



REPUBLIC OF ZAMBIA

**MINISTRY OF INFORMATION AND BROADCASTING
SERVICES**

2009 ANNUAL REPORT

FOREWORD

This annual report presents the programmes and activities carried out by the Ministry of Information and Broadcasting Services in the year 2009. The ministry is charged with the responsibility of coordinating the gathering and dissemination of information. It also serves as the government's public relations wing whose mandate is to publicise policies and programmes that the government embarks on, as a way of contributing towards socio economic development.

The year under review saw notable achievements in the area of electronic media promotion. The number of districts receiving the Zambia National Broadcasting Corporation (ZNBC) TV signals rose from 54 to 63. The Ministry also granted broadcasting licences to Kasempa and Chikankata Community Radio stations. In addition, Muvi TV, a private local TV station was also granted a broadcasting license to roll out transmission to the districts via satellite. Further more, 40 officers from the Zambia News and Information Services (ZANIS) provincial and district offices were trained in the effective use of the BGAN, a mobile communication tool for computer networking and transmission of data in form of videos, still pictures and text.

Despite these successes, the Ministry encountered constraints such as non recruitment of officers to fill up vacant positions due to incomplete restructuring especially in the ZANIS provincial and district offices. There were also inadequate vehicles to enhance the effective gathering and dissemination of information to all parts of the country.

It is my sincere wish that my ministry endeavours to ensure that all citizens have access to information for them to make informed decisions on important national matters and thereby effectively participating in the governance of the country.

Hon. Kennedy Sakeni

MINISTER OF INFORMATION AND BROADCASTING SERVICES

TABLE OF CONTENTS

	Page
Introduction	3
Statutory Bodies and institutions.....	3
Policy and Legal Framework.....	4
Structure of the Ministry.....	4
Mission Statement	4
Objectives	5
Strategic Plan Objectives	5
FNDP Objectives	6
Departments	6
Human Resources and Administration.....	7
Zambia News and Information services	16
Press , Public Relations and Planning	28
Challenges.....	42
Recommendations.....	43

INTRODUCTION

The annual report highlights the programmes and activities carried out by the Ministry of Information and Broadcasting Services in the year 2009. In the year under review the Ministry endeavoured to implement various programmes and activities through its three departments namely: Human Resources and Administration, Zambia News and Information Services (ZANIS) and Press, Public relations and Planning.

During the period under review the Ministry endeavoured to implement its programmes and activities in order to achieve the set objectives in both the Fifth National Development Plan and the Ministerial Strategic Plan.

The report further outlines the challenges that the Ministry faced in the year under review and recommends interventions to address them if the Ministry was to achieve the set objectives in the Ministerial Strategic Plan and Fifth National Development Plan (2006- 2010).

Location of the Ministry

The Ministry headquarters is located on the 5th and 6th Floors in the New Government Complex along Independence Avenue in Lusaka.

Statutory Bodies and Institutions

There are three Statutory Bodies under the Ministry, as outlined below :

- i. Zambia Daily Mail
- ii. Times of Zambia
- iii. Zambia National Broadcasting Corporation

The Ministry offers support to the above named institutions in form of grants. Other institutions that are supported are Zambia Institute of Mass Communication Trust (ZAMCOM) and Zambia Printing Company (ZPC).

Policy and Legal framework

During the period under review, the ministry and the media industry continued to be guided by the Information and Media Policy of 1996. The Ministry was also responsible for review of the following Acts of Parliament:

- i. Zambia National Broadcasting Corporation Act of 2002 (ZNBC Act 2002)
- ii. Independent Broadcasting Authority Act of 2002 (IBA Act 2002)
- iii. Copyright and Performance Rights Act Cap 406 of 1994
- iv. Freedom of Information Bill of 2002.

Structure of the Ministry

The Ministry comprises three (03) Departments namely:

- i. Human Resources and Administration.
- ii. Zambia News and Information services.
- iii. Press, Public Relations and Planning.

During the period under review, the ministry was headed by a Cabinet Minister, Honourable Ronnie Shikapwasha, MP, who was assisted by Deputy Minister, Honourable Elijah Muchima, MP. The Permanent Secretary was Mr. Emmanuel Nyirenda who was later in the year relieved of his duties by the Republican President Mr. Rupiah Bwezani Banda and was later replaced by Mr. Ngosa Chisupa.

MISSION STATEMENT

The Ministry's mission statement remained as follows:

“To effectively facilitate the development of the media industry in order to enhance free flow of information and freedom of expression for national development.”

The above Mission Statement was supported by the following goal which:

“To achieve country-wide media coverage for a well informed society”.

OBJECTIVES

It is important to note that the ministerial operational programmes drew their objectives from the Ministerial Strategic Plan while the Sectoral FNDP programmes drew their objectives from the FNDP chapter on Information Services.

MINISTERIAL STRATEGIC PLAN OBJECTIVES

In line with strategic plan 2006-2010 the Ministry endeavoured to achieve its objectives through the various Units and Departments. In total, the Ministerial Strategic Plan had the following nine (9) objectives:

1. To provide legal and policy framework , monitor and evaluate their implementation in order to guide the operations of the media and ensure compliance;

2. To develop and manage human resource in order to enhance performance of the ministry
3. To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes
4. To establish and maintain an information management system in order to improve decision making and accessibility to information;
5. To undertake media research in order to improve the quality of media products and measure public response.
6. To facilitate the protection of copyright in order to reduce piracy and unfair exploitation of intellectual property.
7. To ensure adequate provision of financial, administrative and logistical support services for smooth operations of the ministry.
8. To plan, coordinate, monitor and evaluate ministerial projects and programmes in order to ensure their effective implementation.
9. To improve the capacity of the media industry in order to increase media outreach.

