



REPUBLIC OF ZAMBIA

**MINISTRY OF INFORMATION AND
BROADCASTING SERVICES**

2010 ANNUAL REPORT

FOREWORD

This annual report highlights the activities carried out by the Ministry of Information and Broadcasting Services from January to December, 2010.

The year under review marked the end of the Fifth National Development Plan (FNDP) and the Ministerial Strategic Plan, both of which ran from 2006 to 2010. Under the FNDP Plan, the sector through the Ministry remained committed to the four main projects namely: development of print media infrastructure, computerisation of the sector, media policy and institutional reforms and electronic media promotion. Notable achievements were recorded under electronic media promotion whose major thrust was the improvement of Zambia National Broadcasting (ZNBC) radio and television reception countrywide. Out of the targeted 72 districts, 68 were able to receive the television reception even though in some areas it was not clear due to other factors such as the terrain. In addition, ZNBC launched its 2nd channel (TV 2) aimed at decongesting the only tv channel. The Broadcasting Digital Migration working group was established to ensure the country meets its international commitments as set out by the International Telecommunication Union (ITU) to migrate from broadcasting analogue to digital by 2015. By the end of the year under review, the 2011 – 2016 Ministerial Strategic Plan was developed. Despite the notable achievements, the ministry encountered challenges such as the non operationalisation of the Independent Broadcasting Authority which resulted in the suspension of issuance of radio and television licences. Non recruitment of human capital remained a serious challenge as there were still vacancies both at headquarters and the ZANIS provincial offices.

However, the ministry remains committed to ensuring the availability of information to all parts of the country.

Hon. Kennedy. Sakeni

MINISTRY OF INFORMATION AND BROADCASTING SERVICES

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INTRODUCTION

The annual report presents the programmes and activities carried out by the Ministry of Information and Broadcasting in the year 2010. During the year under review the ministry endeavoured to implement its various programmes and activities through its three departments namely: Human Resources and Administration, Zambia News and Information Services (ZANIS) , and Press, Public Relations, Planning and Copyright.

The report further highlight the challenges that the ministry faced and recommends the way forward for easy cordination of gathering and dissmination of information. As well as some of the challenges faced among others were eratic funding and incomplete restructuring .

Statutory Bodies and Institutions

There are three Statutory Bodies under the Ministry outlined below :

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

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

Policy and Legal framework

In the period under the review the ministry and the media industry continued to be guided by the Information and Media Policy of 1996. The Ministry is 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 Acts Cap 406 of 1994
- iv. Freedom of Information Act.

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, Hon.Lt . Rev. Ron Shikapwasha, MP who was assisted by his deputy, hon Angela Cifire. The Permanent Secretary was Mr Ngosa Chisupa who was later in the year relieved of his duties by the Republican President and replaced him by Dr Sam Phiri.

Location of the Ministry

The Ministry is located on the 5th and 6th Floors of the New Government Complex in Lusaka, along Nasser Road.

MISSION STATEMENT

To guide the Ministry's effectively coordinating the the gathering and dissemination of information, 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.”

While the Mission statement was supported by the goal which read as follows:

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

OBJECTIVES

It is important to take note that 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. Both documents had a life span of five years, ie. from 2006-2010.

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 nine (9) Objectives which read as follows:

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. Facilitate the timely dissemination of relevant information in order to promote public awareness for National Development.
2. Promote utilisation of Information Communication Technologies (ICTS) in the information gathering and dissemination for improved decision making.
3. Promote participation of Public Private partnerships in Media development.
4. Provide a conducive legal and institutional Frame work 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 are further subdivided into units as follows:

HRA Depatrment consisted of (6) units namely:

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

ZANIS department consisted of (4) units namely:

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

PPP department consisted of (3) Units namely:

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

DEPARTMENT : HUMAN RESOURCES AND ADMINISTRATION

The Human Resource Administration (HRA) department was mandated to manage and develop human resources in the ministry and also to ensure the provision of administrative, financial and other logistical support services.

OBJECTIVES

The department drew from the objectives presented below as outlined in the Ministerial Strategic Plan in the implementation of its various programmes and activities:

1. To ensure adequate provision of financial, administrative and logistical support services in order to have smooth operations in the ministry.

2. To develop and manage human resource in order to enhance performance of the Ministry.
3. To establish and maintain an information management system in order to improve decision making and accessibility to information.
4. To develop and manage Human Resources in order to enhance performance of the Ministry.

UNIT : GENERAL ADMINISTRATION

Administration unit coordinates the administrative function of the ministry in order to ensure the smooth running of the ministry.

OBJECTIVE

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

PROGRAMMES

General Administration

Payment of utilities

Payment of arrears

EXTENT OF EXECUTION

General Administration

Under transport management, the unit facilitated the procurement of 31 tyres for 8 vehicles and insured 28 vehicles comprehensively.

Inspection of inventory and motor vehicles in 5 provinces was also undertaken. However the exercise was discontinued in the year under review due to inadequate of funds.

Under this programme, the Unit coordinated the Ministry's participation in Public Functions such as Labour Day, Africa Public Service Day and Keep Zambia Clean

Payment of Arrears

The Unit facilitated the payment of outstanding arrears to Zambia Daily Mail and cleared part of the bill at ZAMTEL for the terminated telephone lines.

