

ASSESSMENT OF THE PERCEPTIONS OF LUSAKA
YOUTHS ON MEDIA COVERAGE OF HIV AND AIDS
ISSUES AFFECTING THEM: A CASE STUDY OF THE
ZAMBIA NATIONAL BROADCASTING CORPORATION
(ZNBC)

By
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A dissertation submitted to the University of Zambia in partial fulfilment of the
requirements for the Degree of Master of Mass Communication

THE UNIVERSITY OF ZAMBIA

Lusaka

2011

I, Oswald Mutale, declare that this dissertation:

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APPROVAL

This dissertation of Oswald Mutale is approved as fulfilling the partial requirements for the award of the degree of Master of Mass Communication by the University of Zambia.

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ABSTRACT

This study assesses the perceptions of Lusaka youths on media coverage of HIV and AIDS issues affecting them and focuses on the Zambia National Broadcasting Corporation (ZNBC). The aim of the study was to assess the perceptions of Lusaka youths on various HIV and AIDS youth programmes disseminated by ZNBC. The study addressed critical questions such as: Are the Lusaka youths satisfied with the amount of HIV and AIDS information disseminated by ZNBC? Are HIV and AIDS messages disseminated by ZNBC appropriate?

Data were obtained from youths around Lusaka, ZNBC members of staff, Youth Workers and relevant documents on various HIV and AIDS issues. Research tools used to collect data were in-depth interviews and Focus Group Discussions.

The study revealed that ZNBC was not adequately covering HIV and AIDS issues affecting the youth. A number of factors were identified as being reasons for this state of affairs. These included lack of funds and equipment such as cameras and editing machines.

In order to increase HIV and AIDS youth programmes on ZNBC radio and television, respondents called for more funding to enable the national broadcaster acquire equipment, transport and employ more staff. In addition, the respondents urged the ZNBC management to review its editorial policy and give priority to HIV and AIDS youth programmes. In view of these findings, the study recommends the following:

Government which owns ZNBC should as a matter of urgency increase funding to the station. Secondly, ZNBC management should employ more staff in critical areas such as the News and Current Affairs, Television and Radio sections.

In addition, ZNBC should come up with measures to encourage its Reporters and Producers to cover HIV and AIDS extensively. Finally, ZNBC should increase the use of local languages when disseminating HIV and AIDS information to the youth.

To my dear wife, Suwilanji, my Children, Makungo and Chensha.

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ACRONYMS

CSO	Central Statistics Office
GRZ	Government the Republic of Zambia
UNFPA	United Nations Population Fund
NGO	Non-Governmental Organisation
YFHS	Youth Friendly Health Services
UNICEF	United Nations Children’s Fund
ZNBC	Zambia National Broadcasting Corporation
HIV	Human Immune-Deficiency Virus
AIDS	Acquired Immune Deficiency Syndrome
FGD	Focus Group Discussions
ZBS	Zambia Broadcasting Services
ZSS	Zambia Sentinel Surveillance
ZDHS	Zambia Demographic and Health Survey
ICASA	International Conference on Aids and Sexually Transmitted Diseases in Africa
NAC	National Aids Council
IOM	International Organisation for Migration

WORKING DEFINITIONS

Coverage of HIV and AIDS issues affecting the youth: A media function to highlight HIV and AIDS matters regarding the youth

Adequate coverage of HIV/AIDS

Highlighting HIV and AIDS to the expectation of the audience

Young People

Children and the youth

Tools

Equipment used to produce television and radio programmes

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CHAPTER ONE

INTRODUCTION

1.0 General

This is an assessment of the perceptions of Lusaka youths on media coverage of HIV and AIDS issues affecting them. To achieve this objective, the study targeted Zambia National Broadcasting Corporation. The study looked at news coverage, programming and general management and strategic focus of HIV and AIDS coverage by the institution. The end result was an assessment which offers insights into the perceptions and corporate focus in as far as the coverage of HIV and AIDS issues affecting the youth is concerned.

1.1 Background

1.1.1 Overview of challenges facing the youth in Zambia

The National Youth Policy in Zambia defines a youth as a person, male or female, who is aged between 18 and 35, (National Youth Policy, 2006). Apparently, statistics show that this age group is faced with a host of issues, some of which impact negatively on their lives. For instance, the youth experience a number of health problems, including difficulties in accessing quality health services. This is partly because most youths have no income with which to access the services and in some cases their level of knowledge on many health issues is limited. Besides, some health services available in the country are not youth friendly, (UNICEF, 2001)

In 1994, a group of non-governmental organisations(NGOs) operating in Zambia, in conjunction with the ministries of Health and Sport, Youth and Child Development, conducted a survey, which revealed an alarming increase in cases of sexually transmitted infections (STIs) among the youth.

The survey also revealed that despite the high prevalence of the STIs among the youth, most of them shunned health institutions each time they contracted the infections. They instead resorted to using herbs, which were seldom effective. The survey showed that there were varied reasons for this state of affair. One of the major reasons was that the youth felt intimidated by some health workers at health institutions who they said were not youth friendly.

Following the results of the survey, experts from various fields including government worked together to establish Youth Friendly Health Services (YFHS) in Zambia. The main objective of YFHS was to strengthen the ability of the youth to access health services. However, there is evidence that the YFHS have not performed well since inception. A good number of youths, especially those infected with STIs continue to shun Youth Friendly Health Corners set up in health centres in various communities, (UNICEF, 2009)

The Zambian youths are also subjected to various forms of abuses. For example, there are widespread incidents of sexual attacks against teenage girls. The police and health institutions across the country have continued to record cases where young girls are raped, often by close relatives, (2009, Zambia Police Service Victim Support Unit). In addition, statistics indicate that a large population of the youth in Zambia is unemployed. After attaining secondary and tertiary education, the youth remain jobless because there are no opportunities in the labour market.

President Levy Mwanawasa once expressed serious concern about the high levels of unemployment among the youth in Zambia. “The current situation regarding the high unemployment among the young people is causing government sleepless nights, and something needs to be done quickly to resolve the matter” (ZNBC, 2004).

The well being of the youth is also adversely affected by high poverty levels in the country. Many Zambian families, especially those in remote areas, cannot afford three decent meals per day. They also have no incomes with which to access other basic needs. Youths whose families are not able to provide for them adequately are sometimes forced to engage in deviant behaviour. They engage in vices, such as prostitution, crime, and alcohol and drug abuse, among others. For some, this is a way of getting rid of their frustrations and for others it is a means of survival. In addition to the stated challenges are the HIV and AIDS. The killer disease which is ravaging the country is one of the worst problems affecting the youth. Various studies indicate that the disease has had its heaviest toll on the youth. Zambia has one of the world's most devastating HIV and AIDS pandemics. Since the first case of HIV and AIDS was reported in 1984, it has continued to ravage virtually all sections of society. However, due to various factors, the youth are among the worst affected, (2006-2007 HIV and AIDS Country report).

The Zambia Sentinel Surveillance (1999) revealed that one in six urban youths aged between 15 and 19 is HIV positive. The surveillance also indicated that most of the deaths among the youth are as a result of the HIV and AIDS. The Zambia Demographic and Health Survey (2007) revealed that the prevalence of diseases among the youth is high. However, the survey reported that sexually transmitted infections, including HIV rank high.

Commenting on this catastrophic situation, first republican President of Zambia, Dr. Kenneth Kaunda, who is now an HIV and AIDS activist, laments that Zambia has continued to lose many brilliant young men and women who have died as a result of the HIV and AIDS.” These young people could have made great contribution to the development of our country. There is need for concerted efforts in the fight against HIV and AIDS to prevent further loss of lives,” (Kaunda, 2008).

The high prevalence rate of HIV infections among the youth can be attributed to a number of factors. One of the factors is that the youth are at the stage of trying to discover themselves and the world around them. In the process of discovering things, the youth engage in different activities, including sex. However, many of them do not have the capacity to negotiate for safer sex with their partners who are sometimes older than them. A study by Slonim-Nevo and Mukuka (2005) revealed that 19 percent of the adolescents aged between 10- 19 in urban areas reported having unprotected sex in a period of two months. During the stage of experimenting some youths contract the HIV virus, (ICASA, 1999).

The other reason for the high number of HIV and AIDS cases among the youth is lack of accurate information on how the HIV virus is acquired. Although statistics show that knowledge about HIV and AIDS is high among the general population, with an increase from 97 % in 2005 to 99% in 2007, people do not know specifics about the pandemic, (NAC, 2009). The Zambia Demographic and Health Survey (2007) noted that a large number of people did not know the specific ways of preventing the transmission of HIV. It also noted that in the age group 19-24 years, 65% of the youth did not know how to protect themselves from HIV infection.

1.1.2 Lusaka Youths and HIV and AIDS

The study area, Lusaka, is the capital city of Zambia and the largest city in the country. The main languages spoken in the city are Nyanja, Bemba and Zambia's official Language, English. Lusaka is a cosmopolitan city, with a population of about two million, (CSO, 2010). Its inhabitants are from diverse backgrounds and cultures. It is a fast growing city whose population continues to increase. For instance, people from various parts of the country, especially rural areas, flock to Lusaka in search of employment opportunities. Most of these are the youth who have undergone secondary and tertiary education.

In addition, people from other countries, such as diplomats accredited to Zambia and expatriates in different fields, live and work in Lusaka. Besides, there is another group of people that are part of Lusaka's population, the asylum seekers. Although not so many of them, people running away from persecution or civil strife in their countries form part of the population of Lusaka, (IOM 2009).

The youths comprise approximately, 34 % of people living in Lusaka (An Exploratory Study in Urban Lusaka, 2003.) Evidently, this segment of the population, like in many other towns of Zambia, faces numerous challenges regarding their health. The most dfgfxcvb apparent is the challenges posed by HIV. This state of affairs is compounded by the life styles in the city. Lusaka is a westernised city with fast moving life styles. In this kind of scenario the youth are exposed to all sorts of situations and vices. Some engage in drug abuse and unprotected sex and many others.

Various stakeholders in Zambia, including the media, have taken initiatives aimed at sensitizing the youth about the dangers of HIV in order to reduce infections. The youth in Lusaka have benefited from such community initiatives. For instance, in 2008, the National Aids Council working with the Population Service International and Society for Family Health, launched the "Real Man, Real Woman" HIV and AIDS prevention campaign. The programme supported by the American government, focussed on deeply entrenching Zambian practices, including sexual expectations of the youth, the perceptions by the youth that they are at low risk to contract HIV and lack of adequate parental or guardian involvement in decisions that the youth make.

The 'Real Man, Real Woman' campaign provided anti HIV and AIDS messages to the youth. Besides calling for abstinence, the campaign promoted positive gender roles and rejected practices such as coerced sex, trans-generational sex and exchanging sex for gifts and favours. The campaign's mass media component included messages on radio, television and posters that illustrated the reality faced by the youth.

Launching the campaign, first lady, Maureen Mwanawasa, called on parents and guardians to talk to their children freely on matters of HIV and AIDS to help them make informed decisions.

Another initiative comes from the *Teach to Fish*, a non-governmental organisation operating in Lusaka. The organisation has implemented various programmes, including those that empower the youth to become self reliant. The programmes, one off and long term, are running in the townships of Lusaka. Some of the programmes are sensitizing the youth on ways of avoiding contracting HIV.

Musicians in Lusaka have from time to time organised shows targeting the youth. During such activities HIV and AIDS messages are given to the youth through song and dance. Zambia Musicians Association president, Michael Zulu, states that the musical concerts are effective strategies of creating HIV and AIDS awareness among the youth. A large number of youths in Lusaka benefit from the concerts. The youth are able to get valuable HIV and AIDS information through music. Such events are sometimes covered by the media and the messages get not only to the youth who are present but those at home watching television or listening to radio.

The Zambia Association For Youths in Schools (ZAYS) is among other strategies using theatre to create HIV and AIDS awareness among the youth. Schools are conducive for any campaign. Structures in the schools and the already established learning environment make it easier for information to get to pupils or recipients. “HIV and AIDS messages through theatre impact positively on the pupils” says Mr. Henry Kampwita, Headmaster of Mumana Basic School, which hosted a theatre group from ZAYS in June 2010.

Africa Directions is a non-governmental organisation, operating in Mtendere Township, a densely populated area of Lusaka. The NGO runs a drama group, which gives information on HIV and AIDS to the community of Mtendere and the general population, with an emphasis on the youth. The drama group uses a new scientific theatre technique used in HIV and AIDS dissemination called Theatre for Community Action (TCA), (Africa Directions, 2010).

Youth Alive Zambia (YAZ) is another Organisation working to reduce HIV infections among the youth in Lusaka. In October, 2010, YAZ collaborated with the Churches Health Association of Zambia (CHAZ) and implemented a media programme aimed at creating awareness about HIV and AIDS among the youth. The two organisations organised debates which were aired on ZNBC television.

The debates, themed “*Health for Sustainable Growth and Development*”, discussed HIV and AIDS issues, among other topics. Similarly, YAZ ran a series of live radio talk shows on ZNBC radio Two, which discussed a wide range of health issues affecting the youth including HIV and AIDS.

In addition to awareness initiatives, communities in Lusaka are running programmes aimed at mitigating the negative impact of HIV and AIDS on the youth and young people generally. Most townships of Lusaka are running Home Based Care programmes that help to lessen the burden of people infected and affected by the HIV and AIDS. One such initiative is the Lelemba Community Home Based Care (LCHBC) programme in Mtendere Township. The programme provides support to people suffering from HIV and AIDS and young people who have lost their parents as a result of HIV and AIDS. The project provides material and financial support to such youths who in some cases live on their own without an adult person to look after them. The youth in Lusaka are benefiting from projects such as the LCHBC, (NAC, 2010).

1.1.3 Children, Youth and Media around the World: An Overview of Trends & Issues

The media are critical in helping to resolve challenges faced by the youth. As they sensitize society on issues affecting the youth, policy makers and implementers are able to come up with measures to change the status quo. Similarly, continuous media coverage of challenges facing the youth attracts community action. Communities where the youth are found are able to embark on activities to address their plight. On the other hand the youth themselves are able to make informed decisions because of the information obtained from various media.

Studies have revealed that a good proportion of Zambia's population, including the youth, have access to the media. People in various parts of the country have access to one medium or another. Accessibility has been improved following the liberalisation of the media in 1991, which has seen an increase in media institutions. Currently, there are several community radio stations in Zambia dotted all over the country. In addition, private newspapers have been set up, although most of these are concentrated in urban areas. The scenario is that there are community radio stations in all the nine provincial centres of Zambia and in a good number of districts. The many media institutions offer the public a variety of information. The youth in Zambia and in other parts of the world love to watch television and listen to radio, making these two media important sources of information for this group of people.

A look at the world media landscape for children and youth immediately presents two opposing themes: opportunities and risks. For example, globalization of media brings opportunities to broaden children's outlooks and provide more equal access to information, but it also threatens cultural identification and values. Technological advances bring the promise of new skills and greater youth participation in society, but also increase the risk of child exploitation and informational divides.

There is an urgent need for societies to both protect the youth and empower them to shape their own media environments including in issues related to HIV and AIDS, (South African National Department of Health, 2003, Buckingham, David & Kate Domaille, 2002, and Gigli, Susan and Aneta Genova, 2001).

1.1.4 Youth & Media in the World Today

Approximately one-third of the world's population is made up of 2 billion young people. They make up half the population in the least developed nations; less than a quarter in the most industrialized ones. Their challenges range from basic survival to discrimination and exploitation, (Buckingham, David and Kate Domaille, 2002).

Although there are myriad differences in cultures, traditions and values, children and youth everywhere share some universal traits. They are fundamentally more optimistic, more open and curious than their adult counterparts. Increasingly, children are enjoying unprecedented freedoms in many countries. Unfortunately, others confront social problems, ranging from deepening poverty and ethnic strife to substance abuse and sexually transmitted diseases including HIV and AIDS and political turmoil, (South African National Department of Health, 2003).

Arguably, the proliferation and globalization of media are among the key factors that have shaped and defined the current generation of young people. In many countries, youth have access to a greater number of multi-media choices than ever before—conventional, satellite and cable TV channels; radio stations; newspapers and magazines; the internet and computer and video games, (El-Tawila, Sahar, 2003, Children Now, 2003).

In addition, many are exposed to the same programs, the same characters and the same marketed spin-off products. Today there is greater availability of foreign programming and media, and less official censorship and control in many parts of the world. Information, email and images flow around the world faster and more freely than ever. Indeed, mass media are making the world smaller, and culture and media are increasingly inextricable, especially for young people, (El-Tawila, Sahar, 2003).

1.1.5 Youth's Use of the Media

1.1.5.1 Television

Television is the dominant medium for young people—and adults—around the world. From the mid-1980s to the mid-1990s, the number of television channels, household television sets and hours spent watching television more than doubled. There are now approximately 250 television sets per thousand inhabitants in the world—far more than the number of telephones. Satellite television reaches all continents, offering increasing numbers of channels targeting specific market segments, including young viewers. In the late 1990s, some 50 television channels directed specifically to children were launched, several of which have had enormous international success. However, this has caused national television services in many areas to cut back their own production of children's programs, (Kinkade, Sheila & Christy Macy, 2003).

Average daily use of television among those school-age children around the world with access ranges from between 1.5 hours to more than four hours; many of these same children will rarely read a book. The prominence of television in young people's daily lives makes it one of their major information sources about the world around them. The prevalence of television viewing among young people raises serious concerns about recent global trends in the television industry, (Ibid).

The rampant consolidation of commercial media has meant the dominance of only a handful of large and powerful companies. In industrialized countries, there have been recent outcries over rising levels of aggression, obesity, substance abuse, eating disorders and unsafe sexual behavior among youth, increasingly attributed to commercial media aimed at children and youth. In developing countries, where resources limit domestic productions, a majority of programs for children and youth are imported. Unfortunately, much of the content contains characters and messages that, at best, are simply not relevant to local cultures, and at worst convey violent images and mass marketing messages, (Gigli, Susan & Aneta Genova, 2001).

1.1.5.2 Radio

Besides, television viewing, listening to the radio is another most popular activity among children and young people worldwide. However, listening rates vary greatly. In many countries, there has been a boom among young people in radio listening over the past decade. This is as a result of the emergence of dozens of private radio stations. This is particularly the case in Africa and the former Soviet bloc countries, (Kinkade, Sheila & Christy Macy, 2003).

Most young people tune in to the radio primarily for music and entertainment. However, some radio stations have been very successful in attracting and informing more socially active segments of the population, young and old alike. In some countries, listening to the largely political fare of public international radio broadcasters—the BBC, VOA, Deutsche Welle and Radio France Internationale, among them—remains surprisingly high among young people, (Ibid),

According to 2003 surveys, 16 percent of young people aged 15 to 19 listened to international radio in Albania, 12 percent in Bangladesh, 21 percent in Nigeria and 26 percent in urban Haiti. These relatively high listening rates testify to young people's interest in political and social events, and reflect the need for high-quality information, still lacking in many countries, (Kinkade, Sheila & Christy Macy, 2003).

1.1.5.3 The Internet

The internet has been gaining popularity among young people, though at a much slower pace than television and radio. In spite of significant differences among the developed and developing world, the use of computers and the internet is rising steadily, fastest among young men. That there are so many more computer-literate young people than adults indicates the younger generation's greater interest in and aptitude for technological advances. Around the world, young users are increasingly turning to the internet as a source of information, communication, socializing and entertainment, (Kinkade, Sheila & Christy Macy, 2003).

