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CHAPTER 1

INTRODUCTION

1.0 General

The Zambian National Broadcasting Corporation (ZNBC) Act No.20 of 2002 gave the corporation the mandate to collect Television license fees from any person or entity that owns or operates a Television set in Zambia. The law, however, only came into effect on 1st January 2004 when the Minister of Information and Broadcasting Services signed a statutory instrument prescribing the fees to be paid. The TV license fee has been pegged at K3000 per month per set since and is payable in advance, that is, before the beginning of each month. It is estimated that TV license fees as at October 2007 constituted about 20 per cent of the ZNBC revenue. However according to the ZNBC 2011 Annual Report, TV levy now contributes only 11 per cent of the Corporation's revenue.

The ZNBC TV Licensing Unit through its inspectors is responsible for ensuring that the provisions of the Act are complied with. The fees are collected through four schemes, namely:

- Zambia Electricity Supply Corporation (ZESCO) plan,
- Residents Development Committee (RDC),
- Zambia Postal Services (ZAMPOST),
- ZNBC Offices all over the country and ZNBC door to door inspections.

1.1 Background of Zambia

1.1.1 Location and size

Zambia is a landlocked state located in southern Africa, east of Angola. Zambia has an area of 752,614 square kilometers (290,584 square miles) and a total land boundary of 5,664 kilometers (3,520 miles). Zambia's capital city is Lusaka. Zambia borders eight countries namely: Democratic Republic of Congo and Tanzania in the north, Malawi and Mozambique in the east, Botswana, Namibia and Zimbabwe in the south and Angola in the west.

1.1.2 Political environment

Politically Zambia has been ruled by four presidents namely Kenneth Kaunda, Frederick Chiluba, Levy Mwanawasa, Rupiah Banda and Michael Sata.

Kenneth Kaunda was Zambia's first president in 1964. This was after a lot of protests and demonstrations. The new country started off very well. The prices of copper were at an all-time high. However in 1972, the political scene changed with the declaration of the one party state. This meant that no other party could exist. Other parties were either fused in or disbanded. Problems started in 1975. The country witnessed a slump in copper prices. Later on Kaunda began supporting liberation struggles of neighboring countries. The economy was sluggish and people were going

through hard times. They rioted and demonstrated. There were food shortages and high unemployment. This led Kenneth Kaunda the humanist and champion of the liberation struggles in Southern Africa, to call for early elections, which marshaled in Frederick Chiluba as second Zambian President on 31st of October 1991, in the history of Zambia.

Frederick Chiluba had managed to sway the crowds in his favor with his oratory powers. The new president had a mammoth task of turning the economy around. The president embarked on a wholesale privatization of the state enterprises. Some viable companies were sold but the non-profit enterprises were simply liquidated. He opened up the Zambian economy to the outside and the shops were filled up with foreign goods. Because the goods from the outside were cheap compared to those locally manufactured, many companies which could not compete went under. Because of this, a lot of people were laid off. When his last term came to a close, Chiluba's bid to go a third term failed. This forced him to choose Levy Mwanawasa, the one-time vice-president in his first cabinet, to succeed him. It was this same Mwanawasa who lifted his immunity to pave way for investigation into alleged corruption scandals. The court appearances went on for 8 years until his acquittal on 17th August 2009. However, on 18th June 2011, Frederick Chiluba died. He was 68 years at the time of his death.

Upon assuming office Levy Patrick Mwanawasa, the new president started to fight corruption and abuse of office in the last administration. This implicated Frederick Chiluba as well. His immunity was removed in March 2002, to pave way for investigations.

Levy Mwanawasa suffered two strokes, one in April 2006 and another on 29th June 2008. Due to complications attributed to the second stroke, President Levy Mwanawasa died on 19th August 2008. His place was taken by Rupiah Banda, as acting president.

On 30th October 2008, elections were held and in a closely contested fight among four presidential contenders, Rupiah B Banda became victorious. Rupiah Banda scored 718,359 votes against his closest rival Michael Sata, who garnered 683,150 votes. On 2nd November 2008 at 14.42hrs Zambian time, Rupiah B Banda was inaugurated as president and became the fourth Zambian President in the history of Zambia.

The Zambian elections in which Michael Sata became victorious were held on 20th September 2011. The inauguration of Michael Chilufya Sata as the 5th Zambian president started in the afternoon at about 14:30hrs and finished at 15:00 hours with multitudes witnessing the ceremony. Present to witness the occasion was the first Zambian President Dr. Kenneth Kaunda and the outgoing president, Rupiah B Banda. Zambia attained independence from the British Colonialism in 1994 on 24th October with Kenneth Kaunda being the first president. The government is now under the Patriotic Front Party under President Michael Sata. At the time of writing, the current President Michael Sata has been in government for 1 year and 7 months

1.1.3 Population

At the time of writing, Zambia has a population of 13,881,336 and is considered as one of the most highly urbanized countries in sub-Saharan Africa with 44% of the population concentrated in a few urban areas along the major transport corridors, while rural areas are sparsely populated. The population comprises approximately 72 ethnic groups, most of which are Bantu-speaking people. Almost 90% of Zambians belong to the nine main ethno linguistic groups: Lamba, Chewa, Bemba, Tonga, Tumbuka, Lunda, Luvale, Kaonde, Nkoya and Lozi. In the rural areas, each ethnic group is concentrated in a particular geographic region of the country and many groups are very small and not as well known. However, all the ethnic groups can be found in significant members in Lusaka and the Copper belt.

While it cannot be possible to know exactly how many people are there in the world, the number is estimated to have reached around 7 billion. Zambia has one of the fastest growing populations in the world with many busy maternity wards. One of the busiest is the University Teaching Hospital in Lusaka where they deliver at least 50 babies a day. This means that there is enormous pressure on the maternity unit in the capital, where many people are moving because of jobs. Every year, this number rises, but the resources of the hospital cannot grow at the same rate.

1.1.4 Economy

Zambia's economy has experienced strong growth in recent years, with real GDP growth in 2005-11 more than 6% per year. Privatization of government-owned copper mines in the 1990's relieved the government from covering mammoth losses generated by the industry and greatly increased copper mining output and profitability to spur economic growth. Copper output has increased steadily since 2004, due to higher copper prices and foreign investment. In 2005, Zambia qualified for debt relief under the highly indebted poor country initiative, consisting of approximately US\$6 billion in debt relief. Poverty remains a significant problem in Zambia, despite a stronger economy. Zambia's dependency on copper makes it vulnerable to depressed commodity prices, but record high copper prices and a bumper maize crop in 2010 helped Zambia rebound quickly from the world economic slowdown that began in 2008. A birth rate, relatively high HIV/AIDS burden, and market distorting agriculture policies have meant that Zambia's economic growth has not dramatically decreased the stubbornly high poverty rates.

1.1.5 Poverty levels

According to the Central Statistics Office (CSO) Review of the current poverty situation shows that the incidence of poverty in Zambia has continued to be high despite recording a slight decline from 62.8 percent to 60.5 percent in 2010. (Zamstats 2012).

1.2 The profile of Zambia National Broadcasting Corporation

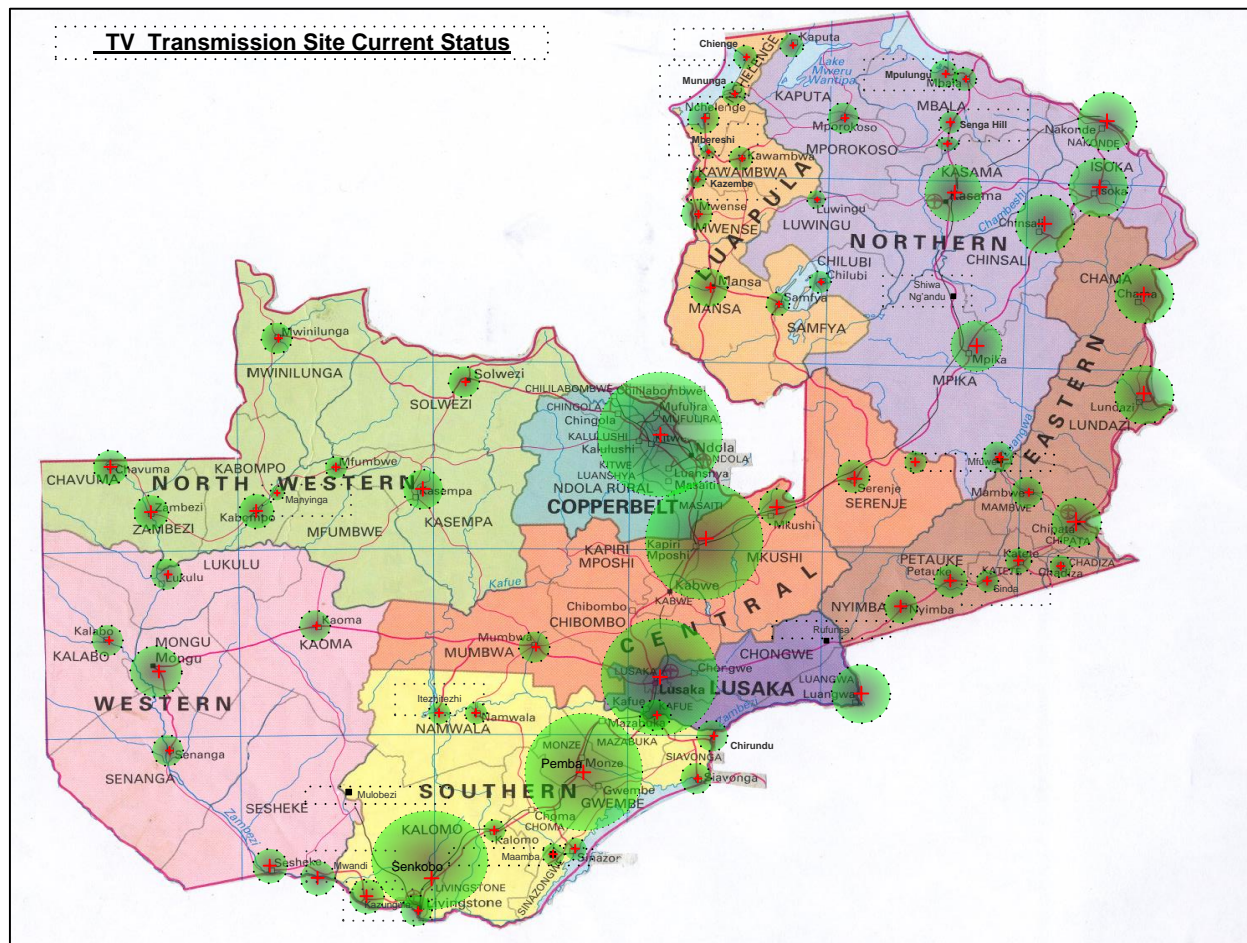
1.2.1 Location

The Zambia National Broadcasting Corporation is situated in the Mass Media Complex along Alick Nkhata road. The address is ZNBC, P.O.BOX 50015 Mass Media Complex, Alick Nkhata Road, Lusaka, Zambia.

1.2.2 The ZNBC

The Zambia National Broadcasting Corporation (ZNBC) is the oldest, widest and largest Radio and Television Services provider established by an Act of Parliament in 1987, which was passed to transform the Zambia Broadcasting Service from being a Government Department under the Ministry of Information and Broadcasting Service into a statutory body called the Zambia National Broadcasting Corporation.

Figure 1, ZNBC Television Transmission sites



ZNBC Projects section, 2013

The figure above represents the areas across the country where TV signal transmitters are located.

ZNBC operates three radio and two television channels.

Radio 1 transmits on short wave (SW) Countrywide and on FM in the main industrial and commercial areas and the country's nine provincial centers. It broadcasts in seven main languages: Bemba, Kaonde, Lozi, Lunda, Luvale, Nyanja and Tonga, and targets the rural communities. Its programming offers coverage of cultural and traditional events, discussions, and news and current affairs. Most of the news and current affairs content is translated directly from English news items broadcast by Radio 4 and on television. The station also promotes Zambian music.

Radio 2 broadcasts in English on SW countrywide and on FM in the main industrial and commercial areas. Radio 4, broadcasting in English on FM only, can be received along the railway line stretching from Livingstone on the southern border of Zambia to Chililabombwe on the

Zambia-Democratic Republic of Congo border on the Copper belt. Both stations target broader audiences. Programming includes news and current affairs, music, entertainment, religious broadcasts, sponsored programs, discussions and phone-in programs, educational broadcasts and advertisement.

ZNBC Television 1 mainly focuses on mandate inclined programming and is of serious nature. ZNBC Television 1 broadcasts mainly in English. Broadly the station's schedule includes sports, news, syndicated religious programs, business interviews, discussion programs, documentaries, agricultural and development magazines soap operas and local dramas. Sundays are fully packed with paid-for religious programs by tele-evangelists. From Monday to Friday a total of 35 minutes per day – five minutes each – have been allocated to news in the seven major Zambian languages. In addition, each Zambian language is allocated about 30 minutes to broadcast a magazine program from Monday to Sunday.

The ZNBC launched its second channel, TV2, in January 2010. Marketed with the slogan 'The pulse of Television', this is a 24-hour service, initially limited to Lusaka and its environs. It intends to provide programming of high quality with a local to foreign content ratio of 60:40. TV2 is supposed to be a commercial channel expected to cross-subsidise the public stations. For the time being, some programs aired on the main ZNBC TV channel are repeated on TV2

In cooperation with Parliament ZNBC also runs Parliament Radio which broadcasts debates in the House whenever the legislature is in session.

An audience research survey done in April 2009, shows that Radio 1 has a listenership of 69 per cent (38 per cent listened yesterday and 31 during the past seven days), Radio 2 reaches 66 per cent (38/28) and Radio 4 attracts 59 per cent (39/20). ZNBC mainly broadcasts in English. Broadly the station's schedule includes sports, news, syndicated religious programs, business interviews, discussion programs, documentaries, agricultural and development magazines, soap operas and local dramas. Sundays are fully packed with paid-for religious programs by tele-evangelists. From Monday to Friday, a total of 35 minutes per day-five minutes each-have been allocated to news in the seven major Zambian languages. In addition, each Zambian language is allocated about 30 minutes to broadcast a magazine program from Monday to Sunday.