FNDP SECTORAL OBJECTIVES

1. To facilitate the timely dissemination of relevant information in order to promote public awareness for National Development.
2. To promote utilisation of Information Communication Technologies (ICTS) in information gathering and dissemination for improved decision making.
3. To promote participation of Public Private Partnerships in media development.
4. To provide a conducive legal and institutional framework for the development of the sector.

DEPARTMENTS AND UNITS

The Ministry consists of three departments namely: HumanResource and Administration (HRA), Zambia News and Information Services (ZANIS) and Press Public relations and Planning (PPP). These Departments were subdivided into units as follows:

Human Resources and Administration department consisted of (6) units namely:

- i. Administration and logistical services
- ii. Procurement
- iii. Human Resource Development
- iv. Human Resource Management
- v. Accounts
- vi. Audit

Zambia News and Information Services department consisted of (4) units namely:

- i. Administration
- ii. Editorial
- iii. Research and Information
- iv. Production

Press , Public relations and Planning department consisted of (3) Units namely:

- i. Press and Public Relations
- ii. Planning
- iii. Copyright

DEPARTMENT : HUMAN RESOURCES AND ADMINISTRATION

The department's mandate to manage and develop human resources as well as to provide administrative, financial and other logistical support services in the ministry.

The department drew its objectives from the Ministerial Strategic Plan for the implementation of various programmes as outlined below:

OBJECTIVES

1. To ensure adequate provision of financial, administrative and logistical support services in order to have smooth operations in the ministry.
2. To establish and maintain an information management system in order to improve decision making and accessibility to information.
3. To develop and manage human resource in order to enhance performance of the ministry.-

UNIT: GENERAL ADMINISTRATION

The unit provides administrative support and transport to the ministry.

PROGRAMMES

General Administration

Payment of utilities

Payment of arrears

BUDGETARY ALLOCATION FOR 2009

No	Programme	Total Authorized Provisions	Total Funding	Actual Expenditure	Variance
1.	General Administration	1,807,476,452	1,276,920,054	1,499,843,076	307,633,376
2.	Payment of Utilities	273,300,000	136,233,335	157,660,321	115,639,679
3.	Payment of Arrears	50,000,000	50,000,000	46,643,832	3,356,168

EXTENT OF EXECUTION

General Administration

Under this programme, 32 tyres were procured for 8 vehicles which were insured comprehensively. Acquisition of new tyres improved the operations of the ministry.

The unit also coordinated the Ministry's participation in the Labour Day Celebrations, and Africa Public Service Day.

Payment Of utilities

This activity involves the payment of all utility bills to service companies. The unit also cleared all ZAMTEL bills and paid service charges to Bitrust.

UNIT : HUMAN RESOURCES DEVELOPMENT

The unit's main function is to train and develop human resources in the ministry for the attainment of optimum Institutional capacity required for quality and effective service delivery.

OBJECTIVE

1. To develop and manage human resources to enhance performance of the ministry.

PROGRAMME:

Capacity Building

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
	Capacity Building	209,625,000	201,661,760	169,719,583	7,963,240

EXTENT OF EXECUTION

Capacity Building

A total of 42 members of staff, pursuing long term programmes, had their school fees

paid for. From the 42 staff , 11 officers were from the Ministry headquarters, 11 from ZANIS headquarters and 20 were from the ZANIS provincial offices. Out of the 42 officers , 15 were females while 27 were male officers.

The unit also facilitated training in short term programmes that ran from 1 to 6 months. Seven (7) officers were trained in this category, out of which 3 were females and 4 males.

Twenty three (23) Officers attended workshops and seminars . Out of the 23 officers, 13 attended workshops locally while 10 attended workshops outside the country. In terms of gender, the 13 officers consisted of seven (7) females and five (6) males.

On the other hand, out of the 10 who attended workshops out of the country; 3 were females and 7 males.

The Unit in conjunction with Zambia Institute of Mass Communication Education Trust (ZAMCOM) conducted a 5 day in-house training programme for forty (40) ZANIS officers from all the nine provinces on how to use the BGAN satellite terminal to send text and video. The 40 officers comprised of the Information Officers, Camera persons, and Photographers.

UNIT : HUMAN RESOURCE MANAGEMENT

The unit is responsible for recruitment, placement and separation of officers. The Unit also focusses on performance management and interpretation of terms and conditions of service

OBJECTIVE

To develop and manage human resources in order to enhance performance of the Ministry.

PROGRAMMES

Human Resources Management

Payroll Management Control

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	Human Resource Management	697,237,919.00	654,104,586.00	674,822,625.00	22,415,294.00
2	Payroll Management Control	3,600,000.00	1,800,001.00	2,670,000.00	930,000.00

EXTENT OF EXECUTION

Human Resource Management

The unit conducted Human Resource audit in all the 9 provinces. One of the major achievements for these audits was the identification of the vacant positions which were funded by Ministry of Finance and National Planning during the year under review. The Unit managed to facilitate the filling of those vacancies.

Members of staff participated at the Africa Public Service activities facilitated by the Unit. A total of 20 members of staff consisting of 10 members from MIBS headquarters and 10 from ZANIS Headquarters marched six (6) officers took part in the Road show exhibition at Arcades.

One of the great achievements worth mentioning was that, the Ministry won an award and was given a certificate of recognition for exception contribution towards advancing Knowledge Management in Government.

In terms of staff welfare, the Unit facilitated the payments of both Household and car loans to members of staff at both ZANIS and MIBS headquarters. A total of 71 members of staff Officers were given loans.