It is also evident that in even in countries where internet and computer use is low, young people actively seek access whenever possible, most often in internet cafes. Young people are enthusiastic about the internet because, more than any other medium, it helps them establish contact with the outside world and freely seek information.

Perhaps it is 'free' access to information that also accounts for the higher levels of trust young people (and adults as well) often place in information on the web than in information from traditional media, (El-Tawila, Sahar, 2003).

1.1.5.4 Print Media

In contrast to the steady rise of other media, in many countries print media have experienced a setback from the role they once played. Several recent developments have served to further decrease the numbers of young readers of print media. In part, this is a result of the improved quantity and quality of information available from television and radio. In industrialized countries, young people are distracted by numerous media choices and technologies. In poorer countries, few youth-oriented publications exist and those that do often have limited circulation or are too expensive for most youth to afford, (Children Now, 2003).

Starting in the early 1990's, newspaper readership levels declined sharply throughout the region, especially in those countries experiencing the greatest economic difficulties. Many publications folded without government subsidies and could not attract sufficient advertisers or subscribers. Those that did survive had to raise their prices, making them unaffordable for many. Lastly, the distribution system was so badly weakened in many countries that it is now common for newspapers and magazines to arrive in rural areas weeks and months late, (Buckingham, David & Kate Domaille, 2002).

By and large, both print and electronic media, are important sources of information for the general population. As for the youth who are in the process of acquiring knowledge about many things in life, the media becomes even more critical. The information disseminated by the media plays a big role in the way the youth are socialized.

However, in Zambia and probably many other countries, it is rare for the media to ask the recipients, whether the information they are disseminating is appropriate and effective or not.

This study looks at the perceptions of the Lusaka youths on the media coverage of HIV and AIDS issues that are youth-specific and it focuses on ZNBC, a state run radio and television station.

1.2 Statement of the Problem

The potential power and the role of the mass media, with particular emphasis on radio and television in economic and social development cannot be underestimated. Electronic media as they are collectively called have potential to mobilise people effectively for a good cause, such as development and behavioural change. However, the inherent challenge in the public media, a characteristic that community media may not have, is the perceived lack of consultative process on programming i.e. policy design and implementation.

Management staff of public media institutions seem not to effectively implement the participatory role of the media and in most cases, the voices of the people at grassroots are rarely heard but rather those of the elite. However, there seem to be negligible public participation in radio and television programming. The concept of democratic participation as proposed by McQuail is then not fully utilised in this context. The media throughout the world can be considered as a movement of social ideas and processes of development, (Gray-Felder, 2006).

HIV/ and AIDS has continued to ravage Zambia. The disease has claimed many lives since it was first reported in the country in 1984. The media have been a vital tool in sensitizing people of different categories on the dangers of HIV and AIDS.

Through a variety of products, such as television and radio programmes, advertisements, documentaries, newspaper stories and feature articles, the media have particularly been sensitizing the youth on ways of avoiding contracting the HIV virus. However, since the outbreak of HIV and AIDS and the eventual bombardment of the youth with educative material by the media and other agents there has been less assessment of the perceptions of the youth on the coverage of the disease.

ZNBC, which is one of the largest media institutions in Zambia, is involved in disseminating HIV and AIDS information to the public. However, like many other media institutions in the country, ZNBC, has not done much to find out whether the amount of HIV and AIDS information disseminated to various Categories of the population is adequate and appropriate. For this reason, this assessment sought to find out the perception of youths in Zambia, and Lusaka in particular, on ZNBC coverage of HIV and AIDS issues affecting them. The focus as earlier indicated was on Lusaka youths.

1.3 Rationale of Study

For some time now, ZNBC has actively endeavoured to cover HIV and AIDS issues targeted at various categories of the Zambian population. Among those exceptionally targeted are the youths found in various socio-economic environments. The HIV and AIDS programmes have mainly concentrated on behavioural change among the youths. However, there appears to be limited information on the perceptions of the youth on such programmes.

This study will therefore produce new insights in the perceptions of Lusaka youths on HIV and AIDS youth programmes transmitted by ZNBC. This will ultimately be critical in facilitating improvements in the manner ZNBC disseminates HIV and AIDS information targeted at the youth.

The information from this study would also be relevant to other stakeholders interested in HIV and AIDS prevention policy and interventions, such as government, Non Governmental Organisations (NGO's) and other institutions. Though limited to Lusaka, the study will help to come up with similar programmes and interventions and also improve overall policy and programming of HIV and AIDS interventions in the country as a whole.

1.4 Objectives of the Study

1.4.1 General Objectives

- To assess the perceptions of Lusaka youths on various HIV and AIDS youth programmes disseminated by ZNBC.

1.4.2 Specific Objectives

- To assess the population of Lusaka youths who listen to and watch HIV and AIDS programmes disseminated by ZNBC;
- To find out the frequency the Lusaka youths listen to HIV and AIDS youth programmes disseminated by ZNBC;
- To capture the perceptions of Lusaka youths on how HIV and AIDS youth programmes disseminated by ZNBC could be made more effective.

1.5 Research Questions

- Are the Lusaka youths satisfied with the amount of HIV and AIDS information disseminated by ZNBC?
- How many Lusaka youths listen to and watch HIV and AIDS programmes disseminated by ZNBC?
- How often do the Lusaka youths listen to HIV and AIDS youth programmes disseminated by ZNBC?
- What suggestions do the Lusaka youths have to make HIV and AIDS youth programmes disseminated by ZNBC more effective?

1.6 Scope of the Study

The study focused on the perception of the youth on HIV and AIDS programming by ZNBC. It further looked at policy and commitment of individual producers and journalists at ZNBC towards covering issues related to HIV and AIDS. Specific focus was laid on programmes that are specifically target at the youths on behavioural change communication.

1.7 Expected Outcomes

At the end of the research, the researcher expected to find results that pointed to the fact that lack of research on the feedback from the youths on HIV and AIDS programming has led to ZNBC having programmes that are not in line with their expectations. As such, most of the information disseminated is not effective. The researcher also expected to find that the packaging of these programmes and information is not appealing to the youth.

CHAPTER TWO

THE MEDIA IN ZAMBIA

2.0 Introduction

This chapter looks at the historical perspective of the media in Zambia, the distinction between the mainstream and community media, and the legal framework that governs the operations of the media and the challenges which some of these laws bring to the media. It also looks at the background of ZNBC, the media institution under study. The chapter ends by looking at some organisations that have been promoting the expansion of community broadcasting in Zambia, and media pluralism and diversity.

2.1 Politics and the Media in Zambia

Media refers collectively to all media technologies, including the Internet, television, newspapers, and radio, which are used for mass communications, and to the organizations which control these technologies, (Potter, 2008).

Mass media as stated in the previous chapter play a significant role in shaping public perceptions on a variety of important issues, both through the information that is dispensed through them, and through the interpretations they place upon this information. They also play a large role in shaping modern culture, by selecting and portraying a particular set of beliefs, values, and traditions (an entire way of life), as reality. That is, by portraying a certain interpretation of reality, they shape reality to be more in line with that interpretation, (Lorimer, & Scannell, 1994 & Potter, 2008).

The media does not exist in isolation but is part of a wider society. This means that the factors that have influence in society do not spare the media. These are the political, economic and the social institutions and sectors. Political influence on the media can be seen by the political statements and legislation that affects the media either positively or negatively. It is politicians, for example, that determine which laws to enact with regards to the media.

This is best illustrated, in the Zambian case, by the statement of then Minister of Information and Broadcasting Minister, Remmy Mushota's who said "my ministry will ensure that good laws to govern the media are passed by Parliament and I shall dedicate my efforts towards this objective" (Chirwa, 1997:12).

It is therefore not strange that when the MMD government came to power, the political atmosphere created made it, to some extent, conducive for media pluralism. New media voices became partners with those forces that were struggling for democracy in Zambia, (Kasoma, 1997).

Prior to the change of the political system in Zambia (from one party-state to multiparty politics) Zambia's media was largely state-owned and its content determined by the ruling party, UNIP and its government. However, the wave of democracy brought in the MMD whose manifesto, with specific reference to the mass media, affirmed the importance of the press and reiterated the value which it attached to the freedom of expression. It did recognise the vital role that journalists play in promoting democracy and development, (Chirwa, 1997).

2.1.2 Newspapers in Zambia

Zambia has currently three major daily newspapers. On one hand are the state-owned *Zambia Daily Mail* and *Times of Zambia* and on the other hand is the privately owned, *The Post Newspaper*. Reliable circulation figures are hard to confirm but print-run estimates are now at 40,000 for *The Post* and *Mail*, and about 32, 000 for *Times* of Zambia (Chirwa, 2010). Each paper has also taken advantage of technology by publishing online editions (Banda, 2006). There are also some weekly newspapers in existence notably *The Guardian Weekly* and *The Monitor*. Some of these papers have online editions too.

2.1.2.1 The Zambia Daily Mail

The *Zambia Daily Mail* was launched in 1960, when it was called the *African Mail*. In 1962 its name was changed to *Central African Mail*. This weekly paper was popular among blacks in the early 1960s because it published stories that were critical of the federal government, the colonial government and authorities in Northern and Southern Rhodesia. The paper was co-owned by David Astor, then editor of the *Sunday Observer* in London and Alexander Scott, a former Scottish doctor and Richard Hall, (Makungu, 2004).

In 1965 the new UNIP government bought the *Central African Mail*. Two years later, it had become a semi-weekly called the *Zambia Mail*. In 1970 the *Zambia Mail* became the *Zambia Daily Mail*, a state-owned daily. Its main rival was the *Times of Zambia*, founded in 1962 by a South African named Hans Heinrich, (Merrill, 1991).

2.1.2.2 The Times of Zambia

The *Times of Zambia* was launched in Kitwe, one of the country's mining centres. Hans Heinrich, the owner, however sold the paper to a British firm called London and Rhodesia Mining (Lonrho), which owned other newspapers in the region. Meanwhile, the Argus Company, another owner of newspapers in Central and Southern Africa launched the *Northern News* in Ndola. This newspaper was aimed at the white community and it included foreign news from Britain (Kasoma, 1986).

When Argus chose to leave Zambia to concentrate on its South African business interests, it sold the *Northern News* to Lonrho, which shut down the *Zambian Times* and renamed its new property the *Daily Times of Zambia*. Richard Hall then became editor of the *Daily Times of Zambia*. He trained African editors and reporters to take over from him. In 1975, Kaunda's government took over the *Times of Zambia* and relocated its offices from Ndola to Lusaka.

In addition to the *Zambia Daily Mail* and the *Times of Zambia*, other newspapers emerged. However, some thrived while others were short lived, (Chirwa, 1997).

2.1.2.3 The Post Newspaper

By October 1991, not less than 25 newspapers and three magazines had been registered in Zambia. However, during the period spanning June to November 1990, about four newspapers emerged and the most notable being the *Weekly Post* which is now *Post Newspapers*. It however became fully operational on 26th July 1991 with the motto, “*The paper that digs deeper.*”

This paper was critical of the new government of President Frederick Chiluba and most of its reporters including the managing editor have been arrested on several occasions by the state for various charges including the very serious one of espionage, (Kasoma, 1997).

In 2001, the paper was in serious trouble when it wrote about the then incumbent, President, Chiluba, accusing him of being a thief. Almost all the cases which it has been involved in, however, have been dropped by the state without any successful prosecution. The paper has continued to face numerous legal battles, most of them initiated by the government. The latest of this being the contempt of court case against the paper and its owner, Fred M'membe (The People vs. The Post Newspaper Limited and Fred M'membe).

2.1.2.4 Zambia News and Information Services (ZANIS)

The *Zambia News and Information Services (ZANIS)*, formerly known as *Zambia Information Services (ZIS)* and *Zambia News Agency (ZANA)*, gathers and distributes news within and outside Zambia. It is the only official news agency in Zambia and has bureaus in most parts of the country. It works in collaboration with the *Pan African News Agency (PANA)*, which collects and re-distributes news from other African countries (Kasoma, 1997). ZANIS is a department of the Ministry of Information and Broadcasting Services.

It came into being in 2005 following the merger of the ZANA and ZIS, as part of the restructuring exercise of the Zambia Public Service, (ZANIS, 2006). ZANIS reflects development activities taking place around the country. It services the Zambian media as subscribers and fills in the gap left by the commercially inclined and urban concentrated media.

ZANIS is the only government media organization producing the widest possible professional news coverage through a well trained cadre of journalists stationed in regional and district offices. The majority of these regional offices are in rural Zambia where 70 percent of the country's population is concentrated, (Ibid.). ZANIS provides news and in depth articles from the African perspective to the Zambian public abroad and the international community by internet. It also cooperates with national news agencies in Africa with which it has mutual news exchange agreement.

The headquarters of the agency is in Lusaka while regional offices are in Kabwe (Central Province), Ndola (Copperbelt Province), and Mansa (Luapula Province), Kasama (Northern Province), Chipata (Eastern Province), Livingstone (Southern Province), Mongu (Western Province) and Solwezi (North Western Province). With modern information communication technology, ZANIS is a media-mix producer of news text, photographs, radio and TV footage and video documentaries.

2.1.3 Broadcasting in Zambia

The colonial government setup the first radio broadcasting station in Lusaka in 1941 (Kasoma, 2000). When radio broadcasting was launched in Zambia, it was for the purpose of war propaganda.

The earliest home-grown broadcasting in Zambia was the brainchild of Harry Franklin, Director of Information in colonial administration. He set up a radio station in Lusaka in 1941 and ran it in his spare time, mainly to galvanize support for the colonial war effort during World War 2, (Banda, and 2006:97)

Apart from war propaganda, the British colonial government used radio to inform the African population about news in which the Governor and other government officers were involved. In short, it was a mouth piece for the government. Soon after the UNIP nationalist government was installed in 1964, it tightened its hold on broadcasting.

In 1966, a Broadcasting Act was passed to allow for the dissolution of Zambia Broadcasting Corporation (ZBC) and to pave way for the establishment in 1967 of Zambia Broadcasting Services (ZBS), which was to be under direct government control, (Banda, 2006:97).

It should be noted, as earlier stated, that it was not until World War II that Northern Rhodesia acquired a radio service. In 1941 the Government's Information Department installed a 300 watt transmitter in Lusaka, the capital. This station was built for the purpose of disseminating war related information. From the outset, the Lusaka station addressed programmes to Africans in their own languages, becoming the pioneer in the field of local vernacular broadcasting. In 1945 Harry Franklin, Lusaka's far sighted information officer, proposed that Radio Lusaka concentrate on developing programming for Africans, (Kasoma, 2000).

Since Northern Rhodesia could not afford such a specialized service on its own, the administrations of Southern Rhodesia and Nyasaland were persuaded to share in the operating costs, while the British Government agreed to provide capital funds. Thus, the Central African Broadcasting Station came into being. Among the by-products of this effort was the world's most extensive collection of ethnic African music. Another breakthrough was that most formidable barrier to audience growth; the lack of receivers which Africans could afford to buy was resolved.

Franklin tried for three years in the late 1940s to persuade British manufacturers that a potential mass market existed among Africans for a very simple inexpensive battery operated short wave receiver. One must bear in mind that this was before the days of transistors. He finally persuaded a battery company to invest in the research and development of the idea.

One of the early models was mounted experimentally in a 9-inch diameter aluminium housing originally intended as a saucepan. Thus was born in 1949 the famous “Saucepan Special”, a 4-tube adapted short wave receiver, which succeeded even beyond Franklin’s expectations. Within the first three months 1,500 of the Saucepan Specials had been sold, and in the next few years, 50,000 sets were imported, (Ibid).

2.1.3.1 Zambia National Broadcasting Corporation

In 1953 the federation was created, and in 1958 a new broadcasting organization, the Federal Broadcasting Corporation of Rhodesia and Nyasaland was founded, with headquarters in Salisbury, Southern Rhodesia (now Harare, Zimbabwe). Lusaka continued to use African languages as well as English, but the spirit which had animated the original station had long since been drowned by the rising tide of animosity between the races.

Eventually in 1964, Northern Rhodesia broke away from the Federation and became Zambia. The station in Lusaka was then known as the Zambia Broadcasting Corporation until 1966, when it changed to Zambia Broadcasting Services (ZBS). This was again changed in April 1988 to the Zambia National Broadcasting Corporation (ZNBC) under the Ministry of Information and Broadcasting Services.

ZNBC used to have an External Service called Radio Zambia International or Radio Three (3), which beamed to Southern Africa over a 50 kW transmitter in English and various African languages. Much of the programming was anti-apartheid material produced by nationalist political groups for liberation purposes.

ZNBC was the sole broadcaster in Zambia till the early 1990's when the broadcast policies were changed to allow independent actors in the sector. It ran a television service and two radio networks, Radio 1 and 2 with the latter covering the remotest parts of the country. ZNBC television on the other hand did not and does not reach the remotest parts of the country though there have been plans by the government to connect rural areas to the transmission network. This is yielding fruits though the pace of implementation seems slow, (Kasoma, 2000).

Like other public media, the political influence did not spare ZNBC. It has always been seen to report more news about the governments and ruling party's perspective. Opposition views are almost absent from ZNBC radio and television news. This has been its trend during the Kaunda regime and has continued to be so during the Chiluba, Mwanawasa and currently Rupiah Banda's reign.

However, in the early 1990's, and with the coming of multiparty politics, broadcasting started to take a new turn. Banda stated:

in 1991, the Movement for multiparty democracy took over and championed a neo-liberal, modernising wave of political transition. This era saw the adoption of free market policy initiatives, not least in the media industry, (2006:8).

The MMD took a different stance by promising to restore and respect press freedom. It promised to let journalists do their work without interference, and that those with the means would be able to own print and electronic media outlets. Those interested in starting private radio and television outlets were encouraged to apply for licenses. A Media Reform Committee was established to oversee this issue. Among the committee's recommendations were privatising ZNBC, Zambia Daily Mail and the Times of Zambia, and putting a freedom of the press clause in the Zambian constitution.

A new piece of legislation was enacted, the ZNBC (Licensing) Regulations (Zambia 1994). At that time, the government claimed that it had embarked on a liberalisation programme of the Zambian economy, and there appeared to have been a cautious de-regulation of the media.

This Act was meant to pave the way for the liberalisation of the broadcasting sector, though it vested the final authority for the awarding of radio and television licences in the Minister of Broadcasting and Information Services. This created some ambivalence in that a minister is a politician whose political ideology may influence who to award a licence. Furthermore, the regulations as laid down by the Act were too cumbersome to follow, especially with regard to community broadcasting. The Act specifies that the following persons and bodies are eligible to apply for a licence: (1) an association, known by whatever name, established on a permanent basis; (2) an individual; and (3) a body corporate, (Banda & Fourie, 2004).

The ZNBC (Licensing) Regulations led to the emergence of private, commercial and religious radio stations. The first private radio station to be set up in 1994 was Radio Christian Voice, followed by Radio Phoenix in 1996 broadcasting on FM. The country has since seen a proliferation of radio stations most of which are owned by the Catholic Church.

The above developments did not translate to complete liberalisation of the airwaves as the government still maintained a grip onto the media. For example, the MMD government even under the late President Levy Mwanawasa (2001-2008) continued to cling on the public run media. Probably, it realised as Birkinshaw cited in Makungu (2004) argued,

“Information is inherently a feature of power. So too is its control, use and regulation. Government ... is the organisation of information for the use, effective or otherwise, of power in public interest. Take away a government preserve on information, and its preserve of when and what to release, then take away a fundamental bulwark [safeguard] of its power. This may be desirable or it may not, (Makungu, 2004).