According to the above-mentioned survey ZNBC TV was 'ever watched' by 84 per cent, 'yesterday' by 50 per cent and by 18 per cent 'during the last seven days'. The ZNBC launched its second channel, TV2, in January 2010. Marketed with the slogan 'The pulse of Television', this is a 24-hour service, initially limited to Lusaka and its environs. It intends to provide programming of high quality with a local to foreign content ratio of 60:40. TV2 is supposed to be a commercial channel expected to cross-subsidise the public stations. For the time being, some programs aired on the main ZNBC TV channel are repeated on TV2. (Public broadcasting in Zambia, 2010).

1.2.3 The Functions of the ZNBC

According to CAP 154 OF 1987 and as repealed and replaced by Act No. 20 of 2002 of the laws of Zambia prescribes the functions of the corporation as follows;

- (a) Provide varied and balanced programming for all sections of the populations;
- (b) Serve the public interest;
- (c) Meet high professional quality standards;
- (d) Offer programs that provide information, entertainment and education;
- (e) Contribute to the development of free and informed opinions and as such, constitute an important element of the democratic process;
- (f) Reflect, as comprehensively as possible, the range of opinions and political, philosophical, religious, scientific, and artistic trends;
- (g) Reflect and promote Zambia's national culture, diversity, and unity;
- (h) Reflect human dignity and human rights and freedoms and contribute to the tolerance of different opinions and beliefs;
- (i) Further international understanding and the public's sense of peace and social justice;
- (j) Defend democratic freedoms;
- (k) Enhance the protection of the environment;
- (l) Contribute to the realization of equal treatment between men and women;
- (m) Broadcast news and current affairs programs which shall be comprehensive, unbiased and independent and commentary which shall be clearly distinguished from news;
- (n) Promote productions of Zambian origin; and
- (o) Carry on operate such other services including diffusion services and undertakings as in the opinion of the Board, are conducive to the exercise of its functions under this Act.

The same Act of 2002 prescribed that the board of the ZNBC was to be 'appointed by the Minister, on the recommendation of the appointments committee, subject to ratification by the National Assembly '. The appointments committee consisted of one member each nominated by the Law of Association of Zambia, a non-governmental organization active in human rights, by religious organizations and the ministry responsible for information and broadcasting. The committee was supposed to invite applications, interview applicants, select candidates and submit a recommendation to that effect to the minister, who was expected to pass on the names of thee selected candidates to parliament for ratification. Once the list had been ratified by parliament, the board itself, comprising nine-part time members, was to elect the chairperson and his/her deputy.

In March 2010 the government quite unexpectedly introduced and passed the Zambia National Broadcasting Corporation (Amendment) Bill, number 6 in parliament, and the president signed it into law on 13th April 2010.

A close reading of the Act which, on the face of it, deals with the introduction of a television levy, shows that it also implies an important change in the way the ZNBC board is constituted. Any mention of the 'appointment committee' has been deleted. The ad hoc committee established by the ZNBC (Amendment) Act of 2002, made up of representatives of civil society and mandated to nominate the members of the ZNBC board, had been widely heralded as a welcome development by media practitioners and civil society organizations. The new Amendments Act repeals section 4A of the 2002 Act and thus the establishment of the ad hoc appointments committee. Consequently, the power of appointing nine part time members of the ZNBC board reverted to the minister of information and broadcasting services once more as provided for in the ZNBC principal act of 1987.

The figure below shows the Zambia National Broadcasting Corporation headquarters on Alick Nkhata Road, Mass Media Complex in Lusaka

Figure 2, ZNBC Headquarters, Lusaka



ZNBC Headquarters in Lusaka (ZNBC archives 2008)

1.3 Statement of the problem

ZNBC as the national broadcaster had for a long time enjoyed monopoly. Since inception it was considered as a free service and people never paid subscription

From the time the TV License initiative was launched in 2004, ZNBC managed to rehabilitate some of the run down studios and turned them into modern studios using revenue raised from TV License Fees. It has also improved signals and extended coverage to areas which were previously outside coverage area. It is also argued that ZNBC has been able to acquire quality TV programs and increased the acquisition and production of local content.

Despite having such an initiative put in place, ZNBC TV has in the recent past come under fire from some segments of its viewers. It is argued that ZNBC is failing to play the role of a public broadcaster as members of the public have no say in the operation of the corporation.

As to whether ZNBC is achieving its objectives also remains to be seen because of the dwindling revenue base being recorded on the other hand. According to research findings carried out by ZNBC research unit, there has been a continuous decrease of the number of household on the ZESCO plan of about 50% as from 2003 to 2007 (from 114,000 to 65,000 households). The report however does not provide information about the compliance levels obtaining in other schemes but estimates the general compliance level to be at 32% (in spite of the legal threats and even punitive actions taken against some defaulters).

As at December 2013, the compliance levels on TV Levy have remained at around 20 per cent of households. (ZNBC Research Unit, 2013)

Suffice to deduce therefore that successful TV License collection is a function of compliance which is itself motivated by effective communication strategies. This is evidence by reports gathered by ZNBC TV License Inspectors.

However recent research from the ZNBC research unit shows that the TV levy only accounts for 11 per cent of the corporations' revenue.

The research will be focused in Lusaka.

Therefore this study aimed at establishing the efficiency of the communication strategies used in the implementation of the TV levy. As a project the TV levy project relies a lot on communication and hence this research.

1.4 Main objective of Study

To evaluate the communication strategies used in the TV levy project by the Zambia National Broadcasting Corporation.

1.5 Specific objectives

To assess;

- 1) The communication strategies of ZNBC in television levy
- 2) The sources of information on television levy for ZNBC audiences
- 3) The effectiveness of the ZNBC communication strategies used for the implementation of TV Levy
- 4) Create a profile of the communication needs of the public regarding television levy.

1.6 Research questions

- 1) What are the communication strategies used by ZNBC in TV levy?
- 2) Which sources are used in the communication strategies?
- 3) Which channels are used in the communication strategies?
- 4) What are the messages used in the TV levy communication?
- 5) What are the gaps in the communication strategies on TV levy

1.7 Rationale

TV license fee was reintroduced (was there up to 1973) because government funding was consistently reducing year after year while on the other hand the responsibilities of the corporation was increasing. In order to sustain the operations of the corporation, it was decided that TV license fees should be reintroduced to lessen the burden of purchasing equipment and content procurement and production. This reduced the dependence of ZNBC on government subvention. To this end ZNBC and GRZ introduced TV license fees in 2002. This was in view of insufficient funding from GRZ. The purpose was to increase the quality of programming. It is now over 10 years since TV license fees were introduced and it appears that the majority of the people have not accepted nor embraced the TV levy.

This against a background of people not being used to paying for television services Vis-a vis- the introduction of the TV levy. It appears that some of the strategies that are being used by the national broadcaster may not be effective. This study therefore aims to answer the question on how effective the communication strategies used by ZNBC are appropriate or effective. This study is significant as it will add to the body of knowledge in the research area. This study is the first for the Zambia National Broadcasting Corporation and will aid the corporation in bridging the communication gaps in the Television Levy. The study will further help in identifying the areas of communication strategies that have not been utilized in order to have a holistic approach to the TV levy communications.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter reviews literature that has been done in the area of TV levy in the world. The chapter looks at studies from a global, regional and Zambian context that have been carried out regarding communication strategies on TV levy

2.1 Global Perspective

From the researcher's review of literature, no studies have been done to look at communication strategies in TV levy in particular. However some studies have been conducted in many parts of the world on how TV license fee has improved the quality of programming, for example, one of the studies on how people felt about the TV license fee indicated that many feel that one of the main advantages of TV fully funded by a license fee is that programming can be enjoyed by all viewers with few or no interruptions for advertisements. In addition, if public subscription television was subject to encryption to deny access to non-subscribers, the poorest in society would be denied access to the many well- funded programs that public service providers produce today for the relatively low cost of the license. In economic terms, the cost of producing and distributing a given TV program is independent of the number of viewers and the average costs per view will be at its lowest when the number of viewers and the average cost per view will be at its lowest when the number of viewers are maximized as will happen if the signal is free-to-air and devoid of advertising.

The UK government's department of culture, media and sport as part of its BBC charter review asked the public what they thought of various funding alternatives. Respondents were 2-1 in agreement with the statement: "advertising would interfere with my enjoyment of programs" (59 percent sided with the statement and 31 percent disagreed with it) and 4-1 in agreement with the statement that: " subscription funding would be unfair to those that could not pay" (71% agreed and 16% disagreed). They conclude, as others have done before, that TV license fees as a method of funding public service broadcasting is "the least bad option."

In many countries, radio channels and broadcasters websites are also funded by TV license, giving access to radio and web services free of commercial advertising, so the benefit is wider than just in the sphere of television viewing. According to IPPR (2003), however, some countries with a receiver license (TV license fee) there is a minority who oppose the system. Some critics dislike the very idea of a television, they regard it as an anomaly that a person can be forced to pay the license fee even if they choose not to use the services it pays for. Such claims have grown with the rise of multi-channel digital television funded by advertising. Critics argue that the TV License fee is unjustifiable on the basis that minority interest programming can now be broadcast on

specialist commercial channels. Others argue that a fixed license fee is a regressive tax, and thus unfair on low-income groups. IPPR (2003)

Defenders of TV license fees point out that, although the license fee is a regressive tax, the same is true of many other compulsory payments such as petrol, vehicle tax and opinion polls in most countries with TV license fee have shown that an overwhelming majority prefer the current system as it can give them access to TV that is not driven by commercial and political pressures as is sometimes seen with commercial, subscription and taxation funded broadcasters (and thus 'dare' to show difficult programs).

The British government described the license fee system as "the best (and most widely supported) funding model even though it is not perfect." (BBC Green Paper, 2005). That is, they believe that the disadvantages of having a license fee are less than the disadvantages of all other methods. In fact, the disadvantages of other methods have led to some countries especially those in the former Eastern Bloc to consider the introduction of a TV license. For example, both Bulgaria and Serbia have attempted to legislate to introduce a television license. In Bulgaria, a fee is specified in the broadcasting Law, but it has never been implemented in practice. In other cases, nations with license fees such as the Czech Republic have increased the proportion of funding that their public broadcasters get from license fee. In some cases such nations have found that the existing public service broadcasters could not compete with commercial broadcasters for advertising revenues. (Ceska Televize, 2006).

A BBC case on whether digital era will destroy the TV license indicates that the digital era means more choice for television viewers-but for broadcasters, it means more competition and declining ratings. Furthermore, the BBC's license fee is secure for the following years. At the end of the 1980's, there were just UK TV channels available and the BBC had 50% of the audience shares. Just over 15 years on, around 70% of homes have access to television with hundreds of channels to choose from. All of such was as a result of TV license fee.

In Ireland, around 99% of households have a television. A post is responsible for maintaining a database containing records of every premise which should have a TV license. This database is regularly updated to include new buildings. If you do not have a current TV license, expect a visit from a TV License Inspector. If an unlicensed set is found a prosecution will follow which result in a fine for the first offence or for a second or subsequent offence. A post collects TV license fees on behalf of the Ministry of Communication, Marine and Natural Resources.

A case study undertaken on how to persuade fresher's to buy a TV license at the University in London indicated that TV licensing aims to educate students. The research conducted also on students' lives and their attitudes towards TV license fee. It discovered that the lifestyles of the first year students in particular, are quite unique in that they generally live communally in halls or on campus. They are also a very transient population often moving on a yearly basis far more frequent than most other segments of British society. The research further indicated that some

think that they cannot get caught if they do not pay and if they do, nothing can happen maybe this explains the people`s attitude here in Zambia.

2.2 African perspective

From the literature not much progress has been made in Africa as regards TV levy or license. The following are the countries that have implemented the levy albeit with challenges

In Ghana, the license fee is used to fund the Ghana Broadcasting Corporation (GBC). The GBC is the public broadcaster in Ghana. It is funded by broadcasting television commercials and the levying of a television license, costing 3 GHC (about € 0.29)

The Mauritius the license fee is Rs 1200 per year (around €29).[72] It is collected as part of the electricity bill. The proceeds of the license fee are used to fund the Mauritius Broadcasting Corporation (MBC). The license fee makes up 60% of MBC's funding with most of the rest coming from television and radio commercials. However, the introduction of private broadcasting in 2002 has put pressure on MBC's revenue from commercials and this is decreasing. Furthermore, MBC is affecting the profitability of the private stations who want the government to make MBC commercial free.

In Namibia the TV License fee was at N\$204 (about €23) in 2001.[74] The fee is used to fund the Namibian Broadcasting Corporation (NBC).

The South African licence fee is R250 (about €23) per annum (R312 per year if paid on a monthly basis) for TV. A concessionary rate of R70 is available for those over 70, and disabled persons or war veterans who are on social welfare. The licence fee partially funds the public broadcaster, the South African Broadcasting Corporation. The SABC does, unlike some other public broadcasters, derive much of its income from advertising. Proposals to abolish licencing have been circulating since October 2009. The national carrier hopes to receive funding entirely via state subsidies and commercials. According to IOL.co.za: "Television licence collections for the 2008/09 financial year (April 1, 2008 to March 31, 2009) amounted to R972m." (almost €90m) In the region, South Africa has made major headways in TV Levy (licence) which is law. (SABC, 2010)

2.3 Zambian Perspective

In addition to the above studies conducted in other parts of the world, people have conducted and commented on TV license fee`s contribution to programming in Zambia. For example, early this year 2012, soccer fans have praised ZNBC for its live transmission of some matches both European and African Leagues courtesy of TV levy, the 2008 Beijing Olympics in China. ZANIS Sports Report Zambia Voluntary Soccer Fans Association (ZAVOSOFA) patron Pastor Peter Makembo saying his Association really commends the Corporation for the live transmission “as soccer fans, we are commending ZNBC for the live transmission of the Beijing games. This is as it should be”, said Pastor Makembo. He noted that the TV license fees paid by most Zambians were now manifesting as most television viewers in Zambia are able to watch the games live. Makembo

explained that most Zambians have no access to pay television stations to watch the games, but with the national broadcaster's deliberate move, people are able to watch the games live.

