories are operationalised. In this study media will mostly focus on Zambia National Broadcasting Corporation (ZNBC) and Times of Zambia (TOZ) unless otherwise indicated. Disasters will otherwise be looked at in the context of flooding in the city of Lusaka in the compounds of Misisi and Kuku townships which common in every other rainy season. Flooding brings about different effects ranging from disease breakout, contamination of water the mixing of water with sewer effluent which leads to breakout of diarrhoeal diseases water borne diseases. Unburied quarries also pose a threat to children especially during the rainy season when they collect water and children like playing near these water bodies and even swimming in such areas. Flood water also contributes to bringing down buildings disrupting the normal day to day activities of people.

For this study the strategies of interest included thing such as marshalling issues on raising awareness, encouraging disaster preparedness, prevention, alertness to hazards and risks and encouraging resilience for the residents to any disasters so as to find solutions to addressing the hazards that are highlighted in the introduction of this chapter.

This section will explain some of the concepts and terms that were used repeatedly during the course of the research.

3.1 Conceptual and operational definitions

3.1.1 Media

According to McQuail (2000), mass media is the organised means of communicating openly and at a distance to many receivers within a short space of time.

3.1.2 Communication strategies

Coherent plan of action that encompasses operation constraints and imperatives, things one must and must not do and pertinent conditions of the environment to achieve effective communication.

3.1.3 Disaster

According to the Disaster Management Act (2010), means an event that is associated with the impact of a human induced or natural hazard, which causes a serious disruption in the functioning of a community or society causing widespread human, material or environmental losses which exceeds the ability of the affected community or society to cope with the hazard using its own resources.

3.1.4 Emergency

An emergency is an event, actual or imminent, which endangers or threatens to endanger life, property or the environment and which requires a significant and coordinated response.

3.1.5 Hazard

A hazard is a potentially damaging physical event such as an earthquake, a hurricane, flood, drought, fire, epidemic phenomenon or human activity, which may cause injury or loss of life or damage to property, social and economic disruption or environmental degradation and includes latent conditions that may represent future threats and can have different origins, natural and human induced.

3.1.6 Risk

A risk means the probability of harmful consequences such as deaths or injuries, or expected losses of property or livelihoods, disruption of economic activity or environmental damage resulting from interaction between natural or human induced hazards and vulnerable conditions.

3.1.7 Vulnerability

Vulnerability means a set of conditions and processes resulting from physical, social, economic and environmental factors which increase the susceptibility of a community to the impact of hazards.

3.1.8 Disaster management

Disaster Management is a process or strategy that is implemented before, during or after any type of catastrophic event takes place.

3.1.9 Disaster prevention

Disaster Preparedness means measures or actions taken to avoid, eliminate, or prevent harmful natural or human adverse phenomena or hazards from causing or resulting in a disaster.

3.1.10 Disaster preparedness

Disaster preparedness means activities and measures taken in advance to ensure effective response to the impact of hazards, including the issuance of timely and effective early warnings and the evacuation of people and economic assets from a threatened location.

The concepts would be operationalised using variables which acted as a measure to determine the outcome of the study. In this case, variables such as the independent, intervening and dependent variables will be used to operationalise the concepts.

3.3 Theoretical Framework

The researcher attempted to use the following theories;

3.3.1 Agenda setting

Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important (McCombs, 1982).

Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting: (1) the press and the media do not reflect reality; they filter and shape it; (2) media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues. One of the most critical aspects in the concept of an agenda-setting role of mass communication is the time frame for this phenomenon. In addition, different media have different agenda-setting potential.

Agenda-setting theory seems quite appropriate to help us understand the pervasive role of the media (for example on disaster communication systems).

This researcher would therefore use the agenda setting theory to portray disaster management reporting as important as it is supposed to be because it is a critical element in the development process.

3.3.2 Functional theory

Charles Wright (1959) wrote that t generally, the mass media serves different roles ranging from information, interpretation, instructive, bonding, and diversion functions among others as discussed below:

1. **Information function.** This is the sharing of information to satisfy curiosity, reduce uncertainty, and better understanding. This is a critical function because amount and availability of information is now overwhelming compared to forty years ago when a few television networks, local radio stations, and newspapers competed to keep the masses informed. The media saturation has led to increased competition to provide information, which creates the potential for news media outlets to share complete information and not in bits and pieces.
2. **Interpretation function.** Media outlets interpret messages in more or less explicit and ethical ways. Newspaper editorials have long been explicit interpretations of current events, and now cable television and radio personalities offer social, cultural, and political commentary that is full of subjective interpretations. This goes to show how critical the role of the media is, in reporting on different bits and reporting disasters in particular.
3. **Bonding function.** The media plays a critical role in bringing people closer together, which serves the bonding function. For example, down scaling to the Zambian scenario, the media can use outdoor video shows which have critical messages such showing how people in different

parts of the country cope with different disaster situations. Other countries have used this method through the use of online forums, and masses of people can be brought together.

4. **Instructive function.** Some media outlets exist to cultivate knowledge by teaching instead of just relaying information. Major news networks like CNN and BBC primarily serve the information function, while cable news networks like Fox News and MSNBC serve a mixture of informational and interpretation functions. The in-depth coverage on National Public Radio and the Public Broadcasting Service, and the more dramatized but still educational content of the History Channel, the National Geographic Channel, and the Discovery Channel, serve more instructive functions.

Further Wright, (1960) says the mass media serves many functions for our society. The five elements include a description of the audience's use for the media. Some of the elements include surveillance alluding to the fact that the media provides news and information. Correlation which means that the media presents the information to the masses after they select, interpret, and criticize it. The cultural transmission function means that the media reflects beliefs, values, and norms. The media also plays the mobilization role which refers to the media function of promoting society's interest especially in times of crisis.

Charles Wright (1959) wrote that education is one of the major functions of mass media. Many scholars such as Wilbur Schramm (1966) agree on this position and for a poor developing country like Zambia, this role becomes imperative.

CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

This chapter outlines the methodology that was used to address the set out objectives of this research. The study triangulated various research methods and techniques, i.e., it used a combination of quantitative and qualitative research techniques. The use of this approach was important because it helped to capture a more complete, holistic and contextual portrayal and, it revealed the varied dimensions of the coverage by given newspapers on disaster messages.

The study methodology was structured under the following sub headings: Research design, Qualitative survey and Quantitative survey, Data collection, Sampling procedure, Data analysis, Ethical considerations, and the Limitations of the study.

4.1 Research design

The research used a combination of exploratory, descriptive and analytical approaches. This was to improve the quality of data, which could be limited if only one approach is used.

4.2. Research methods

4.2.1 Qualitative research

(i) In-depth interviews

As regards in-depth interviews, this data collection tool was applied on stakeholders or rather the key informants in which composed of 10 respondents from ZNBC and 10 from *Times of Zambia*. Respondents or participants were questioned on a one to one basis whilst the researcher was recording and taking notes.

There are a number of recompenses brought by using this data collection tool. Some of these recompenses included the following:

- i) The researcher obtained comprehensive insight information.
- ii) Respondents were given an opportunity to ask question where clarity was required and the researcher also had a chance to clarify as demanded.
- iii) In-depth interviews generally expanded the horizon for confidentiality and privacy purposes.

(ii) Focus group discussion

Using this method, the researcher carried out two discussions in which a small group of people were interviewed by a moderator in a loosely structured discussion of various relevant topics of disaster reporting by ZNBC and the *Times of Zambia*. There were 10 participants in each. The researcher carefully structured the list of questions to be asked and these were given to the moderator who carried out the interview with the help of the researcher.

(iii) Observations

Observations were also used as one criterion of collecting data. The observation method was through both participation, and direct observation

4.2.2 Quantitative survey

The quantitative survey was with 40 residents each from Kuku and Misisi townships. The information collected related to the following:

- (i) Background information on respondents
- (ii) The social, economic and demographic features of respondents
- (iii) The levels of awareness on disasters
- (iv) The number of respondents receiving information on disasters
- (v) The coverage of the ZNBC and the *Times of Zambia* in target areas
- (vi) The kind of information on disasters reaching respondents
- (vii) The number of competent ZNBC and *Times of Zambia* journalists reporting on disasters.
- (viii) The number of people in Misisi and Kuku townships relying on ZNBC and the *Times of Zambia* for information on disasters.

4.3 Sample size for quantitative survey

This research involved 100 respondents; 80 residents from Misisi and Kuku townships. A second sample of journalists was comprised of 10 respondents each from ZNBC and the *Times of Zambia*: eight journalists and two management officials from each organisation.

This sampling was done with the help of sampling frames consisting of journalists from ZNBC and Times of Zambia who had worked for over three years in their organisation.

4.4 Research instruments

The research instruments used to collect data included the following:

4.4.1 Questionnaires

The questionnaire for people in the flood-prone areas was developed and used to obtain important demographic, psychographic and other information about the Misisi and Kuku townships. The response rate was 100 percent.

After the questionnaires for journalists and the two townships were developed pre-tests were done and adjustments made on the basis of the results.