During the year under review, the ministry received global funds for HIV/ AIDS management. These funds were specifically for programming and strengthening the role of the community in providing Antiretroviral Treatment (ART) services. 60 members

of staff were sensitised on ART against the planned 135 and 237 participants were trained in Media Mobilisation on ART against the target of 300.

Five (5) documentaries on HIV/AIDS were produced and a total of 72 out of the targeted 102 mobile Audio Visual sensitisation in rural communities were conducted. Video shows proved to be very effective tool in disseminating information in the rural communities. Approximately 12,548 people were sensitised and educated on ART using mobile Audio visual shows.

The unit also facilitated the care and support programmes during the period under review. Food supplements were bought and distributed to the infected members of staff. The food supplements were replenished 5 times in the year and 10 members of staff greatly benefitted from this.

UNIT : REGISTRY

The unit is responsible for management of ministerial files for easy accessibility to information.

OBJECTIVE

To establish and maintain an information management system in order to improve decision making and accessibility to information.

PROGRAMME

Information Management Systems

BUDGET ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding (Released)	Actual Expenditure	Variance
1	Information Management	500,000,000	500,000,000	480,000,000	20,000,000

	systems				
--	---------	--	--	--	--

EXTENT OF EXECUTION

Information Management

Registries were re-organised at both headquarters and selected provincial centres, in preparation for the computerization of registries. The indexes and dormant files were also updated and archived. Some of the files at the Headquarters were transferred to National Archives for approval in Lusaka and those in the provinces were submitted to the provincial Archives offices .

UNIT : PROCUREMENT AND SUPPLIES

The unit is mandated to ensure that all procurements of goods services and works are obtained in accordance with the provisions of the Zambia Public Procurement Act No. 12 of 2008.

OBJECTIVE

To ensure adequate provision of financial, administrative and logistical support services for smooth operations of the ministry.

PROGRAMME:

Financial management

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
	Financial Management	395,200,010	302,933,334	360,170,790	35,029,220

EXTENT OF EXECUTION

During the period under review, the unit procured various office materials and equipment as requested for by various user departments.

The unit also facilitated the procurement of capital equipment requested for by the various departments as follows:-

Description	Value (K)
Photographic Equipment	149,301,015
Printing Press	3,401,566,743
Printing Press Input	82,821,008
Assorted Office equipment	97,510,000
Wide Area Network Installation	98,515,860
IBA expenses	435,000,000
Office Furniture	31,365,000
Video, Audio Public Address System Equipment	191,000,000

UNIT : ACCOUNTS

The Unit provides accounting services to the ministry. It also collects revenue from ZANIS provincial and district offices.

OBJECTIVE

1. To ensure adequate provision of financial, administrative and logistical support services for smooth operations of the ministry.

PROGRAMME:

Financial Management

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
	Financial Management	283,775,000	262,826,229	257,525,036	26,247,964

EXTENT OF EXECUTION

The unit in conjunction with Planning Unit coordinated the preparation of the Ministerial Annual Budget Estimates as well as Annual funding profiles for the year 2010.

The unit also sensitized officers on revenue collection and distributed accountable documents to all provincial and districts offices in order to enhance revenue collection.

During the year under review, the unit processed audit responses for the audit queries raised by the Auditor General for the financial year 2008 to provide accountability and transparency on the utilised funds.

Monthly Expenditure Returns, Bank Reconciliations Statements and Revenue Reports were also prepared and submitted to Ministry of Finance and National Planning for the purpose of accountability and decision making.

By the end of the year under review, the unit paid all bank service charges on the 5 bank accounts.

UNIT : AUDIT

The unit is responsible for ensuring that financial resources are properly managed in accordance with laid down financial procedures and regulations for accountability and transparency on the utilization of resources.

OBJECTIVE

To ensure adequate provision of financial, administrative and logistical support services for smooth operations of the ministry.

PROGRAMME

Financial Management

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
	Financial Management	72,090,000	61,025,000	54,230,000	17,860,000

EXTENT OF EXECUTION

Financial Management

The Unit pre-audited ministerial payment to ascertain whether the goods and services procured met the tendering procedures and value for money.

It also procured 8 audit inspections on revenue at provincial offices to ensure that revenue collected was banked.

Furthermore, the unit carried out audit verifications of telephone bills at Ministry and provincial offices as Ministry of Finance and National Planning wanted to ascertain government debt to Zamtel.

During the year under review, audit conducted two (2) systems and post audit assignments to test whether internal controls were working in accordance with management plans. An audit of arrears was conducted , and media support fund at Zambia National Broadcasting Corporation, Times of Zambia, Daily Mail, ZAMCOM and Zambia Printing Company.

On special assignments the unit carried out audit of funds spent on National Constitution Commission and the Presidential bye elections of 2008.

DEPARTMENT: ZAMBIA NEWS AND INFORMATION SERVICES

The Department is responsible for gathering and disseminating of information to the entire country through both private and public media institutions for national development.

OBJECTIVES

1. To ensure adequate provision of financial, administrative and logistical support services for smooth operations of the ministry.
2. To develop and manage human resource in order to enhance performance of the ministry.
3. To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes
4. To establish and maintain an information management system in order to improve decision making and accessibility to information;
5. To undertake media research in order to improve the quality of media products and measure public response.

UNIT: ADMINISTRATION

The Unit is responsible for effective provision of administrative, financial and logistical support services to the Department.

OBJECTIVES

- i. To ensure adequate provision of financial, administrative and logistical support services for smooth operations of the department.