At the time of writing the, the coming of the current ZNBC Director General there has been an increase in messages promoting TV Levy and hence the public interest in the broadcasters' programming. Chibamba Kanyama has strongly sent the message that TV levy is what runs the national broadcaster and hence the increase in demand for better programming from the public who now have a sense of ownership of the broadcaster.

According to MBZ Report by Leonard Kantumoya, "ZNBC revenue comes from the television license fees, advertising and government subvention. The license fees are collected through the Zambia Electricity Supply Corporation (ZESCO) customer billing system and the Residents' Development Committees in townships. Television license fees have contributed substantially to the recent improvement in ZNBC's general financial position (Kantumoya, 2005). Government support becomes more pronounced in the run-up to general elections when the government and the ruling party put their propaganda and campaign machinery in motion and the analysis is that the public broadcaster is accessible in the entire country.

In addition, ZNBC offers a great deal of local content in its programming both on radio and television. Its news contains a lot of local content, perhaps due to its dependence on stories generated by ZANA and the Zambia Information service both of which are government units. ZNBC-TV has allocated time to vernacular broadcasts in addition to the news in local languages which has been running for a long time now (Kantumoya, 2005). All these are possible because of the introduced TV license fees that the public contributes.

In summary, a TV license fee has brought significant development impact (at low cost) of creative use of broadcasting for education, extension and information transfer as noted by the above studies. This suggests the need for increased attention by policymakers to reform of the sector that allows for the maximum development impact of broadcast access. In addition, ZNBC TV access by people makes it possible for them to have reserved day hours for broadcasting personal messages, death announcements, and invitation to parties and calling for emergency medical assistance and also ordering food and supplies from the store to some designated flooded places especially during floods.

According to the Times of Zambia newspaper the Zambia National Broadcasting Corporation (ZNBC) has this year recorded in excess of K12 million in television (TV) levy collections.

At the time of writing, ZNBC's Director of Finance, Victor Nyasulu said the Corporation had from January up to the end of August, 2013 collected K12 million, representing an increase of 20 per cent compared to K9.5 million recorded over the same period last year.

He attributed the increase to ZESCO's seriousness in implementing the K3 levy collection through the installation of prepaid meters.

He said the first thing the Corporation was doing was to set up its own database expected to cost around US\$100,000 (about K500 million), adding that last month, ZNBC conducted a survey in Lusaka's Kanyama area.

“We know from the last Central Statistical Office figures that there are more television owners in the country, but only between 300,000 and 400,000 are on the ZESCO database,” Mr. Nyasulu said.

He noted that in situations where landlords had tenants around one household, only the landlord paid the TV levy, while the rest did not.

Mr. Nyasulu said the best way to deal with that issue was electronically, but that this could not be done on an analogue system.

He, however, said ZNBC was banking on the digital migration project for that to happen because once the Corporation goes digital, people would not be able to watch television unless they have a decoder, the same way Multi Choice does it.

2.4 Conclusion

From the information available, it is evident that no studies have been carried out on communication strategies used in TV levy. It is also evident that there has been no clear cut plan or structure that shows how the communications aspects of the TV levy will be integrated in the overall project.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter elaborates on the data collection procedures applied during this study. It describes the sample selection procedure, data collection methods and the coding. It further goes to analyze the methods used in analyzing the data. Quantitative and qualitative methods were used to collect data from the study area.

3.1 Research area

The research area for this study is Lusaka covering the following purposively chosen areas Kabulonga, Kalingalinga, Chilenje and Chongwe rural. The study is restricted to Lusaka due to limited time and financial constraints.

3.2 Methodology

Triangulation was used in this research. This is the application and combination of two or more research methodologies in the study of the same phenomenon. By combining multiple methods, theories and empirical materials, researchers can hope to overcome the weakness of intrinsic biases and the problems that come from single methods and single theory studies.

The purpose of triangulation in research was to increase the credibility and validity of the results. Cohen & Manion 1986:254 defines triangulation as ‘an attempt to map out or explain more fully, the richness and complexity of human behaviors by studying it from more than one stand point’

Other scholars add that triangulation that use multiple sources of evidence rate higher than those relying on a single source, help improve the reliability and validity of a study and allow the triangulation of the phenomenon being investigated (Wimmer and Dominick (1997).

3.2.1 Quantitative survey

The quantitative research method used in this case was the Structured and semi structured composed of 131 questionnaires. These were used to extract information from the respondents during the study.

3.2.2 In -depth interviews

Qualitative survey in the form of in depth interviews was also used for this study. This was specifically used for the TV Levy experts from the Zambia National Broadcasting Corporation. The research method used in this case was the interview guide .A total of 5 interviews were carried out

3.3.3 Population

The population size was Chilenje with a population of 10,330 households representing a medium density area. Kalingalinga with 8,356 households representing a high density area, Kabulonga with 12,378 households representing a low density area and Chongwe with 5,238 households representing a rural area.

3.3.4 Sample size

A total number of 131 questionnaires in the quantitative survey were distributed in the four study areas. A further 5 in depth interviews were conducted with 5 key senior staff in TV Levy at the ZNBC.

3.3.5 Sampling procedure

The population under consideration composed of residents residing in high, medium and low density areas these being Kabulonga, Kalingalinga, Chilenje and Chongwe. 40 questionnaires were administered in Kabulonga, 28 in Kalingalinga, 33 in Chilenje and 30 in Chongwe making a total of 131 questionnaire. Chongwe was used to represent a rural sample

1) Stage one

Lusaka was chosen purposively because it has a large population of people with access to the ZNBC television signal. It was therefore selected for the study on this basis

2) Stage two

To represent the Low, medium, high density areas, Kabulonga, Chilenje, Kalingalinga while Chongwe was also purposively chosen to represent a rural area.

The above townships in Lusaka were chosen to represent the above population densities using the statistics from the Central statistics office 2010 Census Report.

3) Stage three

In Kabulonga questionnaires were administered on Roan road, Kabulonga road and Green lane. The roads were chosen on the basis of accessibility and because the houses on these roads are clearly marked and accessible. A systematic sample of every second house on the listed roads was used. A questionnaire was administered to a member of the family that watches ZNBC Television and pays TV levy. A total of 40 questionnaires were administered in Kabulonga.

In Chilenje, 33 questionnaires were administered in Chimenge close and Luwengwa roads respectively using the systematic sample based on accessibility and clear addressing of the houses. The same procedure was followed. The questionnaires were administered on every second house in each road to an available adult that watches ZNBC and pays TV levy.

In Kalingalinga Township, total of 28 questionnaires were administered using the simple random sampling to residents living on Moomba Street and Overspill road. These roads were chosen as they are newly tired providing access as well as they houses are also clearly

labelled. The houses on these roads also have electricity and hence access to television. As in the other two areas

In Chongwe rural, a purposive sample was chosen and the respondents were from World Vision Chongwe East which operates in Chief Bunda Bunda area with a population of 10,721 and is situated at plot number 1102, Chongwe. These respondents were chosen as they live in different catchment areas of Chongwe rural but due to their economic status, can afford to buy a television set and hence pay TV levy.

4) Stage four

At the household level in the Kabulonga, Chilenje and Kalingalinga, the questionnaires were admitted to any adult or youth who understood what TV Levy was and able to answer the questionnaire and was available at the time of the study. In Chongwe, the questionnaires were administered to World Vision Members of staff that have access to ZNBC television and was available during the time of the study.

3.3.6 Data collection procedure

Respondents were aged from 10 years to above 46 years. The interview method was used to gather data in the quantitative survey. This was to maximize returns of survey instruments.

In the qualitative surveys, 5 key informants from the Zambia National broadcasting Corporation were engaged through In Depth interviews.

3.3.7 Data Analysis

Statistical Package for the Social Sciences (SPSS) Version 16.0 was used in the analysis of quantitative data, whilst qualitative data from interviews was analyzed using content analysis.

3.3.8 Ethical Considerations.

Though the research topic was not health related, the researcher ensures that the ethical considerations of informed consent, objectivity and confidentiality were the guiding principles in the research. In the area of informed consent the researcher ensured that the sample was taken through why the research was being conducted and were allowed to freely participate in the research and if they felt otherwise they were free to decline. Their informed consent was given freely, without coercion, and was based on a clear understanding of what participation involves. This research did not involve minors or vulnerable groups of people.

In relation to confidentiality the researcher was cognizant of the fact that Confidentiality is the process of protecting an individual's privacy. It pertains to treatment of information that an individual has disclosed in a relationship of trust, with the expectation that this information will not be divulged to others without permission. The respondents were assured that the information availed to the researcher would be used for academic purposes and that no information given by a respondent would be divulged to any third parties.

Objectivity is another ethical consideration that the researcher bore at the back of the mind. The researcher ensured that their own personal biases and opinions did not get in the way of the research and that both sides are given fair consideration.

3.3.9 Limitations of the study

The study's major limitation was that it was confined to Lusaka only.

CHAPTER 4

CONCEPTUAL AND THEORETICAL FRAMEWORK

In this chapter the researcher gives various definitions, concepts and theories and their application to the study

4.1 Communication

The word comes from a Latin word ‘communis’ which means common. Communication is sharing information between two or more individuals, the act of conveying information. Because communication has no many components, failing to effectively communicate in the workplace common place. There are five components to any communication namely, the individual sending the message, the content of the message, the person receiving the message, the delivery of the message, the emotions of both sender and receiver and the content of the message. In this study communication will mean both the internal and external communication that ZNBC disseminates regarding the TV levy.

4.2 Strategy

A strategy can be described as a plan of action or policy designed to achieve a major or overall aim. In this study, strategy will refer to what actions or policies ZNBC has put in place in communicating messages on TV levy.

4.3 Communication strategy

A communication strategy is a single, coherent narrative that describes a communications solution to a problem or bundle of problems. Working at a strategic level, it sets out, the nature of the problem or challenge, the key considerations in addressing it, the choices that have been made, the key drivers of those decisions (crucially, insight into audiences), the resources required, the stages to go through and the evaluation criteria (GCS,2012)

4.4 Television license

The Television License (sometimes called the TV license or the television tax) is a small tax that people pay to watch television. It is used to pay, or part-pay, for the local public broadcaster. In this study, the television license will refer to the Levy that ZNBC charges for its television services. At the time of writing the television levy is K3.00

4.5 Theories

4.5.1 Agenda setting theory

Agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. As far back as 1922, the newspaper columnist Walter Lippmann was concerned that the media had the power to present images to the public. McCombs and Shaw investigated presidential campaigns in 1968, 1972 and 1976. In the research done in 1968 they focused on two elements: awareness and information. Investigating the agenda-setting function of the mass

media, they attempted to assess the relationship between what voters in one community said were important issues and the actual content of the media exerted a significant influence on what voters considered to be the major issues of the campaign. This significant influence on what voters considered to be the major issues of the campaign. This theory will be used in the study because ZNBC as the national broadcaster plays an important role in influencing society in pertinent issues such as TV levy. The researcher will apply this theory to understand how ZNBC is playing its agenda setting role in TV levy communications as a means of improving compliance.

4.5.2 Diffusion of innovations theory

Diffusion research centers on the conditions which increase or decrease the likelihood that a new idea, product, or practice will be adopted by members of a given culture. Diffusion of innovation theory predicts that media as well as interpersonal contacts provide information and influence opinion and judgment.

In Studying how innovation occurs, E.M Rogers (1995) argued that it consists of four stages: invention, diffusion (or communication) through the social system, time and consequences. The information flows through networks. The nature of networks and the roles opinion leaders play in them determine the likelihood that the innovation will be adopted. Innovation diffusion research has attempted to explain the variables that influence how and why users adopt a new information media, such as the Internet. Opinion leaders exert influence on audience behavior via their personal contact, but additional intermediaries called change agents and gatekeepers are also included in the process of diffusion. Five adopter categories according to Everett Rogers (1995) are as follows:

(1) Innovators

These tend to be venturesome, cosmopolite, networked with other innovators, have available financial resources, understand complex technical knowledge, and be able to cope with uncertainty. Change agents should recognize that, for high-involvement innovations, innovators do not significantly affect adoption decisions.

(2) Early adopters

These are respected and more local than innovators. It is from this category that the change agent should expect to locate opinion leaders. These persons are venturesome, but sufficiently skeptical to recognize good innovations from poor ones. Because opinion leaders have more influence on the diffusion effect than persons in any other adopter category, it is persons in this category that the change agent attempts to persuade to adopt.

(3) Early majority

They tend to interact frequently with peers, seldom hold positions of opinion leadership but have strong interconnectedness within the system's interpersonal networks, and tend to have a long period of deliberation before making an adoption decision.

(4) Late majority

This category of adopters tend to adopt from economic/social necessity due to the diffusion effect. They usually are skeptical and cautious and have few extra resources to risk on high-involvement innovations

(5) Laggards

Laggards are the most localite, suspicious of change agents and innovations, and have few resources to risk. It might sound as if the laggards are a doltish lot. In fact, persons within this category might be highly innovative in their symbolic adoption but slow to implement because they have few financial resources to offset transition costs or little access to innovation-evaluation information. By coincidence or design, laggards are the "smartest" ones when seemingly beneficial innovations become unexpectedly costly or ineffective.

In this study this theory will be used to evaluate how the television levy as an innovation has evolved and how or whether it can be used in the communication strategies of the TV levy. The researcher will also use this theory to analyze how TV levy as an innovation has been diffused among the audience. This comes up bearing in mind the fact that payment of a levy is a new phenomenon and people may not easily appreciate the value or essence of paying.