4.4.2 Interviews

The researcher carried out face-to-face interviews and in striving to obtain accurate information would ensure that maximum co-operation is gotten from the respondents through the establishment of friendly relationship with the respondent prior to conducting the interview.

During the interview, the researcher used techniques that would enable her to capture correct information and this would be through tape recording or note taking. A combination of the two techniques yielded fruitful results.

4.5 Sampling procedure

Data was collected from two neighbouring study areas within Lusaka city, namely Misisi and Kuku townships. The sampling procedure that was used was the *Multi-stage cluster sampling*. The city of Lusaka was purposively selected on the basis of the fact it is in an area prone to occasional flooding which adversely affects residents in the poorer areas underlain by limestone bedrock. The two flood-prone areas were also purposively selected. In each one of the areas chosen, the researcher used the city Councillors to locate the relevant roads and sections. Once these were identified, the researcher interviewed individuals from the houses in the affected areas.

4.6 Data analysis

When it came to the aspect of data analysis, data was analysed upon collection of primary data. In this data analysis, the answered questionnaires were analyzed to check for uniformity, accuracy, completeness, and the data collected and the discussions from the in-depth interviews were also checked.

Well, there is need to appreciate or rather acknowledge that, in this research, analysis was done both by the use of the Statistical Package for the Social Sciences (SPSS). This researcher analysed the collected through questionnaires grouping the open and close-ended questions. Closed ended questions were analysed first using SPSS as they are simple and straightforward. The analysis of closed ended questions involved coding each question's response and then allocating a unique figure to questions not responded to. After this, general descriptive measures were done.

As regards open-ended questions, it involved reading through all responses to the questions and ensuring that they were grouped according to their similarity. That is, getting similar ones and grouping them in one category and those, which are not similar, were also grouped in different categories.

Finally, the researcher analysed the data collected through the in-depth interviews. This data was summarized and put into broader categories. The responses were then being written in narrative form.

4.7 Ethical considerations

The respondents were not forced to take part in the research. This is according to Chapter 1 of the Laws of Zambia (Constitution) which clearly states that every person has the right to decline to participate in any activities including research. This is because the respondents and the key informants also demanded privacy and confidentiality.

In order to mitigate this, privacy, high confidentiality, fairness and voluntariness was emphasized. Finally, the respondents were assured that the findings of the study would purely be for academic and development purposes.

4.8 Limitations of the study

The students had limited resources and time and, consequently, the study was of Misisi and Kuku townships, and its findings and subsequent conclusions may not necessarily be generalisable to other areas. Another limitation was the somewhat low literacy levels of some respondents in Misisi and Kuku townships. The researcher, however, worked to translate the questions from English to Bemba and Nyanja languages that the respondents understood well.

CHAPTER FIVE

PRESENTATION OF RESEARCH FINDINGS

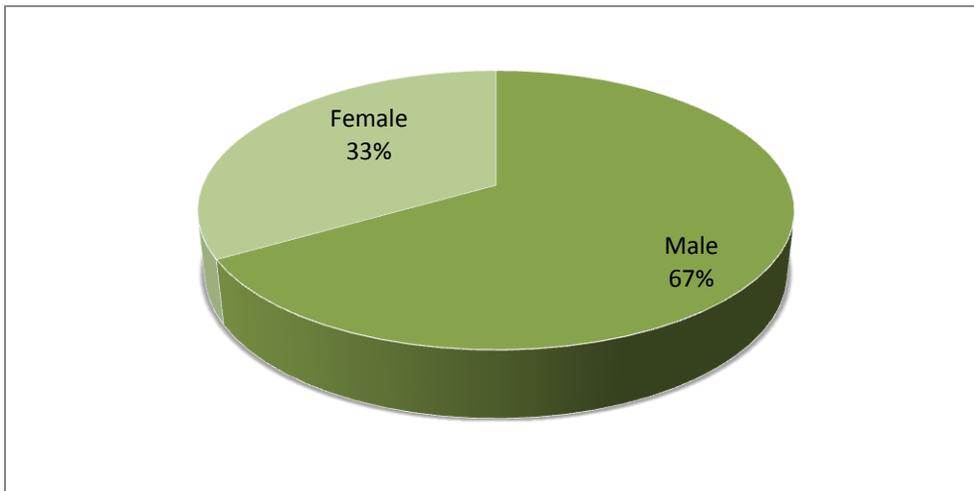
5.0 Introduction

This chapter presents the findings obtained from the field on the role of ZNBC and the *Times of Zambia* in reporting disasters. The chapter is arranged in line with the research objectives. First, the background information or the characteristics of respondents are presented. Second, the chapter presents the findings that addressed the research objectives.

5.1 Frequencies of responses from residents

This section presents the features of respondents. About 100 men and women participated in the survey of attitudes of affected people, 80 residents from Misisi and Kuku townships. For the media, 20 practitioners from ZNBC and *Times of Zambia* were interviewed. The results showed that there were 26 (33percent) female participants while 64 (67percent) were men. The overall response rate was 96 percent. The breakdown is shown in figure 3 below.

Figure 3: Respondents' sex

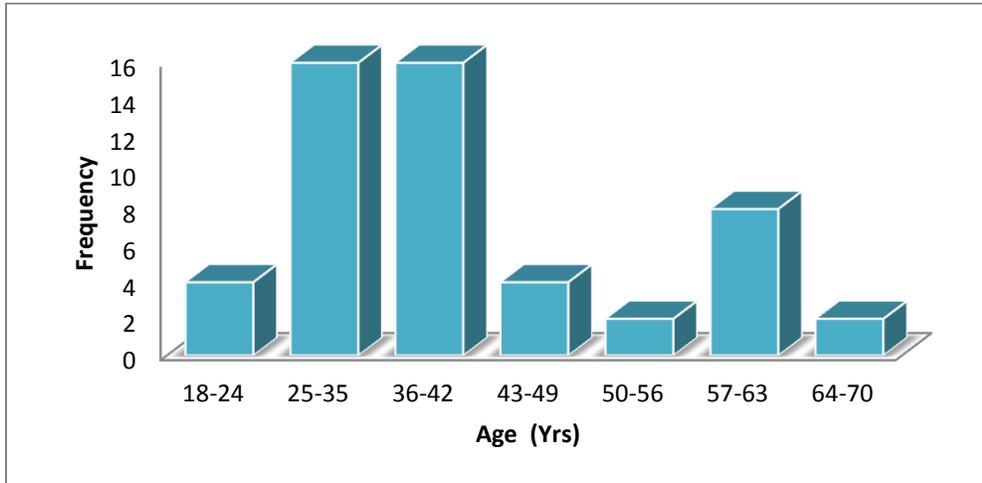


Source: Field data.

The findings also showed that 2 percent of the respondents were in the age range of between 18 and 24 years, 30percentpercent were between 25 and 35, another 30percent of the respondents were between 36 and 42 years and 6 percent were between 43 and 49 years. 5percentwere between 50 and 56 years, 23 percent were between 57 and 63 years while 4percentof the respondents were between 64 and 70 years. This is shown in figure 4.

Additionally, the average age of students was 38 years. The minimum age was 18 years and the maximum age was 65 years.

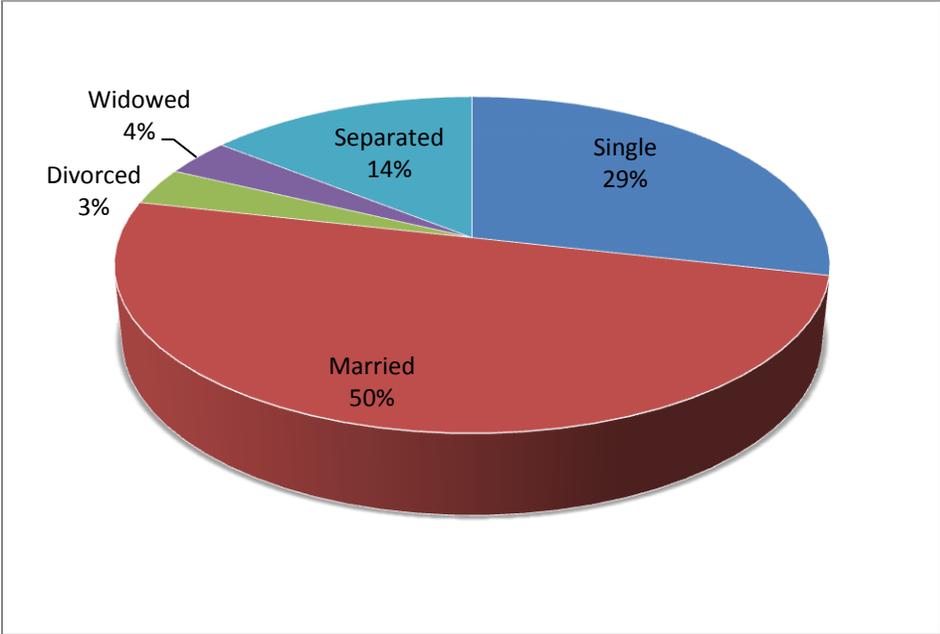
Figure 4: The Age of Respondents



Source: Field data.