- ii. To establish and maintain an information management system in order to improve decision making and accessibility to information.

PROGRAMMES

General administration

Management

Information management system

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	General Administration	2,057,340,186	1,426,645,019	1,371,714,738	685,634,446
2	Management	285,622,264	185,004,992	249,813,568	35,808,696
3	Information Management System	37,000,000	3,083,333	26,817,480	10,182,520

EXTENT OF EXECUTION

General Administration

Transport is key in the operations of ZANIS, which are mainly field work. The unit ensured that repair/maintenance services were carried out on all the 56 vehicles.

In addition, all the vehicles were insured but the premiums were not regularly paid resulting in the department accruing a huge debt for the year.

During the year under review, the unit facilitated partial repair works on toilets at the Photographic, Camera sections including the administration block even though the structure was heavily dilapidated and needed major maintenance works.

The unit made efforts to improve the surroundings by cutting grass and planting flowers by hiring a land scapper. However, the exercise had to be discontinued due to various reasons among them financial constraints.

Under payment of utilities, which involves settling monthly bills for services received on telephone, electricity supply, water and sanitation, postal and gabbage collection; the unit only managed to pay bills for five months, remaining with a huge outstanding bills for the rest of the year.

The unit further endeavoured to procure the necessary operational materials for the smooth administrative and technical operations of the department.

These included stationery, cleaning materials, camera accessories, production and graphic inputs, office entertainment requisites, fuel and lubricants and motor vehicle spares.

International Labour Day which is celebrated annually on 1st May in recognition of workers' contributions towards production as human capital. Members of staff at ZANIS Headquarters participated during the event. On this day, three (3) employees were honoured with awards for their outstanding performance in recognition of their contributions to the department. Fifteen other employees participated in the march past.

In addition, members of staff at the department participated in commemorating International Women's Day, Public Service Day, Youth Day and the 16 days of Activism Against Gender Based Violence. Participation involved the buying of uniforms for the marchers and display material.

The unit took stock of all the assets in the provinces as well as at the head office to update the records. This was done in two provinces namely; Western and Southern Provinces. Observations were made that some Districts had obsolete furniture and in some cases, there was no single piece of furniture in other offices. While motor vehicles required repair services. It was also observed that, in most Districts, offices were manned by office orderlies, while in others, one officer executed all the four duties, i.e. District Information Officer, Campaign Van Operator, Office Orderly and Driver.

During the period under review, only two still cameras were serviced even though the unit was tasked with the responsibility of ensuring that all office equipment at the department which include cameras for both still and motion pictures, computers, printers and scanners; were in good condition.

Management

All revenue the generated by the Department through the line of the Public Address Systems and coverage of private functions, was collected and receipted. Accounting personnel to undertook inspection tours to the provinces to reconcile revenue collected against the receipts and the deposits slips quarterly.

During this period, the Unit only undertook one verification tour and confirmed that K135,000,000 was collected.

Information Management System

The Unit managed to rehabilitate one of the department's four libraries with the intention of turning it into a fully fledged Reference Library. Shelves were mounted, the centre was painted, computer, furniture and an airconditioner were bought and installed.

However, professional reference books were not bought resulting in the Library not being opened to the members of staff.

UNIT: EDITORIAL UNIT

The Unit is responsible for news gathering, processing and dissemination of general news and feature articles on programmes and projects undertaken by Government, its cooperating partners and other stakeholders.

OBJECTIVE

To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes.

PROGRAMME

Production of general news and feature articles

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	Production and Publication of General News	354,439,996	171,872,775	262,988,883	91,451,113

EXTENT OF EXECUTION

Production and publication of General News

News was gathered through interviews and the produced features articles on issues pertaining to the country's affairs spearheaded by Government and cooperating partners.

The unit also covered both local and international assignments involving the Republican President and other high ranking government officials and cooperating partners.

During the period under review, subscription to foreign news agencies was allocated a budget line but the activity was discontinued because it was resolved that it was no longer necessary. This was because, with the proliferation of internet, news could be accessed from various websites.

During the same period, ZANIS had running news agreement with the Algeria News Agency. However most news exchange agreements with other countries had expired such as the Xhinua News Agency, Botswana News Agency, Press Trust of India, Namibian News Agency, Mozambique News Agency, and Non Aligned News Agency based in Malaysia.

During the year under review, no local language newspapers were produced due to lack of manpower.

Five (5) dictator phones (recorders) were procured for reporters and editors to gather information used to produce news. This enhanced production of accurate news.

UNIT: TECHNICAL SERVICES

The Unit is responsible for the production of documentaries depicting developmental issues and making official portraits such as for the President and Cabinet Ministers. .

The Unit is also mandated to keep a record of photographs on the country's developmental activities and documenting all information essential to foreign visitors, the diplomatic corps as well as booklets depicting the country's socio-economic and political life.

OBJECTIVE

To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes.

PROGRAMMES

Printing Services
Information, Dissemination and Developmental Issues

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1.	Printing services	1,888,641,531	1,468,620,072	1,307,283,533	581,357,988
	Information,				

2.	Dissemination and Developmental Issues	665,834,000	539,654,666	560,088,265	105,745,735
----	----------------------------------------	-------------	-------------	-------------	-------------

EXTENT OF EXECUTION

Printing Services

This programme involves graphic designing, printing and distribution of various publicity materials such as posters, billboards, newsletters, local language newspapers and any other ad hoc publication works, such as Cabinet Charts and presidential portraits.

The unit designed five billboards for State function backdrops, three Presidential portraits and Cabinet charts, weekly graphic designing and printing of CD and DVD covers for various radio and Video productions.