4.5.3 Uses and gratification theory

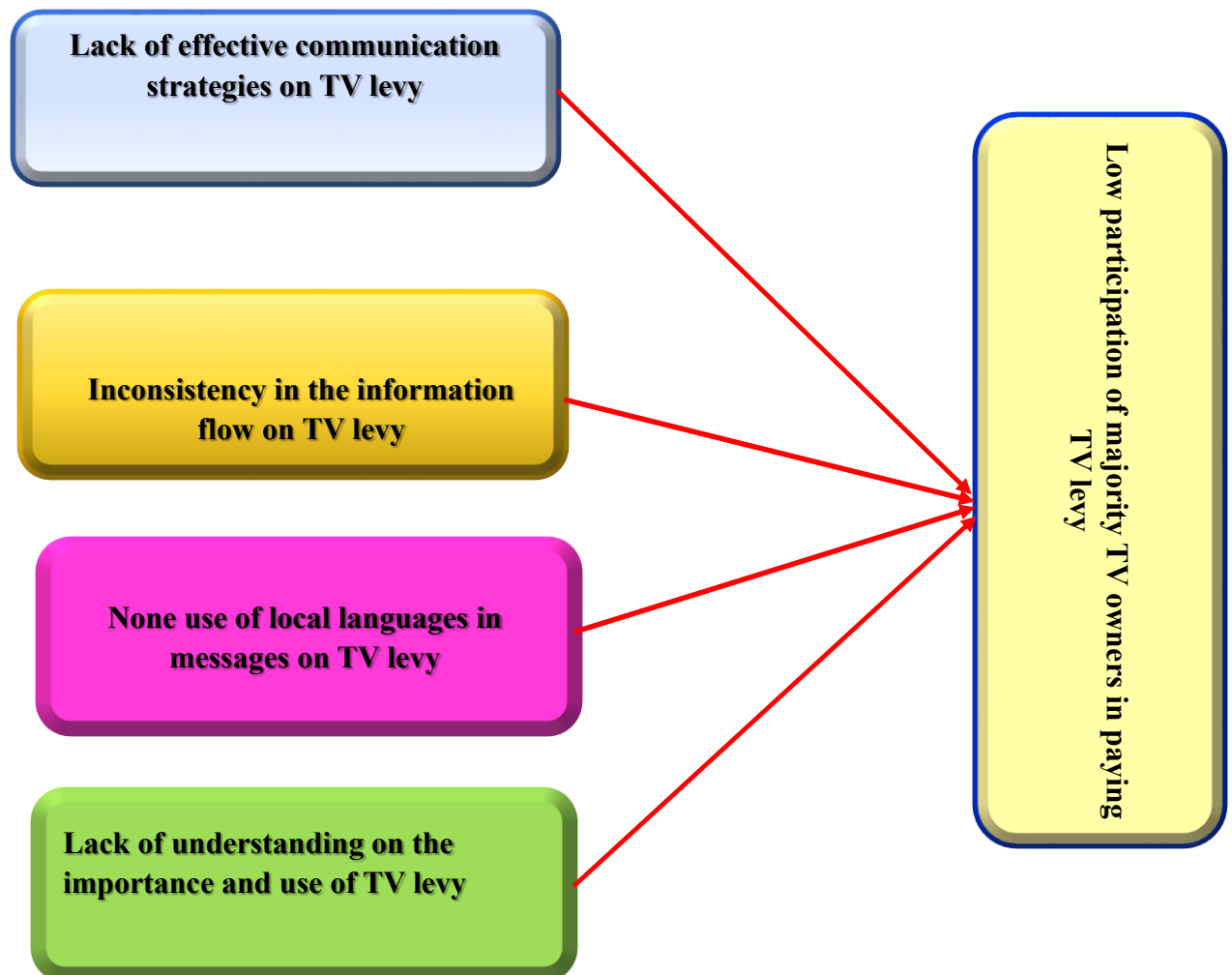
Uses and gratifications approach is an influential tradition in media research. The original conception of the approach was based on the research for explaining the great appeal of certain media contents. The core question of such research is: Why do people use media and what do they use them for? (McQuail, 1983).

There exists a basic idea in this approach: audience members know media content, and which media they can use to meet their needs. In the mass communication process, uses and gratifications approach puts the function of linking need gratifications and media choice clearly on the side of audience members. It suggests that people's needs influence what media they would choose, how they use certain media and what gratifications the media give them. This approach differs from other theoretical perspectives in that it regards audiences as active media users as opposed to passive receivers of information. In contrast to traditional media effects theories which focus on "what media do to people" and assume audiences are homogeneous, uses and gratifications approach is more concerned with "what people do with media" which determined by their social and psychological background. In this study this theory will be used to establish the perceived resistance of the television levy and the reducing viewership of ZNBC despite the many messages around it. This theory will also be used to understand what people use TV for and what need is met by watching television.

4.5.4 Two-step flow theory

This theory asserts that information from the media moves in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages receive the information. Opinion leaders pass on their own interpretations in addition to the actual media content. The term ‘personal influence’ was coined to refer to the process intervening between the media’s direct message and the audience’s ultimate reaction to that message. Opinion leaders are quite influential in getting people to change their attitudes and behaviors and are quite similar to those they influence. The two-step theory has improved our understanding of how the mass media influence decision making. The theory refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behavior. In this study this theory will be used to analyze how ZNBC has applied the theory in its communication strategies. This will also entail closely analyzing if ZNBC involves opinion leaders in its TV levy communications.

Figure 3 Conceptual Framework: Evaluate low participation of TV owners to pay TV levy (Chipepo M, 2013)



CHAPTER 5

PRESENTATION OF FINDINGS

5.0 Introduction

This chapter only presents that findings of this study. The discussion of the findings is in the next chapter. A total of 131 questionnaires were administered in Chilenje, Kabulonga, Kalingalinga and Chongwe respectively as well as 5 in depth interviews were carried out with 5 key informants from the Zambia National Broadcasting Corporation.

The presentation of the findings will be in line with the objectives of the study which were;

5.1 Main objective of study

To evaluate the communication strategies used in the TV levy project by the Zambia National Broadcasting Corporation.

5.2 Specific objectives

To assess;

- 1) The communication strategies of ZNBC in television levy
- 2) The sources of information on television levy for ZNBC audiences
- 3) The effectiveness of the ZNBC communication strategies used for the implementation of TV levy
- 4) Create a profile of the communication needs of the public regarding television levy.

5.3 Research questions

1. What are the communication strategies used by ZNBC in TV levy?
2. Which sources are used in the communication strategies?
3. What channels are used in the communication strategies?
4. What are the messages used in the TV levy?
5. What are the gaps in the communication strategies?

Presentation of findings in detail

5.4 Respondents by sex

A total of 131 respondents were interviewed and 77 of them were male while 54 were female at 58.80% and 41.20% respectively. A further breakdown of these figures show that Kabulonga had 40 respondents with 22 (55%) male and 18 (45%) female followed by Chilenje which had 33 respondents with 15 (45.50%) male and 18 (54.50%) female. Chongwe had 30 respondents with 21 (70%) male and 9 (30%) female then Kalingalinga had 28 respondents with 19 (67.90%) male and 9 (32.10%) female.

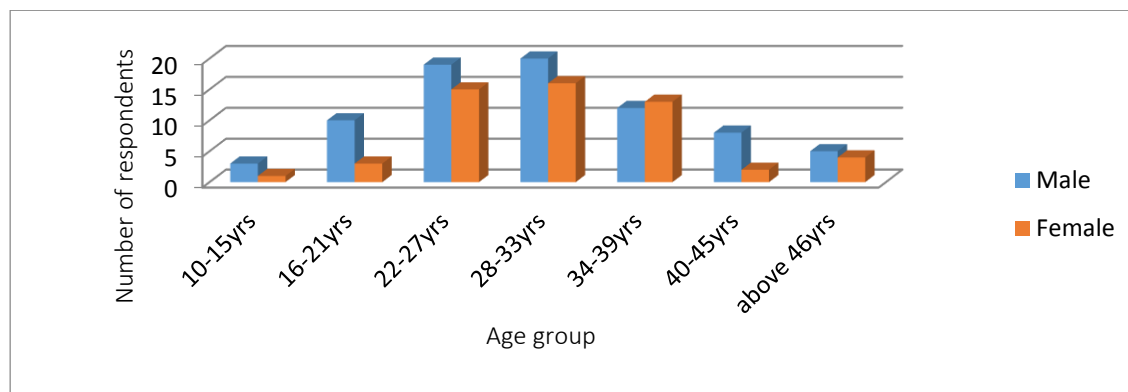
Table 1: Total number of respondents by sex against location

Location of interview	Male		Female		Total	
	Count	Row N %	Count	Row N %	Count	%
Chongwe	21	70.00%	9	30.00%	30	100.00%
Kalingalinga	19	67.90%	9	32.10%	28	100.00%
Chilenje	15	45.50%	18	54.50%	33	100.00%
Kabulonga	22	55.00%	18	45.00%	40	100.00%
Total	77	58.80%	54	41.20%	131	100.00%

Source: Field data 2013

Figure 4a shows that of the 131 respondents visited, majority of them are in the age group of 28-33 years followed by those in the range 22-27 years with 36 and 34 respondents respectively. Those in the age group of 34-39 years were in the third place with 25 respondents then 13 respondents were in the age group of 16-21 years followed by 10 respondents whose age group is in range of 40-45 years. 9 of the respondents were in age range of above 46 years and 4 respondents were in the age group range of 10-15 years.

Figure 4a: Total number of respondents by Age and sex



Source: Field data 2013

27% of the respondents are in the age range of 28-33years followed by 2% of those in the range 22-27years while 19% of the respondents were in the range 34-39years then 10% of the respondents were in the range of 16-21years. 8% of the respondents were in the range of 40-45years while 7% were above 46years and only 3% of the respondents were in range 10-15years.

5.5 Respondents by education

Table 2 below shows the results for education against sex. Majority of the respondents have tertiary level education at 55 with 32 (58.20%) being male and 23 (41.80%) female. Those with senior secondary level of education follow at 44 with 27 (61.40%) of the respondents being male and 17 (38.60%) being female. 16 of the respondents have junior secondary level of education with 6 (37.50%) being male while 10 (62.50%) female. Respondents with primary level education were 11 with 8 (72.70%) of the respondents being male while 3 (27.30%) of the respondents are female. Lastly those with no education were 5 with 4 male (80.00%) and only 1 female at 20%.

Table 2: Total number of respondents by sex and education

Education	Male		Female		Total	
	Count	Row N %	Count	Row N %	Count	Row N %
Nil	4	80.00%	1	20.00%	5	100.00%
Primary	8	72.70%	3	27.30%	11	100.00%
Junior Secondary	6	37.50%	10	62.50%	16	100.00%
Senior Secondary	27	61.40%	17	38.60%	44	100.00%
Tertiary	32	58.20%	23	41.80%	55	100.00%
Total	77	58.80%	54	41.20%	131	100.00%

Source: Field data 2013

5.6 Respondents by employment

When it came to employment status of the respondents, table 3 shows that majority of the respondents said they are self-employed 53 of them with 29 (54.70%) being male while 24 (45.30%) as female. This was followed by those formally employed at 35 with 23 (65.70%) male and 12 (34.30%) female. 23 of the respondents said they were students with 16 (69.60%) male while 7 (30.40%) were female and finally 20 of the respondents said they were unemployed with 9 (45%) being male and 11 (55%) female.

Table 3: Respondents by employment

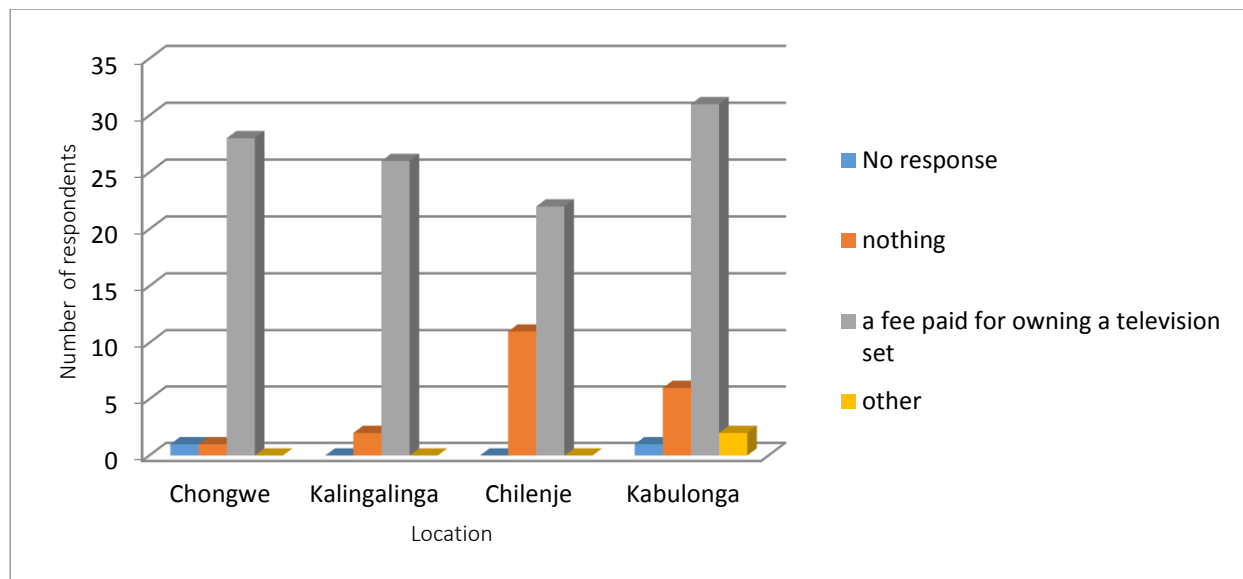
Occupation	Male		Female		Total	
	Count	Row N %	Count	Row N %	Count	Row N %
Student	16	69.60%	7	30.40%	23	100.00%
Self employed	29	54.70%	24	45.30%	53	100.00%
Unemployed	9	45.00%	11	55.00%	20	100.00%
Formally Employed	23	65.70%	12	34.30%	35	100.00%
Total	77	58.80%	54	41.20%	131	100.00%

Source: Field data 2013

5.7 Respondents knowledge of TV levy

Figure 5a below shows that majority of the respondents in all the four locations of Chongwe, Kalingalinga, Chilenje and Kabulonga knew TV levy to be a fee paid for owning a television set.