The results also showed that about 3 percent of the respondents were divorced, 4percent were widowed, and 14percent were separated. As shown in figure 5, about 29percent were single while 50percent were married. In relation to that, it was found that most respondents were married.

Figure 5: The Marital Status of Respondents



Source: Field data.

Analysis of results on the religious affiliations of respondents showed that 32percent were Catholic, 21percent belonged to the United Church of Zambia, 11percent were from the Reformed Church of Zambia and another 11percent were Jehovah’s Witnesses. Moreover, about 7percent belonged to the New Apostolic Church and 14percent were from the Seventh Day Adventist. This is summarized in table 1.

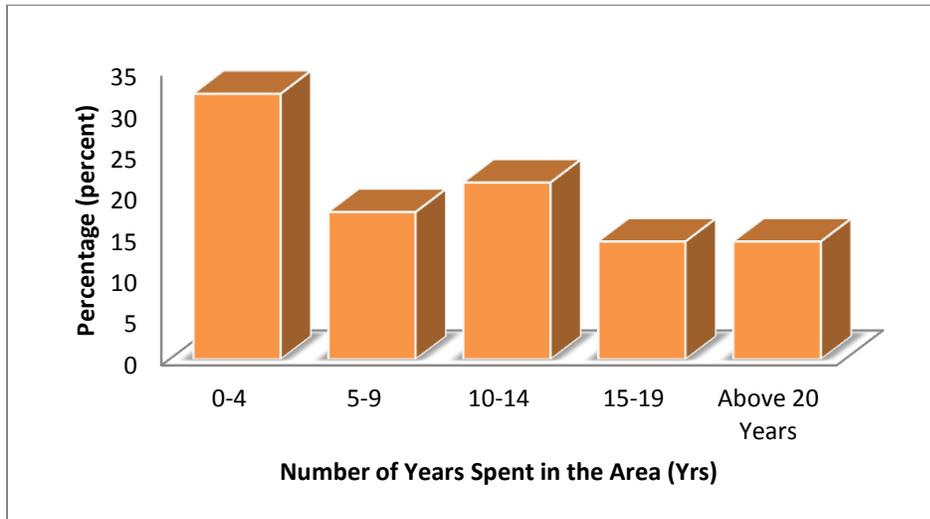
Table 1: Religious affiliation of respondents

	Frequency	Percent	Cumulative Percent
Catholic	26	32	33
Jehovah's Witnesses	9	11	44
New Apostolic	7	7	52
UCZ	17	21	74
SDA		14	89
Reformed Church	7	11	100
Missing System	3	4	
Total	80	100	

Source: Field data.

The results also indicated that about 32percent of Misisi and Kuku townships had stayed in their current place for not more than 4 years, 18percent between 5 and 9 years, and 21percentbetween 10 and 14 years. 14percent said that they had stayed in their area between 15 and 19 years, while another 14percent of Misisi and Kuku townships had been in their area for more than 20 years. On average, both Misisi and Kuku residents had stayed in their area for 6 years. The modal number of residents had stayed in their current area for less than 4 years. This is illustrated in figure 6.

Figure 6: The time spent in the area by respondents



Source: Field data.

As further shown in table 2, 2percent of respondents had no education, another 2percent had reached primary school, and 14percent had upper primary school. In relation to that, about 14percent of the respondents had junior secondary education and 36percent had senior secondary education (Response Rate, 73percent). About 29percent of respondents had received tertiary education. The results indicated that the majority of residents from Misisi and Kuku townships had senior secondary education. On average, the residents had received education beyond junior secondary.

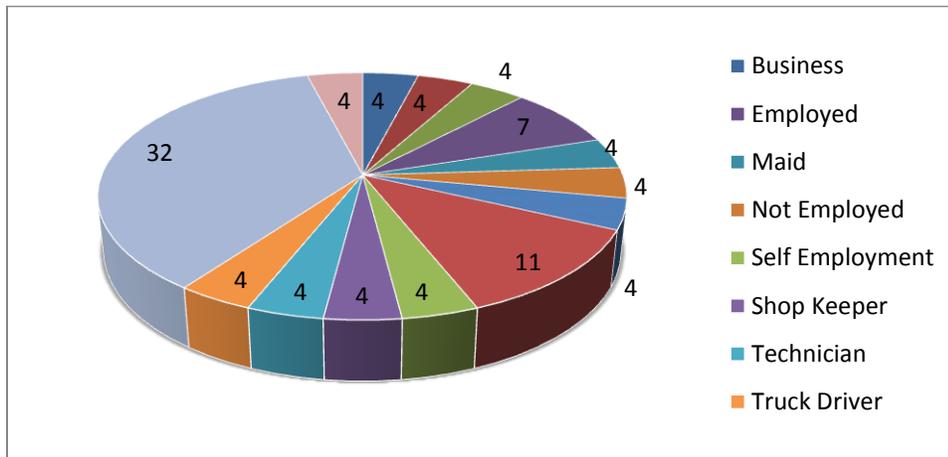
Table 2: Education level of respondents

Education Level	Frequency	Percent
No Education	3	4
Junior Primary	3	4
Upper Primary	11	14
Junior Secondary	11	14
Senior Secondary	29	36
Tertiary	23	29
Total	80	100

Source: Field Data.

According to the results from the field, about 4percent of Misisi and Kuku townships were doing informal business, 7percent in formal employment, 4percent working as house maids, another 40percent unemployed, and 15percent described their status as self employment. Moreover, 4percent were shopkeepers, 4percent were technicians, and another 4percent were drivers. This is shown in figure 7.

Figure 7: Occupations of Misisi and Kuku residents



Source: Field data

5.2 Perceptions by residents on the role of ZNBC and the *Times of Zambia* (TOZ) in reporting disasters.

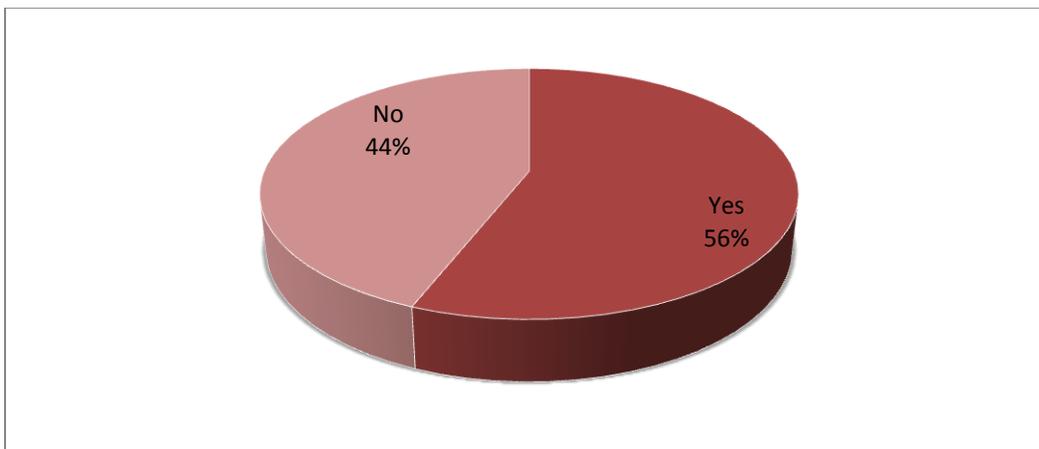
This section specifically gives findings on the role of ZNBC and the *Times of Zambia* in reporting disasters from the perspectives of journalists, managers and the residents. A question was asked on what the township respondents thought was the role of ZNBC and the TOZ in reporting disasters in Misisi and Kuku townships. *Times of Zambia* ZNBC journalists or residents of the townships?

According to the interviews with the township residents, the role of ZNBC and the *Times of Zambia* was identified as being providing warning messages to the people, the government and civic leaders; providing solutions to impending disasters; training journalists in reporting disasters and providing aftermath information to the public. Specifically, however, the following are responses, which could be said to be typical of the general feeling among Misisi and Kuku residents on the role of ZNBC and the *Times of Zambia* in reporting disasters:

1. *“The aftermath of a disaster provides the opportunity to conduct experiments in the use of media, particularly new media, in helping to overcome the difficulties faced by the affected communities.”*
2. *“Times of Zambia may disseminate information on aid going to affected people and other related issues like missing people and families.”*
3. *“The media, in the recovery period, plays a vital role as the watchdog in monitoring transparency in the use of funds for reconstruction.”*
4. *“The media give a reminder of the importance of coordination in the planning process and implementation of recovery programs, to avoid overlapping and waste of funds for irrelevant projects....”*

Additionally, to get the view of residents from Misisi and Kuku townships, they were asked on whether they thought ZNBC and the *Times of Zambia* played any role in the previous floods they had experienced. 56percent said that both ZNBC and the *Times of Zambia* had played a role in dealing with the floods last rainy season, while 44percent of Misisi and Kuku townships indicated that the two media institutions did not play any role in the previous floods in relation to reporting (see Figure 8 below).