The ZNBC was not an exception as the MMD government continued exerting a firm hand despite conceding to have a ZNBC Amendment Act which should among other things have given more autonomy to the corporation. This Act was meant to free the corporation from government control in using it as its mouthpiece right through to the end of the Chiluba's term as President and beyond.

2.1.3.1.1 Structure of ZNBC

The government, through the Ministry of Information and Broadcasting Services, appoints a board of directors which over-see the affairs of ZNBC. The board comprises members from various backgrounds. However, government is represented on the board by the Permanent Secretary of the Ministry of Information and Broadcasting Services.

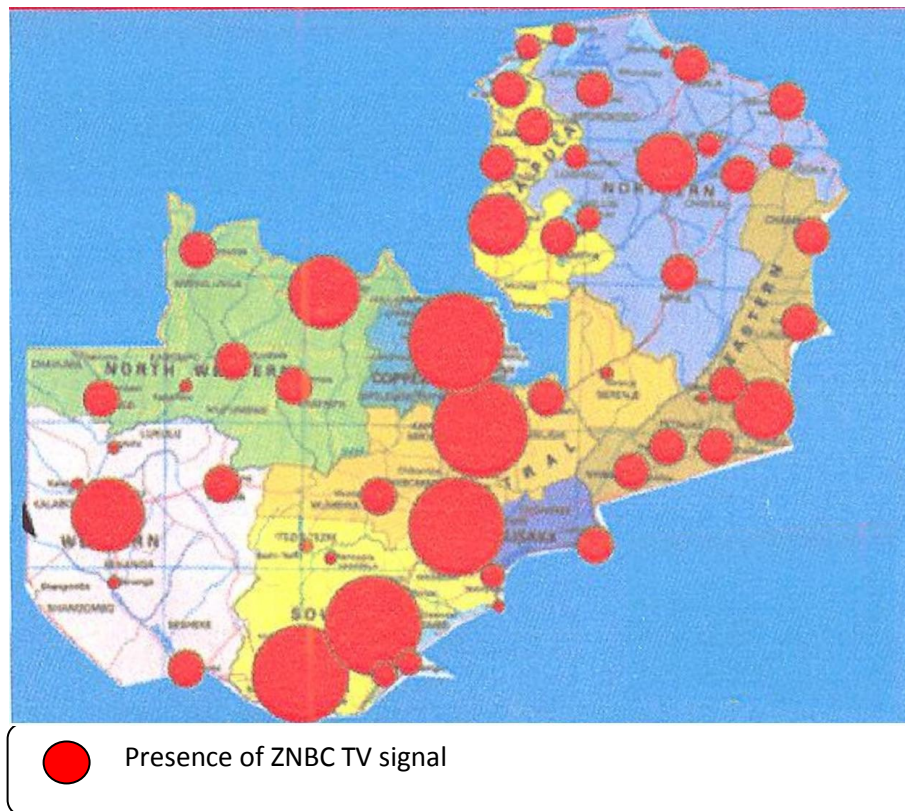
The board appoints the chief executive of ZNBC, whose official title is Director General. Under the Director General, are directors who head various departments, namely, Programmes, Marketing and Sales, Human Resources, Engineering and Finance.

As a national broadcaster, ZNBC has a responsibility to inform, educate and entertain listeners and viewers in Zambia. It carries out this task through radio, television and most recently through the website. Each of the five departments of ZNBC play a specific role to ensure the national broadcaster meets its objectives. For instance, the Technical Services Department ensures that both the radio and television signals reach ZNBC audiences. The department also ensures that equipment is in good condition. The Programmes department, on the other hand, is responsible for producing programmes that are informative, educative and entertaining.

ZNBC currently runs three radio channels and two television channels, one of which was launched at the beginning of 2010. Radio One and Two, start broadcasting from 04.45 hours and end transmission at midnight, while Radio Four runs for 24 hours. Radio Two formerly known as General Service, broadcasts in English, the official language in Zambia. This channel, like Radio One has a wide reach, broadcasting to all parts of the country. Programmes on this channel are mainly of educational nature.

Radio One previously known as Home Service, airs programmes in seven local languages, namely Kaonde, Bemba, Lozi, Nyanja, Luvale Lunda and Tonga. The third radio channel, Radio Four, previously referred to as Radio Mulungushi, is mainly a commercial and entertainment channel whose objective is to raise revenue for ZNBC.

ZNBC Television which until a few years ago enjoyed a monopoly runs a wide range of programmes, including news and current affairs. The television channel reaches all provincial centres and other areas. In 2006, ZNBC widened its television coverage. This is under a government sponsored programme, which has enabled the national broadcaster to install transmitters and other equipment in different parts of the country, (ZNBC Annual Report, 2007).



Source: ZNBC Research Unit (2010) Zambian map showing the presence of ZNBC television signal

In 2007, ZNBC television was put on the Multi Choice bouquet. This means that subscribers to the cable television company in some African countries can now access ZNBC television. ZNBC has also set up a website and launched a second television channel, TV2 in an effort to reach as many people as possible.

2.2 Legal Framework of Broadcasting in Zambia

Broadcasting in Zambia was a preserve of the state up to 1991 when multi-party politics were re-introduced. Following this re-introduction, new laws were passed to facilitate the liberalisation of the media industry. This opened new avenues for radio and TV services across the country.

The first of such laws was the ZNBC Licensing Regulations (1994), discussed earlier. Others were:

1. Radio Communications Act of 1994
2. Independent Broadcasting Authority Act of 2002
3. ZNBC (Amendment) Act of 2002.

In addition, the Zambian Constitution, Article 20 (1) and Article 20 (2) guarantees freedom of the press and it states: “...no law shall make any provision that derogates from freedom of the press,” (Republic of Zambia, 1996).

However, the guarantee of media freedom in the constitution is conditional. Article 20 (3) states that laws restricting freedom of expression may be passed if they are—among others—“reasonably required in the interests of defence, public safety, public order, public morality or public health,” (Ibid, 1996). It is up to the powers-that-be to define these broad interests at any given time. Laws restricting freedom of the media are also permitted if they are “required for the purpose of protection, rights and freedoms of other persons ...,” (ibid).

It is therefore clear that the right of the individual is superior to that of the freedom of the media. This may, to some extent, be desirable but the abuse that may come as a result of these laws is what is unhealthy to the media.

2.2.1 Radio Communications Act of 1994

This Act provides for the establishment of the Zambia Information and Communications Technology Authority (ZICTA) which is expected to carry out general supervision and control of radio communication. It is the one tasked with giving radio frequencies and approval of transmission sites to those that seek to own radio stations. According to Article 4(1) subject to the provisions of this Act, the Authority shall have the general control and supervision of Radio communication and radio communication service, (Radio Communications Act No. 25 of 1994).

The ZICTA, like ZNBC, sits on the screening committee set up by the Ministry of Information and Broadcasting Services for the purpose of determining the suitability of applicants for radio and television licences.

2.2.2 Independent Broadcasting Authority Act, 2002

This Act sets up the Independent Broadcasting Authority (IBA) to regulate the independent broadcasting industry in the country. Its specific functions include *inter alia*:

promoting a pluralistic and diverse broadcasting industry; establishing guidelines for the development of broadcasting through a public process; determine the needs of citizens and social groups; providing guidance on the issuing of licences, giving regard to the need to discourage monopolies; issuing advisory opinions on broadcasting standards and ethical conduct in broadcasting; and ensuring broadcasters develop codes of practice, (Banda, 2006:23)

The Act provides for the issuing of licences for public, commercial, community, religious and subscription broadcasting services. While the IBA is expected to be responsible for regulating broadcasting, the Act leaves much of the technical-infrastructure aspects of broadcasting within the domain of the Communications Authority, which is itself accountable to the Ministry of Transport and Communications and is set up under the Telecommunications Act of 1994, (ibid).

However, this Act is not yet fully operational because of the disagreements that have arisen as to the interpretation of certain provisions in it. There was a legal battle between the civil society organisations and the media on the one hand and the government on the other as to who should appoint board members for example. However, the Supreme Court ruled that the government is mandated to appoint members of the board without interference from any other body.

2.2.3 Zambia National Broadcasting Corporation (Amendment) Act, 2002

This Act has a dual intent: to re-institute the state-owned ZNBC as a public broadcasting service par excellence and to introduce television licences for the viewing public to help fund ZNBC.

The Act reformulates the public-service mandate of ZNBC and includes the following directives:

to provide varied and balanced programming for all sections of the population; to serve the public interest; to offer programmes that inform, entertain and educate; to contribute to the development of free and informed opinions and, as such, constitute an important element of the democratic process; to reflect and promote Zambia's national culture, diversity and unity; to respect human dignity and human rights and freedoms and to contribute to the tolerance of different opinions and beliefs; to contribute to equal treatment between men and women; to broadcast news and current affairs programmes that are comprehensive, unbiased and independent, and commentary that is clearly distinguished from news. (ZNBC [Amendment] Act 2002, Section 7).

The ZNBC (Amendment) Act, like the IBA Act, incorporates the process for selecting members of the ZNBC board.

2.2.4 Freedom of Information Bill (FOI)

Being a country where public information is difficult to access because much information has been classified as “state secret,” the process of enacting the Freedom of Information Bill was and is seen as a panacea to this. It must be noted that,

“Access to information in the possession of government helps enhance the individual’s understanding of, and his ability to discuss freely, political, social, economic and cultural matters,” (Chanda and Liswaniso, 1999:73).

This Bill is intended to establish a Public Information Commission which would provide the right to access to information. It would also set out the scope of public information under the control of public authorities, (Makungu, 2004).

The Bill was withdrawn from Parliament by government in December 2001 in the wake of the considerations of terrorism in the world especially after the September 11 attacks on the Twin Towers in the USA. However, the then, Information and Broadcasting Minister, Mike Mulongoti, announced in Parliament on 16th January 2008, that this Bill would be tabled before Parliament for possible enactment into law. Two years later the bill was still not presented before parliament. (MISA, 2008).

2.2.5 African Charter on Broadcasting

This charter was adopted by the African Heads of States and Government and Zambia is a signatory. It recognizes a three tier system of broadcasting which is; “...public service, commercial and community,” (African Charter on Broadcasting, 2001). Part three of the African Charter on Broadcasting does stress the need for recognizing the difference between decentralized public broadcasting and community broadcasting,” (Ibid). This is aimed at ensuring that all needs of the people are catered for adequately since the two systems are different in terms of the mode of operations, management, and participation of audience, among others.

In view of the above, the Independent Broadcasting Act (2002) does acknowledge this three-tier arrangement on public, community and private commercial stations.

2.3 Barriers to Media Freedom in Zambia

Freedom of expression and media practice are severely inhibited by restrictive laws, some of which have been in existence since 1911. The Penal Code, Cap 87 of the Laws of Zambia, is one piece of legislation with various provisions imposing restraints on media practice. Section 53 (1) empowers the President to ban publications deemed to be against the public interest and Section 67 (1) criminalises publication of “false news with intent to cause fear and alarm to the public,” (Chanda and Liswaniso, 1999:101). It is no defence in this regard for the publisher to claim ignorance over falsity of the information unless prior to the publication, precautionary measures had been taken to ascertain that, (ibid). Section 177 (1) of the Penal Code criminalises obscenity without clearly defining what constitutes obscene matter,” (ibid, p65). An example is a case before a magistrates court in Lusaka that involved The Post Newspapers editor, Chansa Kabwela, who was accused of transmitting obscene material though she was later acquitted.

This was after she allegedly sent pictures showing a woman giving birth at the University Teach Hospital to senior government officials in order to persuade them to negotiate with nurses, who were at that time on strike, to resume work.

Section 4 of the State Security Act makes it an offence (punishable with up to 25 years imprisonment) to retain or communicate to other persons any information obtained as a result of one’s present or former employment with government. Sections 57 (1) and 60 (1) of the Penal Code prohibit sedition (jail term of seven years) and exactly define “seditious intention” among others as “intention ... to excite disaffection against the government” or “to raise discontent or disaffection among the people of Zambia,” (CAP 89 of Laws of Zambia, Penal Code).

As earlier stated, a Freedom of Information Act has not yet been enacted in Zambia. What exists is the other extreme of this law—the State Security Act which prohibits disclosure of government-held information. As a result government operations are, for the most part, shrouded in secrecy. Access to government-held information is not seen as a right but as a privilege.

Government's policy is still based on the principle of need-to-know unorthodox means of information gathering which put journalists in danger of violating the law and an impediment to investigative journalism.

The hindrance on the freedom of expression still exists and the courts seem not to have done enough to support media freedom. The record of how Zambian judges have decided cases in which individuals have challenged State Power does not give one much cause for optimism. Very few such cases, have succeeded as judges have used existing loop-holes to rule in favour of the government.

For example, there is a case still going on in the Lusaka High Court involving a freelance journalist, Emmanuel Mwamba, who is accused of commenting on a case which is active in court. At the time of writing this thesis, the case was still in court.

In Zambia, the state controls most of the print and electronic media. The said media enjoys minimal independence and is rarely critical of government leaders. It is often used as a government propaganda tool. In practice, government leaders frequently use the state owned media to counteract alleged false reports about them in the private press.

However, it is hoped that these restrictive laws shall increasingly—and successfully—be challenged in the courts of law though the judicial precedent may not support this at the moment. However, notable cases where the media has triumphed include the 1990 case where the newly formed MMD challenged the decision of former President Kenneth Kaunda when he issued the directive that the public media should not cover the new party—MMD. He also directed the Times of Zambia and the Zambia Daily Mail not to allow political adverts from MMD.

This was during a press conference and the reasoning was that the two newspapers were owned by UNIP, (HP/1878/1990). This directive (also known as administrative law) was overturned by the High Court. It ruled that such a directive:

...hindered [those affected] from exercising their said right [freedom of expression]. I have found and held that the directive in question, and thus the hindrance already explained, was unconstitutional and therefore illegal. As President of the Republic of Zambia, His Excellency the President whose GRUND NORM is the Constitution of Zambia, is not allowed by the law to make pronouncements which are contrary to any provision of the Constitution. Unless the Constitution is amended, everybody from the President down to the commonest of the common man is obliged to follow to its letter what it says. And this is so whether it is in a one party or a multi-party political arrangement. Since the directive in question was unconstitutional it is hereby quashed (HP/1878/1990).

This set the law of precedent and thus, to date does set some limitations on the actions of government with regards to the media. This does not however mean that the public media is free of government control.

Notable improvements in legislation that is aimed at improving the broadcasting framework in Zambia include the ZNBC (Amendment) Act 2002 and the IBA Act 2002. These, if fully operational and implemented may assist in reducing government interference in media operations.

2.4 Public media

Modern societies are continuously dependent on complex systems of communication of which the media is one of them. The significance of the media extends beyond any real power or authority that they have or might claim. It must be noted that most of the times, such media are centrally planned and government owned national broadcast stations as well as national newspapers and magazines. In countries following capitalist, socialist and indeed mixed economies, one found similar large scale mass media, the main difference however is the underlying political outlook and mass media editorial policy (McQuail, 2000).

The general characteristics and advantage of such media may include that;

- A central message about national unity could, for example, be easily encouraged due to its geographical coverage;
- The national media generally have great, countrywide reach; and
- These media could assist in the development of national languages, (McQuail, 2000:45).

There have been various critics of the mainstream media. McQuail (2000:36) argues that they are more often than not "... funded by commercial advertising, its content was [is] characterised by sensational news stories and its control often concentrated in the hands of powerful press 'barons'."

The critics of these systems of the media also argue that such system tend to have a bias towards certain values or cultural forms such as consumerism and popular culture among others. They contend that mainstream media, more often than not, imposes its values on the populace. This is contrary to the expectations that they should cater for all interests and tastes as well as the minorities in society, (ibid.).

This does not, however, mean that all macro media systems are bad as there are some good models of public broadcasting with independent governance and editorial arrangements and a range of public interest programming. But many state owned macro or mainstream media are still not sufficiently independent of the government especially in developing countries. Instead of truly serving the public interest, they remain the instrument of the government in power and instead of providing a forum for dialogue with their audience they maintain a one-way mode of communication.

There is almost no country in the world today that is not, by one means or another, reached by private commercial media whether through the liberalisation of broadcast licensing or through the rapid growth of satellite services. In countries where such private media do not exist, at least cable pay television has found a way of penetrating. Private commercial media can contribute to the plurality of choice but tend to pay less attention to the needs and concerns of the poorer sections of society.

In many countries, growing concentration of media ownership on a few individuals has had the effect of reducing the diversity of private media and the content. This has in turn allowed powerful media corporations to emerge that wield enormous political influence while remaining accountable only to their private owners and the marketplace, (AMARC Global Evaluation, 2007).

The danger of monopoly can be best summarised by Bagdikian (2004) describes, “we live in a world which changes so rapidly that receiving the best information possible is indispensable. If we are not getting the entire picture, and unbiased information, then we are unable to make informed decisions. Ignorance of economic and political change is destructive of democracy and fatal to intelligent decision making,” (p. 14).

McQuail states that the media is supposed to “...interpose in some way between what reality is and our [peoples] perceptions and knowledge....” He notes that the media exists not independent of societal influence but as a component of the society which is relatively autonomous. It is therefore, not strange to note that the media, at times, have goals and objectives that may not necessarily coincide with the primary goals of society, (2000:66).

It is within the scope of the media to provide their audience with a supply of information, images, stories and impressions, sometimes according to anticipated needs, sometimes guided by its own purposes [like] e.g. gaining revenue or influence, and sometimes following the motives of other social institutions [like] advertising, making propaganda, projecting favourable images, sending information, (McQuail, 2000:67). Due to these influences, differential opportunities exist between the different classes of people and their access to the mass medium is different.

It is this limitation that affects even the dissemination of information on various social issues like HIV and AIDS. These limitations gave rise to the idea of an alternative media that could be accommodative, have much broader participation and be easily accessible to communities with no specific regard to the class of people. This was the genesis of community media. It should be noted that these problems are not characteristic of the third world alone but all countries in the world.

Not all negative factors may be prevalent, but at least some that impede constructive usage of the community media by all members of the community exist in one way or the other even in these media.

2.5 Community Media

Community radio is usually considered complementary to traditional media operations and as a participatory model for media management and production. They are tasked with the provision of local programming and the encouragement of maximum participation by the community in their programming as well as ownership, management and control, (Tomaselli & Dunn, 2001). And in reviewing the state of international media in the face of the challenge posed by globalisation and the 'new technologies', UNESCO's World Communication Report noted that the extension of large-scale media, concentrated in fewer hands, has done much to reduce the diversity of information and the access to expressive opportunities, (UNESCO, 1997). In light of this, localised, community based media take on greater importance in the fostering of a culture of civic responsibility and empowerment.

Teer-Tomaselli looks at the word community in its geographical and sociological sense designating the basic unit for horizontal social organisation, (*as cited by* Tomaselli and Dunn, 2001).

Community media analysis is a reaction to the efforts being made to “democratise” the media (Rennie, 2006:17). The corporate controlled media and its adjacent interests were as much of an issue in the late 60s and 70s as they are today. The actual realization of community media outlets was hindered by clashes with both private and governmental sectors. The potential empowerment in the hands of local citizens and the possibilities to effect change became embedded in the social fabric and has been fought for ever since. As a result of discontentment with the mainstream media, the need for a new perspective of transmitting messages was envisaged. New thoughts emanated and alternative media emerged. These sought to seal the gaps that were left by the mainstream media.