In addition, the display and exhibition activity was implemented but the intended goal of reconstructing the ZANIS Pavilion at the Zambia International Trade Fair (ZITF) in Ndola was not attained. The funds were instead spent on participation at the Lusaka Agricultural and Commercial Show and ZITF.

Printing press inputs such as news print and plates were procured in bulk for use in subsequent years.

Information, Dissemination And Developmental Issues

The Unit produced and aired 52 radio programmes through the department's weekly Radio Programme called 'Zambia Today', aired on the Zambia National Broadcasting Corporation (ZNBC)'s Radio II once a week.

The Unit also produced and aired documentaries covering Presidential documentaries, Daily News coverage for distribution to both private and public media including radio and television jingles and adverts.

UNIT : MAINTENANCE UNIT

The Unit is responsible for providing mobile community video shows on various developmental programmes and projects carried out by Government and its cooperating partners as well as providing both fixed and mobile public address services to Government and the general public.

OBJECTIVE

To interpret Government policies and providing accurate and comprehensive information to the public in order to solicit their support and participation in national programmes.

PROGRAMME

Mobile video and public address services.

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1.	Mobile video and public address services.	619,248,000	228,656,583	412,182,500	207,065,500

EXTENT OF EXECUTION

Mobile Video and Public Address services

Public Address systems and accessories such as amplifiers, microphones and horns, which facilitated the daily provision of public address services to various clients addressing conferences, workshops and community gatherings were bought. The services also extended to State House engagements such as presentation of credentials by heads of foreign missions to Zambia, Press conferences and state functions like Africa Freedom Day and Independence Day celebrations as well as at

official receptions hosted by the President. In addition, the services were also provided at public rallies throughout the country

Furthermore, mobile announcements on civic education, health alerts, disaster management and prevention were facilitated as and when need arose. This activity also included providing quarterly mobile video shows in each of the 72 districts and client requested mobile video shows in selected districts or communities at least twice in a month.

Accessories, such as hand tools, horns, and projectors were procured to be mounted on the 15 vehicles for use during mobile video shows respectively. The vehicles were later distributed to Northern, Luapula, North Western, Western, Southern and ZANIS headquarters

The unit managed to distribute funds to all offices in the provinces to carry out mobile video shows on a quarterly basis. The shows covered developmental issues and other awareness campaigns.

UNIT : RESEARCH AND INFORMATION UNIT

The unit is responsible for providing accreditation to both local and international Journalists. It also conducts field research on communication issues and performs the public relations function of government.

OBJECTIVE

To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes.

PROGRAMMES

Development and Communication Research

Reproductive Health, Gender and HIV/AIDS Education

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1.	Development and Communication Research	100,363,100	58,217,480	41,275,250	16,942,230
2.	Reproductive Health Gender and HIV/AIDS campaign awareness.	27,600,000	27,600,000	27,600,000	—

EXTENT OF EXECUTION

Development and Communication Research

During the period under review, the Unit generated revenue through accreditation of 612 journalists, out of which, 561 were locals who were charged K30,000 each while 51 were foreigners charged K250,000 each.

The unit conducted a study targeting local communities in Western and North western provinces respectively on HIV/AIDS issues such as safe motherhood and produced a documentary to sensitise the local people. Following this, the local people were informed about the dangers of HIV/AIDS and were empowered to take pre-cautionary measures to prevent the epidemic.

Another research was later conducted aimed at examining the effectiveness of the Public Relations tools that the department was using to reach the various publics.

Reproductive health, Gender and HIV/AIDS campaign awareness

The unit procured materials on Reproductive Health, Gender and HIV/AIDS education activities and awareness campaign materials were produced.

Vernacular video dramas for mobile education on HIV/AIDS and other population issues were also produced , especially in the area of reproductive health. In addition, trainings were conducted in theatre for community action for peer educators and safe motherhood groups that are supported by United Nations Population Fund (UNFPA).

The Unit further , participated in the UNFPA development and implementation of the Annual Workplans for the sixth UNFPA /GRZ country programme for support to Zambia

The Unit was also represented in various research activities initiated by partner organisations such as UNFPA, University of Zambia (UNZA), Ministry of Health and many others that requested for the department’s input.

UNIT : COMMERCIAL

The unit is responsible for advertising media products and services produced by ZANIS. It also facilitates the participation of the department in the exhibition at the Zambia International Trade Fair and Agriculture and Commercial show.

OBJECTIVE

To undertake media research in order to improve the quality of media products and measure public response.

PROGRAMMES

Marketing services

Production and provision of specialised services

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1.	Marketing services	35,725,000	35,725,000	24,008,200	11,716,800

2.	Production and provision of specialized services	32,028,000	32,028,000	16,583,200	15,444,800
----	--------------------------------------------------	------------	------------	------------	------------

EXTENT OF EXECUTION

Marketing Services

Under this programme, the Unit facilitates the participation of the department at the Zambia International Trade Fair and the Agriculture and Commercial Show in Lusaka through the exhibition of various products and services offered by the Ministry.

The unit further advertised its products and conducted market surveys to devise a marketing strategy aimed at improving products and services offered by the Ministry.

Production and provision of specialised services

During the year under review, the unit managed to conduct surveys in Southern and Eastern provinces and conducted outdoor market campaigns on developmental issues.

DEPARTMENT : PRESS , PUBLIC RELATIONS , PLANNING AND COPYRIGHT

The department was responsible for coordinating all the press and public relations activities, monitoring and Evaluation of programmes as well as providing legal and policy direction for the Ministry and the media industry in the country.