Figure 8: Did ZNBC and the *Times of Zambia* play their reporting roles in previous floods?



Source: Field data.

5.2 The definition of disaster reporting by ZNBC Radio and Television and the *Times of Zambia*.

In this section, the features and the content of both ZNBC programs on radio and television and the *Times of Zambia* will be examined in relation to disaster reporting. The journalists from ZNBC gave definitions of disaster reporting that could be summarized as being centred around *reporting on issues that have adverse impacts on the livelihood of people*. According to a respondent from the *Times of Zambia*, disaster reporting refers to the “*specialization in reporting of unusual events that have impact on people’s livelihood.*”

The areas of content and characteristics that shape the reporting of disasters by ZNBC and the *Times of Zambia* were given as being in the following areas:

Coverage of disasters

According to the results from ZNBC, reporting disasters involved having beats on disaster related issues or simply reporting disaster related issues. The involved news bulletins, documentaries and other programs on both radio and television. The *Times of Zambia* described their content of disaster reporting as involving the “*going to scenes or areas that are struck by disasters and reporting on the occurrences.*”

Preparedness

One of the most important features of reporting disasters that was identified is preparedness. From the research results obtained from ZNBC, being “*ready for any occurrence of an unusual event*” (Interview with the Director of News and Current Affairs, held on 20/06/2014) was vital in reporting disasters. This involved having professionals with the right skills and experience in reporting such events. It also required readiness of other support staff like drivers. The results from the *Times of Zambia* also indicated that being prepared, as a media organization to report on disasters was vital if the public was to receive the needed information.

Air and print space for disaster articles

According to the findings, it was found that ZNBC has a specific space/ *segment on disaster related matters* both the radio stations and television stations like ZNBC TV1 and TV2 and radios 1 and 2. Similarly, the *Times of Zambia* had a *portion in the Newspaper for disaster articles* and these focused on disasters happening in areas like Misisi and Kuku townships.

Post disaster communication

A question was asked as to the content carried out by ZNBC and the *Times of Zambia* after disasters happen. Both ZNBC and the *Times of Zambia* said that they carry out follow up reporting after the disasters occur. They claimed that the content addresses the needs of the residents so that they are able to cope with the tragedies.

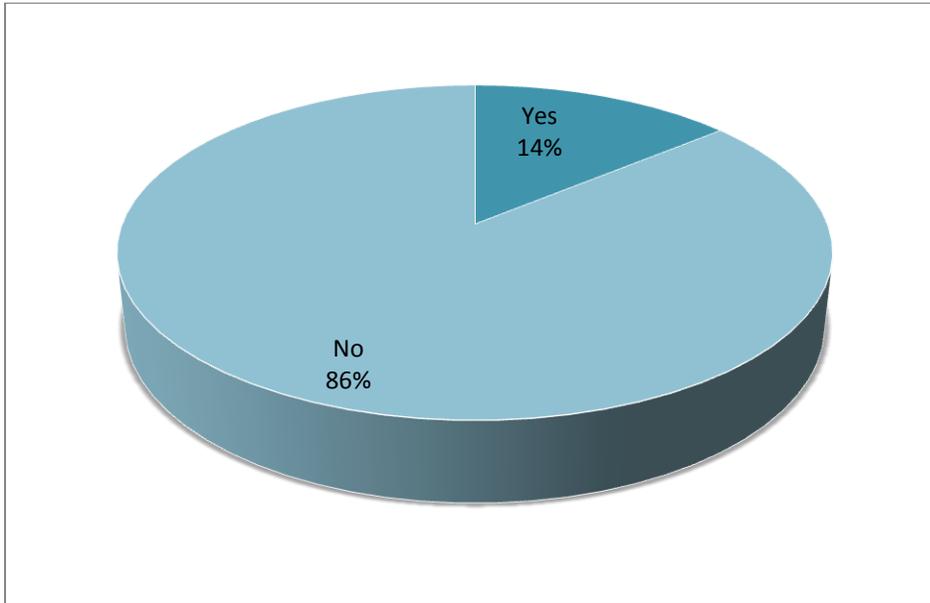
5.3 The competence of Journalists who report on disasters in Misisi and Kuku

A question was asked to journalists from ZNBC and the *Times of Zambia* on the knowledge, attitudes, and skills required for one to be good at disaster reporting. The following qualities were identified: *an inquisitive mind; good researcher; someone who is able to analyse issues; good written and spoken skills; one who has knowledge on disaster related issue; constant reader and follows events worldwide and localize issues to what would suit Zambia.*

According to the findings, both ZNBC and the *Times of Zambia* did not have specific journalists who have been trained for disaster reporting those who reported on disasters were simply the mainstream journalists who reported on ordinary news. However, it was indicated that journalists with *considerable experience in reporting disasters were given priority when there was a disaster.*

In order to have the perspective of the residents of Misisi and Kuku townships, a question was asked on whether they thought ZNBC and the *Times of Zambia's* journalists were competent in reporting disasters. It was found that approximately 86percent of Misisi and Kuku residents said that they believed journalists from ZNBC and the *Times of Zambia* were not competent in reporting disasters; while a paltry 14percent of the respondents indicated that they thought the journalists were competent. This is presented in figure 9.

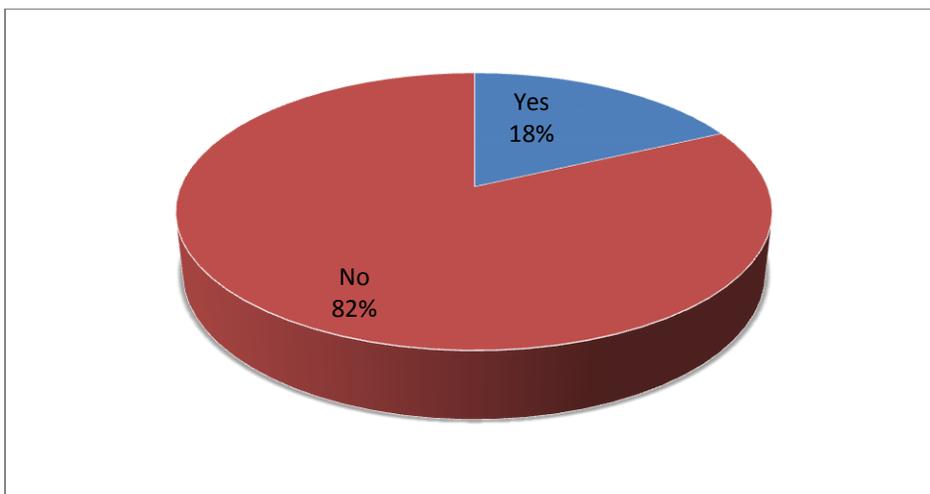
Figure 9: Misisi and Kuku residents' views on the competence of Journalists



Source: Field data.

In relation to that, Misisi and Kuku residents were asked on whether they received information on the actions taken after the disaster. As shown in figure 10, about 82 percent indicated that they did not receive any information from journalists through ZNBC and the *Times of Zambia* after the disaster while 18percent said that they received information after the disasters (Response Rate, 96 percent).

Figure 10: Misisi and Kuku residents who receive information after the disaster.



Source: Field data.

It was also established that the information on the action taken was unavailable because the kind of action taken was short term. They gave an example of floods, which happened every season in Misisi and Kuku townships. The residents indicated that journalists from ZNBC and the *Times of Zambia* operated on a seasonal basis and said they rarely visited communities after the floods or the rainy season unless there was a story to report.

Furthermore, 4percent of Kuku and Misisi residents explained that they do receive information through the ZNBC Television on disasters after they have happened. (4percent).Another (4percent) stated that journalists provide information after the disaster, but they did not explain the ways in which such information was provided; about 4percent indicated that journalists were only interested in them when there was a disaster and not when they had other problems. Related explanations that were given by Misisi and Kuku Township are presented in figure 12. This was also shared by journalists who said they did not always follow up on disasters.