2.6 Associations/Organisations Promoting the Media

Apart from media institutions, there are also media organizations/associations that influence the way the media operate in Zambia. These include the Press Association of Zambia (PAZA), whose membership is drawn mostly from the state owned media institutions and Media Institute of Southern Africa (MISA) Zambia, whose membership is mainly from private or individual media organizations.

Others are the Zambia Media Women Association (ZAMWA), Society of Senior Zambian journalists (SSZJ), Zambia Union of Journalists (ZUJ), Post Press Freedom Committee (PFC) and Zambia Community Media Forum (ZaCoMeF). At the time of writing this thesis, there was the Media League Council being formed to be a regulatory body and was spearheaded by MISA Zambia. These are professional and watchdog bodies for media in Zambia and each performs specific tasks and activities.

2.6.1 MISA Zambia

MISA Zambia, in particular, has since inception in 1996, promoted the establishment and sustenance of community radio initiatives in the country. MISA has provided technical support in terms of providing information on what community radio is and how communities can set up radio stations. MISA has been providing information on where the community media can find possible donors to assist fund their operations.

For example, it has worked with the Media Trust Fund (MTF), an organization created out of the need for financial resources for the setting up of media institutions in the country.

2.6.2 Media Trust Fund

The Media Trust Fund in Zambia has assisted in capacity building and funding of most radio stations. Its policy has been to at least establish two radio stations each year. Due to the poverty levels that exist in places where there is proliferation of community radio stations, it is difficult to sustain them through community resources. However, there could be other reasons. One could be that they (local communities) have not been sensitised on the need for these stations and do not understand the reason to support them. This, however, is not peculiar to Zambia or Africa but is a global problem (AMARC Global Evaluation, 2007).

The Evaluation Report stated that community radio sustainability is a global challenge. It adds that in spite of increasing positive experiences of socially sustainable community radio, financial and technological sustainability remain a challenge that often distract community radio practitioners from dedicating themselves to revolutionise radio production, increase community participation and pertinence of programming. Community radio also faces important sustainability challenges regarding capacity building, (Ibid.).

2.6.3 Panos Institute Southern Africa (PSaF)

For more than a decade, Panos Institute Southern Africa (PSaF) has been involved in activities aimed at cultivating an informed and inclusive environment for public policy debate in southern Africa. It has also been working with the media and other communicators to enable marginalized populations in southern Africa to play an active role in the decision-making process in pursuit of development, (Panos, 2009).

As an independent regional information and communication organisation, it has had programmes that aim at building the capacity of journalists, the media and other information providers to report on development issues vital to the region. It is also involved in research on communication and development issues to promote more informed decision-making. Though not a media house, it was the pioneer of the Zambia Community Media Forum formation in 2004 which it is housing in its premises, (Panos, 2009).

2.6.4 Zambia Community Media Forum (ZaCoMeF)

In 2004, ZaCoMeF was established to coordinate all efforts aimed at consolidating, what the founders (Panos Institute Southern Africa) considered, a fragmented community media sector whose interests had been neglected in preference for mainstream media, (Lingela, 2006).

The Zambian laws are not specific about community media though they recognise its existence, (Makungu, 2004). Despite the growing recognition of community broadcasting there is still a need to raise awareness and acceptance of the idea that communities have the right to own and operate their own community media.

Alongside the laws and regulations that permit and regulate community broadcasting, there is need to build capacity among community-based organizations to develop sustainable models of community media that contribute to the social and economic well-being of communities (AMARC Global Evaluation, 2007).

ZaCoMeF provides a platform for supporting community media initiatives throughout the country. It is involved in developing guidelines for the self-regulation of the sector, including undertaking research and advocacy activities in support of community media, (Banda, 2006).

Apart from that, Panos and MISA Zambia have encouraged media diversity by supporting community media through training and finances. In fact, there is a proposed diploma programme that has been initiated as a three year project in which Panos Southern Africa shall collaborate with the Department of Mass Communication at the University of Zambia to offer journalism lessons to those that are working in community radio stations but are not trained. This may help in professionalising community radio stations operations and also creating credibility from people that may currently look down on such radio stations. However, this has a danger of ‘professionalising’ the media and alienating it to the community it is serving as it may also become elitist.

2.7 Conclusion

This chapter provided historical development of the media from the pre-colonial times to date. The legal and political impediments to the media have also been highlighted. In addition, the chapter looked at milestones achieved in the sector like the introduction of the Radio Communications Act (1994), The ZNBC Amendment Act (2002), The Independent Broadcasting Act (2002) and the Telecommunications Act (1994) among others.

Challenges affecting the free operation of the mass media in Zambia have also been highlighted and these are both statutory and non statutory. It has also sought to look at the advantages of mass media and its alternative, the community media in delivering information to the public. It can be concluded that the mass media in Zambia has greater potential to inform the masses on various issues including HIV and AIDS. Therefore, comprehensive assessments and evaluations, like this one, would help make the media more effective.

CHAPTER THREE

LITERATURE REVIEW

3.0 Introduction

This chapter focussed on past research and evaluations done to ascertain the efficiency of media messages pertaining to HIV and AIDS in Zambia. To do this, it looks at the historical development of the disease globally, in Africa and lastly in Zambia. It traces the disease from the time it was first reported in Zambia in 1984, the interventions used then and how the intervention focus has shifted over a period of time.

3.1 The Global HIV and AIDS Situation

Current estimates indicate that there are 39.4 million people living with HIV and AIDS and 25.4 million of these people are in Africa South of the Sahara. This certainly is a big challenge to any development initiative in countries in this region. In addition to this, 33.4% of HIV and AIDS patients are in 10 of the countries in East and Southern Africa, (ZSBS, 2009 & UNAIDS, 2009).

3.1.1 The HIV and AIDS Situation in Africa South of the Sahara

Like earlier stated, there are about 39.4 million people living with HIV and AIDS in the world and about 25.4 million (64.4%) of these are in Africa South of the Sahara. Trends show that in southern Africa, HIV prevalence in major urban areas has dramatically increased since the early 1990s, although rates appear to be levelling off now.

3.1.2 The HIV and AIDS Situation in Zambia

According to the 2007 DHS, 14.3% of the adult Zambian population is HIV positive, with the prevalence as high as 21% in some urban areas. This is a slight decline from 15.3% in 2000. Africa South of the Sahara has an overall prevalence rate of 5%, which makes Zambia one of the African countries with a particularly high prevalence of HIV. UNAIDS estimates show that 445,000 adult men and 560,000 women are living with HIV and AIDS; and about 95,000 children are also living with HIV and AIDS, (UNAIDS, 2007).

Initially, the majority of reported HIV and AIDS cases occurred in urban areas, but the epidemic spread easily to rural areas as well. A national response began with the establishment of the National AIDS Surveillance Committee in 1986 with assistance from the World Health Organization (WHO) Global Programme on AIDS (GPA) and the establishment of national management structures to spearhead effective responses to the HIV and AIDS challenge.

Initial efforts to control the epidemic included development of the Zambia National HIV/AIDS/STD/TB strategic framework, followed by a short-term emergency plan in 1987 to protect the national blood supply and the First Medium Term Plan (1988-1992). The First Medium Term Plan emphasized on eight areas: TB and leprosy; information, education and communication (IEC); counselling; laboratory support; epidemiology and research; STDs and clinical care; programme management; and home-based care. In 1993 the Second Medium Plan (1994-1998) was launched. This plan focused on the integration of HIV and AIDS, TB and STD control efforts. Particular emphasis was placed on access to STD care, condom promotion, TB control and mitigation policies.

The national AIDS programme developed a core epidemiological surveillance and research system, which includes national sentinel surveillance in antenatal clinics, local population-based surveys, hospital notification of AIDS cases, and small-scale research studies. In addition, the National Aids Council (NAC) has developed three key documents for the enhancement of the fight against the pandemic: the HIV and AIDS Strategic Plan 2006-2010, the National HIV/AIDS/STI/TB Monitoring and Evaluation Plan for the period 2006 to 2010, and the National HIV/AIDS Communication Strategy.

The strategic framework focuses on enhancing community initiatives that drive service and life saving activities; the national HIV and AIDS communication strategy has been developed as a guiding tool on the best methods of communicating HIV and AIDS messages; and the M & E plan has been developed to enable the NAC to monitor the HIV and AIDS response and to provide effective leadership against the pandemic.

In addition, through the NAC, Zambia has developed the Epidemiological Synthesis Report aimed at giving details on the modes of transmission, and the HIV and AIDS Research Agenda aimed at highlighting national research priority areas. Self-reported data on sexual behaviour and condom use are available from the Zambia Sexual Behaviour Surveys (ZSBS) conducted in 1998, 2000, 2003, 2005 and 2009. Findings from previous ZSBS surveys (2000- 2005) are shown in this report (the 1998 survey used a different instrument and sample, and few data points are comparable across the later surveys). The Zambia Demographic and Health Surveys (ZDHS) are another source of data on sexual behaviour. The last two ZDHS rounds, 2001-2002 and 2007, included HIV testing for all eligible individuals found in the sample.

3.1.2.1 HIV and AIDS Awareness in Zambia

Statistics from the Zambia Sexual and Behavioural Survey (2009) shows that 98.8% of the Zambian population have heard about HIV and AIDS and this translates into 99.0% for urban areas and 98.7% for rural areas. This shows a significant increase from the 95.9% who said had heard about HIV and AIDS in 2000. Interesting enough this survey also showed that there was a slight decline in the urban population of people who knew that HIV and AIDS could be prevented.

Generally, about 73.5% of the youths are aware of HIV and AIDS and its prevention. This leaves out a still higher proportion of 26.5% of the youths without this knowledge. The knowledge of HIV and AIDS alone does not denote positive behaviour change in itself.

3.1.2.2 Knowledge of HIV Prevention among Youths

ZSBS (2009) also indicated that youths' composite knowledge of HIV prevention methods, based on prompted questions. The data shows that since 2000 knowledge of consistent condom use and having one faithful partner (B and C of HIV prevention) has increased overall and especially among adolescents aged 15-19 (from 51% in 2000 to 70% in 2009, or 19 percentage points).

However, 2009 results indicate that more young adults aged 20-24 recognize both consistent condom use and having one faithful sexual partner than adolescents aged 15-19 (77% and 70%, respectively). A higher proportion of males (78%) than females (76%) aged 20-24 know that having one faithful partner is a prevention method.

3.1.2.3 Media and HIV and AIDS in Zambia

It must however be noted that comprehensive literature in Zambia which specifically discusses the perceptions of the youth on media coverage of HIV and AIDS issues affecting them is very scanty.

Most of the literature only talks about the anti HIV and AIDS media programmes and their impact on the fight against the HIV and AIDS among the youth. Apparently, this is the first study to specifically discuss the perceptions of the Lusaka youths on media coverage of HIV and AIDS issues that directly affect them.

The Ministry of Health, MOH, and the former Central Board of Health, CBOH, (1999) jointly prepared a monograph, HIV and AIDS in Zambia, which provided a historical background to the deadly disease, projections of the infected population, the impact of the disease on various sectors and the different interventions, including the media, to be used to reduce the spread of the disease among different categories of the population in the country. The monograph provides researchers of HIV and AIDS issues with valuable information.

The CBOH prepared its own report which was presented to the International Conference on Aids and Sexually Transmitted Diseases in Africa, ICASA, (1999) hosted in Lusaka, Zambia. The report gives an overview of the picture of HIV and AIDS in Zambia and the efforts by various stakeholders in fighting the spread of the disease. The report mentions the role of the media in Zambia in educating the general public about the dangers of HIV and AIDS. More relevant to this study is a document entitled Impact of the Heart Media Campaign (1999-2000) prepared by the Zambia Integrated Health Programme (ZIHP) and the Youth Advisory Group (YAG).

The significance of this work is that for the first time in the country information was made available about behaviours of the youth towards the HIV and AIDS pandemic. From the findings it is easier to strategise the various interventions in combating the spread of the disease among the youth. However, this work does not specifically deal with the perceptions of the youth on youth- specific anti HIV and AIDS media programmes. In 2002, Zambia implemented a communication initiative called *What Every Adolescent Has a Right to Know* (RTK). With financial support from UNICEF, RTK was aimed at finding effective communication channels that would enable the youth to get accurate HIV and AIDS information.

Under RTK a Participatory Action Research was conducted in and around Lusaka sampling from both in and out of school youths ranging from the ages 10 to 24. Results of the research showed that 97% of the adolescents surveyed had heard of HIV and AIDS. However, from the focus group discussions, a number of youths did not think a person could do anything to avoid AIDS, (Right to Know, PAR Preliminary Report 2001).

The National HIV and AIDS/STD/TB Council has also published an important document, entitled Strategic Framework, 2001-2003. The document is useful to the study because it discusses the general situation regarding the HIV and AIDS in the country. It also looks at the response by the population to strategies, such as media activities, to combat the killer disease. Similarly, the Youth in Crisis, a Non Governmental organisation dealing with youth matters, published a document entitled the Time to Act is Now (2003) which provides very useful data. It states the critical role the media plays in disseminating HIV and AIDS information to the public, including the youth. It also calls for effective media strategies to reduce HIV infections particularly among the youth. All these efforts are compliment by the media which is also running HIV and AIDS programmes which sometimes target the youth. ZNBC runs HIV and AIDS programmes on all its three radio channels and television channel from time to time with messages for the youth.

One programme on Radio Four, *Life Line Choice*, invites the youth to participate by way of phoning in and asking questions on HIV and AIDS. Experts, who are drawn from various walks of life, including the medical field, answer the questions. This radio programme provides an immediate feedback to the questions raised by the youth. However, the programme does not discuss the perceptions of the youth on HIV and AIDS programmes run by ZNBC which target them. Similarly, Radio Two runs a programme on HIV and AIDS issues, called *Youths At Cross Roads*. This is a recorded programme, featuring young people discussing a variety of HIV and AIDS related issues. The producer of the programme identifies youths from various groups in communities, who are invited to discuss different topics on HIV and AIDS. Like the other programmes, *Youths at Cross Roads*, has never featured a topic discussing perceptions of the youth on ZNBC's HIV and AIDS programmes for the youth.

Radio One, which is a vernacular channel, runs HIV and AIDS programmes in local languages. One of the programmes done in Bemba is called *Ubumi Bwenu*, meaning 'Your health'. The programme provides general information on health matters including HIV and AIDS and is very beneficial to the youth, especially those who are not able to speak English, which is the official language in Zambia.

From time to time, the ZNBC television channel also runs HIV and AIDS programmes targeting the youth. In most cases the format of the programmes is such that the youth are invited to the television studios to present the programmes. One such programme is *Y-Zone* done by youths in Kitwe. Besides, ZNBC runs short HIV and AIDS messages on television sporadically.

Private radio and television stations also disseminate HIV and AIDS information targeting the youth. The institutions, particularly, community radio stations run a variety of HIV and AIDS programmes, which provide useful information. For instance, Radio Phoenix, based in Lusaka runs a variety of programmes, such as *Speak Out* whose aim is to educate the masses including the youth on the dangers of HIV and AIDS.

Radio Yatsani, a community radio station run by the Catholic archdiocese of Lusaka, airs an HIV and AIDS programme every Sunday. The programme entitled *Open Arms* targets adults and youths suffering from HIV and AIDS. The aim of the programme is to promote positive living among AIDS patients. It is a recorded programme which features experts, such as medical personnel, who provide valuable information to the patients. From inception *Open Arms* has not featured a topic discussing the perceptions of the audiences, who include the youth, on information disseminated through the programme.

Another radio station, Christian Voice, a Christian radio station, produces and airs programmes that discuss various HIV and AIDS issues. One of the programmes, entitled *My Health Space*, looks at different topics including the impact of the disease on the population and how to mitigate the effects. This is a recorded programme which features guests from different backgrounds. From time to time, youths living with HIV and AIDS are also featured on the programme discussing issues affecting them.

However, more relevant to this study is another programme aired on Radio Christian Voice. '*New Generation, Young People have Your Say.*' This is a programme that gives an opportunity to the youth to air their views on different subjects that have a direct bearing on them. HIV and AIDS are among the prominent issues on the programme. The youth discuss topics like accessibility to Anti Retro Viral Treatment (ART) and the extent of media coverage of HIV and AIDS among others. On this programme the youth state whether or not the media is disseminating adequate HIV and AIDS information to them. The live phone in programme gives an immediate feedback as the youth air their views on any subject as they interact, via telephone, with discussants. According to Radio Christian Voice, six out of ten youths who participate in the programme state that there was need for more information on HIV and AIDS that will benefit them.

Radio Joy FM runs a programmes called *Talking AIDS*. Like the title suggests the programme disseminates a variety of information on HIV and AIDS. Apparently, the programme caters for both the youth and adult population. However, issues of how the youth perceive HIV and AIDS information disseminated by the media have never been discussed on the programme.

Muvi TV, a private station whose headquarters is in Lusaka, has had a positive impact on the Zambian media scene. The station has tended to cover more of community issues that appeal to residents of various localities. Muvi TV airs both one-off programmes on HIV and AIDS and a series of them. A daily show entitled '*Breakfast With the Boys*' provides a variety of HIV and AIDS information to the youth and the general public. The youth have not been surveyed to find their perceptions on the HIV and AIDS information disseminated on the programme.

In the print media, The Times of Zambia has a column on HIV and AIDS. The newspaper uses the column to disseminate different types of information on HIV and AIDS. Some of the information is specifically for the youth. In one of its issues, 10th October, 2008, the paper carried a feature which talked about placing primary focus on the youth if the HIV and AIDS pandemic were to reduce. The feature quoting various stakeholders also called on the youth to engage in activities that will help to reduce cases of HIV and AIDS.

The sister paper, the Sunday Times, also runs stories on HIV and AIDS that provide useful information. In its issue of 9th August, 2009, the paper carried a feature, quoting HIV and AIDS activist, Dr. Manaseh Phiri, as calling for the introduction of the HIV and AIDS in the school curriculum in Zambia. The feature argued that this was an effective way of reducing the HIV infections among the youth.

Similarly, the Zambia Daily mail highlights issues related to HIV and AIDS on its health column. The youth are beneficiaries of this health column. In its issue of 15th November, 2008 the paper carried a story headlined '*Youths Stand Firm Against HIV and AIDS*'. The feature discussed the contribution of the youth to the fight against HIV and AIDS.

In addition, private newspapers are also disseminating HIV and AIDS information at varying degrees. Some of the HIV and AIDS messages by the newspapers are youth specific. The feature articles, stories and advertisements on HIV and AIDS carried by the newspapers are of great benefit to the youth and useful to this study.

The government runs several HIV and AIDS programmes for the youth. However, these are more visible during Youth Week, the week before the National Youth Day, which falls in the month of March every year.

The week starts with a statement on national radio and television, by the minister of Sport, Youth and Child Development, who is responsible for youth matters. The minister's statement often outlines government's position on matters of the youth. Among the activities during Youth Week are media programmes, which discuss various issues, affecting the youth including HIV and AIDS.

3.5 Conclusion

From the information available it is evident that most of the media activities on HIV and AIDS have concentrated on educating people, including the youth, on ways of preventing HIV infections. Most efforts have been directed at raising awareness levels. However, not much has been done to evaluate and understand the perceptions of the youth on HIV and AIDS media programmes that target them so that the programmes can be made more effective.

CHAPTER FOUR

THEORETICAL AND CONCEPTUAL FRAMEWORK

4.0 Introduction

This chapter explains the conceptual and theoretical framework used in this study. It explores three of the theories of the media and these are, (1) Democratic Participant Theory (2) Development Support Communications and (3) Uses and Gratifications Theory. Key concepts, participation, access and ownership are also defined within the context that they have been used in the study.