It is important to note that it is under this Department where there were objectives and programmes from both the Ministerial Strategic Plan and the FNDP chapter on Information Sector as stated below:

STRATEGIC PLAN OBJECTIVES

1. To provide legal and policy framework , monitor and evaluate their implementation in order to guide the operations of the media and ensure compliance;
2. To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes
3. To establish and maintain an information management system in order to improve decision making and accessibility to information;
4. To facilitate the protection of copyright in order to reduce piracy and unfair exploitation of intellectual property.
5. To plan, coordinate, monitor and evaluate ministerial projects and programmes in order to ensure their effective implementation.
6. To improve the capacity of the media industry in order to increase media outreach.

FNDP OBJECTIVES

1. To facilitate the timely dissemination of relevant information in order to promote public awareness for National Development.
2. To promote utilisation of Information Communication Technologies (ICTS) in the information gathering and dissemination for improved decision making.
3. To promote participation of Public Private partnerships in Media development.

4. To provide a conducive legal and institutional Framework for the development of the Sector.

UNIT : PRESS

The unit is responsible for coordinating the press and public relations functions of the ministry and institutions .The unit also serves as the Secretariat, for the Radio and Television Technical Licensing Committee.

OBJECTIVES

- i. To provide legal and policy framework , monitor and evaluate their implementation in order to guide the operations of the media and ensure compliance.
- ii. To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes
- iii. To improve the capacity of the media industry in order to increase media outreach.

PROGRAMMES

Support to Public Media Institutions
 Public Relations
 Electronic Media Promotion
 Coordination of all media activities
 Media Law Reforms

BUDGETARY ALLOCATION

No	Programme	Total Authorized Provisions	Total Funding	Actual Expenditure	Variance
1.	Support to Media Institutions	1,200,000,000	1,200,000,000	1,200,000,000	–

2.	Public Relations	307,929,360	143,652,467	274,421,198	33,508,162
3.	Electronic Media	130,224,000	93,023,999	74,145,000	54,079,000
4.	Coordination of all media activities	87,090,000	87,089,998	64,700,700	22,389,300
5	Media Law Reforms	2,930,975,658	2,017,410,604	1,951,981,624	986,994,034

EXTENT OF EXECUTION

Support to Media Institutions

Payments of grants to five (5) Public Media Institutions were made namely: Zambia Daily Mail, Times of Zambia, Zambia National Broadcasting Corporation, Zambia Printing Company and Zambia Institute of Mass Communication Trust.

Public Relations

Officers from the unit participated in the drafting of the Presidential speech for the official opening of the fourth session of the 10th National Assembly by his excellency Mr. Rupiah .B. Banda and in the drafting of a position paper on the status of women in Zambia for the 53rd session of the United Nations Assembly.

The unit further participated in the preparations for the Africa Freedom Day celebration, North-South Corridor and Great Lakes Summits.

Electronic Media Promotion

The Radio and Television Technical Licensing Committee met three times during the year under review to consider nine (09) inspection reports for the following radio stations :

- Itezhi Tezhi
- Namianga
- Mpika
- Kafue

- Serenje
- Faith
- Lumba
- Chikankata
- Kasempa

Two radio stations (ie Kasempa and Chikankata) out of the 9 listed above were issued with full broadcasting licenses.

Issuance of broadcasting licenses to remaining 7 radio stations was put on hold, and awaited the appointment of the Independent Broadcasting Authority (IBA) Board.

The Licensing Committee did not consider new applications for both radio and television stations during the year under review as it was awaiting the appointment of the IBA.

Co-ordination of Media Activities

The Unit coordinated the activities for the World Press Freedom Day on 3rd May. A contribution was made in terms of funds to the organizing committee and members of staff participated in the march past, to commemorate the event, officiated by the Honourable Minister, Lt, Gen, Rev. Ronnie. Shikapwasha

The Unit also co-ordinated the SADC Media Awards local adjudication meetings to select potential winning entries. The Ministry attended the regional adjudication meeting held in Maputo-Mozambique from 8th to 12th June. Awards were given in Radio Broadcasting, Documentary and Photo Journalism categories.

The unit further facilitated the payment of a K40 million grant to the National Media Arts (NAMA) association of Zambia to enable the organization host its annual film festival in Livingstone in December.

Media Law Reforms

The Unit facilitated the procurement of furniture and other office materials in readiness

for the setup of the Independent Broadcasting Authority (IBA).

UNIT: PLANNING

The unit is responsible for planning, coordinating, monitoring and evaluation of all ministerial programmes and activities. In addition the unit is also responsible for the legal and policy formulation and review of laws for the media industry.

OBJECTIVES

The unit endeavoured to execute its programmes drawing from both the FNDP sectoral and Ministerial Strategic Plan objectives in implementing the programmes and projects as outlined below:

FNDP OBJECTIVES

- i. To facilitate the timely dissemination of relevant information in order to promote public awareness for National Development.
- ii. To promote utilisation of Information Communication Technologies (ICTS) in the information gathering and dissemination for improved decision making.
- iii. To promote participation of Public Private partnerships in Media development.
- iv. To provide a conducive legal and institutional Framework for the development of the Sector.

STRATEGIC PLAN OBJECTIVES

- i. To provide legal and policy framework , monitor and evaluate their implementation in order to guide the operations of the media and ensure compliance;
- ii. To interpret Government policies and provide accurate and comprehensive information to the public in order to solicit their support and participation in national programmes

- iii. To establish and maintain an information management system in order to improve decision making and accessibility to information.
- iv. To plan, coordinate, monitor and evaluate ministerial projects and programmes in order to ensure their effective implementation.
- v. To develop and manage human resources in order to enhance performance in the Ministry.