Table 3: Explanations on after disaster reporting by journalists

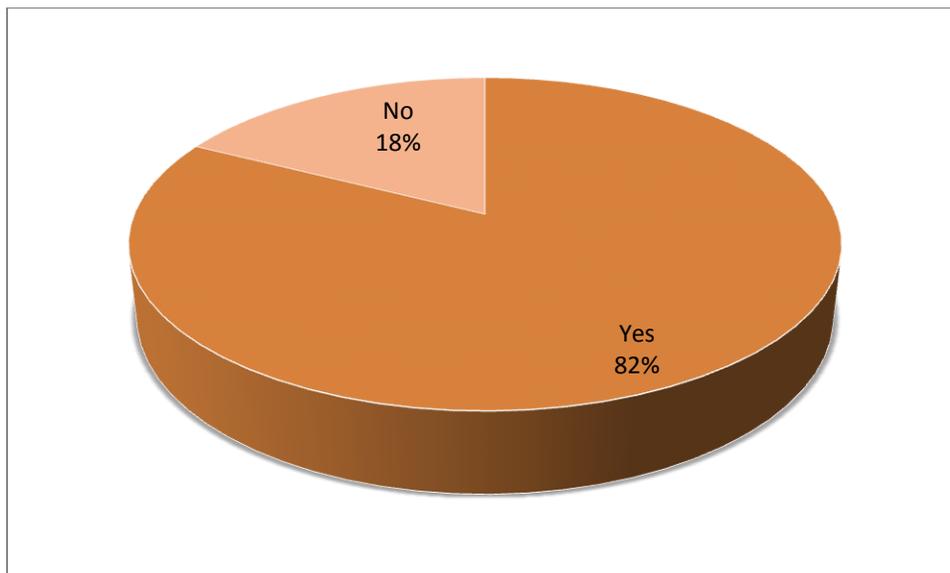
Explanation	Frequency	Percentage
Because journalists don't come if there is no disaster	6	7
I Have not just head what happens after the disaster	6	8
I Usually receive information about disasters on TV	6	7
Information comes to the ward office then disseminated to the community	6	8
Information on disasters is provided by journalists	6	7
No one bothers to inform the public	6	8
Only reports on diseases	6	7
Sometimes	6	7
The media only reports the occurrence of disasters	6	8
We don't receive any information	6	8
We hear on radio	6	7
We only receive information on disaster occurrence	6	8
We receive disaster occurrence data	6	8
Missing system	2	2
Total	80	100

Source: Field data

5.4 The audience profile of readers and viewers who depend on ZNBC and the *Times of Zambia* for disaster related information.

The aim of this section was to evaluate the profile of readers and viewers from Misisi and Kuku townships who depend on ZNBC and the *Times of Zambia* for disaster-related information. According to the findings, about 66 (83percent) of residents in Misisi and Kuku townships indicated that they received disaster related information before while 14 (18percent) had not received any information. This is shown in figure 11.

Figure 11: The Number of Kuku and Misisi residents who have received information on disasters



Source: Field Data.

When the residents of Misisi and Kuku townships were asked to specifically state their sources of information on disasters, about 49 (61percent) said that they obtained information on disasters from ZNBC TV 1, 3 (4percent) from ZNBC Radio 1, another 3 (4percent) from ZNBC Radio 2 and about 3 (4percent) of Misisi and Kuku townships indicated that their source of information was ZNBC Radio 4. About six (7percent) respondents received information on disasters from Muvi Television while 16 (20percent) did not respond to the question.

No residents from Misisi and Kuku townships were relying on the *Times of Zambia* for disaster related information. These results showed that the majority (61percent) of residents from Misisi and Kuku townships relied on ZNBC TV1 for disaster related information while 4percent (mode) was the least source representing Radios 1, 2 and 4 respectively. This is shown in table 4.

Table 4: Sources of disaster related information for Misisi and Kuku residents

Source	Frequency	Percentage
ZNBC TV1	49	61
Radio 1	3	4
Radio 2	3	4
Radio 4	3	4
Muvi TV	6	7
Missing System	16	20
Total	80	100

Source: Field data.

Moreover, as shown in table 5, the respondents from Misisi and Kuku townships were asked on the purpose of information they received from the various sources. About 43 (54percent) said that they information was for disaster response, 9 (11percent) said it was for early warning, 11 (14percent) said that the information was for preparedness while three (4percent) received information on disaster risk reduction.

Table 5: The purpose of information received by Misisi and Kuku residents

Purpose	Frequency	Percentage
Disaster Response	43	54
Early Warning	9	11
Preparedness	11	14
Disaster Risk Reduction	3	4
Missing System	14	18
Total	80	100

Source: Field data

5.5 ZNBC and the *Times of Zambia*'s journalists and their familiarity with modern technologies of communication

The research findings showed that journalists from both ZNBC and the *Times of Zambia* were not familiar with modern technologies like Tweeter, Face book, You Tube, and the Video Link and the Blog. Even those who were familiar with these platforms, and were using them, said that they “*did not use such tools when reporting disasters in Misisi and Kuku townships.*”

According to a detailed examination of on-line activities of ZNBC and the *Times of Zambia* carried out by the researcher on June 15th, 2014, it was found that the modern technologies were not being used fully in reporting not just disasters but also all the stories. A look at the ZNBC official website revealed that the website had not been updated by 12 hours while the *Times of Zambia* official website was still carrying stories from the previous day.

The researcher also examined the activities of ZNBC and the *Times of Zambia*'s activities on social networks. An evaluation of various Facebook accounts set up by ZNBC like Z.N.B.C, MY ZNBC, ZNBC NYANJA, ZNBC LUNDA and the ZNBC RADIO 1 showed that the accounts were not updated consistently. The latest updates on Z.N.B.C, ZNBC NYANJA, and ZNBC LUNDA were all from the previous month of May 2014. Similarly, the official Facebook account for the *Times of Zambia* had the latest update from April 2014. The second latest update was from November 2012.

5.6 Journalists' familiarity with the terminologies used in disaster management

This section will consider the knowledge that journalists have on specific terms used in disaster management. A detailed analysis of definitions given by journalists from ZNBC and the *Times of Zambia* showed that they were not very familiar with the terminologies used. They were told to define the following terminologies: Disaster Management, Disaster Preparedness, Disaster Prevention, and Post Disaster. One journalist defined disaster management as “*simply managing disasters.*” Disaster preparedness was defined by another journalist as “*providing information to residents that help them to prepare for disasters.*” According to related findings, post disaster was defined as the period after the disaster; disaster prevention was identified as all the measures put in place to stop disasters in Misisi and Kuku townships.

5.7 Policies that enhance disaster reporting in Misisi and Kuku townships

This section considered the policies put in place by ZNBC and the *Times of Zambia* and the government to enhance reporting of disasters in the two compounds. The interviews held with managers or decision makers from ZNBC and the *Times of Zambia* revealed that there was no deliberate policy that guided disaster reporting. There was no policy designed to work with mobile service providers and other companies for the dissemination of disaster information. When asked on whether there were any efforts to send text messages to residents of Misisi and Kuku compounds, management from both institutions indicated that there was no such effort. However, the research findings showed that ZNBC and the *Times of Zambia* were working with other stakeholders to report on disasters in Misisi and Kuku townships.

When further asked on the amount of time allocated to disaster reporting, the officials from ZNBC and the *Times of Zambia* indicated that little time is devoted; that is, the journalists reports were only done once a disaster has occurred.

5.8 Conclusion

In conclusion it was discovered that there was need for the two media organisations to be guided by policies that would favour disaster coverage. Further, the responsible authorities, that is government through the DMMU to come up policy that would guide the media in reporting disasters and further have a profile of contacts for reliable sources to comment on different disaster related issues to be availed to different media organisations.

CHAPTER SIX

DISCUSSION OF RESEARCH FINDINGS

6.0 Introduction

This chapter discusses the role of the Zambia National Broadcasting Corporation (ZNBC) and the *Times of Zambia* (TOZ) in reporting disasters in Misisi and Kuku townships. The results discussed below focus primarily on salient themes that shall help in achieving research objectives and by extension, answer research questions. The themes are composed from research objectives and organized under research questions. These themes are: (a) a profile of the role of the media in reporting disasters; (b) the institutional framework of reporting disasters; (c) the reporting of post disaster actions; (d) the sources of disaster related information.

6.1 Research Question 1: What is the role of ZNBC and the *Times of Zambia* in reporting disasters?

In modern society, the significance of the media in everyday life including disaster reporting has increased dramatically, turning the world into a global village (ibid.).

The media plays a vital role in educating and informing the public about issues and events. In particular, during times of natural and man-made disasters the media often has an unintended dual role, both reporting the event itself and acting as a catalyst for evoking responses (Kakonge, 2012). Furthermore, it must be recognized that the quality of each reporting outlet depends upon the combined integrity and capabilities of the owners, the editors, and the reporters, factors, which are often argued to be questionable in Africa (Ibid).

Although the role of the media has been identified everywhere, the nature of disaster reporting has been found to be unique to different parts of the world. Disaster reporting in Africa, for example, has been said to be highly limited by the interests of the governments.

This section however gives the perspectives from ZNBC and the *Times of Zambia* with regards to disaster reporting. It brings out the findings on the role of the two institutions in reporting disasters in Misisi and Kuku townships.

From the interviews conducted with journalists from ZNBC and the *Times of Zambia* and it was clear that the two institutions are aware of the role they are supposed to play in reporting disasters in the two areas and the nation at large. Seven out of the ten respondents from ZNBC acknowledged that the institution had a critical role in reporting to play in reporting disasters and that more needed to be done if this role was to be realized.

On the other hand, six out of ten respondents from *Times of Zambia* revealed that they were aware of the role they are supposed to play but however, for unexplained reasons such reporting was only done during times of crisis and mute when there was no disasters.