4.1 Media Theories

The study of communication and mass media has led to the formulation of many theories: structural and functional theories believe that social structures are real and function in ways that can be observed objectively; cognitive and behavioural theories tend to focus on psychology of individuals; interactionist theories view social life as a process of interaction; interpretive theories uncover the ways people actually understand their own experience; and critical theories are concerned with the conflict of interests in society and the way communication perpetuates domination of one group over another .

The earliest theories were those propounded by Western theorists Siebert, Paterson and Schramm in their book *Four Theories of the Press* (1956). These were termed "normative theories" by McQuail in the sense that they "mainly express ideas of how the media ought to or can be expected to operate under a prevailing set of conditions and values." Each of the four original or classical theories is based on a particular political theory or economic scenario.

4.2.1 Democratic Participant Media Theory

The normative theories from which this study derives its theoretical underpinning is the concern for the “niceties of accuracy, objectivity, and public sensitivities” (Baran and Davis, 2003:93), as well as the search for professionalism in the conduct of media affairs.

This group of theories seeks to address the following questions, among other concerns:

1. Should media do something more than merely distribute whatever content will earn them the greatest profits in the shortest time?
2. Are there some essential public services that media should provide even if no immediate profits can be earned?
3. Should media become involved in identifying and solving social problems?
4. Is it necessary or advisable that media serve as watchdogs and protect consumers against business fraud and corrupt bureaucracies? (Baran and Davis, 2003:93).

Democratic-participant theory was proposed in recognition of new media developments and increasing criticism of the dominance of the main mass media by private or public monopolies. From the 1960's onwards call could be heard for alternative, grass-roots media, expressing the needs of citizens. The theory supports the right to relevant local information, the right to answer back and the right to use the new means of communication for interaction and social action in small-scale settings of community and interest groups. This theory challenged the necessity for and desirability of uniform, centralized, high-cost, commercialized, professionalized or state-controlled media. The theory encouraged multiple, small-scale and local media which link senders to receivers and also favour horizontal patterns of interaction, (Brecht, 1983:169).

The practical expressions of the theory are many and varied, including the underground or alternative press, community cable television, micro-media in rural settings, wall posters Media for women and ethnic minorities. The theory reflects the market as a suitable institutional form, as well as all top-down professional provision and control. Participation and interaction are key concepts, (Benjamin, 1968:224).

Democratic-participant theory advocates media support for cultural pluralism at a grass-root level. Media are to be used to stimulate and empower pluralistic groups. Unlike social responsibility theory, which assumes that mass media can perform this function, democratic-participant theory calls for development of innovative, 'small' media that can be directly controlled by group members.

If they cannot afford such media, then government subsidies should be provided. Small media should be identified and funded. Training programs should be established to teach group members how to operate small media, (McQuail, 1987:88; quoted also in Atton 2002).

This theory argues that surviving remnants of ethnic groups be given access to media and allowed to revive or stabilize their culture. This theory has been most fully developed in Western Europe and is part of a grass-roots revival of historically significant cultural and ethnic groups. In Yugoslavia and Kosovo, in Wales e.g. Welsh language programming has been successfully aired.

The basis of democratic-participant theory is the argument that the media, being a powerful social institution, is too awesome, too sensitive and too critically important to be entrusted to a handful of owners and operators, the fear being that such a monopoly may serve to marginalise a critical segment of the populace. The theory reasons that the populace has an inalienable right to information, the right to answer back and the right of the majority and the less privileged to be actively involved and participate in political communication. Folarin (2002:35) has likened the media option of the democratic-participant theorists to the equivalent of “grassroots democracy”. Within the specific context of this study, the theory seeks the use of the media to stimulate and empower individuals and groups for robust, pluralistic contributions with regards to youth HIV and AIDS discourse and consequent informed choice of information to be shared, and programming.

4.2.2 Development Support Communications

4.2.2.1 Trends in Development Communication

The discipline of development communication, both as theory and as practice, emerged closely interconnected with the growing “development industry.” From the outset “development support communication,” “program support communication,” “communication for development,” have been seen as strategic tools to persuade people to change and enhance development processes. The early communication models, like Lasswell’s communication theory (1948), were linear in their understanding of communication, which was understood as a transfer of information, leading to foreseeable step-by-step change processes, (Chambers, 1983).

These processes were usually identified with changes in behaviors much in line with the development thinking of the modernization paradigm. Persuasion theory, originating from the advertising industry, also became a strategy to achieve information transfer. Throughout the 1970s and 1980s, strategic communication approaches to enhance individual behavior change evolved to be known as behavior change communication (BCC). Behavior change communication is associated closely with social marketing, (Freire, 1997 and Mefalopulos, 2008).

Social marketing strategies are a means to promote particular behaviors or social norms via communication interventions. Social marketing is widely used in health communication, including family planning, and more recently in HIV and AIDS communication. In these early models of strategic communication, there were no participatory elements. The assumption was that the power of communication to enhance development was in the correct crafting of the content and in the adequate targeting of audiences. The goal was individual behavior change, (Mefalopulos, 2008 and Chambers, 1983).

By the early 1990s, budget line items for Information, Education and Communication (IEC) activities began to be incorporated more systematically within development projects. Typically these activities are non-participatory in approach, emphasizing dissemination of information via the production of audio-visual or print materials, (Ibid).

Two models of communication came to dominate. First, the diffusion model of communication emerged, which relies heavily on the practice and theory of Everett Rogers (1962). Second, during the 1950s, experiences with participatory communication first appeared when Brazilian adult educator Paulo Freire worked with adult literacy campaigns among the poor peasants in North-eastern Brazil, (Anyaeibunam, C., Mefalopulos, P. and Moetsabi, 2004).

Freire's original literacy work empowered landless peasants to formulate their own demands for a better life and to liberate themselves from oppressive conditions. From this experience, he grew into one of the most influential proponents for participatory communication theory and practice. Central to this line of thinking was the emphasis on letting the stakeholders get involved in the development process and determine the outcome, rather than imposing a pre-established (i.e. already decided by external actors) outcome, (Ibid).

From the outset the focus of participatory communication was on dialogical communication rather than on linear communication. The emphasis was on participatory and collective processes in research, problem identification, decision-making, implementation, and evaluation of change.

Most recently participatory approaches to communication have reinforced the emphasis on structural and social change. A broad-based policy debate initiated by the Rockefeller Foundation in 1997 and pursued by the Communication for Social Change Consortium in subsequent years has focused on structural inequality and social transformation.

The “Rockefeller process” led to a definition of communication for social change as “a process of public and private dialogue through which people themselves define who they are, what they need and how to get what they need in order to improve their own lives. It utilizes dialogue that leads to collective problem identification, decision making, and community-based implementation of solutions to development issues, (Mefalopulos, 2008).

Another line of thinking within development communication focuses on life skills development. This deals with the issues of developing core competencies required to engage actively as a citizen in society. This approach was developed through the 1990s with a close connection to formal and informal education. Areas such as health education, civic education, income generation, and human rights are the core competencies associated with life skills development, and the forms of communication are educational and personal. Life skills development initiatives are performed in both formal and informal educational contexts, (Ibid).

4.2.2.2 Call for Participation

While the quest for participation in development programs and projects has existed for a long time, in recent years it has gained voice and become a stronger concern. Participation is a principle in development with support coming from many different stakeholders: governments, donors, civil society, and ordinary citizens

From the 1970s and onwards, voices of both development practitioners and academics from developing countries have raised fundamental questions about the Western domination of the work and debate in development. The questions include who voices the concerns of the poorest and most marginalized populations, how is policy developed, and who participates in the decision-making processes?

At the core of these concerns lies the quest for participation of the “voiceless” from developing countries—the marginalized and poorest sectors, as well as the disabled and women—in the international policy development and debate, as well as in the practical day-to-day work of implementing development projects. These questions have gained resonance today among many of the larger institutions working with development, (Mefalopulos, 2008).

An early critique comes from Latin America through Freire’s work in Brazilian adult education. He produced works on the history of participatory communication, particularly his books on liberating pedagogy (1979) and his critique of extension work (1973). He elaborates his dialogical communication model, which emphasizes a close dialectic between collective action and reflection and works towards empowerment, (Cooke, B. and Kothari, U. eds 2001).

Additional early Latin American contributions to participatory strategies included scholars and practitioners who, in line with the dependency paradigm’s national discourse, were critical of the international (Western) centers. They were also inspired by the resistance movements against military dictatorships and the pro-democracy movement across Latin America, especially in the 1980s. Examples of this critical thinking and concern about people’s participation are reflected in the academic works of British development researcher Robert Chambers (1983) and Colombian development researcher Arturo Escobar (1995), (Freire, 1997).

No consensus exists around a common definition of participation: it varies depending on the perspective applied. Some stakeholders define participation as the mobilization of people to eliminate unjust hierarchies of knowledge, power, and economic distribution. Others define it as the reach and inclusion of inputs by relevant groups in the design and implementation of a development project.

These examples represent two of the main approaches to participation: *a social movement perspective* and *a project-based or institutional perspective*. These perspectives share a common understanding of participation as the involvement of ordinary people in a development process leading to change. Their scope and methods, however, can differ, (Tufte and Mefalopulos, 2009).

Why is a participatory approach required? There are several answers. From the institutional perspective mentioned above, participation can be used as a tool to achieve a pre-established goal defined by someone external to the community involved. For the social movement mentioned above, participation itself can be a goal as an empowering process. There is, however, growing consensus for active participation in the early stages of a development project or program, both in research and design of interventions. Such participatory goal setting does not secure a continued role for participation in the following stages of project implementation. It only indicates that with ownership in setting goals a sustained process with relevant outcomes and impact will be possible, (Freire, 1997 and Tufte and Mefalopulos, 2009).

Furthermore, the fundamental aim of empowering people to handle challenges and influence the direction of their own lives is inherent in participation. In Deepa Narayan's definition of empowerment, participation becomes a turning point, "empowerment is the expansion of assets and capabilities of poor people to participate in, negotiate with, influence, control, and hold accountable institutions that affect their lives" (Narayan 2006: 5). Narayan's perspective is the institutional one, where participation for empowerment is about strengthening the people's capacities and the demand side of governance.

4.2.2.3 Participation as a Method in Development Projects

Participation can be used by development organizations, ranging from international agencies to civil society organizations. According to Tufte and Mefalopulos, (2009) participation is an essential tool in development projects:

1. **Providing basic services effectively** – Mechanisms of public or private service provision, including health, education, transport, agricultural extension and water, entail strategies that are affordable and inclusive even of marginalized groups.
2. **Pursuing advocacy goals** – Collection of data from ordinary citizens feeds their voice into policy formulation processes. A key element to achieve this input is support of civil society and local governance initiatives, such as popular participation in public budgeting and individual and community empowerment programs that strengthen the voice of marginalized groups. Furthermore, advocacy has grown significantly in recent years as an NGO activity.
3. **Monitoring progress towards goals** – These activities include self-reporting schemes and direct community involvement in monitoring processes.
4. **Facilitating reflection and learning among local groups** – Opportunities for dialogue, learning and critique become central elements in evaluating a project or program.

4.2.3 Agenda Setting Theory

The power of the news media to set a nation's agenda, to focus public attention on a few key public issues, is an immense and well-documented influence. Not only do people acquire factual information about public affairs from the news media, readers and viewers also learn how much importance to attach to a topic on the basis of the emphasis placed on it in the news. Newspapers provide a host of cues about the salience of the topics in the daily news – lead story on page one, other front page display, large headlines, (McCombs and Shaw, 1972). Television news also offers numerous cues about salience – the opening story on the newscast, length of time devoted to the story, etc. These cues repeated day after day effectively communicate the importance of each topic. In other words, the news media can set the agenda for the public's attention to that small group of issues around which public opinion forms, (Cohen, 1975).

The principal outlines of this influence were sketched by Walter Lippmann in his 1922 classic, *Public Opinion*, which began with a chapter titled “The World Outside and the Pictures in Our Heads.” As he noted, the news media are a primary source of those pictures in our heads about the larger world of public affairs, a world that for most citizens is “out of reach, out of sight, out of mind.” What we know about the world is largely based on what the media decide to tell us.

More specifically, the result of this mediated view of the world is that the priorities of the media strongly influence the priorities of the public. Elements prominent on the media agenda become prominent in the public mind, (Shaw, 1979).

Social scientists examining this agenda-setting influence of the news media on the public usually have focused on public issues. The agenda of a news organization is found in its pattern of coverage on public issues over some period of time, a week, a month, an entire year. Over this period of time, whatever it might be, a few issues are emphasized, some receive light coverage, and many are seldom or never mentioned. It should be noted that the use of term “agenda” here is purely descriptive, (Rossler and Schenk, 2000).

There is no pejorative implication that a news organization “has an agenda” that it relentlessly pursues as a premeditated goal. The media agenda presented to the public results from countless day-to-day decisions by many different journalists and their supervisors about the news of the moment.

The public agenda – the focus of public attention – is commonly assessed by public opinion polls that ask some variation of the long-standing Gallup Poll question, “What is the most important problem facing this country today?” (Shaw, 1999).

Comparisons of the media agenda in the weeks preceding these opinion polls measuring the public agenda yield significant evidence of the agenda-setting role of the news media. When Chapel Hill, North Carolina, voters were asked to name the most important issues of the day – in the very first empirical study of this agenda-setting influence – their responses closely reflected the pattern of news coverage during the previous month in the mix of newspapers, network television news, and news magazines available to them. Since that initial study during the 1968 U.S. presidential election, more than 300 hundred published studies worldwide have documented this influence of the news media. It should be noted that this evidence encompasses a wide variety of research designs, including numerous panel studies and controlled laboratory experiments, (Weaver, 1991).

To summarize the extent of this influence – and to facilitate comparisons from one research setting to another – social scientists frequently calculate the correlation between the ranking of issues on the media agenda and the ranking accorded those same issues on the subsequent public agenda.

This quantitative measure provides a substantial degree of precision for our comparisons, much as a thermometer's precise numbers are better than simply saying it seems cooler today than it was yesterday. The vast majority of comparisons between how issues are ranked on the media agenda and how the public ranks the importance of these same issues yield correlations of $+0.50$ or better. That reflects a substantial degree of influence, (Weaver, 1991).

The original study of the agenda-setting influence of the news media, which was conducted in Chapel Hill, examined a month during that 1968 U.S. presidential election. Subsequent studies have examined much longer periods of time – for example, a year-long, nine-wave panel study during the 1976 U.S. presidential election and found similar evidence of strong agenda-setting effects among the public. A look at the entire decade of the 1960s found a substantial correlation ($+0.78$) between the patterns of coverage in news magazines and the trends in public opinion reflected by responses to the Gallup Poll's question about the most important problem facing the country, (Ibid).

Agenda-setting effects also have been found at the local level, and the evidence for both national and local effects is found in a wide variety of settings around the world. In Spain, unemployment and urban congestion were the major concerns of Pamplona residents in the spring of 1995. Comparisons of all six major concerns on the public agenda with local news coverage in the preceding two weeks found a high degree of correspondence. The match with the dominant local daily newspaper was $+.90$; with the second Pamplona daily, $+.72$; and with television news, $+.66.6$, (Shaw, 1999).

Agenda-setting at the community level also occurred in a 1986 Japanese mayoral election. Voters in Machida City, a municipality of 320,000 residents in the Tokyo metropolitan area, regarded welfare policies, urban facilities, and local taxes as the three most important issues in the election. Comparison of the public agenda, which had seven issues in all, with the coverage across a three-week period of the four major newspapers serving Machida City yielded a modest, but positive, correlation of $+.39$, (Tufte and Mefalopulos, 2009).

In Argentina, agenda-setting effects were found in the 1997 legislative elections in the Buenos Aires metropolitan area. Corruption was prominent on both the public and media agendas throughout the fall, always ranking first or second. But in September there was only modest overall agreement ($+.43$) between the public agenda and the combined issue agenda of five major Buenos Aires newspapers. However, as Election Day approached in October, the correspondence between the agendas soared to $+.80$, an increase that suggested considerable learning from the news media in the closing weeks of the election campaign, (Weaver, 1991 and Shaw, 1999).

4.3 Conceptual and Operational Definitions of Concepts

Conceptual frameworks are used to express the relationships between the various components of study. The conceptual framework serves to guide in generating hypotheses, evaluating the importance of the factors involved and examining the consequences of undermining the importance of each factor.

Going by the theoretical frameworks presented above, it has been noted that the major concepts that are in line with this dissertation are participation and access to ZNBC. These are the distinguishing factors of such alternative media from the mainstream elitist media. Depending on the level of appreciation of these, it is assumed that they affect and determine whether participatory communication exists or not.

Stakeholders often have very different visions and definitions of participation in development. Therefore, development practitioners need to be clear on their conceptual approach to participation. They need to answer a series of important questions:

1. Why is participation so important in development processes, and for whom is it important?
2. Who is supposed to participate?
3. When is participation relevant, and for whom?
4. What are the most common constraints to participation, and according to whom?
5. How is a successful participatory process evaluated?

Participation of all stakeholders in the production of radio and television programmes is critical if the listener and viewer is to be satisfied. Youth participation in the production of the programmes by ZNBC should be allowed. This would in turn provide instant feedback to the type of programmes aired on ZNBC radio and television channels. This democratisation of the media would remove the elitist myth about the national broadcaster. Indirectly, the involvement of the youth would impact positively on the designing of messages and management of the programmes.

4.4 Conclusion

This chapter has looked at the theoretical framework underpinning the study and also the conceptual definition of terms. It has put forward a strong case on the proposition that democratic participant theory main thrust is for the participation of the people in the designing of media products. The media should be used as a communication system and not a distribution system as most of them operate now.

CHAPTER FIVE

RESEARCH METHODOLOGY

5.0 Introduction

This chapter discusses the methodology used in the research. It describes the sample selecting procedure, data collection methods and coding. It goes further to describe the methods used in analysing the data. Because the study aimed to capture perceptions, qualitative approaches and procedures were emphasized as described below. However, quantitative approach was also used to collect data from the youth.

5.1 Methodology

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

The purpose of triangulation in qualitative research is to increase the credibility and validity of the results. Several scholars have defined triangulation throughout the years. Triangulation is an “attempt to map out, or explain more fully, the richness and complexity of human behaviour by studying it from more than one standpoint,” (Cohen & Manion, 1986:254).

Others contend that triangulation “gives a more detailed and balanced picture of the situation,” (Altrichter et al. 1996:117). This is also what Wimmer and Dominick (1997) call an analytical survey method as it attempts to describe what exists by examining a number of variables.

5.2.1 Quantitative Survey

Structured and semi structured questionnaires were used to extract information from respondents during the study. The administration of these questionnaires was randomly done to avoid researcher biases. However, the process of selecting places to administer the questionnaires were purposively selected.

5.2.2 Qualitative Survey

Qualitative survey was used in this study. Under this, a) in-depth interviews b) policy reviews, c) focussed group discussions and d) ZNBC programming were used for various respondents with varying degrees of expertise.

5.3 Population

The population for this research included all youths from around Lusaka, all ZNBC radio and TV producers and all the senior staff and ZNBC. The total population of Lusaka as indicated in the 2010 Census of Population and Housing is estimated to be 2.198 million people.

5.4 Sample Size

The sample size for the research was 195 respondents. 150 of these were used for quantitative survey whilst 45 were used for qualitative survey where in-depth interviews and Focus Group Discussions were conducted.

5.5 Sampling Method

Target Group A (Lusaka Youths): This target group comprised 150 Lusaka youths of various socio-economic backgrounds. Being the main target group in this study, these formed a very critical source of information as their own lived experiences, perceptions, and aspirations helped to answer the specific objectives of this study.