Figure 5a: Knowledge about TV levy by location

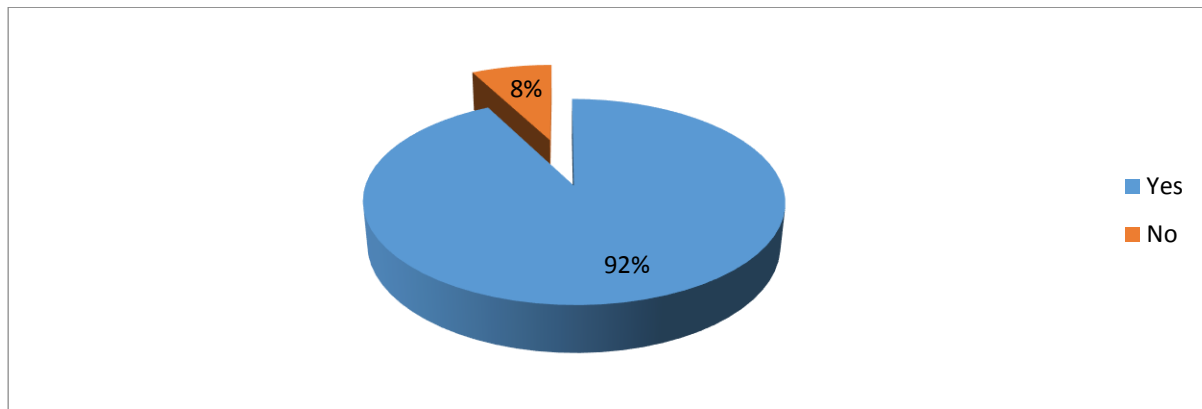


Source: Field data 2013

5.8 Respondent's perception on whether they should be educated on matters of TV levy.

Despite majority of the respondents as shown in figure 3a above knowing what TV levy is, they still thought it was important for people to be educated on issues of TV levy as shown in figure 3b below with almost 100% of the respondents saying yes they think it's important for people to be educated on TV levy issues.

Figure 5b: Perception on importance for people to be educated on TV levy

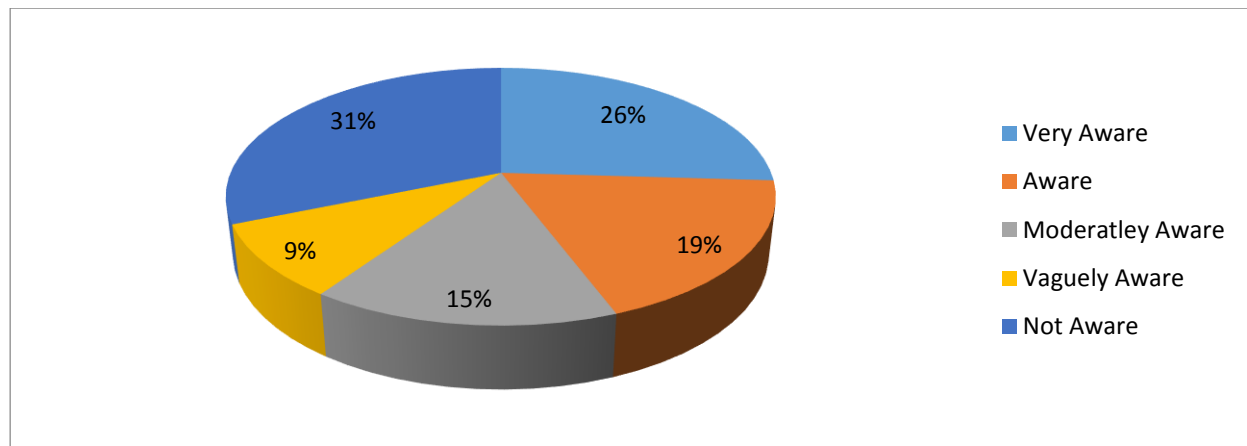


Source: Field data 2013

5.9 Respondents awareness of activities undertaken by ZNBC on TV levy

41 respondents with 23 (56.10%) being male and 18 (43.90%) female said they were not aware of any activities undertaken by ZNBC to sensitize the public. 34 of the respondents said they were very aware with 21 (61.80%) male and 13 (38.20%) female. The remaining respondents said they were aware, other moderately aware and then vaguely aware represented by 24, 20 and 12 respectively.

Figure 6: Summary of awareness of activities undertaken by ZNBC

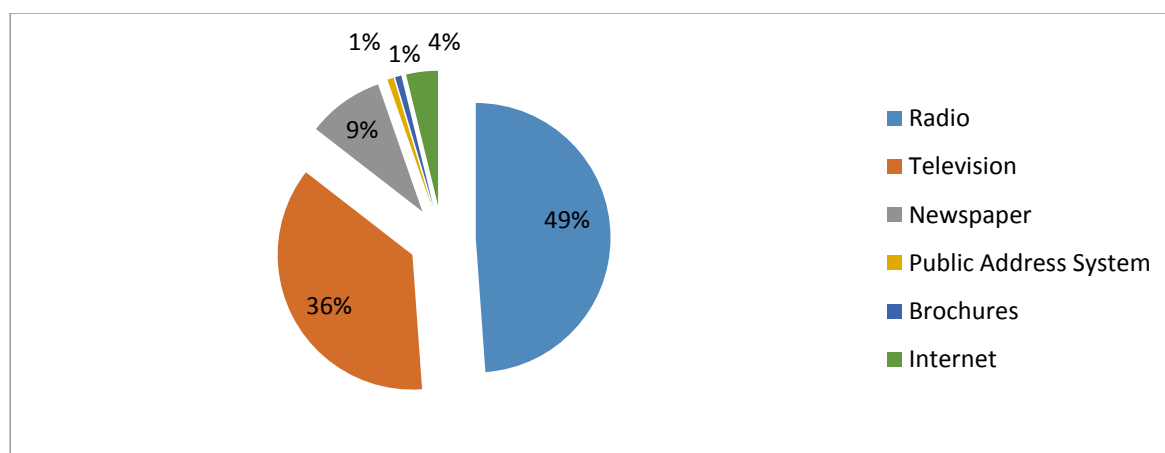


Source: Field data 2013

5.10 Respondents most preferred channel for communication on matters of TV levy.

Figure 7 below shows the most preferred channel by the respondents visited in the four locations. 64 respondents opted for the radio broken down by location to 23 (35.90%) for those in Kabulonga followed by 20 (31.20%) those living in Kalingalinga then Chilenje at 11 (17.20%) and lastly 10 (15.60%) for those in Chongwe. When it comes to respondents preferring television as the channel Chilenje had 17 (35.40%) followed by Kabulonga at 15 (31.20%) then Chongwe at 9 (18.80%) and lastly Kalingalinga at 7 (14.60%). In terms of Print media only 12 with only three locations being Chongwe at 7 (58.30%) followed by Chilenje at 4 (33.30%) and lastly Kalingalinga at 1 (8.30%). Figure 6 below table 5 shows the summary in percentages. Radio was the most preferred medium at 49% followed by television at 36% then 9% for newspaper, 4% for internet and public address system and brochure at 1% each.

Figure 7: Summary of most preferred channel by respondents



Source: Field data 2013

5.11 Respondents rating of effectiveness of ZNBC communication strategies.

The respondents were asked to rate the communication strategies used by ZNBC regarding concerns on TV levy and table 6 below shows the results by location while figure 7 shows the summary in percentages. Only three locations gave the response of very good with 32 broke down in numbers and percentages. Kabulonga had 17 respondents at 53.10% followed by Chilenje with 12 respondents at 37.50% and Kalingalinga with 3 respondents at 9.40%. Poor was rated by all the four locations with the following breakdown. Chongwe and Chilenje had 8 respondents at 28.60% each followed by Kabulonga with 7 respondents at 25% and Kalingalinga had only 5 respondents at 17.90%.

The effectiveness of the type of media in communicating information about TV levy was segmented in five categories. These are broadcast media comprising of ZNBC TV1, ZNBC TV2 and MUVI TV. The other type of media being electronic radio comprising of radio phoenix, ZNBC radio 1, ZNBC radio 2, ZNBC radio 4 and radio Christian voice, we also had the electronic internet comprising of Facebook and website then there is the print media comprising of post newspaper, daily newspaper, times of Zambia, brochures and pamphlets and lastly other forms of media comprising of meetings, debates, theater, talks, workshops and other

The respondents were asked to rate the effectiveness of the communication strategies used by ZNBC regarding TV levy. Three locations gave the response of very good with 32 broke down in numbers and percentages. Kabulonga had 17 respondents at 53.10% followed by Chilenje with 12 respondents at 37.50% and Kalingalinga with 3 respondents at 9.40%. Poor was rated by all the four locations with the following breakdown. Chongwe and Chilenje had 8 respondents at 28.60% each followed by Kabulonga with 7 respondents at 25% and Kalingalinga had only 5 respondents at 17.90%.

ZNBC TV1 had 104 respondents say it's effective. 23 respondents said it is ineffective and only 4 said I don't know. In the case of ZNBC TV2, 99 respondents said the TV station was very effective and another 20 said ineffective while 9 said I don't know. As for MUVI TV, 39 respondents said I don't know while 68 rated it as effective, 22 said the media is ineffective.

The electronic radio media has 5 types of electronic radio media channel with majority of the respondents stating that Radio 4 saying that this type of electronic radio media is very effective represented by 86 respondents while then 25 respondents said they don't know and 15 said the media is ineffective.

Radio 2 had 86 respondents rate it as very effective media while 28 said they don't know then 15 respondents said the media is ineffective.

For radio 1 there were 85 respondents rating the media as effective, 29 said they don't know and 15 said the media is ineffective. The change for radio phoenix and radio Christian voice, the results show that under radio phoenix 47 respondents said they don't know while 57 rated the media as very effective, followed by 25 who said it is ineffective were 23. Lastly under radio Christian voice, 60 respondents said they don't know, while 77 rated it as very effective followed by 20 said it is ineffective.

Respondents were asked to rate the social media to show with it would be an effective communication strategy for TV Levy information. Majority of the respondents said they don't know regarding both media types, the Facebook and website represented by 48 and 65 respectively. 28 said the Facebook was very effective while 12 said the website was very effective

Table 4: Respondents' rating of the effectiveness of communication strategies used by ZNBC

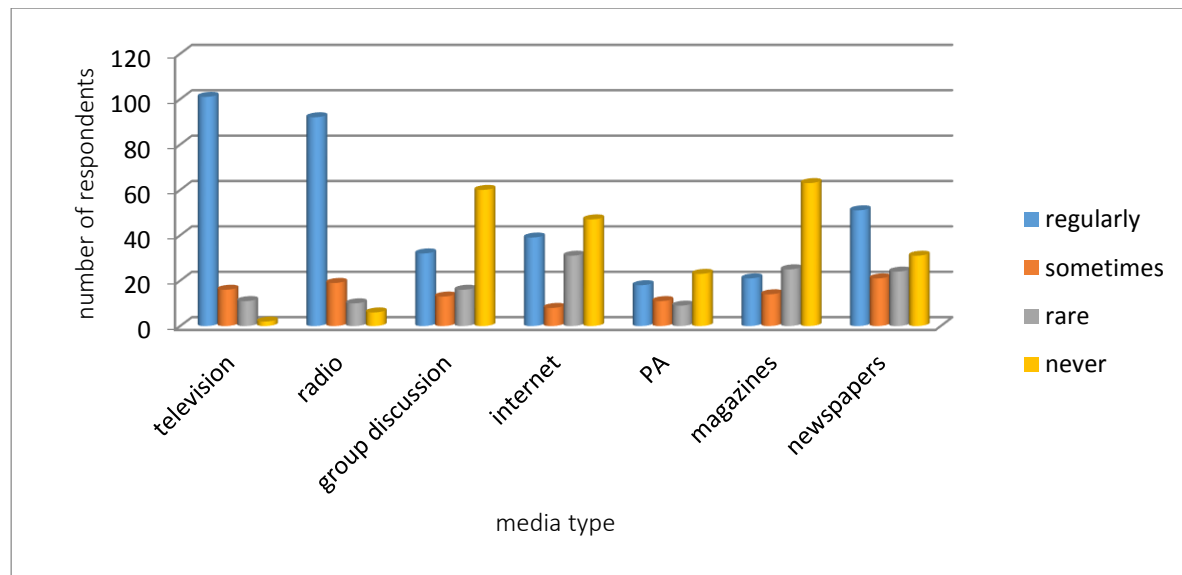
Rating	Chongwe		Kalingalinga		Chilenje		Kabulonga		Total	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
Very good	0	0.00%	3	9.40%	12	37.50%	17	53.10%	32	100.00%
Good	5	26.30%	6	31.60%	2	10.50%	6	31.60%	19	100.00%
Fairly good	9	29.00%	8	25.80%	6	19.40%	8	25.80%	31	100.00%
Poor	8	28.60%	5	17.90%	8	28.60%	7	25.00%	28	100.00%
Very poor	8	38.10%	6	28.60%	5	23.80%	2	9.50%	21	100.00%
Total	30	22.90%	28	21.40%	33	25.20%	40	30.50%	131	100.00%

Source: Field data 2013

5.12 Respondents access to media.

Figure 8 below shows responses from respondents regarding access by frequency of use to the type of media used by ZNBC to sensitize the community regarding TV levy. Respondents regularly use television and radio followed by those who said they never use either group discussion or magazines or internet or newspapers or even PA (public address system).

Figure 8 Access to media used by ZNBC and frequency of access



Source: Field data 2013

5.13 Respondents ratings of the effectiveness of the broadcast media on TV levy

The respondents were asked to rate the effectiveness of the communication strategies used by ZNBC regarding TV levy. Only three locations gave the response of very good with 32 broke down in numbers and percentages. Kabulonga had 17 respondents at 53.10% followed by Chilenje with 12 respondents at 37.50% and Kalingalinga with 3 respondents at 9.40%. Poor was rated by all the four locations with the following breakdown. Chongwe and Chilenje had 8 respondents at 28.60% each followed by Kabulonga with 7 respondents at 25% and Kalingalinga had only 5 respondents at 17.90%

5.13 Respondents rating of Print media

The print media had five (5) different types with majority of the respondents saying they don't know whether the print media is effective or not in communicating information about TV levy. Breaking down the responses is that 78 of the respondents classified pamphlets and brochures each saying they don't know while 34 respondents said they did not know much about the times of Zambia newspaper. 27 respondents said they did not know about the effectiveness or not of the daily newspaper while 26 respondents said it was the post newspaper they did not know its effectiveness or not in communicating information about TV levy. However a good number of respondents rated the post newspaper, daily newspaper and times of Zambia newspapers as being very effective represented by 40, 31 and 30 respondents respectively.