In line with the observation by Nyondo (2006), this student found that media tended to be inaccurate in their coverage of disasters. Nyondo suggested that media is regularly accused of providing distorted news on disasters, especially in Africa (ibid.). One reason she gave for this is that authorities are often unwilling to give accurate reports on the state of the disasters because to do so might reveal some unlawful conduct or inadequacies on their part, and leave them open to embarrassment.

These findings also supported the assumptions of the Agenda Setting theory which argues that the media has an immense role in society and it can shape and influence people by using its editorial policy (McCombs, 1982). This influential role can be used to benefit or disadvantage the public, depending on the agendas highlighted by media as well as the angling given to the stories.

The two media organizations can help shape how the public view disasters by either filtering and shaping disaster related information or by concentrating on very few issues and subjects that lead people to perceive those as more important than disasters.

This awareness of the critical role the media should play in reporting disasters should be accompanied by the ability to do something well, measured against a standard, especially ability acquired through experience and training (Verdun-Jones, 2008).

This would in turn ensure that competence is seen in the quality of work done by someone; it also involves the ability to use language in communicating (in this case disaster related information) effectively.

This researcher went a step further to inquire from the respondents from ZNBC and the *Times of Zambia* as to what they considered necessary skills for disaster reporting. Five (5) respondents from ZNBC disclosed that the key qualities and abilities identified for disaster reporting are an inquisitive mind, good researcher, or someone who is able to analyze issues. Eight (8) respondents from *Times of Zambia* disclosed that a disaster reporter needed to have good written and spoken skills, knowledge of terminologies used in disaster reporting, should have a good culture of reading disaster related literature and ability to correctly interpret disaster information with the help disaster experts.

The researcher also observed that there was no deliberate effort to prepare and train journalists for disaster reporting by both ZNBC and the *Times of Zambia*. Two senior managers at ZNBC disclosed that it was the responsibility of the institutions offering media training to incorporate disaster reporting in their course outlines so as to equip the journalists for this task.

Three senior managers from *Times of Zambia* disclosed that any journalist could be assigned to cover any event including disasters and it was the discretion of the editor on duty to either use the story on disasters. It was however emphasized that there was a challenge of on the part of the reporters to bring unbalanced stories where they would only interview the affected residents without getting the input from responsible authorities such as the District commissioner, councillors or disaster managers. The managers attributed this problem to lack of training in disaster reporting and the absence of issue-based journalism. According to *Times of Zambia* this problem was not just in the area of disaster reporting but even areas of Science and Technology, Economy, Politics and Administration and Education.

Kakonge (2012) in his analysis of reports on African disasters concluded that there is a high level of incompetence among journalists stemming from poor systems of education and lack of political will to enhance disaster reporting.

He recommended that humanitarian agencies and African governments can help the media to work effectively by making journalism training readily available. The more committed the journalists are to reporting disasters, the more likely that the coverage of disasters will be accurate and responsible.

The findings of the research confirmed some level of incompetence. For example, misreporting of facts, failure to make follow-ups on disaster issues, and a general lack of proactive coverage were revealed as problems affecting the two institutions coverage. It was concluded that the aspect of specialised training in disaster reporting was cardinal if the role of ZNBC and the *Times of Zambia* in reporting disasters was to be enhanced.

Management from ZNBC bemoaned the lack of confirmation of information posted on social media where reporters tended to pick stories as they were posted on social media and in most cases the facts were not confirmed with the responsible authorities. Sata (2008) observes that in many developing countries that less than five percent of the population uses the internet and even those who are users do not use it on a regular basis. In such a situation, it is difficult to expect internet and email to play any critical role in disaster warning. However, both internet and email can play an important role in the other phases of disaster management including early warning and risk reduction. The reporters are therefore cautioned to verify facts.

According to the findings, journalists *Times of Zambia* do not use the internet involving such platforms as Tweeter, Facebook, YouTube, and blogs because of limited access from the internet and in most cases tended to use their own mobile phones to access different information.

The researcher attributed this limited access to social media platforms to the low levels of internet use in Zambia. As noted by Sata (2008), the internet can only be used in reporting disasters where the use of such means of communication is pronounced. The internet and the modern communication tools however are still in the process of reaching a larger population in Zambia. The use of modern technologies in communication is still in its nascent stages and this is true even among journalists.

As indicated by the findings, the use of modern technologies was very limited in traditional reporting and using such platforms was more difficult for disasters in Kuku and Misisi townships because the two areas are predominantly poor communities with little access to the internet.

This was worsened by the high levels of illiteracy, which was observed during the administration of questionnaires; many residents cannot read or write and this hampers their ability to rely on modern technologies for information on disasters.

According to Functional theory, media are supposed to play a didactic or educational role, among others. Clearly, the case of the two media appears to emphasise upon surveillance when there is a disaster, but there is silence after that and this is a weakness. The two media were expected by the residents to play a more educational role than they did.

6.2 Research question 2: Do the Disaster Management and Mitigation Unit (DMMU), Zambia National Broadcasting Corporation (ZNBC), *Times of Zambia* and Government have deliberate policies to work hand in hand with mobile service providers and other companies for disaster information?

The interviews held with managers or decision makers from ZNBC and the *Times of Zambia* revealed that there was no deliberate policy that guided disaster reporting.

The DMMU had no deliberate policy to work with mobile providers in disaster reporting and such a relationship only revived during times of crisis.

Policy makers for both ZNBC and the *Times of Zambia* should formulate policy guidelines that promote the two and other media institutions to jointly address disasters and promote responsible reporting.

Although the interviews with journalists and managers from ZNBC and the *Times of Zambia* revealed that they are working with other stakeholders in providing information to Misisi and Kuku townships, there is no specific policy that is ensuring that the residents receive text messages from mobile service providers like MTN, Zamtel and Airtel on disaster related information. In short, there is no action that has been taken by ZNBC and the *Times of Zambia* to collaborate with mobile service providers in providing disaster related information to Misisi and Kuku townships.

This lack of policy on disaster reporting is in line with the Agenda Setting Theory. One of the major assumptions of the theory is that the media's concentration on few issues and subjects leads the public to perceive those issues as more important than other issues.

One of the most critical aspects in the concept of an agenda-setting role of mass communication is the period for this phenomenon. This assumption explains why the disasters in form of floods in Misisi and Kuku townships have been given little attention at the national level.

This is largely because of the attention they receive from ZNBC and the *Times of Zambia*, which shape public opinion on these eventualities. The disaster reports by both ZNBC and the *Times of Zambia* are focused on other issues that are more important to them than the disasters in Misisi and Kuku. Even when disasters occur, they are given very little time and space resulting in the lack of interest and attention by the policy makers and stakeholders.

The world is moving towards a knowledge economy where people spend much of their time using information to develop better means of decision-making, delivery and designs (Marilyn, 2005). The knowledge economies like the industrialized USA and United Kingdom rely on information to improve the lives of people. Information has become an important asset in the modern world and development efforts require a huge store of information for policymaking, implementation and monitoring and evaluation (Ibid).

For information to be useful it has to be shared with the people affected by it and the most common and effective ways of sharing information is by using the media. Communicating information to beneficiaries should be in a way that promotes easy understanding and usage. People who are affected by the information must receive it in the language and means they understand and this will allow them to take necessary actions to avoid dangers like disasters provided the Information is given at the right time (Stewart, 1997; Maholtra, 2005).

Similarly, the modern day Social Responsibility Theory promotes equal radio, television, and print coverage of issues and people like political candidates.

In this case, the coverage can be extended to equal coverage of disaster related issues and the research findings showed that the coverage is not done on an equal basis.

The characteristics here referred to the specific features of the TV and Radio programs and the Newspapers that promoted disaster reporting. The features and content of disaster related reports are as hard to determine and agree on as many other issues that media institutions face (Scanlon, 2012; UN/IRDR, 2005).

For example, contemporary television coverage of disasters in Africa often shows little more than graphic aftermath images.

These images are routinely accompanied by warnings that they may be disturbing to viewers. People who do not want to see the gory details often switch off their televisions, but others pay more attention (Kakonge, 2012).

There is no single set of accepted guidelines that will satisfy every population about what may or may not be acceptably shown on television. Thus, in a similar manner to the print media and radio outlets, many television stations rely upon the individual sensibilities and judgment of the programme directors and editors tasked with reporting each disaster (DRP, 2009; ADRC et al, 2002).

Zarqa (2013) concluded that the available literature reveals that media coverage of the disaster events leaves lasting impact on the minds and souls of the audience and can effectively motivate people to help or can cause criticism of the situation.

Sometimes, media play a considerable role in propagating mistaken beliefs about disaster victims depicting them either helpless or looters. He further observed that the media may exert pressure, rather than save or rescue victims and survivors, because they are there to gather first hand and exclusive disaster information as a commodity to sell in the open market of audience (Ibid).

The finding also shows that, there are some features in which ZNBC and the *Times of Zambia* ensure that people are informed about disasters.

These related to the coverage of disasters, preparedness, the air, and print spaces for disaster articles and communicating information after the disaster.