PROGRAMMES (from FNDP and Strategic Plan)

FNDP

- I. Computerisation of the sector
- II. Electronic media promotion
- III. Development of Print Media Infrastructure
- IV. Media Policy and Institutional Reforms

STRATEGIC PLAN

- I. Information management systems
- II. Parliamentary and cabinet business
- III. Programme monitoring and evaluation
- IV. Gender
- V. Global unesco communication and information sector activities
- VI. Public Relations

BUDGETARY ALLOCATION FOR FNDP PROGRAMMES

No.	Programme	Total Authorised Provision	Total Funding (Released)	Actual Expenditure	Variance
1.	Computerization of the Sector	500,000,000	400,000,000	100,000,000	300,000,000
2.	Electronic Media Promotion	4,729,622,068	4,169,219,675	4,063,303,808	666,318,260
3	Decentralisation of Printing Press	6,000,000,000	4,000,000,000	3,401,566,743	2,598,433,257
4	Media Policy and Institutional Reforms	176,700,000	155,900,001	124,351,400	52,348,600

EXTENT OF EXECUTION

Computerisation of the Sector

The programme aimed at extending the usage of Information Communication Technologies (ICTs) in the sector and ZANIS in particular. Amongst the technologies opted for included computer networking, use of mobile communication tools as well as any other ICT product that could be used to transmit data effectively.

In view of the above, the unit in collaboration with the Information Communication Technology Unit at ZANIS-HQ considered providing a Wide Area Network in ZANIS district and provincial offices. There was need for a system that could effectively transmit huge amounts of data in form of video, picture and text.

To attain the above, study visits were undertaken in the ZANIS provincial and district offices to determine the existing infrastructure for the establishment of an effective Wide Area Network. The ministry settled for fibre optic based wide area network.

The study team identified 15 district offices to be networked through ZESCO fibre optic as ZAMTEL had not yet commissioned its fibre optic network. The 15 offices included Sesheke, Kazungula, Livingstone, Choma, Mazabuka, Kafue, Lusaka Headquarters and Provincial office, Kabwe, Kapiri Mposhi, Ndola, Kitwe, Chingola and Solwezi.

The above listed districts lay along the ZESCO fibre optic grid which ran from Sesheke to Lumwana.

Electronic Media Promotion

This programme aimed at expanding television and radio broadcasting to all the districts in the country. The unit budgeted and facilitated the disbursement of funds to ZNBC for the purchase and installation of Nine (9) Television transmitters to improve the radio and television signal under the Rural Television expansion project.

At the end of the year, 63 districts were able to receive ZNBC Television signal.

The Unit also facilitated for the procurement of television equipment for the establishment of a second television channel at ZNBC.

Development of Print Media Infrastructure

The programme aimed at decentralising printing presses in all the nine provincial centres for the publishing of newspapers. During the period under review, 2 provinces namely:- Eastern (Chipata) and Northern (Kasama) were selected as pilot projects.

The printing machine for Chipata was procured and delivered to the ministry. The machine could not be taken to Chipata, due to lack of an appropriate structure where it could be placed.

Media Policy and Institutional Reforms

The Unit held review meetings for the amendments of three media laws: namely; ZNBC Act of 2002, IBA Act of 2002 and Copyright and Performance Rights Act Cap 406 of 1994.

On the ZNBC Act , the review was to change the words on the clause on “Television license” to “Television levy” in line with the recommendation under the Public Private Partnerships under the sector Bussiness Licencing Reforms.

In case of the IBA, the review aimed at amending the clause on the appointments of the members of the Board. The clause stated that members of the Board of Authority shall be appointed by Parliament but it was reviewed and recommended that the Minister be given powers to appoint members of the Board.

The review on Copyright and Performance Rights Act was on the expansion of the number of offences and placing Copyright matters in the hands of the Attorney General. The rank of the Police Officer was also reviewed and recommended any Police Officer can seize the pirated products. Also the introduction of Holograms which is a security device for piracy detection.

STRATEGIC PLAN PROGRAMMES

- Information management systems
- Parliamentary and cabinet business
- Programme monitoring and evaluation
- Gender
- Global unesco communication and information sector activities
- Public Relations

BUDGETARY ALLOCATION FOR STRATEGIC PLAN PROGRAMMES

No.	Programme	Total Authorised Provision	Total Funding (Released)	Actual Expenditure	Variance
1	Information Management System	692,000,000	316,133,338	406,882,338	285,117,662
2	Parliamentary and Cabinet Business	51,650,000	22,566,667	44,312,720,	7,337,280
3	Programme Monitoring and Evaluation	230,666,460	171,462,581	197,708,064	32,958,336
4	Gender	67,380,000	61,699,999	40,330,000	27,050,000
5	Global UNESCO Communication and Information	12,000,000	11,999,999	1,519,900	10,480,100
6	Public Relations	12,000,000	11,999,999	400,000	11,600,000

EXTENT OF EXECUTION

Information Management Systems

This programme aimed at ensuring effective and efficient data management system in the ministry.

During the year under review, the Unit maintained the Ministry's Local Area Network (LAN) and paid monthly subscription fees to the Internet Service Providers. Antivirus and other application softwares were installed on all computers at the Ministry Headquarters

Parliamentary and Cabinet Business

In the year under review, (18) Cabinet Memoranda from various line Ministries were analysed and advice was given to the respective ministries.

The Unit also attended 15 parliamentary sittings and responded to a total of (12) Parliamentary Questions.