These were sampled by use of a mixture of purposive and convenient sampling methods. Purposive sampling was used to identify the various socio-economic categories that are as representative to the general Lusaka population as possible. These socio-economic categories and circumstances of youths included, among others, youths found in schools, churches, shopping malls, bus stations, libraries, youth centres, colleges, car wash, street stalls (*tuntemba*), health centres (clinics), internet cafes, bars, markets, etc. The process involved visiting these various youth categories in their own lived environments and then holding interviews with them. Purposive sampling was used to ensure that the sample is gender balanced.

Convenient sampling method was used in the youth's own various environments. Only those found at the point of contact were invited to participate and for ethical reasons, only those who willingly agreed to participate in the interviews were included in the sample.

Target Group B (ZNBC Media Practitioners): This target group comprised thirty nine (39) media practitioners at ZNBC. They were included by purposive sampling method because of their involvement in information gathering, production, editing, and decisions in the presentation of HIV and AIDS youth programmes disseminated by ZNBC.

The target group was sub-divided into the following categories: 10 field Reporters, 10 television Programme Producers and 10 radio Programme Producers. These were very critical to this study because they are the custodian and producers of HIV and AIDS youth programmes disseminated by ZNBC.

Target Group C (ZNBC Senior Management): This target group constituted of ten (9) senior management officials of ZNBC. These were also included by purposive methodology in that only those involved in making decisions that affect the production and presentation of HIV and AIDS youth programmes disseminated at ZNBC were included in the sample.

These were important to this study because as decision makers, they are critical to both current and future dissemination of HIV and AIDS youth programmes. Their insights, perceptions and future aspirations were very important to the relevance and effectiveness of HIV and AIDS youth programmes disseminated by ZNBC.

Target Group **D** (*This target group comprised six Youth Workers*)

This target group was included by purposive methodology. The officials were important because they gave important insights on matters related to the youth.

5.6 Method of Data Collection

5.6.1 Qualitative Survey

Qualitative data was used in data collection in this research and it involved:

5.6.1.1 Policy Review

Document analysis was used to assess the gaps that exist in the policies with regards to programming that was specifically targeted at the youths. This was in order to assess if there was a deliberate policy at ZNBC that promoted HIV and AIDS programming and news coverage among others in a proactive rather than reactive way. This provided the researcher with a lot of insights about the ideal and the actual practices of ZNBC.

5.6.1.2 ZNBC Programming

Programmes at ZNBC were analysed to look at how the station covers HIV and AIDS related issues and also how youth issues are incorporated into that. It was discovered that there is one programme on Radio Four, *Life Line Choice*, which invites the youth to participate by way of phoning in and asking questions on HIV and AIDS. Experts, who are drawn from various walks of life, including the medical field, answer the questions. This radio programme provides an immediate feedback to the questions raised by the youth. Similarly, Radio Two has a programme on HIV and AIDS issues, called *Youths at Cross Roads*. This is a recorded programme, featuring young people discussing a variety of HIV and AIDS related issues.

Radio One, which is a vernacular channel, also runs HIV and AIDS programmes in local languages. One of the programmes done in Bemba is called Ubumi Bwenu, meaning ‘Your health’ The programme provides general information on health matters including HIV and AIDS and is very beneficial to the youth, especially those who are not able to speak English, which is the official language in Zambia.

From time to time, the ZNBC television channel also runs HIV and AIDS programmes targeting the youth. In most cases the format of the programmes is such that the youth are invited to the television studios to present the programmes. One such programme is Y-Zone done by youths in Kitwe. Besides, ZNBC runs short HIV and AIDS messages on television sporadically.

5.6.1.3 In-depth Interviews/Focus Group Discussions

Focus group discussions and in-depth interviews were conducted. Accordingly, four guides were developed, one for each target groups which participated in this study.

The In-depth Interview/Questionnaire: The in-depth interview was the main data collection tool for target groups **A**, **C** and **D**. However, a questionnaire was administered to some respondents in target group **A**, while in-depth interviews were conducted with other respondents in the same target group. This approach was taken to avoid excluding some youths, who were not able to read the English Language, from taking part in the study. However, the questionnaire and the interviews had the same set of questions. The questions were designed in such a way that it was easy to collect quantitative data as well. The researcher used local languages in some cases to interview some youths who could not speak English. The in-depth interview was also used to collect information from senior management officials at ZNBC and Lusaka Youth Workers.

Focus Group Discussions (FGDs): FGDs were held with target group **B**. The tool was appropriate and practical as the respondents were easily organised into groups of 10. Therefore, three FGDs were held to collect information from this target group. FGDs helped enrich the quality of information collected as they facilitated cross-pollination of ideas and consensus building on the main perceptions regarding HIV and AIDS youth programmes disseminated by ZNBC.

5.6.2 Quantitative Survey

Like earlier mentioned, questionnaires were administered for the purposes of this research in different locations. The analyses of the findings from the quantitative survey are indicated in the next chapter.

5.7 Data Analysis

The first step in data analysis involved transcribing the interviews and in-depth interviews and typing all field notes. Step two involved thoroughly reading and studying the data transcripts and notes in order to get the general sense of the data. This went hand-in-hand with reflections on the general meaning, tone and impressions of what the main participants, the Lusaka youths, were saying.

The third level of detailed analysis began with categorization of data into broad themes or chunks of data and labelling them. The categorization process was done manually. The transcripts were thoroughly studied repeatedly making sure that all the broad themes were identified and captured. Then summaries were developed by the identified themes and these formed the basis for reporting the findings and writing of the final research report. Tables and graphs were also used to analyze data.

5.8 Limitations of Study

The study's major limitation is the generalization of the findings. Because the sample was limited to Lusaka only, it became difficult to generalize the findings to Zambia. However, the findings are still valid in terms of formulation of programmes and messages and getting respondent feedback in media programming.

CHAPTER SIX

PRESENTATION AND ANALYSIS OF FINDINGS

6.0 Introduction

The chapter presents and interprets the findings of this study. A total of 150 youths were interviewed, in their lived environments, for qualitative and quantitative data as earlier mentioned. In addition, nine (9) senior ZNBC staff and six (6) Youth workers were interviewed. Focus Group Discussions were also held with Ten (10) Reporters, Ten (10) Radio Producers and ten (10) Television Producers.

6.2 Characteristics of Respondents

6.2.1 The Youth

The respondents are persons aged between 15 and 28. They are found in all parts of Lusaka, the study area. This group of people constitute a large proportion of the population of Lusaka.

6.2.2 Youth Workers

These are officials who are trained to handle matters related to the youth, especially their wellbeing. They interact with the youth in various settings on a regular basis to guide, counsel and equip them with necessary skills for their survival. The respondents were all based in Lusaka and had vast experience in youth matters. They had been working with both female and male youths for more than ten years.

One interesting characteristic of the respondents was that they were also in the category of youths. It is said youths tend to respond more positively to programmes run by fellow youths. The respondents were leaders running affairs of organisations dealing with youth matters.

6.2.3 Television Producers

Television producers are responsible for producing programmes of different nature. They are professionals trained to package electronic media products ready for broadcast. The producers go out in the field to gather information on various subjects and later package the information which is disseminated to the public. They do this, using tools such as Video Cameras and editing machines. They start their day with a diary session, where they draw a plan of how to cover issues.

ZNBC television has a total 15 Producers both at the headquarters in Lusaka and its regional stations in Kitwe and Livingstone. Out of this number, 10 Producers were surveyed for a focus group discussion. The respondents comprised eight female and two male producers. The researcher had difficulties in ensuring gender balance in the composition of the respondents because there were more female than male TV Producers at ZNBC. Out of the 15 Producers only four were male.

6.2.4 Radio Producers

Similarly, Radio Producers are charged with the task of collecting information and putting it together for public consumption. They are also trained personnel who package information ready for airing.

ZNBC has three radio channels and each one of them has Producers. Radio Two has five Producers, while Radio Four has one. The rest of the personnel on this channel are Disc Jockeys or DJs. However Radio One, broadcasting in seven different local languages, has Producers per each language. In addition to their media training, each Producer on Radio One must be fluent in the language they use on air. All the respondents are based at the ZNBC headquarters in Lusaka. There were five female and five male Radio Producers who took part in the focus group discussion.

6.2.5 Reporters

ZNBC has a total of 17 news Reporters at its headquarters in Lusaka and regional stations in Kitwe and Livingstone. These are ‘foot soldiers’ that go out on a daily basis to gather news that is aired on all ZNBC news bulletins.

The Reporters start their day by attending a diary meeting where they present news ideas. They later pursue the ideas from which they write stories for broadcast. The respondents are Journalists trained to write news stories which are published for public consumption. All the respondents are Lusaka based and have been practicing for more than five years. The respondents comprised six female Reporters and four male Reporters.

6.2.6 Senior ZNBC staff

This is a group of senior staff that is charged with the responsibility of deciding how a story or a programme should be treated before it is aired. They make important decision during the production of news bulletins, radio and television programmes. Those who took part in the study were: The Controller of News and Current Affairs, News Manager, Assignments Editor, Head of TV Productions and Operations, Head of Programmes Services and Radio Managers for the three ZNBC Radio Channels, Radio One, Radio Two and Radio Four. All the respondents were professionals in their respective fields. They were also based at the ZNBC headquarters in Lusaka.

6.3 Qualitative Survey

6.3.1 ZNBC coverage of HIV and AIDS issues

The ZNBC is disseminating information to the public using radio and television channels. Most recently the national broadcaster has set up a website, and launched a second television Channel, TV2, as additional means of providing information to the public.

6.3.1.1 The Newsroom

The ZNBC newsroom covers events in form of hard news. The newsroom is responsible for the news content in all bulletins aired by ZNBC. Reporters are assigned on a daily basis to cover events happening in the country. They also report on issues, such as HIV and AIDS, which are in the public interest.

Field work at ZNBC revealed that the news and current affairs section covers HIV and AIDS issues occasionally. However, various factors hinder the section from covering the pandemic extensively. In-depth interviews with some officials revealed that efforts by the section to increase its coverage of HIV and AIDS were frustrated by lack of adequate human and material resources. For instance, the Controller News and Current Affairs, Mr. Grevazio Zulu, said the section had no adequate transport to go out and gather news. Mr. Zulu added that the state of affairs made it difficult for the section to reach out to more areas and highlight issues patterning to the HIV and AIDS scourge.

The inadequate staff was another factor hindering reporting on HIV and AIDS matters. Mr. Zulu said the 15 reporters in the ZNBC newsroom were not enough to cover HIV and AIDS and other issues in detail. “If we allow the few Reporters available to concentrate on covering HIV and AIDS, other areas will suffer,” Mr. Zulu said.

He said the ZNBC editorial policy supported the extensive or in-depth coverage of HIV/ and AIDS and other important national issues for the public to be well informed so that people are able to make informed decisions, but he admitted that ZNBC newsrooms and the TV2 newsroom were not covering HIV and AIDS issues adequately because of the problems stated earlier. The other major reason for the low coverage of HIV and AIDS is the high demand for coverage from government officials, mostly cabinet ministers.

He revealed that ZNBC newsrooms cover a lot of assignments involving ministers, on a daily basis at the expense of important issues, such as HIV and AIDS. He said government officials literally hijack the news crews to cover their activities, giving ZNBC very little time to cover other issues. Mr. Zulu also said the ZNBC website was equally providing low coverage of HIV and AIDS. He said the same stories aired on radio and television bulletins are uploaded on the website.

The assignments Editor, Ms. Chansa Mayani, echoed similar sentiments stating that although HIV and AIDS is an important subject she felt the newsroom has not done much to highlight issues regarding the killer disease because of operational difficulties. In addition, she lamented that most of the news assignments done by the newsroom involve government officials, leaving very little room for HIV and AIDS stories. She said 85 % of news assignments done by her reporters on a daily basis are government related.

The officer In-charge of news output at ZNBC, the manager news, also lamented the low coverage of HIV and AIDS by ZNBC. Ms. Yvette Tembo said most radio and television bulletins do not carry stories on HIV and AIDS. She said a short survey on HIV and AIDS coverage by the ZNBC newsroom conducted in August 2010 revealed that in some cases as few as one HIV and AIDS story was aired per day. Ms. Tembo attributed this to both internal and external factors. She said she would like to see that ZNBC news bulletins cover issues that affect the population, but often this was not the case. Government which is a major shareholder in ZNBC takes most of the space in the bulletins. “We are forced by government officials to cover stories which are sometimes not even newsworthy” she said.

6.3.1.2 Reporters

Most of the respondents stated that they rarely covered HIV and AIDS issues. Out of the 10 Reporters who took part in the focus group discussion only two indicated that they presented news ideas related to HIV and AIDS during diary sessions every day. They said they would like to report on HIV and AIDS regularly, but they are frustrated by lack of tools, such as cameras, transport and editing facilities. Majority of the respondents said they had lost interest in presenting news ideas on HIV and AIDS because such ideas rarely developed into stories. They said preference was often given to stories involving the government and its ministers.

For example, “a reporter could only rush to cover an HIV and AIDS story if a government minister issued a statement on the scourge or government was saying something about the pandemic”, one Reporter said. The respondents said HIV and AIDS is an issue that must be given priority by all media institution including ZNBC to ensure adequate coverage of the health problem.

Four of the ten respondents were of the view that stakeholders dealing with HIV and AIDS issues should review their strategies of creating awareness about the scourge. They said the current strategies have lost steam and make HIV and AIDS look like a ‘done and dusted’ story.

6.3.1.3 Radio Producers

The situation faced by producers on Radio One and Radio Two in terms of covering HIV and AIDS is similar to the one faced by Reporters in the Newsroom. In a focus group discussion held with the Radio Programme Producers, they said they lacked equipment to enable them operate efficiently. In addition, the producers said they have too many things to do, which included producing television programmes in local languages, and thus had no time to concentrate on one subject, such as HIV and AIDS.

The other issue which came out prominently in the focus group discussion was that ZNBC often gives too much space on its radio channels to government programmes and very little air time to important issues like, HIV and AIDS. The producers said as a result of this state of affairs most of them have lost interest in covering HIV and AIDS issues. Only two Producers from Radio One and one Producer from Radio Two showed interest in covering health issues, particularly HIV and AIDS. They also observed that radio is an effective tool of communication and thus should be used effectively in the fight against HIV and AIDS. On HIV and AIDS messages targeting the youth, the producers said ZNBC radio channels were not doing enough in this area. They said they looked forward to a time when management would put in place a deliberate policy aimed at increasing the coverage of HIV and AIDS on all radio channels.

6.3.1.4 Television Producers

Out of the 10 television Producers who took part in the focus group discussion, only one had worked on an HIV and AIDS programme in the last one month. The others said they were discouraged because of the difficulties associated with producing such programmes. “It is extremely difficult to work on an HIV and AIDS documentary because there is no transport and adequate cameras”, one of the Producers said. In addition, the Producers said they are frustrated by the fact that even the meagre resources available are dedicated to covering government activities. Most of the respondents however said given the resources they would like to do more to produce programmes that highlight matters related to AIDS, so that the public, especially the youth can benefit from them.

They said in modern times the media, particularly television, plays an important role in disseminating information, because it has the power of showing moving pictures. The respondents said for this reason television is an effective tool that can be used to disseminate HIV and AIDS information to the public. The producers urged management at ZNBC to fund the production of HIV and AIDS programmes that will benefit the Zambian population, including the youth.

6.3.1.5 Radio Channels

The three ZNBC radio channels disseminate various types of information on a daily basis. The channels air programmes in line with ZNBC’s mandate of informing, educating and entertaining the public.

Radio One

The channel has seven local languages, namely Kaonde, Lozi, Tonga, Nyanja, Luvale, Lunda and Bemba, all representing the nine provinces of Zambia. Each language airs once a week and it has different programmes, including news. According to a survey conducted by the ZNBC research unit, the local language programmes attract more listeners in rural areas than urban centres.

In an interview, Radio One Manager, Mr. David Kundoti, said the channel receives good feedback, particularly from people in remote parts of Zambia, on the programmes it airs. He said all local languages aired programmes on HIV and AIDS from time to time. The programmes discuss various topics on HIV and AIDS and this was contributing to creating awareness on ways and means of reducing infections.

He cited condom use and male circumcision, as a way of avoiding contracting the HIV virus, as some topics that have been occasionally featured on all the seven local languages of Radio One. Such programmes are either produced by ZNBC personnel or by outsiders, like local and international NGOs dealing with HIV and AIDS issues. The scenario is that NGOs produce one-off and sometimes a series of programmes and pay for airtime on the seven local languages. However, Mr. Kundoti said lack of resources prevent Producers on Radio One from coming up with more HIV and AIDS Programmes. Mr. Kundoti however said at the time of this study HIV and AIDS programming on all the seven languages accounted for about 30% of the total programmes.

He stated that he would like to see more programmes on HIV and AIDS and other important issues on his channel but lack of tools and pressure created by high demand for coverage of activities involving government officials was hampering his vision. For instance, Radio One had no vehicle to enable its staff to go out in the field to gather material on HIV and AIDS and other topics. He also said ministers often request for radio production crews to cover activities in their parliamentary constituencies.

As a way forward, Mr. Kundoti said the channel would like, among other activities, to produce more programmes on HIV and AIDS issues affecting the youth because they are vulnerable and need a lot of accurate information on the scourge. This would help them to make informed decisions and avoid contracting the HIV virus. At the time of this study, all the seven local languages were not airing HIV and AIDS programmes that were specifically for the youth. However, Mr. Kundoti said some of the HIV and AIDS messages featured in the general programmes on Radio One were targeted at the youth.

Radio Two

Radio Two airs HIV and AIDS programmes sporadically. Channel Manager, Mr. Evans Nachilobe, said in an interview that HIV and AIDS programmes on his channel are not consistent because of lack of resources to produce them. “Often the channel depends on HIV and AIDS programmes produced by outsiders because its own producers have no tools and financial resources to produce the programmes”, he said.

Like the situation obtaining on Radio One, Radio two had no vehicle of its own at the time of this study. Producers on the channel used the same vehicle used by producers on Radio One. Mr. Nachilobe said the state of affairs made it difficult for his producers to cover HIV and AIDS issues in-depth. He said the few HIV and AIDS programmes aired on Radio Two discuss the pandemic in general.

Mr. Nachilobe said HIV and AIDS coverage on Radio Two was about 20% and this was not a healthy situation considering the fact the ZNBC, which owns the channel, is a national broadcaster. He said there was an urgent need for all stakeholders, including government to address the situation. Mr. Nachilobe said Radio Two reaches many parts of Zambia and it was an effective tool of creating awareness about the dangers of HIV and AIDS among the population, particularly the youth.

Radio Four

Apparently, Radio four had the lowest percentage in terms of HIV and AIDS coverage at 10%. Channel Manager, Mr. Justine Nshimbi said Radio Four was airing few HIV and AIDS programmes, most of them done by external producers. The channel was also airing sporadic HIV and AIDS messages in form of jingles. He attributed this to the fact that Radio four was essentially a commercial channel with a bias towards business programmes aimed at raising revenue for ZNBC.

Mr. Nshimbi however observed that Radio Four is a popular channel, especially among the youth. He said for this reason the channel is an effective medium for disseminating information on HIV and AIDS to many youths.

He cited a number of entertainment programmes on the channel that have a large following among the youth, stating that producing HIV and AIDS awareness programmes, which have an element of entertainment would be effective in educating the youth. Most young people tuned to the programmes will get accurate information on topics such as sexuality, sexually transmitted infections, HIV and AIDS and reproductive health. “The ultimate of this is that the young people will be empowered with knowledge to make informed decisions” Mr. Nshimbi said.