Coverage involved having beats on disaster related issues on air or television and going to the scenes of disasters to get the accurate side of the story. Preparedness involved having everything required for disaster reporting in place including journalists and other supporting personnel. Moreover, the findings showed that there is a segment that deals with disaster related stories on both ZNBC Television and Radio.

The results obtained did not give an accurate description of the characteristics and content of disaster related reporting. Disaster reporting is not just about going to the scene of a disaster and making a story for prime time news.

As noted by McCombs (2002), disaster reporting is more than just forecasting and reporting the future with advanced technology and traditional journalism; it is also a process of providing scientific information to the government officials and other decision makers who must respond to those predictions and calamities.

This informing role of the media especially where it is expected to work with others like policy makers was not seen from the research findings. The content and features of disaster reporting by ZNBC and the *Times of Zambia* did not focus on finding solutions before the disaster but it focused on the aftermath of the disaster.

The journalists indicated that they only report on disasters in Kuku and Misisi townships when the need arises, that is, during the floods in the rainy season. Therefore, there is not effort to follow up on cases of floods, which are most common disasters in the two communities. The findings showed that journalists do not work with other stakeholders like policy makers to find a lasting solution to floods that happen every year in Misisi and Kuku.

McQuail (2000) argued that the role of the media is to educate and to provide practical information on the prevention of human problems.

He challenged and criticized the mainstream media for rushing to scenes of disasters and failing to provide prior information to the public on how certain eventualities can be avoided. His view is that journalists should help in preventing disasters by providing early warning information rather than being the reporters of aftermath of disasters for the public.

Kakonge (2012) contended that the reason for this lack of early warning information in Africa is the absence of policies in most media institutions to address disaster related issues. He noted that lack of resources and independence of the media has stifled the content of disaster reports in Africa. He further observed that many people in Africa are still relying on international media organizations like the BBC and CNN for an accurate report on what is happening in the “backyard” (Ibid).

According to Agenda-setting theory, the media play a critical role on the creation of public awareness and concern of salient issues. In the case of the two media under discussion, more should be done in setting the agenda on the need for the development of policy to guide release and availability of information on disasters.

Once this is realised the critical role of the media to inform the masses will be easy as policy will be there to guide on how to go about disaster reporting.

6.3 Research Question 3: Do Journalists from ZNBC and *Times of Zambia* make follow-ups on post disaster actions in Misisi and Kuku townships?

82% from Misisi township indicated that they did not receive any information from journalists after a disaster situation while 18% from Kuku township revealed that they received post disaster information. This is grossly inadequate even from the viewpoint of good news reporting. The absence of follow-ups renders what were big news items into non-news thereby denying disasters the needed publicity.

The findings from ZNBC revealed that it was rare that disaster situations were reported on until the recovery stage.

Different justifications ranging from lack of including the ideas on the daily diaries while the reporters on the other hand felt that their role ended at the reporting or announcing any hazard while it was the duty of the disaster managers to make follow-ups and ensure that they are in touch with the grassroots and inform them of any post disaster action.

The *Times of Zambia* revealed that they had challenges accessing post disaster information as in most cases the disaster managers were very economical in releasing information. This was attributed to the fear of committing to take actions which were not achieved at the end of the day. Hence giving the response that something was being done without stating what was exactly being done.

The *Times of Zambia* further revealed that the journalists did not have specialized information on disasters making their ability to interact with the residents limited due to lack of adequate information on terminologies used in disaster reporting.

These findings contradicted the core assumptions of the Social change Theory. Social change is defined as a social process whereby the values, attitudes, or institutions of society become modified.

For social change to take place, the pioneers of this theory believe that a group of people must exhibit some certain characteristics, which include understanding situations and belief that the information to be released should be adequate so that the recipients what needs to be done until a particular situation is over.

The researcher assumed that the media like ZNBC and the *Times of Zambia* would provide this awareness through their specialized knowledge on disasters and this would help residents of Misisi and Kuku townships to realize the risk of floods and prepare adequately for them. The Social Change Theory assumes that once the people are knowledgeable, their attitudes would change towards receiving information, for example on disaster management, thereby changing their beliefs and behaviour towards disasters.

The limited knowledge on disasters that journalists *Times of Zambia* revealed to be grappling with was hampering them from changing the attitudes, values, and beliefs that residents of Misisi and Kuku townships had towards disasters.

On the other hand, the residents of Kuku township seemed to have accepted floods, for example, as part of their lives; it is a problem that can never be avoided or solved. They expect these disasters every rainy season without making deliberate efforts to look for solutions to the flood situations. 80 percent of the residents of Misisi and Kuku townships felt that the civic leaders and the government had the duty of helping them every other rainy season when there were floods.

The managers from ZNBC revealed that the long-term solution to floods in the two townships, which is basically an enhanced drainage system, is something that could be a thing of the past if more communication by journalists and probing the responsible authorities and constantly reminding them of what was being done at every stage when dealing with a crisis. This would in turn help in changing the attitudes and beliefs of stakeholders and the residents towards disasters especially the government. “Governments at all levels as well as many businesses create their own disaster plans that make it possible to overcome various catastrophes and return to functioning normally as quickly as possible,” (Wisegeek, 2003-2015).

According to the Functional theory, media are supposed to, among others, play the educational role. Clearly, the case of the two media appears to emphasise upon surveillance when there is a disaster, but there is silence after that and this is a weakness.

The two media were expected by the residents to play a more educational role than they did by digging deeper and following up on post disaster actions so that the residents can draw lessons from the experience and change the approach to certain things such as indiscriminate disposal of garbage in the drainages.

6.4 Research Question 4: What are the channels of information on disaster related issues for residents of Misisi and Kuku townships?

This section will specifically examine the extent to which the residents depend on ZNBC and the *Times of Zambia* for disaster related information, the follow-ups made, the sources of information and the kind of information on disasters received by Misisi and Kuku residents.

Sata (2008) concluded in an evaluation of Zambia's response to floods that it is essential that the mass media is given its due place in disaster management but it should also not be taken as panacea for all ills. Information and Communication Technology (ICT), like any other tool, can deliver its best when the other necessary ingredients are in place. The association also noted that people affected by floods in Zambia usually have more than one source of information like Television, radio, phones, neighbours and relatives. The residents of Misisi and Kuku townships revealed that to some extent, they received information from ZNBC and not the *Times of Zambia*.

As presented in table 4, about 61percent get information on disasters from ZNBC TV 1, 4percent from ZNBC Radio 1, another 4percent from ZNBC Radio 2 and 4percent of Misisi and Kuku townships indicated that their source of information is ZNBC Radio 4. About 7percentofrespondents receive information on disasters from Muvi Television. The residents revealed that they rarely received information from *Times of Zambia* for disaster related information because they rarely have access to the newspaper. The researcher attributed this to high illiteracy levels in the two communities, which are hampering them from buying the newspapers and read reports on disasters.

In fact, it was also found that newspapers were considered to be generally expensive (K5) compared to television, which would cost a family a K3 per year apart from the price of the actual TV set, and related costs like electricity. Radio is the cheapest source of information on disasters because it does not require one to pay and it can easily be accessed on simple and cheap radio sets, phones, and the internet. Overall, the people from Misisi and Kuku are not receiving information on disasters through the *Times of Zambia* due to literacy challenges and costs associated with newspapers.

Another explanation to the absence of the *Times of Zambia* in Misisi and Kuku could be that people have become tired of reading the same stories year after year. In relation to that, Cockburn (2011) concluded after assessing the media reports on the major disasters like Hurricane Katrina in the U.S.A (2005), the earthquake in Haiti (2010), the floods in Queensland, the famines in Africa and mudslides in Brazil, that people should not take the media as the reliable source of information on disasters; especially the aftermath. According to Cockburn (2011), all these events are dramatic and should be interesting, but the reporting of them is frequently repetitious and dull. This repetition of reports on disasters especially those in Misisi and Kuku which are seasonal and repetitious can result in lack of interest in such issues among the affected people.

These findings showed that although 87 percent residents in Misisi and Kuku are receiving information on disasters, only 73 percent receive this information from ZNBC radio and television while 27 percent receive this information from other electronic media and rarely from the print media.

There is general agreement among scholars that a multimedia approach is often the best because that takes advantage of the strengths of each medium.

CHAPTER SEVEN

CONCLUSIONS AND RECOMMENDATIONS

7.0 Introduction

This chapter presents the major conclusions reached and the recommendations made by the residents from Misisi and Kuku townships, the key stoolpigeons and the researcher. The chapter will start with considering the conclusions. It will then look at the recommendations made on the role of ZNBC and the *Times of Zambia* in reporting disasters.

7.1 Conclusions

The core business of this research was to determine the role of ZNBC and the *Times of Zambia* in reporting disasters in Misisi and Kuku townships. Specifically, the research sought to determine the content features of ZNBC programs and the *Times of Zambia* Newspapers, the competence of journalists; the audience profile of readers and viewers; the use of modern technologies and the policies that have been put in place by the two institutions to report on disasters.