Queries from Parliamentary Committees on Accounts, Government Assurances as well as Information and Broadcasting Services were responded to.

Monitoring and Evaluation

The Unit managed to effectively coordinate the preparation and consolidation of the 2010 Work Plans, 2010 Ministerial Budget and Budget Briefs.

Sectoral Advisory Group (SAG) meetings were held quarterly to discuss progress made as regards the Fifth National Development Plan (FNDP).

Gender Mainstreaming

This programme aimed at mainstreaming Gender in all ministerial programs and activities to ensure that needs for both male and female members of staff are taken care of by assessing the implication of programmes and activities at Planning, Budgeting and Implementation levels.

During the year under review, the Unit held quarterly Committee meetings to discuss issues pertaining to Gender mainstreaming in the ministry.

A Ministerial Sensitisation workshop was further held on gender based violence with facilitation from Victim Support Unit of the Police and Young Women Club Association (YWCA).

The Unit also facilitated the participation of members of staff in the Public Functions such as the International Women's Day and the 16 Days of Activism against Gender based violence.

Global UNESCO Communication and Information Sector activities

This programme aimed at promoting projects that are implemented by the ministry in collaboration with UNESCO.

During the period under review, the Unit attended Global UNESCO preparatory meetings on the Communication and Information Sector programmes.

Public Relations

Preparatory meetings on the 13th Session of the Zambia-Zimbabwe Joint Permanent Commission were attended. The two countries agreed to cooperate in the areas of exchanging media products.

UNIT: COPYRIGHT

The Unit is charged with the responsibility of copyright administration in the country through registration of creative works, supervision of copyright collecting societies and coordination of law enforcement on copyright.

OBJECTIVE

To facilitate the protection of Copyright in order to reduce piracy and unfair exploitation of intellectual property.

PROGRAMMES

Copyright Meetings

Copyright Monitoring; and

Copyright Publicity

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	Copyright Meetings	K 50, 880, 000	K50, 880, 000	K 48, 606, 861	K 2,273, 139
2	Copyright Monitoring	K 124, 350,000	K47, 210, 155	K 84, 314, 250	K 40, 035, 750
3	Copyright Publicity	K 130, 616, 000	K97, 954, 666	K106,376, 250	K 24,239, 750
		K 305, 846, 000	K305,846, 000	K239,297, 361	K 66,548, 639

EXTENT OF EXECUTION

Copyright Meetings

A total of 241 copyrighted works were registered in various fields such as literary works, phonograms, computer programmers and artistic works among others. The Unit also arbitrated on two disputes over copyright infringement.

The Unit attended the Standing Committee meeting on Copyright and Related Rights in Geneva, the Reproductions Rights Seminar in Namibia, and the drafting of sample copyright law for Southern African Countries in Malawi.

A grant of K 15, 000, 000 was also paid out to the Zambia Music Protection Society (ZAMCOPS) collecting society for its operations.

The Unit also paid subscription to two international organizations it is affiliated to. These are the World Intellectual Property Organization and the Southern Eastern Africa Copyright Network.

Copyright Publicity

Three (3) sensitization workshops for law enforcement officers in the country and artists were held during the period under review. Those sensitized included officers from the Drug Enforcement Commission, Immigration, Office of the President, Zambia Revenue Authority, Zambia Police Service and the Council Police.

The Unit organized and commemorated the WIPO Day on 26th April. The event was attended by over 400 stakeholders from both the industrial property and copyright related rights fields.

The unit further participated in the exhibitions at the Ndola International Trade Fair and the Lusaka Agriculture and Commercial Show. These events provided an opportunity for the Unit to exhibit pirated and original products.

Copyright Monitoring

The unit conducted monitoring tours in Central, Eastern, Southern, Copper belt, Northern and North Western provinces. These tours were conducted to gather information on the levels of piracy and the means people were used to infringe intellectual property. It was discovered that most pirated products were transported by concealing them in rice and kapenta bags.

During the period under review, the Unit conducted raids in Nakonde District in Northern Province as it is the entry point of most pirated and counterfeit products. The raids resulted in the seizure of pirated and counterfeit products worth over six billion kwacha.

The Unit also conducted a public destruction of all seized pirated materials. These materials were seized from Lusaka and Northern provinces.

MINISTERIAL CHALLENGES AND RECOMMENDATIONS

The Ministry encountered major challenges in implementing programmes and projects through the various departments. However recommendations have also been given on how these challenges could be overcome.

Challenges

- i. Incomplete restructuring led to difficulties to employ officers to fill up the vacant positions in the ministry.
- ii. Decentralisation Policy by the government led to difficulties in terms of coordinating the operations of the ZANIS Provincial and district offices as they could not get much support from the provincial administrations especially in terms of funding.
- iii. Inadequate vehicles in the Ministry led to difficulties in terms of news gathering and general operations of the Ministry.
- iv. Inadequate funding and failure to release the total authorised budget provision to the Ministry by Ministry of Finance and National Planning especially for operational programmes as most of the funds were allocated to FNDP programmes which required huge sums of money.

Recommendations

- i. The restructuring process must be completed in order to place officers in their rightful positions and salary scales, and fill up the vacant positions as low staffing has greatly affected the operations of the Ministry.

- ii. Lobbying with the Secretary to the Treasury that funds for the ZANIS provincial offices from ministry of Finance and National Planning must be channelled through the Ministry for easier coordination.
- iii. Lobbying ministry of Finance and National Planning for increased funding to the Ministry for the programmes and activities to be carried out effectively.
- iv. There is need for procurement of more vehicles for the ministry for the effective carrying out of its core mandate of gathering and disseminating information to all parts of the country.