5.14 Respondents Source of TV levy Information

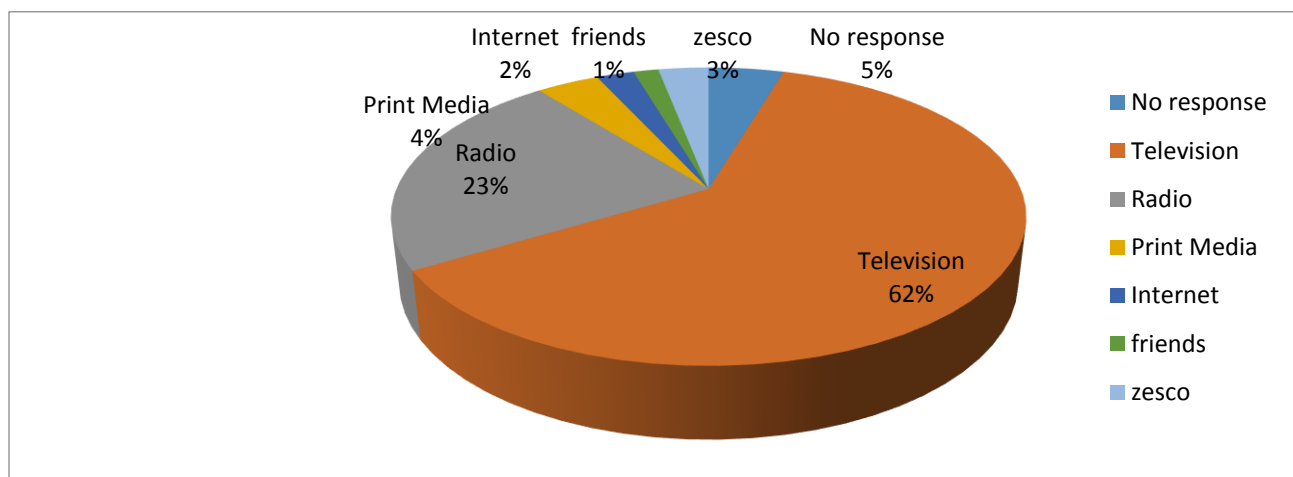
Table 5 Source of TV levy information

Mediums	Male		Female		Total	
	Count	Row N %	Count	Row N %	Count	Row N %
No response	4	66.70%	2	33.30%	6	100.00%
Television	45	55.60%	36	44.40%	81	100.00%
Radio	18	60.00%	12	40.00%	30	100.00%
Print Media	4	80.00%	1	20.00%	5	100.00%
Internet	2	66.70%	1	33.30%	3	100.00%
friends	1	50.00%	1	50.00%	2	100.00%
ZESCO	3	75.00%	1	25.00%	4	100.00%
Total	77	58.80%	54	41.20%	131	100.00%

Source: Field data 2013

Figure 13 gives a summary of table 9 in percentages. 62% of the respondents said television was their source of TV levy information followed by 23% who said the radio. 5% of the respondents did not give any answer while 4% said the print media then 3% and 2% said their source of TV levy information was ZESCO and Internet respectively. The remaining 1% said friends.

Figure 9 Summary of results in table 5



Source: Field data 2013

5.15 Respondents view of weaknesses of ZNBC communication strategies

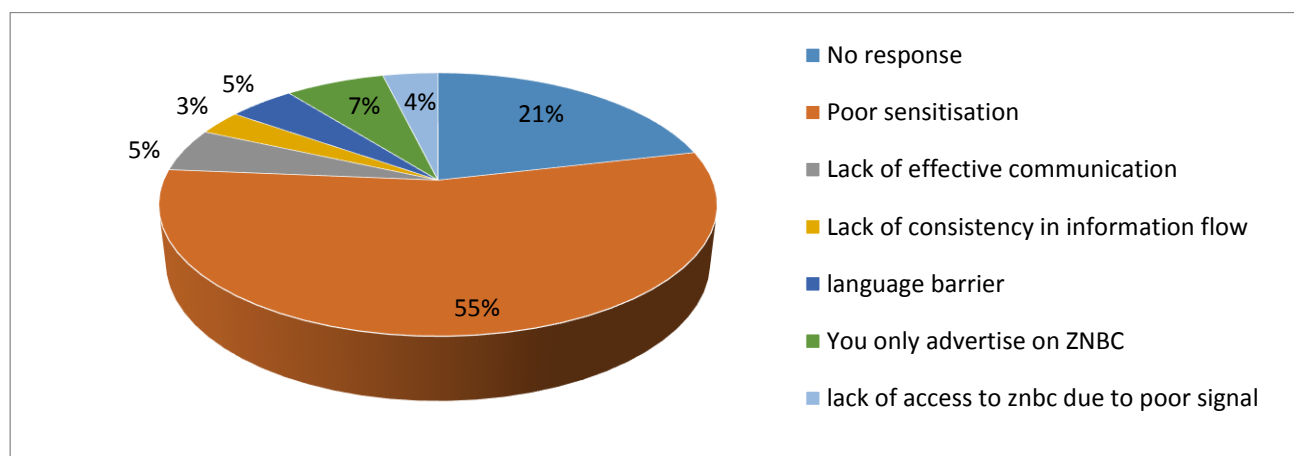
Table 6 Weaknesses of the communication strategies used by ZNBC

Weaknesses	Male		Female		Total	
	Count	Row N %	Count	Row N %	Count	Row N %
No response	17	60.70%	11	39.30%	28	100.00%
Poor sensitization	43	59.70%	29	40.30%	72	100.00%
Lack of effective communication	3	42.90%	4	57.10%	7	100.00%
Lack of consistency in information flow	3	75.00%	1	25.00%	4	100.00%
language barrier	4	66.70%	2	33.30%	6	100.00%
You only advertise on ZNBC	4	44.40%	5	55.60%	9	100.00%
lack of access to ZNBC due to poor signal	3	60.00%	2	40.00%	5	100.00%
Total	77	58.80%	54	41.20%	131	100.00%

Source: Field data 2013

The figure 9 below shows the results of table 10 in percentage form. 55% of the respondents said poor sensitization as the weakness of the communication strategies used by ZNBC followed by 7% who said only advertises on ZNBC then 5% each said lack of effective communication and language barrier. 3% of the respondents said lack of consistency in information flow as the weakness while 4% pointed out lack of access to ZNBC due to poor signal. The remaining 21% did not give any response.

Figure 10 Summary of weaknesses of the communication strategies used by ZNBC

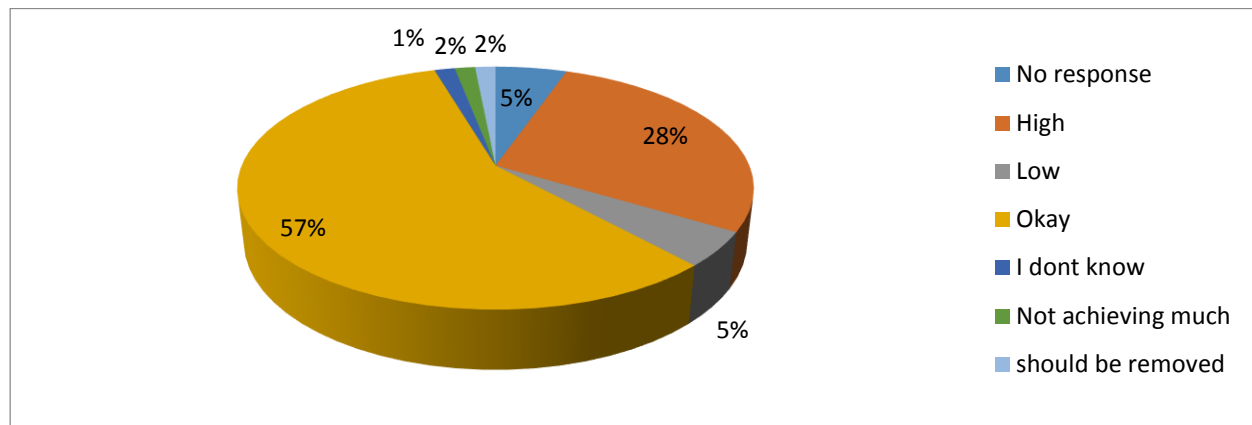


Source: Field data 2013

5.16 Respondents view about TV levy.

Respondents were asked ‘what do you think about the fee for TV levy?’ 75 respondents said the fee was okay broken down by location with Kabulonga at 27 followed by Chilenje at 19 then Chongwe at 15 and finally Kalingalinga at 14. The other 37 respondents said it was high. Further breaking down by location there is a difference with those who said the fee was okay because this time Kabulonga is at 4 followed by Chilenje, Chongwe and Kalingalinga all at 11 each. 6 respondents said it was low with 4 from Kalinganga and 1 from Chongwe and another one from Kalingalinga. Respondents from Chilenje did not comment of it being low. 2 who said they don’t know were from Kabulonga and Chilenje while the other 2 said not achieving much were from Kabulonga and Chongwe and the other 2 who said should be removed were from Kalingalinga. The remaining 7 did not give any response to the question 3 were from Kabulonga while 2 were from Chilenje and 2 from Chongwe. Figure 15 below shows the findings in percentages.

Figure 11 Summary of respondent’s thoughts on TV Levy

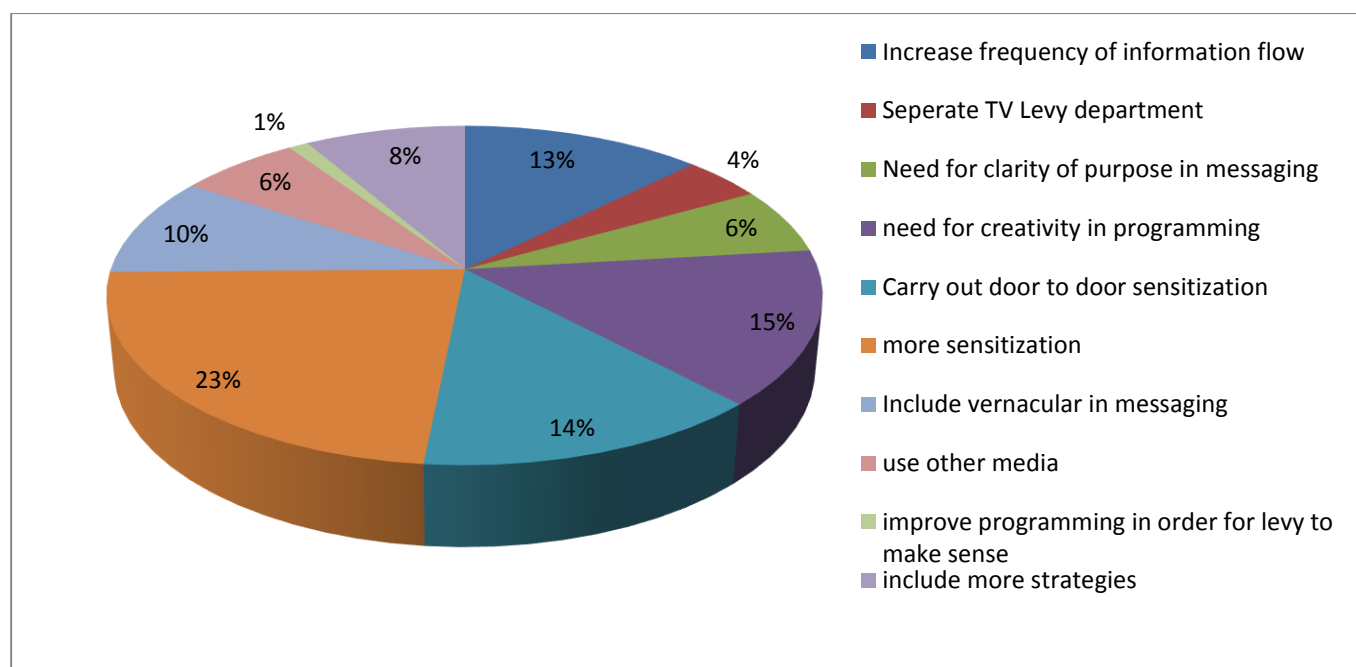


Source: Field data 2013

5.17 Respondent’s recommendations to improve the ZNBC Communications Strategy.

Figure 12 below shows recommendations to improve communication strategies used by ZNBC on TV levy, 23% of the respondents suggested that more sensitization would improve communication strategies used by ZNBC on TV levy followed by 15% who the said there is need for creativity in programming would improve communication strategies. 14% said to carry out door to door sensitization was the best option for improving the communication strategies. Increase frequency of information flow at 13% was another suggestion to improve the communication strategies while 10% of the respondents gave the suggestion to include local languages in messaging. 8% of the respondents said include more strategies while 6% said use other media and another 6% said need for clarity of purpose in messaging. The remaining 4% and 1% said separate TV levy department and improve programming in order for levy to make sense respectively.

Figure 12 Recommendations to improve Communications Strategies used by ZNBC on TV levy



Source: Field data 2013

5.17 Findings from in- depth Interviews

The qualitative survey in the form of In Depth interviews was carried out with 5 key informants from the Zambia National broadcasting Corporation. The interviews were carried out with Mr. Masuzyo Ndhlovu- Corporate Affairs Manager, Mrs. Grace Sapele- Business Development Manager, Ms. Brenda Mukuwa-Senior IT Specialist, Peter Ngulube-Senior TV levy Inspector and Mr. Alfeyo Banda-Head of TV levy at ZNBC.

The responses to the interview guides were diverse though somehow similar. The following are the key responses from the key informants

5.17.1 All the key informants said ZNBC mainly uses ZNBC TV 1 for its TV levy messages

5.17.2 ZNBC TV2, Radio 1,2 and 4 are rarely used for messages on TV levy

5.17.3 The key informants all had working experience of not less than 10 years with the ZNBC

5.17.4 It was revealed that there is no formal way of measuring feedback from the public

5.17.5 The key informants cited –information not being specific, most messages being in English, lack of access of ZNBC in some areas, financial constraints, use of own channels by ZNBC as some of the weaknesses of the ZNBC communication strategies on TV levy

5.17.6 The senior TV levy inspector Peter Ngulube said the TV levy inspectors face a lot of opposition when they go to the townships to collect the levy as people don't seem to derive any benefit from paying the levy.