It has been noted that, like the media in many other parts of the world, ZNBC and the *Times of Zambia* play a vital role in disaster reporting. They provide warning messages to the people, the government and civic leaders; providing solutions to impending disasters; training journalists in reporting disasters and providing aftermath information to the public. Because of these functions, it was concluded that ZNBC and the *Times of Zambia* can shape public opinion on disasters especially on how the members of the public perceive efforts aimed at avoiding on reducing disasters in communities like Misisi and Kuku townships. These institutions can actually save lives by providing accurate information before, during, and after disasters.

Second, although the findings showed that there is effort by both ZNBC and the *Times of Zambia* to include content that focus on disasters, the quality of disaster reporting was found to be inconsistent. The two media institutions only reported the disasters in the two communities when they felt it necessary, or when a serious disaster especially floods occurred.

This kind of reporting was not issue-based because disasters like floods in Misisi and Kuku townships have been happening regularly and it is the role of ZNBC and the *Times of Zambia* to provide information to stakeholders to help them find long-term solutions to floods.

Third, both ZNBC and the *Times of Zambia* have no deliberate policies to train journalists in disaster reporting. The journalists who report on disaster in communities like Misisi and Kuku townships have no specific training to give them skills and knowledge required in disaster reporting. This was, in fact, reflected in the kind of definitions on disaster-related terms given by journalists from the two institutions, which showed that they have very limited knowledge of disasters like floods that occur in Misisi and Kuku townships.

Fourth, the researcher concluded that the modern technological platforms like Tweeter, Facebook, YouTube, and the Blog are not being used by the journalists from ZNBC and the *Times of Zambia* to report on disasters in Misisi and Kuku townships. This was especially evident by the lack of consistent updating of the Websites and the accounts created by the two media institutions. This is attributed to the low levels of internet use in the country; poor communities like Misisi and Kuku townships have limited access to the internet and this is worsened by lack of internet use by journalists in Zambia.

Moreover, both ZNBC and the *Times of Zambia* work with many stakeholders like the DMMU, the civic leaders and the area Member of Parliament, but the quality of the interaction leaves much to be desired. However, the researcher concluded that there has not been any policy either ZNBC or the *Times of Zambia* to work with the mobile service providers to provide disaster related information to residents of Misisi and Kuku through methods like text messages. This was attributed to the assumptions of the Agenda Setting theory, which argues that the media reports stories that are perceived important; like disasters that are connected to floods in Misisi and Kuku townships are perceived less important and are therefore not considered to be worthy such a policy.

The researcher also concluded that the dissemination of disaster related information in Misisi and Kuku townships has declined considerably from 2008 when Sata reported increased activity.

Many (82 percent) people are no longer receiving this vital information in the two communities. The researcher concluded that information in Zambia is not shared on equal basis as the Libertarians and the Social Responsibility theorists contend; the floods, which befall the residents of Misisi and Kuku townships, can only be taken seriously when accurate information is provided but when this information is disseminated in a biased way, practical solutions to disasters cannot be found. There is need therefore for both ZNBC and the *Times of Zambia* to realize and acknowledge that Zambians especially policy makers and implementers have the right to know what has been happening in the two communities.

7.2 Recommendations

The following recommendations were obtained from the inhabitants of Misisi and Kuku townships, the key informants from ZNBC and the *Times of Zambia* and the researcher:

- (i) The *Times of Zambia* and ZNBC should each formulate policy guidelines that promote responsible reporting of disasters. ZNBC and the *Times of Zambia* should play a proactive rather than reactive role in disaster reporting.
- (ii) There should be effort by the government to ensure that the media houses are well embedded in early warning systems;
- (iii) All stakeholders like the schools, colleges and universities, humanitarian agencies and the government can help make good disaster journalism training readily available;
- (iv) Both ZNBC and the *Times of Zambia* should play a watchdog role of ensuring that relevant action is taken by relevant authorities to avoid disasters like floods in communities like Misisi and Kuku townships. This watchdog role should extend to the use of resources for reconstruction, as well as having more sustained coverage beyond the disaster occurrence.
- (v) There should be concerted effort by ZNBC and the *Times of Zambia* to promote specialized disaster journalism; this will ensure that those reporting on disasters in Misisi, Kuku and other communities are competent and knowledgeable.
- (vi) The media in general should develop policies which promote objective, fair and accurate reporting of disasters.
- (vii) Media ethics bodies should encourage issue-based journalism. This is to cut back on the predominant tendency to concentrate on reporting events.

- (viii) Policies to provide a backing for quality reporting of disasters should be given a legal backing to protect journalists, and freedom of information.
- (ix) Media and journalism schools should make effort to promote the more use of Information Communication Technologies in disaster reporting. This will be effective if such technologies are made part of the mainstream journalism courses and the school curriculum. In short, the government should promote internet literacy by using the education system.
- (x) Media, government, and Internet and Social media providers should work to create a link among them to promote effective disaster reporting, policy making and implementation.

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Appendix A.

QUESTIONNAIRE

The University of Zambia
School of Humanities and Social Sciences
Department of Mass Communication

Public questionnaire

Research Topic:

The role of Zambia National Broadcasting Corporation (ZNBC) and *Times of Zambia* (TOZ) in reporting disasters, the case of Misisi and Kuku townships in Lusaka.

Dear respondent,

I am a student at the University of Zambia great east road campus in Lusaka carrying out research on the topic: The role of Zambia National Broadcasting Corporation (ZNBC) and *Times of Zambia* (TOZ) in reporting disasters, the case of Misisi and kuku townships.

This research is being conducted for academic purposes as partial fulfilment of a Master of Communication for Development degree programme that am pursuing at UNZA. You have been randomly selected to be part of the sample. Kindly note that all the information obtained in this research is purely for academic purposes and as such will remain confidential.

Thanking you in advance

SYLVIA KAPUNGWE

Date of interview.....

Name of interviewer.....

Name of residential area.....

Please read all questions carefully and provide answers accordingly. Indicate your answer by circling the digit following the question or tick in the provided box. In cases where an explanation is required, please use the provided space for short and precise answers.

SECTION A : DEMOGRAPHIC CHARACTERISTICS

No.	Question and filters	Responses	Code
1	What is your sex?	Male.....1 Female..... 2	
2	What was your age as at last birthday?		
3	Marital status	Single.....1 Married.....2 Divorced.....3 Widowed.....4 Separated..... 5	
4	What is your religious denomination?	Catholic..... 1 Pentecostal..... 2 Protestant..... 3 Muslim..... 4 Others(Specify)...5	
5	How long have you been living in this area?	0 – 4 years..... 1 5 – 9 years.....2 10 – 14 years...3 15 – 19 years...4 Over 20 years...5	
6	What is your highest education qualification?	No education...1 Primary.....2 Secondary.....3	

		Tertiary..... 4	
7	What is your classification of employment?	Formal..... 1 Informal..... 2 Business..... 3 Self-employment..... 4 Unemployed..... 5	

SECTION B: DISASTER COMMUNICATION INFORMATION

No.	Question and filters	Responses	Code
8	Have you ever received any information on disaster management?	Yes.....1 No..... 2	
9	If answer to question 8 is yes, what was your source	ZNBC..... 1 <i>Times of Zambia</i> ...2 Daily Mail..... 3 The Post..... 4 Others(specify)... 5	
10	What was the information all about?	Disaster Response... 1 Early warning...2 Preparedness...3 Disaster Risk Reduction... 4 Others(Specify)...5	
11	Are you happy with the way journalists report disasters in Zambia?	Yes..... 1 No..... 2	
12	Through what means does information on disasters come to you?	Newspaper.....1 Television2 Radio.....3 Internet.....4 Others (specify).....5	

13	What is your general awareness of the words used in describing disasters?	Fully aware.....1 Average2 Not aware.....3 Not sure.....4	
14	Do you think journalists are doing enough to report disasters?	Yes..... 1 No.....2	
15	Do you usually receive information on what action has been taken after disaster has happened?	Yes..... 1 No..... 2	
16	Do you think there is co-ordination between journalists and disaster managers?	Yes..... 1 No..... 2	
17	If the answer to question 16 is No, what do you think should be done?	Explain.....	

Thank you for your time.

APPENDIX B: INTERVIEW GUIDE FOR ZNBC AND *TIMES OF ZAMBIA*

Question 1. How would you define the phrase reporting disasters?

Question 2. What training do you think is vital to report disasters?

Question 3. How much time would you say is devoted to reporting disasters?

Question 4. How much time/space in your media organisation is devoted to items on disaster management?

Question 5. Do ZNBC/*Times of Zambia* have a deliberate policy to report or disseminate information on disaster management often say fortnightly or monthly.

Question 6. Does your media organisation work in collaboration with government and other stakeholders that are involved in disaster management?

Question 7. What do you think should be done to strengthen reporting on disasters by your organisation?

Question 8. Are journalists in your organisation familiar with terminologies used in disaster management?

Question 9. If yes how effective would it be in disseminating information on Disaster management?

Question 10. Do journalists in your organisation follow-up on disasters for updates?

Question 11. Are journalists aware of the role they should play in disaster management?