Television Channels

Like radio channels, ZNBC television runs a variety of programmes covering different areas, including health. The station airs programmes produced by both its producers and external producers. The programmes are different in nature. Some are educational while others are of entertainment nature. The channel also runs current affairs programmes which include the news.

Ms. Inutu Himanje is the Head of Productions and Operations on ZNBC television. As the title states, she is in-charge of internal productions. In an interview, Ms. Himanje admitted that ZNBC television was not covering HIV and AIDS as much as other media institutions in Zambia. She cited pressure from the state to cover government activities as one of the reasons for the low coverage of HIV and AIDS. “The few cameras at ZNBC go to film government officials at workshops or launching an activity or product” She said.

However, Ms. Himanje said her team is determined to increase the coverage of HIV and AIDS. She said this will include producing short HIV and AIDS messages that will be aired on television frequently. Ms. Himanje said the HIV and AIDS messages would cater for the general population of Zambia. Making reference to TV2, Ms. Himanje said the channel has concentrated on entertainment programmes aimed at raising revenue for ZNBC.

The head of Programmes Services, Mr. Kennedy Bbandika, echoed similar sentiments. Mr. Bbandika, who is in-charge of scheduling programmes on television, said there were few HIV and AIDS programmes done by ZNBC Producers. He said in an interview that most of the HIV and /AIDS programmes given to him to schedule are from outside, especially from organisations, such as the National Aids Council. Mr. Bbandika described the status quo as sad stating that ZNBC should not depend on outsiders for its programming. He appealed to government and other stakeholders to help ZNBC meet its mandate of providing adequate information to the public.

The commissioning Editor, Mr. Mampi Musweu, who is in charge of acquiring local and foreign programmes for ZNBC television admitted that he had not bought any programme on HIV and AIDS since he assumed office a year ago. He said an ideal situation would be to buy both local and foreign HIV and AIDS programmes so that they could be aired on ZNBC. He however lamented that lack of resources prevented his office from acquiring television content that discussed HIV and AIDS.

Mr. Musweu said the few resources available went to buying entertainment programmes, such as movies, that would attract sponsorship from business houses. The money raised from such sponsorship goes towards running ZNBC. Mr. Musweu said the foreign and local HIV and AIDS programmes aired on ZNBC are often sponsored by outsiders. He said a few of them are offered to ZNBC free of charge.

6.4 Does ZNBC adequately cover HIV and AIDS issues related to youths?

6.4.1 ZNBC senior officials

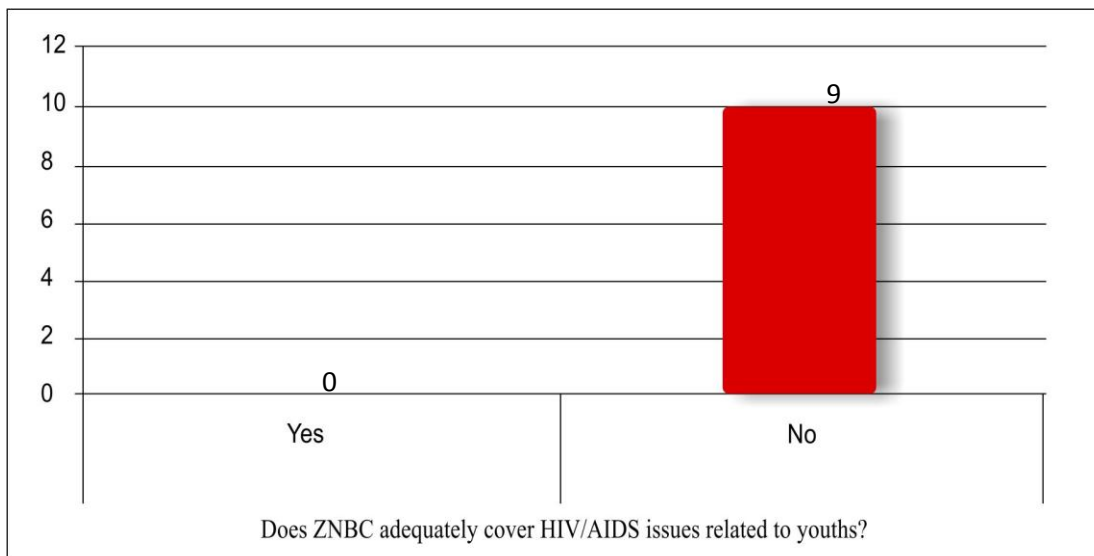


Figure 1: Responses from ZNBC Senior Staff

The above statistics indicate that of all the interviewed senior staff at ZNBC, none felt the institution was doing much to cover HIV and AIDS related issues.

6.4.2 Youth Workers

The respondents in this category also made important observations on ZNBC's coverage of HIV and AIDS issues affecting the youth. Their views were useful to the study because they were involved in strategies aimed at addressing issues affecting the youth. Mr. Michael Mwango is the coordinator for Edusport, a Lusaka based NGO, dealing with the youth. In an interview Mr. Mwango observed that ZNBC was not doing much to produce HIV and AIDS programmes that will benefit the youth and the population at large.

He said radio and television could play an important role in raising awareness on HIV and AIDS among the youth because they are effective tools of disseminating information. Mr. Mwango said his organisation has sponsored a programme on ZNBC Radio Two, which discusses a variety of issues affecting the youth.

The issues included HIV and AIDS awareness and measures to mitigate the impact of the pandemic. He observed that the programme was not enough to provide adequate information on HIV and AIDS to the youth. Mr. Mwango said he has been working with different categories of the youth for a long time and he has found out that they love watching television and listening to radio.

He said this is evident by the amount of time they spend talking about what they had seen on television or heard on radio. Mr. Mwango stated that for this reason ZNBC should use radio and television extensively as they are effective in reaching out to the youth.

Mr. Amos Mwale is the Executive Director of Youth Vision Zambia, another Lusaka based NGO, dealing with issues affecting the young people in general. For instance the NGO helps the youth in Lusaka and Kafue to have easy access to reproductive health information.

At the time of this study, Youth Vision Zambia was running a number of projects in various compounds of Lusaka and Kafue, which were aimed at empowering the youth with accurate information on HIV and AIDS and other related issues.

In an interview, Mr. Mwale said as a Youth Worker he felt the youth were not getting enough HIV and AIDS information from ZNBC radio and television. “I have been a keen ZNBC TV viewer and ZNBC radio listener and my observation is that there is very little to give to the youth in terms of HIV and AIDS information” Mr. Mwale said. He said his organisation recognises the media as a major player in the fight against HIV and AIDS, thus he regretted that the national broadcaster, ZNBC, provided low coverage of the pandemic.

Mr. Mwale revealed that during his many of interaction with the youth, he has found out that they love radio and television. For this reason his organisation has from time to time sponsored programmes, especially on radio to provide information to the young people.

He observed that Radio One and Two in particular are critical in the fight against HIV and AIDS because they reach many parts of Zambia and cater for a cross section of society, including people who cannot read, write and speak English.

Mr. Mwale appealed to government, which owns ZNBC television and radio channels to adequately fund the national broadcaster to enable it fulfil its mandate. This includes disseminating accurate information on HIV and AIDS to the youth.

Ms. Chibwe is the project coordinator for Lelemba Community Project, which runs programmes in Lusaka's Mtendere Township. At the time of this study, the project was running programmes dealing with HIV and AIDS issues affecting the youth in the Township. The programmes included providing HIV and AIDS information to the youth and helping those infected by the virus to access Anti Retrial Viral Treatment. In addition, the project was providing material support to young people orphaned by HIV and AIDS.

In an interview, Ms. Chibwe lamented the low coverage of HIV and AIDS by ZNBC radio and television. She was disappointed with the national broadcaster for what she called negative attitude towards important issues affecting society. "You see and hear too much politics on ZNBC TV and radio and very little on important issues like HIV and AIDS, this is extremely sad" Ms. Chibwe said

Mr. Collins Mulonda is the Director of Youth and Child Affairs in the Ministry of Sport, Youth and Child Development. His department is responsible for the wellbeing and advancement of the youth throughout the country. In an interview, Mr. Mulonda stated that both ZNBC Radio and Television were doing a disservice to the country, particularly the youth, by not covering HIV and AIDS issues extensively.

He said ZNBC as the national broadcaster could have taken a leading and significant role in disseminating HIV and AIDS information to the youth. “While other radio stations dotted around Lusaka are trying, ZNBC’s coverage of HIV and AIDS is very low to say the least”, Mr. Mulonda said. He said he was a regular ZNBC television viewer and ZNBC radio listener and he has observed that both channels aired HIV and AIDS programmes sporadically and the information from the programmes was scanty.

Mr. Mulonda said he would love a situation where ZNBC would crusade on HIV and AIDS issues, such as the debate on Male Circumcision as a strategy to reduce HIV infections. He said detailed coverage of such issues would greatly benefit the youth and ultimately save lives.

He said it was not correct for ZNBC to become active in covering Aids issues only during the run- up to celebrations marking Worlds Aids Day or Youth Week. Mr. Mulonda said it was important for ZNBC to produce HIV and AIDS programmes for airing on Radio and television every day. Mr. Mulonda urged the ZNBC management to find space for HIV and AIDS programmes, regardless of the tight programming schedule, because doing so would help to educate the youth and the general public on various issues related to HIV and AIDS.

Abigil Malukutilla is a Youth Officer at the Ministry of Sport Youth and Child Development headquarters in Lusaka. She deals with matters related to the youth in Lusaka and sometimes other areas of Zambia. In an interview Ms. Malukutilla did not hesitate to condemn what she termed as chaotic coverage of HIV and AIDS issues by ZNBC radio and television. She said the two channels had let down the youth by their extremely low coverage of the pandemic. Mr. Malukutilla observed that even the little information that is aired on ZNBC radio and television is not coordinated properly. “I would like to see a permanent HIV and AIDS youth corner on television and radio so that the youth can easily access information,” She said

She observed that ZNBC has the capacity to contribute significantly to the reduction in the HIV infections among the youth because it reaches many parts of Zambia and thus the issue of low coverage of the pandemic by the national broadcaster must be addressed immediately.

Edford Mutuma is the Director of Programmes at the Planned Parenthood Association of Zambia (PPAZ). His office is responsible for coming up with programmes and strategies to address issues affecting the youth. “I don’t often watch any reproductive Health Programme for the youth on ZNBC TV or listened to such programmes on radio. May be they are aired when I am not watching or listening.

“All I see are politics and government things” Mr. Mutuma said in an interview. Mr. Mutuma said his organisation considers ZNBC as a strategic partner in disseminating reproductive health and HIV and AIDS information to the youth. He echoed statements by the other respondents saying ZNBC was not giving much attention to HIV and AIDS issues affecting the youth. He described the state of affairs as extremely sad.

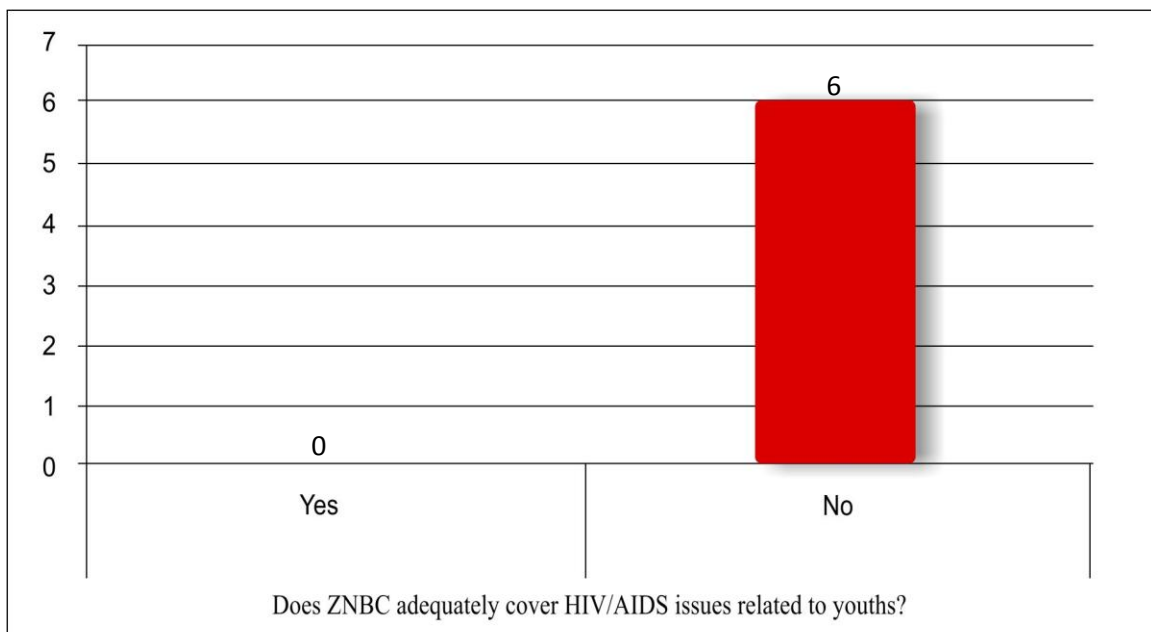


Figure 2: Shows responses from Youth Workers

As a way forward, Mr. Mutumwa called on all stakeholders in HIV and AID matters to convene a meeting to find ways of helping ZNBC to increase coverage of the AIDS. He said the meeting should identify challenges faced by ZNBC and find solutions to the problems.

The respondents in this category also stated that ZNBC radio and television channels were not extensively covering HIV and AIDS issues affecting the youth. Of all the respondents talked to none stated that they were happy with the amount of HIV and AIDS information ZNBC was disseminating to the youth.

6.4.3 The Youth

The youth formed the main target group of this study as the research was aimed at finding out about their perceptions on ZNBC's coverage of HIV and AIDS issues affecting them. Very useful data was collected from this target group, which helped to answer the research question.

A total of 150 youths were interviewed at random in their lived environments. One interesting scenario that was observed in the field was that the youths found in affluent areas of Lusaka were not forthcoming. Most of them who took part in the study were reluctant to do so and it was difficult persuading them to answer questions during the random interviews. For example, in Northmead, an affluent residential area situated close to the Lusaka town centre, a group of youths declined to answer questions and stated that the researcher was intruding in their privacy.

However, the situation was different in high density areas. Most of the respondents were willing to participate in the study. In addition, the youths were found in many places. For instance, the youths were on the streets, markets, shops, bars among other places. Another, interesting observation was that most female youths were not willing to participate in the study. As the table below shows, in all areas the researcher visited, many female youths shunned the exercise. However, the few who did, participated willingly.

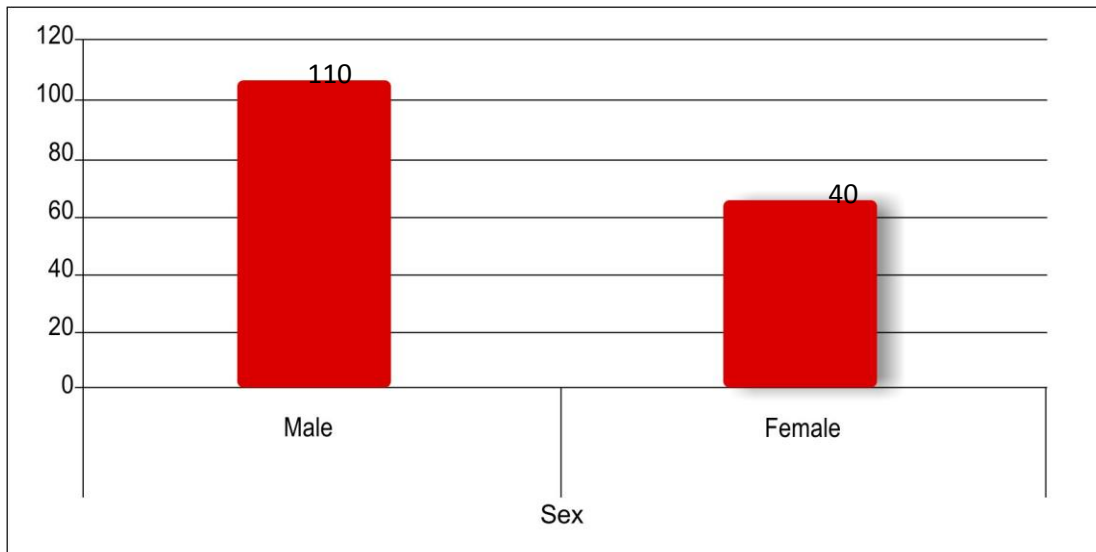


Figure 3: Youths who took part in the study by sex

The researcher talked to 10 youths from the following residential areas: Kabulonga, Northmead, Rhodespark, Chawama compound, Kamanga compound, Chaisa compound, Matero township, Chilenge township, Chainda compound and Kabwata township.

The researcher also interviewed 25 youths from Manda Hill shopping mall and another 25 from Arcades shopping mall. The youths interviewed at the two shopping malls were also Lusaka residents living in various areas of the city.

All the youths interviewed stated that they had access to both ZNBC radio and television channels, representing 100% accessibility to the national broadcaster. However, the frequency of watching ZNBC television and listening to ZNBC radio channels varied.

Some youths, mostly from affluent areas like Kabulonga, Northmead, and Rhodespark stated that they did not often watch ZNBC television and listen to radio channels. Other times they were watching television channels such those on the Multi Choice Bouquet. In addition, they indicated that they listened to a number of private radio stations.

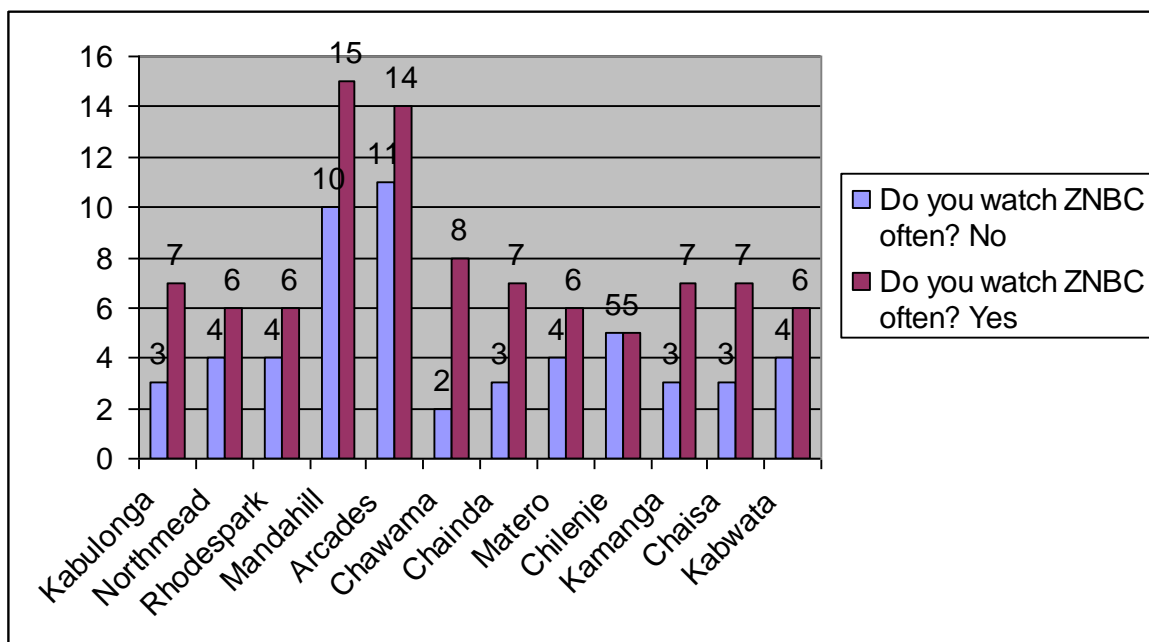


Figure 4: Number of youths watching ZNBC, by residence

The data showed that ZNBC television was watched by a good population of the youths interviewed. Out of the 150 youths interviewed, 94 stated that they had been watching some television programmes on ZNBC in the last month. Fifty six others said they had been watching other stations in the last month.