5.17.7 The TV levy unit segments the audiences such that in the compounds, local languages is used while English is for the townships.

- 5.17.8 Challenges faced when disseminating information on TV Levy includes insecurity in the compounds, language barrier, lack of adequate communication systems, political influence, designing of effectual messages, people wanting to know what the TV Levy money is used for, late delivery of information.
- 5.17.9 There is no communication strategy in place. The Corporate Affairs manager Masuzyo Ndhlovu also added that even the ZNBC communication strategy would only be launched in 2014.
- 5.17.10 On observation it is evident that the only messages that are sent to the public is ‘TV Levy, pay yours and make a difference’ and ‘TV Levy inspectors will be in your area, give them the necessary support’.
- 5.17.11 The sources used in TV levy messages are ZNBC personalities.
- 5.17.12 The key informants made the following recommendations to improve the communication strategies –entrust the public relations unit to run with the communication strategies, use local languages in messaging, messages must be frequent, other strategies must be implored such as use of drama groups to disseminate information.
- 5.17.13 The head of TV levy, Alfeyo Banda stated that the messages that have been used so far for all the TV levy messages are ‘TV levy, Pay yours and make a difference’ and the one ‘informing residents that ZNBC TV license inspectors will be in a specific area on given dates’. This is the uniform messages that is sent out.

CHAPTER 6

DISCUSSION OF FINDINGS

In this chapter the researcher will now specifically discuss the findings as they relate to the objectives and research questions. This chapter therefore presents the interpretation of the analyzed data based on the objectives of the study, these being (1) To assess the communication strategies of ZNBC in television levy (2) To assess the sources of information on television levy for ZNBC audiences (3) To assess the effectiveness of the communication strategies used by ZNBC for the implementation of the TV levy (4) Create a profile of communication needs for the public regarding TV levy.

In terms of demographics for the in-depth interviews, 3 males and 2 females were interviewed. The key informants all have a minimum of a diploma. The age range was from 36-60 years. For the questionnaires, a total of 131 respondents from Kabulonga, Kalingalinga, Chilenje and Chongwe, were administered with a questionnaire. Of these 77 of them were male while 54 were female. This was a unique scenario considering that the women population across the country is more than that of men. The age group of the respondents ranged from 10 years old to above 46 years old with the largest number of respondents in the 28-33 years age range. This is considered as the reproductive age. When it comes to education, the majority of the respondents have at least tertiary education which means a minimum of a college certificate or degree. In terms of occupation, 40% of the respondents said they were self-employed while 27% said they were formally employed. 18% said they were students and the remainder 15% said they were unemployed.

In the preliminaries of the questionnaire, respondents were asked to explain what TV levy was. The majority of the respondents said they knew that TV levy is a fee paid for owning a television when asked further if they thought that it is important for people to be educated on matters of TV levy 92% of the respondents were in the affirmative. From this finding it is interesting to note how despite such high knowledge levels of what TV levy is, the compliance levels of TV law have continued to be low at 20% as confirmed by the ZNBC Research Unit, 2013.

6.1 Assessment of the communication strategies used by the ZNBC in the implementation of the TV levy.

From the findings, the main communication strategies used by the ZNBC TV levy is its own channels. The main source of TV levy for the respondents is television. This has been confirmed by the responses from the participants and the key informants in the in depth interview who confirmed that their main strategy is the use of TV1 and the other ZNBC channels are used rarely. This means that the respondents that may not have access to TV1 rarely receive information on TV levy. It is also evident from the study findings that ZNBC does not employ many of the available strategies that are available to disseminate information on TV levy.

From the respondents about 24% of the respondents said the strategies were fairly good and very good followed by 21% who said the communication was poor then 16% rated the communication strategies at very poor while 15% rated the strategies as good. From these percentages, it means there is more effort required to ensure that the strategies are rated as being excellent. The

The IT Specialist Ms. Brenda Mukuwa said the communication strategies have not been effective as ZNBC only uses its own channels and mostly its TV 1. She further added ‘while we appreciate that we are the national broadcaster and we have wide coverage, there are some areas that we can’t reach and that is where other media houses should be brought on board, we can improve the ZNBC Communication strategies by bringing other media houses and partnering with them on matters of TV Levy.’

From the in depth interviews the general consensus was that the communication strategies are not effective and there’s need to improve them by taking a holistic approach and using all the channels , sources, messages that are available’.

This brings in the diffusions of innovations theory which explains how an innovation goes through different types of people before finally being accepted.

6.2 Sources of TV levy information for ZNBC audiences

The sources are split into 2 categories. Source as in the channel and source as in the people who are in the messages. The main findings from the study indicate that the main source of TV levy for ZNBC audiences is television with a rating of 81 respondents while 30 said radio. However when asked which was the respondents preferred source of TV levy information, 49 per cent of the said radio. This is an important finding in that it means that ZNBC has to use radio more often than it has done in the past.

The Head of TV levy Mr. Alfeyo Banda confirmed this finding and said ‘the that ZNBC TV signal may have limited coverage as some areas have no access to television, radio on the hand has a large reach’. This raises an even greater necessity to use other strategies in the TV levy. As regards the sources that are used in the messages the respondents said it is mostly the ZNBC personalities that are seen or heard in the messages.

This brings in the diffusions of innovations theory which explains how an innovation goes through different types of people before finally being accepted. One key aspect in the theory when looking at the adopter categories is the use of opinion leaders such as community leaders. From the study there has been no involvement of the community leaders even in the messaging that has been done. This also tied in with the two step theory which explains how information goes to an opinion leader and then it is transmitted to the masses. Opinion leaders play an important role in any development agenda and hence cannot be left out. ZNBC needs to include this aspect in its TV levy program.

6.3 Effectiveness of the communication strategies used by ZNBC in the TV levy

The effectiveness of the type of media in communicating information about TV levy was segmented in five categories. These are broadcast media comprising of ZNBC TV1, ZNBC TV2 and MUVI TV. The other type of media being electronic radio comprising of radio phoenix, ZNBC radio 1, ZNBC radio 2, ZNBC radio 4 and radio Christian voice, we also had the electronic internet comprising of Facebook and website then there is the print media comprising of post newspaper, daily newspaper, times of Zambia, brochures and pamphlets and lastly other forms of media comprising of meetings, debates, theater, talks, workshops and other

The respondents were asked to rate the effectiveness of the communication strategies used by ZNBC regarding TV levy. Three locations gave the response of very good with 32 broke down in numbers and percentages. Kabulonga had 17 respondents at 53.10% followed by Chilenje with 12 respondents at 37.50% and Kalingalinga with 3 respondents at 9.40%. Poor was rated by all the four locations with the following breakdown. Chongwe and Chilenje had 8 respondents at 28.60% each followed by Kabulonga with 7 respondents at 25% and Kalingalinga had only 5 respondents at 17.90%.

ZNBC TV1 had 104 respondents say it's effective. 23 respondents said it is ineffective and only 4 said I don't know. In the case of ZNBC TV2, 99 respondents said the TV station was very effective and another 20 said ineffective while 9 said I don't know. As for MUVI TV, 39 respondents said I don't know while 68 rated it as effective, 22 said the media is ineffective.

The electronic radio media has 5 types of electronic radio media channel with majority of the respondents stating that Radio 4 saying that this type of electronic radio media is very effective represented by 86 respondents while then 25 respondents said they don't know and 15 said the media is ineffective.

Radio 2 had 86 respondents rate it as very effective media while 28 said they don't know then 15 respondents said the media is ineffective.

For radio 1 there were 85 respondents rating the media as effective, 29 said they don't know and 15 said the media is ineffective. The change for radio phoenix and radio Christian voice, the results show that under radio phoenix 47 respondents said they don't know while 57 rated the media as very effective, followed by 25 who said it is ineffective were 23. Lastly under radio Christian voice, 60 respondents said they don't know, while 77 rated it as very effective followed by 20 said it is ineffective.

Respondents were asked to rate the social media to show with it would be an effective communication strategy for TV Levy information. Majority of the respondents said they don't know regarding both media types, the Facebook and website represented by 48 and 65 respectively. 28 said the Facebook was very effective while 12 said the website was very effective. This finding confirms the need for ZNBC to embrace the social media platform as part of the communication strategy.

This findings also brings out that fact that even though ZNBC does not use a number of channels for their TV messages, widening the base of the channels that messages are being disseminated would also increase the reach to a larger number of people.

6.4 Create a Profile of the communication needs on the TV levy

In creating a profile of the communications needs on TV Levy, the researcher asked the respondents to suggest what they thought should be done in order to improve the communications strategies by ZNBC.

The majority of the respondents at 23% suggested that more sensitization would improve communication strategies used by ZNBC on TV levy. From the findings the aspect of increased sensitization has come several times. Even the key informants in the in depth interview confirmed this. The Corporate Affairs Manager Mr. Masuzyo said ‘one of the weaknesses in our communication strategy is that we are low on sensitization as we don’t send out messages on a regular basis, we need to do better so we increase on sensitization’.

About 15% of the respondents said there was need for creativity in programming would improve communication strategies. They believed that if ZNBC’s creativity in programming improved, people would also see value in paying for TV levy. As it is ‘we don’t know where the money for TV Levy goes, despite our paying, the ZNBC programming continues to be boring and really poor’ said one of the respondents from Chongwe. It is evident that the public ties paying of TV Levy to improved programming. It is imperative that ZNBC improves its programming so that it attracts the public.

This finding also brings in the aspect of the uses and gratification theory which specifically looks at what people do with media. In this case, if people do not appreciate the ZNBC programming it means that they cannot get any gratification from watching ZNBC hence the hesitance to pay TV Levy as they do have use for ZNBC.

Another 14% said there is need for ZNBC to carry out door to door sensitization as a means of improving the communication strategies. Door to door will enable those in hard to reach areas access information on TV levy as well as raise any issues with the TV levy inspectors. While this is a good move the first stage would be to ensure the public is sensitized on TV Levy matters so that they are not hostile to the people carrying out the door to door visits.

The Senior TV Levy Inspector Mr. Peter Ngulube confirmed the challenges experienced when visiting townships for inspections. He said ‘one of the limitations we face in the TV Levy is the hostility we receive when we are carrying out inspections, it is common for us to be denied access to a particular home or township and sometimes we are threatened with violence’ Increase frequency of information was suggested by 13% of the respondents as a way of improving the communication strategies while The use of local languages in messaging was suggested by 10% of the respondents. They felt that the messages they have heard have been in English and they really don’t know what is being said. The respondents said the use of English only in messaging made it

appear as though the TV Levy is for the educated and wealthy and hence the low compliance levels. 8% of the respondents said include more strategies other than the use of just tv and radio. There was need to incorporate other strategies such as drama, road shows among others. 6% said use ZNBC should also use other media that are at its disposal so that more people are reached.

CHAPTER 7

CONCLUSION AND RECOMMENDATIONS

7.0 Conclusion

The study has concluded that;

The issue of TV levy is of a national nature and hence the important role that communication plays in its eventual success cannot be ignored. TV levy is a developmental issue that if fully embraced can change the outlook of the national broadcaster ZNBC. The TV levy, when fully appreciated will assist ZNBC in having a strong financial base that will help it in becoming a true public service broadcaster that will meet the aspirations of the masses.

The ZNBC needs to put in place a TV levy communication strategy document that will clearly give a road map on how to implement communication. There is need for ZNBC to leverage on its national reach and put in place strategies that will reach the whole country. The communication strategy will provide a guide on what adverts to run, for whom, on what channel, what kind of messages, where to run the adverts. The communication strategy

Despite the majority of the respondents indicating knowledge about TV levy and its fee, there still is much ZNBC needs to do to reach the public if they will get full cooperation and that will eventually raise the TV levy compliance levels to acceptable levels. The public needs more sensitization and consistent flow of information on TV levy.

There is need for ZNBC to have a stakeholder mapping so as to ensure that all the stakeholders are able to fully embrace the TV levy. Sensitization programs should be done as an on- going exercise in order for people to be constantly reminded about the importance of TV levy. Since the Zambia Electricity Supply Corporation (ZESCO) is also implementing the TV levy, there is need to sensitize the employees in order for them to give answers to the many queries that people have regarding the TV levy. The TV dealers also need this sensitization on TV levy. These and all the stakeholders need to be engaged in a quest to reach a win -win situation in TV levy in Zambia.

In terms of messaging it is critical that ZNBC produces different messages that are suited for the various segmented audiences. This is important in order for the messages to have relevance. This also entails the use of local languages so that no one is left out on the basis of language barrier. The messages should also be of a persuasive nature so that people appreciate the value of TV levy and that they are making a difference as they pay the TV levy.

For the sources it is important that other approaches are incorporated in order for the sources to be wide. The use of ZNBC personalities while good maybe seen as TV levy is only for the well to do in society and hence may be off putting for some people. The sources should go down to even the ordinary person on the streets of Lusaka and Zambia as a whole.

7.1 Recommendations

For ZNBC to improve its Communication Strategies used on TV levy, the following can be done:

1. ZNBC should increase sensitization on the importance and need to pay TV levy. This sensitization will only be effective if a communication strategy is put in place to clearly spell out the objective and intended result of the TV levy. This increased sensitization may include carrying out door to door sensitization so that all people are reached. This will aid in responding and providing immediate feedback to the issues raised by the people.
2. ZNBC should increase the frequency of the flow on TV levy. It should not be done in a haphazard manner. There must be consistency in the flow of information. The messages should not just run when there will be a TV levy inspection in a particular township. ZNBC should target the prime time slots to run the messages.
3. ZNBC should include local languages in its messaging. While Zambia's official language is English, not everyone speaks it. The 7 local languages that are representative of the 72 tribes in Zambia should be included in the messages. These languages Tonga, Lozi, Bemba, Nyanja, Luvale, Kaonde and Lunda. ZNBC should also utilize the local language programming on radio 1 to disseminate information on TV levy.
4. In the messaging, ZNBC should clearly state what the TV levy is used for. That way ZNBC will be accountable to the public and therefore this will help raise the compliance level as people will appreciate why they are paying TV levy. In an environment where the public ties the paying of TV levy to good programming on ZNBC, the clarity of purpose of TV levy should be clearly be stated. The public need to be made aware about the cost of good programming and all those facets that make up running a broadcast house like ZNBC.
5. Tied to the high expectations of paying TV levy by the public, ZNBC needs to make a deliberate effort to improve programming in order for levy to make sense. This requires creativity in programming so that people are glued to ZNBC and therefore appreciate the TV levy.
6. ZNBC should use its own channels but also use the other media houses dotted across the country in order to have a holistic approach in the information flow on TV Levy. ZNBC should place messages on Muvi TV, Radio Christian Voice, Radio Phoenix, Times of Zambia, Daily Mail, Post Newspapers, Q FM, Komboni Radio as well as all the community radio stations especially those outside Lusaka.
7. ZNBC should also embrace other strategies that it's currently not implementing. Use of Social media is a case in point. Things nowadays revolve around the social media so it's prudent for ZNBC to incorporate this strategy. Drama groups and road shows are also a

way of reaching the masses. In short, ZNBC needs to combine both above the line and below the line media in the TV Levy.

