

**THE MEDIA LIBERALISATION POLICY OF 1996 AND THE EXPANSION OF THE
MEDIA INDUSTRY IN ZAMBIA: A CASE STUDY OF ZAMBIA NEWS AND
INFORMATION SERVICES.**

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**A dissertation submitted to the University of Zambia in partial fulfillment of the
Requirements for the degree of Master of Public Administration**

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DECLARATION

I hereby declare that the work presented in this dissertation for the degree of Master of Public Administration (MPA) represents my own work and it has not previously been submitted for a degree, diploma, or any other qualification at this or another University.

Signed:

APPROVAL PAGE

This dissertation of Greatson Chipalo is approved as fulfilling part of the requirements for the award of the degree of the Master of Public Administration by the University of Zambia.

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ABSTRACT

Zambia's media industry can be said to have evolved through three significant phases, the first phase being the pre-independence period. During this period, the media were largely influenced by colour-segregation, with no public policy in place to guide the stakeholders. Secondly, immediately after independence, the media were established with a view of eliminating the imbalances created during the pre-independence period. This period saw the nationalisation of private media firms, with no public policy put in place. The third phase is from 1991 onwards, when the country reintroduced multiparty politics, with the ensuing need for change in media policy and management from state controlled to liberalized media. The country, therefore, introduced in 1996 the Media Liberalisation Policy to liberalise the media industry in line with the political dispensation at that time.

The overall purpose of this study was to investigate the impact of the media liberalization Policy of 1996 on the expansion of the media industry in the country. The dissertation used a case study of Zambia News and Information Services (ZANIS) to investigate the impact of the policy on the expansion of the ZANIS in terms of structure, increase in the number of personnel, offices and service provision, as well as acquisition of more equipment.

The study was conducted in Lusaka involving 120 respondents drawn from Zambia News and Information Services (ZANIS) Zambia National Broadcasting Services (ZNBC), Ministry of Information and Broadcasting Services (MIBS), *Zambia Daily Mail*, Muvi Television, Radio Christian voice, *The Post newspaper* and *Times of Zambia*.

Concerning the measures taken by the government to liberalise the media industry, it was discovered that the government had not done enough to liberalise the Industry, contrary to what was envisaged in the policy. Appropriate legal provisions have not been enacted, nor have appropriate Institutions been established. The government still plays a great role in media regulation.

For the impact of media liberalisation on the expansion of ZANIS, it was discovered that liberalisation of the media industry has impacted positively on ZANIS in terms of acquisition of more advanced equipment. The institution procured more equipment than it had before the media were liberalized. It was also discovered that because of media liberalisation, ZANIS has expanded the range of services it provides in order for the organisation to remain relevance. Liberalisation of the industry also compelled ZANIS to establish new sections such as marketing and research in order to deal with the new challenges on the market. However, this was at the national headquarters in Lusaka only. On the larger scale, the organisation has not expanded. It has lost a number of personnel to private media and closed up a number of offices in rural areas and reduced the number of staff on its establishment.

Concerning reasons why ZANIS has not expanded as envisaged in the 1996 media policy, it was discovered that a number of factors had inhibited the expansion. These included: high production costs, decentralisation of system of funding of the organisation which resulted in inadequate or no funding at all, incomplete

restructuring of the organisation, the Public Service Reform Programme (PSRP) and failure by the ZANIS to compete favorably with the emerging private media organisations.

DEDICATION

This dissertation is dedicated to my loving parents, Mr. Chilekwa G. Chipalo and Mrs. Katongo Maloba Chipalo, for fondly and carefully socializing me through life. These two are very special and important people to me because they are a big determinant of the kind of person I am today.

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LIST OF ABBREVIATIONS

BBC - British Broadcasting Corporation

FOI - Freedom of Information Bill

GRZ - Government of the Republic of Zambia

IBA - Independent Broadcasting Authority

LAZ - Law Association of Zambia

Lonrho - London Rhodesia Company

MIBS - Ministry of Information and Broadcasting Services

MMD - Movement for Multiparty Democracy

PAZA - Press Association of Zambia

PSRP - Public Service Reform Programme

SABC - Southern African Broadcasting Corporation

SAP - Structural Adjustment Programme

SPSS - Statistical Package for Social Sciences

UNZA - University of Zambia

ZANA - Zambia News Agency

ZANIS - Zambia News and Information Service

ZIS - Zambia Information Services

ZNBC - Zambia National Broadcasting Corporation

ZPA - Zambia Privatisation Agency