The above data meant that some youths, especially from affluent areas, were losing out on the HIV and AIDS information disseminated by ZNBC television. Since they indicated that they did not watch ZNBC television regularly, they could miss the few HIV and AIDS programmes on the national broadcaster, during the time they are tuned to other stations. The youths stated that their frequency of watching ZNBC television programmes depended on how interesting the programmes were.

However 95% of the youths observed that the schedule for programmes on ZNBC television was unpredictable, making it difficult for them to watch what they preferred. They cited examples where some programmes were cancelled at short notice and replaced with others, usually government programmes.

However, according to data ZNBC television was still an effective medium of disseminating HIV and AIDS information to the youth because it was clear that many of them were watching programmes on the channel despite its weaknesses.

Similarly, the youths said they listened to ZNBC radio channels from time to time. However, the frequencies at which they listened to the channels varied.













						
Kabulonga	1	2	7	0	0	10
North mead	1	1	8	0	0	10
Rhodes park	1	3	6	0	0	10
Manda hill						25
Shopping mall	2	8	15	0	0	
Arcades shopping mall	3	8	14	0	0	25
Chawama compound	3	1	6	0	0	10
Kamanga compound	4	1	5	0	0	10
Chainda Compound	5	1	4	0	0	10
Chaisa compound	3	2	5	0	0	10
Matero township	4	1	5	0	0	10
Chilenje township	2	2	6	0	0	10
Kabwata township	4	2	7	0	0	10
Total	30	32	88	0	0	150

Figure 5: How frequent do you listen to Radio?

-  Respondents who listened to Radio One more often in the last month
-  Respondents who listened to Radio Two more often in the last month
-  Respondents who listened to Radio Four more often in the last month
-  Respondents who did not listen to any of the Radio channels in the last month
-  Respondents who accessed the Website in the last month
-  Total number of respondents interviewed

Data in the table above showed that Radio Four was the most popular of the three ZNBC radio channels. Out of the 150 youths interviewed, 88 stated that they had been listening to Radio Four in the last month.

Radio Two was in second place and Radio One took the third position. None of the youths interviewed stated that they visited the ZNBC website.

Views on why the youths preferred one radio channel to another varied. Radio Two was not liked much because the youths felt the radio channel aired very few entertainment programmes. On the other hand, the youths said Radio Four was on top of the list because of music and interactive programmes. Looking at this data, it is clear that Radio One and Radio Four can be used effectively to empower the youth with adequate information on HIV and AIDS. Responding to the critical question, whether or not ZNBC was adequately covering HIV and AIDS issues affecting them, the youths stated that the national broadcaster had failed to live up to their expectations.

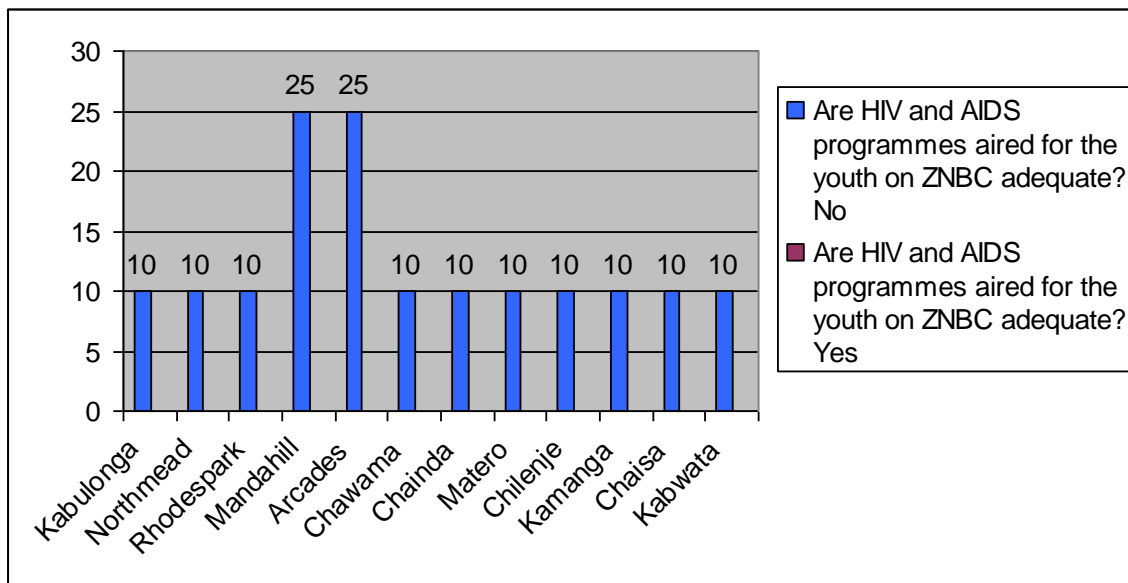


Figure 6: Shows responses to ZNBC HIV and AIDS programming for youths

Statistics in the table above shows that all the youths sampled in this study were not satisfied with the way ZNBC was covering HIV and AIDS issues affecting them. The respondents were unanimous on the fact that the national broadcaster was not disseminating enough HIV and AIDS information to the youth. They wondered why ZNBC was giving little air time to critical issues such as HIV and AIDS in preference to other programmes.

The data collected from the youths showed a serious lack of sense of obligation by ZNBC. The national broadcaster had a mandate to entertain, educate and inform the public adequately but was failing to educate the youth on issues surrounding HIV and AIDS. The youths were very clear on the fact that the national broadcaster was not contributing to efforts aimed at empowering them with adequate and accurate information on HIV and AIDS, so that they could make informed decisions. For most of them this was a serious anomaly which needed reversing. Generally all the youths interviewed called for a serious shift in the way ZNBC was covering HIV and AIDS issues affecting them. The youths made important suggestions which ZNBC could take up and make HIV and AIDS programmes on television and radio more effective and relevant.

One suggestion which was very prominent was the reviewing of the production of HIV and AIDS programmes. They said ZNBC must produce more youth HIV and AIDS programmes in the seven local languages and air them on television and radio, especially, Radio Four, during prime time. They said unlike currently when no programmes in local languages were aired on television during prime time, there was an urgent need to change the status quo. Currently ZNBC does not air programmes done in local languages on any of its English channels. However, most of the youths stated that airing the HIV and AIDS programmes in local languages will benefit youth's country wide including those who had not gone far in education or those who had no education at all.

They observed that adequate information is critical in the reduction of HIV infections among youth. It was for this reason that they were calling on ZNBC to produce HIV and AIDS information that took care of youths of all categories. In addition, the youths suggested that ZNBC should establish youth HIV and AIDS corners on television and radio channels that will feature adequate and correct information on the pandemic.

The corners should air HIV and AIDS programmes for the youth on a daily basis. They observed that it will be easier for the youth to tune in to the programmes because they will have permanent slots unlike currently when programme schedules are not predictable. They also said the programmes must have an element of entertainment to make them attractive.

The youth were unanimous on the fact that although they had other sources, of information on HIV and AIDS, such as peers and the church, they needed a continuous flow of information from ZNBC and other media institutions. The respondents stated that ZNBC whose television and radio channels reached many parts of the country was better placed to play a leading role in giving the youth's adequate and correct information on HIV and AIDS. Commenting on other media institutions, there was a general view that some of them were doing better than ZNBC in terms of disseminating information on HIV and AIDS. Eighty five percent of the youth interviewed made comparisons between community radio stations in Lusaka and ZNBC radio channels. They observed that community radio stations were airing programmes on HIV and AIDS daily, although most of them were not youth specific.

However, the youths observed that the few other television stations in Lusaka were equally providing low coverage to HIV and AIDS issues affecting the youth. Making general comments, the youths cited programmes on Muvi TV which they said were biased towards entertainment to attract sponsorship.

Apparently, most of the youths expressed ignorance about the performance of the Print Media in terms of covering HIV and AIDS issues. Out of the 150 youths only 50 indicated that they had read about HIV and AIDS in the newspapers and magazines. This result was a sign that not so many youths were reading printed information in the newspapers. It also showed that currently, newspapers may not be more effective than radio and television in disseminating HIV and AIDS information to the youth.

CHAPTER SEVEN

CONCLUSION AND RECOMMENDATIONS

7.0 Introduction

This chapter looks at the major findings of the research and draws conclusion from the views obtained. It also looks at recommendations and areas of future research that it did not cover.

7.1 Conclusion

The youth are in the majority in most communities in Zambia. Apparently, this segment of the population faces a host of issues that often adversely affect their wellbeing. Health is one of the areas where the youth face serious challenges. It is evident that the youth are vulnerable to diseases, particularly sexually transmitted diseases, such as HIV and AIDS.

The Zambian government and Non Governmental Organisations, local and international, are implementing programmes aimed at reducing HIV infections among the youth and the general population. The initiatives include media programmes.

The media in Zambia has the capacity to help reduce HIV infections among the population by providing information aimed at behavioural change. Citizens, especially the youth, can obtain valuable information on HIV and AIDS from the media. However, ZNBC, a government owned radio and television station is not disseminating adequate HIV and AIDS information to the youth. This study revealed that ZNBC's coverage of HIV and AIDS issues is extremely low. Data collected from the youth, ZNBC staff and Youth Workers clearly shows that the national broadcaster is not giving much attention to HIV and AIDS issues.

However, the study also revealed that this state of affairs was due to some factors. ZNBC is dogged by numerous operational challenges resulting in the national broadcaster failing to meet most of its obligations, such as disseminating information to the public on a variety of important issues including HIV and AIDS. Lack of adequate tools, such as transport cameras and editing machines coupled with insufficient financial resources, has hampered efforts by ZNBC to produce adequate programmes on HIV and AIDS. Low staffing levels was another factor hindering ZNBC from covering HIV and AIDS extensively. Above all there is the issue of pressure from the state which forces ZNBC to give priority to government programmes. This pressure is evident by the way ZNBC radio, television and the newsroom cover events and topical issues. They are always biased towards government.

The lack of feedback from the youths on HIV and AIDS programming on ZNBC is making the national broadcaster to plan in abstract and disseminate insufficient information to the youths. This abstraction can be avoided by consultations and feedback through research and participatory programming.

However, it must be noted that ZNBC is an effective medium of disseminating HIV and AIDS information to the youth and the general population. This is because of its wide reach. A good proportion of Zambia's population has access to ZNBC radio and television. And despite its weaknesses, which include government interference in programming, many youths across the country still watch ZNBC television and listen to ZNBC radio from time to time.

The youth are the future of any nation as they will form the adult population and workforce. However, in Zambia the lives of this group of people are threatened following the advent of HIV and AIDS. ZNBC and other media institutions should take a leading role in disseminating accurate HIV and AIDS information to the youth to save lives. ZNBC has a number of strengths, such as wide coverage and skilled manpower, to enable the national broadcaster mount an effective anti HIV and AIDS campaign for the benefit of Zambia's population, particularly the youth.

7.2 Recommendations

In view of the findings of this study, the researcher recommends the follow:

1. ZNBC should involve the youth in planning and implementation of HIV and AIDS programmes. Participatory approach to programming will ensure that programmes are relevant to the target audience.
2. ZNBC should conduct research from time to time to ascertain the relevance and appropriateness of the HIV and AIDS messages it disseminates to the youth. Results of the research are critical as they would enable ZNBC come up with effective HIV and AIDS programmes for the youth.
3. In the face of stiff competition from the many media institutions operating in Zambia, ZNBC should make its HIV and AIDS youth programmes attractive to retain viewers and listeners. Unattractive programmes will result in the youth tuning to other broadcasting stations offering better quality programmes.
4. The national broadcaster should strengthen its editorial policy to guard against external interference, such as pressure from government, in its coverage of issues. This will help ZNBC to implement programmes professional and efficiently.
5. ZNBC should increase HIV and AIDS programmes in local languages. Such information should be put on television and Radio Four, which apparently is popular among the youths. HIV and AIDS Information in local languages aired on television and Radio Four during prime time will cater for all categories of youths, the literate, the semi literate and the illiterate.
6. TV2 has proved to be a popular channel among the youth and ZNBC should take advantage of this scenario and air more HIV and AIDS programmes on the channel. This will be an effective way of disseminating HIV and AIDS information to the youth.
7. Government should give more freedom to ZNBC to report on important national issues without biases. This will enable the national broadcaster to fully inform the public on a wide range of issues, including HIV and AIDS.

8. In addition, the government should increase funding to ZNBC to enable the national broadcaster to meet all its obligations. ZNBC has a mandate to disseminate adequate HIV and AIDS information to the youth so that they can make informed decisions. This can only be achieved if ZNBC has sufficient financial resources because producing radio and television programmes is costly.
9. Government through its treasury or with the help of co-operating partners should as a matter of urgency buy equipment for ZNBC that will enable the broadcasting station to produce and air quality programmes on various HIV and AIDS issues, including those specifically affecting the youth. Adequate equipment such as Cameras, Editing machines and transport, will enable staff at ZNBC to go to various parts of the country to gather material on HIV and AIDS, which they will package for broadcast.
10. ZNBC should also find resources to employ adequate staff in all critical. It would be a futile exercise for government to buy equipment and not increase staff to operate the equipment. Most of the equipment will be idle because there will be no one to operate it.

7.4 Further Research

This study is not wide due to limited human and financial resources. However, there is need to widen the scope of this research to include all places in Zambia. In addition, the research should include several media houses in the country. Insights from such a study would help Zambia to plan for effective media coverage of HIV and AIDS and other related diseases.

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Interviews

Mr. Grevazio Zulu

Ms. Yvette Tembo

Ms Chansa Mayani

Ms. Inutu Himanje

Mr. Kennedy Bbandika

Mr. Mampi Musweu

Mr. Justine Nshimbi

Mr. David Kundoti

Mr. Evans Nachilobe

Ms. Mwape Chibwe

Mr. Michael Mwango

Mr. Amos Mwale

Mr. Edford Mutumwa

Mr. Collins Mulonda

Ms. Abigail Malukutula

Appendix I: Interview guide for Lusaka Youths

1. What is your name and how old are you?
2. Are you a resident of this area?
3. Do you listen to ZNBC radio channels, if you do, how often?
4. If you don't, why is this so?
5. Do you watch ZNBC television, if you do how often?
6. If you don't, why is this so?
7. Have you ever listened to an HIV and AIDS programme for the youth on ZNBC radio?
8. Have you ever watched an HIV and AIDS programme for the youth on ZNBC television?
9. In your opinion, is the HIV and AIDS information for the youth disseminated by ZNBC television and radio channels adequate?
10. What do you think ZNBC should do to improve its coverage of HIV and AIDS issues?
11. Any other issues you would like to discuss on this subject?

Appendix II: Focus Group Discussion guide for ZNBC Reporters

1. Are you interested in covering HIV and AIDS issues?
2. If not, why is this so?
3. If yes, why is this so?
4. How often do you present news ideas related to HIV and AIDS in your every day diary sessions?
5. How often do you write about HIV and AIDS issues affecting the youth?
6. What challenges do you face when covering HIV and AIDS issues?
7. Do you get encouragement from your supervisors to cover HIV and AIDS issues, particularly those affecting the youth?
8. What do you think ZNBC should do to improve the coverage of HIV and AIDS issues, particularly those affecting the youth?
9. Any other issues you would like to say on this subject.

Appendix III: Focus Group Discussion Guide for ZNBC Television Producers

1. Is there a desk in your section which specifically deals with HIV and AIDS programming for youths?
2. Are you interested in covering HIV and AIDS issues?
3. As a Television Producer, how often do you produce HIV and AIDS programmes that are youth specific?
4. How often do you air such programmes on television?
5. What would you say about the appropriateness and relevance of information packaged in HIV and AIDS programmes for youths?
6. How do you determine the appropriateness and relevance of information you package in HIV and AIDS programmes for youths?
7. In your opinion, would you comment on how the youths of Lusaka have received such HIV and AIDS programmes?
8. Do you face problems in the process of gathering and dissemination of HIV and AIDS information which is youth specific?
9. What do you think ZNBC can do to increase coverage of HIV and AIDS programmes concerning the youth?
10. Any other issues that you want to add which we have not covered?

Appendix IV: Focus Group Discussion Guide for ZNBC Radio Producers

1. Is there a desk in your section which specifically deals with HIV and AIDS programming for youths?
2. Are you interested in covering HIV and AIDS issues?
3. As a Radio Producer, how often do you produce HIV and AIDS programmes that are youth specific?
4. How often do you air such programmes on radio?
5. What would you say about the appropriateness and relevance of information packaged in HIV and AIDS programmes for youths?
6. How do you determine the appropriateness and relevance of information you package in HIV and AIDS programmes for youths?
7. In your opinion, would you comment on how the youths of Lusaka have received such HIV and AIDS programmes?
8. Do you face problems in the process of gathering and dissemination of HIV and AIDS information which is youth specific?
9. What do you think ZNBC can do to increase coverage of HIV and AIDS programmes concerning the youth?
10. Any other issues that you want to add which we have not covered?

Appendix V: Interview guide for senior Staff of ZNBC

1. Sir, the media is an important tool used to disseminate information, is ZNBC involved in disseminating HIV and AIDS information for youths?
2. Is ZNBC doing enough to disseminate useful information on HIV and AIDS to the youth?
3. How frequent do the radio channels broadcast HIV and AIDS information to the youth?
4. How frequent do the television channels broadcast HIV and AIDS information to the youth?
5. Do you face any obstacles in the process of disseminating HIV and AIDS information to the youth?
6. Sir, not all the youth are literate, how do you cater for those who cannot read and write?
7. Do you get any feedback from the youth regarding the HIV and AIDS programmes on ZNBC that target them?
8. If so, what would you say has been the perceptions of the youths towards HIV and AIDS youth programmes disseminated by ZNBC?
9. Based on your experience, how can ZNBC improve the appropriateness and relevance of HIV and AIDS programmes for youths?
10. Any other issues that you want to add which we have not covered?

Appendix VI: Interview guide for Youth Workers

1. Sir, Madam, You have been working with the youth in Lusaka for a long time, what are some of their characteristics?
2. You interact with the youths on a daily basis, how would you describe the HIV and AIDS awareness levels among this group of people?
3. What are some of the strategies you have put in place to increase HIV and AIDS awareness levels?
4. In your opinion is ZNBC radio and television doing enough to sensitize the youth on issues of HIV and AIDS?
5. If not what do think should be done to change the status quo?
6. Any issues you would like to discuss, which we have not covered in this interview?

Appendix VII: Work plan

Activity	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
Proposal Writing	✓	✓	✓								
Data Collection			✓	✓	✓						
Data Analysis					✓	✓					
Report Writing							✓	✓	✓	✓	
Submission Of Thesis											✓

Appendix VIII: Budget

Items	Amount
Transport	K1, 000,000.00
Food	K 550,000.00
Printing, Photo-copying and binding services	K 900,000.00
Stationery	K 500,000.00
Internet services	K 500,000.00
Contingency	K 500,000.00
TOTAL	K 3,950,000.00