7.3 Further Research

This study is not wide enough due to limited human and financial resources. However there is need to widen the scope of this research to include all the areas of Zambia. Insights from such a study would help the ZNBC to plan effectively for the TV levy and achieve tangible results

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Interviews

Mr. Masuzyo Ndhlovu

Mrs. Getrude Sapele

Miss Brenda Mukuwa

Mr. Alfeyo Banda

Mr. Peter Ngulube

**APPENDIX 1 QUESTIONNAIRE FOR KALINGALINGA, CHILENJE, KABULONGA
AND CHONGWE**

<p style="text-align: center;">QUESTIONNAIRE</p> <p>Date:</p> <p>Questionnaire number.....</p>

Kindly answer the questions by simply ticking (✓) what applies to you.

THE ANSWERS PROVIDED WILL ONLY BE USED FOR ACADEMIC PURPOSES

1.

Sex

1. Male []
2. Female []

2.

Your Age

1. 10-15 years []
2. 16-21 years []
3. 22-27 years []
4. 28-33 years []
5. 34-39 years []
6. 40-45 years []
7. Above 46 years []
-

3.

Education

- | | |
|---------------------|-----|
| 1. Nil | [] |
| 2. Primary | [] |
| 3. Junior Secondary | [] |
| 4. Senior Secondary | [] |
| 5. Tertiary | [] |

4.

Occupation

- | | |
|----------------------|-----|
| 1. Student | [] |
| 2. Self - employed | [] |
| 3. Unemployed | [] |
| 4. Formally employed | [] |

5.

What do you know about TV Levy?

1. Nothing
2. A fee paid for owning a television set
3. Others (specify)

6.

Do you think it is important for people to be educated on issues of TV Levy?

- | | |
|--------|-----|
| 1. Yes | [] |
| 2. No | [] |

7.

Do you know anything about ZNBC?

- 1. Yes ☐
 - 2. No ☐
-

8.

Has ZNBC addressed TV Levy issues to you?

- 1. Yes ☐
-

9.

Are you aware about the activities undertaken by ZNBC to sensitize you in this community?

- 1. Very aware ☐
 - 2. Aware ☐
 - 3. Moderately aware ☐
 - 4. Vaguely aware ☐
 - 5. Not aware ☐
-

10.

How would you describe the information you receive from ZNBC?

- 1. Excellent ☐
- 2. Very good ☐
- 3. Adequate ☐
- 4. Fairly adequate ☐
- 5. Inadequate ☐
- 6. Very adequate ☐

11.

Is the information provided easy for you to understand?

- 1. Very easy []
 - 2. Easy []
 - 3. Moderately easy []
 - 4. Difficult []
 - 5. Very difficult []
-

12.

Which one of the following mediums is the most preferred for you?

- 1. Radio []
 - 2. Television []
 - 3. Newspaper []
 - 4. Public Address Systems []
 - 5. Brochures []
 - 6. Internet []
-

13.

Do you think residents in this area adequately participated in the re-introduction of TV Levy?

- 1. Very adequate []
 - 2. Adequate []
 - 3. Moderately adequate []
 - 4. Inadequate []
 - 5. Very inadequate []
-

14.

<p>How would you rate the effectiveness of the communication strategies used by ZNBC regarding concerns on TV Levy?</p>
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- | | |
|----------------|-----|
| 1. Very good | [] |
| 2. Good | [] |
| 3. Fairly good | [] |
| 4. Poor | [] |
| 5. Very poor | [] |

15.

<p>Would you recommend ZNBC to provide information on TV Levy?</p>

- | | |
|-------------|-----|
| 1. Yes | [] |
| 2. No | [] |
| 3. Not sure | [] |

16.

<p>Which of the following media used by ZNBC on television levy have you had access to?</p>
--

	1. Regularly	2. Sometimes	3. Rare	4. Never
1 Television				
2 Radio				

3				
Group Discussion				
4.				
Internet				

Public address				
5.				
Brochures				
Pamphlets				
And posters				
6.				
Magazines				
7.				
Newspapers				

17. **How useful was the information you obtained?**

- 1. Very useful []
- 2. Useful []
- 3. Moderately []
- 4. Not useful []
- 5. Not useful at all []

18.

How would you describe the communication programmes by ZNBC?

- 1. Very successful []
- 2. Successful []
- 3. Moderate []
- 4. Unsuccessful []
- 5. Totally unsuccessful []

19.

From your experience how effective are the following media in communicating information about TV levy?

	1. Very effective	2 effective	4. ineffective	5. I don't know
1 ZNBC Television1				
2. ZNBC Television 2				
3.				

ZNBC Radio 1				
4. ZNBC Radio 2				
5. ZNBC Radio 4				
6. Social Media (Facebook ,Twitter etc)				
7.Website				
8. Times of Zambia Newspaper				
9. Daily Mail Newspaper				
10. Post Newspaper				
11. Muvi Television				

12. Radio Phoenix				
13. Radio Christian Voice				
14. Brochures				
15 Pamphlets And Posters				
16. Theater for Community Action (TCA)				
17. Workshops				
18. Talks				
19. School Debates				
20.				

Meetings				
21. Others, Specify				

20.

In what ways have you been involved in the Television Levy?

- 1. Research ☐
- 2. Collection ☐
- 3. Dissemination ☐
- 4. User ☐

21.

Have you ever attended any meetings organized by ZNBC on TV levy?

- 1. Yes ☐
- 2. No ☐

22.

If yes, how did you find the discussions?

- 1. Productive ☐
- 2. Participatory ☐
- 3. Decisive ☐

23.

Where the decisions reached implemented

1. Yes ☐

2. No ☐

24.

Have you ever attended a meeting or workshop organized by ZNBC to sensitize people on the TV Levy?

1. Yes ☐

2. No ☐

25.

If you think they are effective, what are some of the things you can point out as successes?

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26.

Which media is the source of TV Levy information for you?

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27.

What would you say are some of the weaknesses of the communication strategies used by ZNBC in its quest to disseminate information to the target groups?

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28.

What do you think about the Fee for TV Levy?

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29.

Should the TV levy fee be adjusted?

Yes []

No []

30.

Give reasons for your answer in 30 (above)

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31.

How much should the TV Levy be pegged per month?

1. K3.00 []

- 2. K5.00 []
- 3. K7.00 []
- 4. K 10.00 []
- 5. K15.00 []
- 6. K20.00 []
- 7. Others (specify) []

32.

Who has been the source of your TV levy information?

- 1. ZNBC personalities []
- 2. Local artists []
- 3. Actors []
- 4. ZNBC experts []

33

What would you recommend to be done in order to improve the communications strategies used by ZNBC?

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THANK YOU FOR YOUR RESPONSES

APPENDIX II INTERVIEW GUIDE FOR ZNBC STAFF

INTERVIEW GUIDE	
ZNBC STAFF	
NAME	Date of Interviews
Title /Position Organization	Questionnaire Number

Please kindly answer the following questions, simply tick (✓) what is applicable. The answers given will only be used for academic purposes.

SECTION A

Identification

-
1.

Sex

1. Male []
2. Female []

-
2.

Your Age

8. 16-20 years []
9. 21-25 years []
10. 26-30 years []
11. 31-35 years []

- 12. 36-40 years []
- 13. 41-45 years []
- 14. 46-50years []
- 15. 51-55 years []
- 16. 56-60years []
- 17. 61 and above []

3.

Marital Status

- 1. Single []
- 2. Married []
- 3. Divorced []
- 4. Widow / Widower []

4.

For how long have you been working for ZNBC?

- 1. Less than one year
- 2. 1-2 years
- 3. 3-5 years
- 4. 6-9 years
- 5. 10 years and above

5.

In what ways have you been involved in the Television levy?

- a. Research []
- b. Collection []
- c. Dissemination []
- d. Policy []

e. Administration []

6.

Have you ever attended any meetings organized by ZNBC on TV levy?

a. Yes []

b. No []

7.

If yes, how did you find the discussions?

a. Productive []

b. Participatory []

c. Decisive []

8.

Where the decisions reached implemented

a. Yes []

b. No []

9. **Have you ever attended a meeting or workshop organized by ZNBC to sensitize people on the TV levy?**

- a. Yes ☐
- b. No ☐

10. **In your view, are the approaches (Sources, channels, messages, audiences) used by ZNBC to disseminate information on TV levy effective?**

	Effective	
	Yes	No
Sources	<input type="checkbox"/>	<input type="checkbox"/>
Channels	<input type="checkbox"/>	<input type="checkbox"/>
Messages	<input type="checkbox"/>	<input type="checkbox"/>
Audiences	<input type="checkbox"/>	<input type="checkbox"/>

11. **If you think they are effective, what are some of the things you can point out as successes?**

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12.

Which media is the source of TV levy information for you?

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13.

What would you say are some of the weaknesses of the communication strategies used by ZNBC in its quest to disseminate information to the target groups?

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14.

How do you segment your audiences for effective communication on TV levy?

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SECTION B

15. **How much use do you make of the following in disseminating information about TV Levy?**

	1. Very Frequently	2. Frequently	3. Often	4. Occasionally	5. Never
16. ZNBC Television1					
17. ZNBC Television 2					
18. ZNBC					

Radio 1					
19. ZNBC Radio 2					
20. ZNBC Radio 4					
21. Social Media (Facebook ,Twitter etc)					
22.Website					
23. Times of Zambia Newspaper					
24. Daily Mail Newspaper					
25. Post Newspaper					
26. Muvi					

Television					
27. Radio Phoenix					
28. Radio Christian Voice					
29. Brochures					
30. Pamphlets And Posters					
31. Theater for Community Action (TCA)					
32. Workshops					
33. Talks					
34. School Debates					

35. Meetings					
36. Others, Specify					

37. **From your experience how effective are the following media in communicating information about TV levy?**

	1. Very effective	3. Effective	4. Ineffective	5. I don't know
38. ZNBC Television1				
39. ZNBC Television 2				
40. ZNBC Radio 1				
41. ZNBC Radio 2				

42. ZNBC Radio 4				
43. Social Media (Facebook ,Twitter)				
44.Website				
45. Times of Zambia Newspaper				
46. Daily Mail Newspaper				
47. Post Newspaper				
48. Muvi Television				
49. Radio Phoenix				
50.				

Radio Christian Voice				
51. Brochures				
52. Pamphlets And Posters				
53. Theater for Community Action (TCA)				
54. Workshops				
55. Talks				
56. School Debates				
57. Meetings				
58. Others, Specify				

59.

Have your communication strategies been helpful to the public

- | | | |
|----|-------------|-----|
| 1. | Yes | [] |
| 2. | No | [] |
| 3. | Am not sure | [] |

60.

Why do you say so?

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61.

Which group has been your target in communication strategies?

- | | | |
|----|---------------|-----|
| 1. | Employees | [] |
| 2. | Youths | [] |
| 3. | Families | [] |
| 4. | All the above | [] |

62.

**What languages are used in communication of messages on TV
levy?**

- | | | |
|----|-----------------|-----|
| 1. | English | [] |
| 2. | Local Languages | [] |

63. **With regard to communications, have you ever faced resistance from the target audience?**

- 1. Yes ☐
- 2. No ☐

64. **If yes, please give details**

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65. **According to your observations, have your communications helped to sensitize the audience on TV levy?**

- 1. Yes ☐
- 2. No ☐
- 3. I am not sure ☐

66. **Why do you say so?**

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67. **What challenges do you encounter in the process of disseminating information of TV levy?**

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68. **What are the major limitations to ZNBC communication strategies concerning TV levy?**

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69. **How often do you get feedback for the information you disseminate about TV levy?**

- | | | |
|----|---------------|-----|
| 1. | Very frequent | [] |
| 2. | Frequently | [] |
| 3. | Occasionally | [] |
| 4. | Rarely | [] |
| 5. | Never | [] |

70.

Give reason(s) for your response in question 69.

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71.

When did you get the feedback?

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72.

What materials do you produce as ZNBC for your target groups?

1. Brochures []
2. Fliers []
3. Banners []
4. Car Stickers []
5. T-shirts []
6. Others, Specify.....

73.

Who are the target groups for the materials in question 72?

- | | | |
|----|--------------------|-----|
| 1. | Employees | [] |
| 2. | Youths | [] |
| 3. | Families | [] |
| 4. | Retires/Retrenches | [] |
| 5. | All of the above | [] |

74.

Do you have a resource center for information, education and communication materials on TV Levy?

- | | | |
|----|-----|-----|
| 1. | Yes | [] |
| 2. | No | [] |

75.

If the answer is 'yes' what resources do you have in the resource center?

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76.

What do you think about the fee for TV Levy?

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77. Which communication Strategies are being used in the TV Levy

78. Would you describe the ZNBC communication strategies as effective?

Yes ☐

No []

79. Give reasons for your response above?

83

80. In your understanding, what are the sources of information on television levy for ZNBC audience?

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81. Have you ever created a profile of the communication needs of the public regarding TV Levy?
If Yes, Explain.....

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If No, Explain.....

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82.

What would you recommend to be done in order to improve the communications strategies used by ZNBC?

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THANK YOU FOR YOUR RESPONSES