BUDGETARY ALLOCATION

Programme	Total Authorized Provisions	Total Funding	Actual Expenditure	Variance
General Administration	2,058,257,000	1,168,351,106	1,614,616,980	446,265,874
Payment of Utilities	266,100,000	202,847,032	162,616,666	63,252,968
Payment of Arrears	703,000,000	620,486,050	176,019,999	444,466,051

UNIT : PROCUREMENT AND SUPPLIES UNIT

The functions of the unit are 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

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

PROGRAMME :

Financial Management

BUDGETARY ALLOCATION

Programme	Total Authorised	Funding	Actual Expenditure	Variance
Financial Management	455,945,000	359,497,420	267,556,242	91,941,178

EXTENT OF EXECUTION

Financial Management

In the period under review, the unit endeavoured to procure assorted office materials and equipment among them stationery, furniture and capital projects inputs.

The unit also facilitated the procurement of the following for user department:-

Description	Value
Printing Press	K3,075,500,000
Office Equipment	K112,653,169
Wide Area Network	K100,000,000

UNIT: HUMAN RESOURCE MANAGEMENT

Human Resource Management (HRM) function focuses on recruitment and placement, separation of members of staff, interpretation of terms and conditions of service and performance management for all ministerial staff.

OBJECTIVE

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

PROGRAMMES

Human Resources Management

Payroll Management

BUDGETARY ALLOCATION

No.	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	Human Resource management	1,046,769,675	1,024,157,175	987,791,075	22,612,500.
2	Payroll Management Control	5,400,000.00	5,010,000.00	3,300,000.00	1,710,000.00

EXTENT OF EXECUTION

Human Resource Management

In the year under review, the unit undertook a number of activities relating to HRM, among them Staff Welfare issues such as loans, salary advances and leave travel benefits.

The unit also undertook a country-wide sensitization exercise on Government Office Instructions and Terms and Conditions of service for the Public Service was undertaken. Members of staff were sensitized on Government Office instructions and Terms and conditions for the Public Service. A tour to process outstanding retirement cases was also conducted.

The unit also facilitated the recruitment and placement of skilled and qualified staff within the Ministry. Under this programme the unit recruited new members of staff, processed confirmations, promotions and transfers for already serving members of staff.

In the year under review, the unit facilitated the separation of members of staff from the civil service. It should however be noted that PSMD generally delayed in responding to recommendations made and most members of staff due to be separated did not leave the service within the required time frame.

The unit further facilitated workshops on performance management package to induct some members of staff on formulation and utilization of individual work plans as well as the use of Annual Performance Appraisal System. This helped members of staff to have clearly set and outlined targets making it easy for supervisors to assess performance and make appropriate recommendations. It should however, be noted that the performance management package could only be implemented at the headquarters making it difficult for officers operating from the Provinces to set clear targets.

A series of lunch hour sensitization talks with members of staff on HIV and AIDS related issues were conducted thereby enriching the knowledge and understanding of members of staff on the subject. Members of staff were also provided with food supplements in order to curb the negative effects of the pandemic by providing those infected with food supplements.

Payroll Control Management

The unit managed the Ministerial payroll by conducting monthly updates. It should however be noted that the PMEC system's unpredicted inadequacies would from time to time pause major challenges on efficiency in payroll management.

UNIT : REGISTRY

This 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

BUDGETARY ALLOCATION

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

EXTENT OF EXECUTION

Information Management

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

UNIT : HUMAN RESOURCES DEVELOPMENT

The principal mandate of the unit is to facilitate the training and development of officer and equip them with skills for the attainment of optimum Individual and Institutional Capacity required for quality and

effective service delivery.

OBJECTIVE

To develop and manage Human Resources in order to enhance performance of Ministry.

PROGRAMME

Capacity Building

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	Capacity Building	635,550,000	493,199,989	431,616,666	61,583,323

EXTENT OF EXECUTION

The Unit processed payments for eighteen (18) continuing GRZ sponsored students' school fees pursuing long term and short term courses.

In addition, two (2) weeks study leave for three (3) officers who were studying on part-time were processed. This was meant to enable the officers write their examinations.

Twelve (12) officers were sponsored to attend workshops within the country while 10 officers were sponsored to attend workshops outside the country. Those who attended training within the country were 5 Typists, 2

Purchasing and Supplies Officers, 2 Registry Officers and 1 Human Resource Officer. On the other hand 4 Human Resource Officers, 4 Accounting staff, an Editor and 1 Planner attended workshops outside the country.

UNIT: ACCOUNTS

The unit provides accounting services to the ministry and also ensures that revenue is collected from ZANIS provincial and district offices.

OBJECTIVE

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

PROGRAMME :

Financial Management

BUDGETARY ALLOCATION

No	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	Financial Management	296,206,250	249,537,916	245,634,747	3,903,169

EXTENT OF EXECUTION

The unit coordinated the preparation of Ministerial annual budget estimates and Annual funding profiles for the year 2011.

Monitoring visits were undertaken at all provincial offices to ensure that revenue collected was banked promptly to avoid audit queries.

In addition, responsible officers at the ZANIS provincial and district offices were sensitised on revenue collection and also distributed accountable documents.

The Unit also ensured that all bank service charges to Zambia National Commercial Bank Limited during the year under review were paid.

UNIT : AUDIT

The unit is responsible for ensuring that financial resources are properly utilised in accordance with laid down financial procedures and regulations.

PROGRAMME

Financial Management

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	Financial Management	72,090,000	61,025,000	54,230,000	6,795,000

EXTENT OF EXECUTION

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

It also conducted eight (8) audit inspections on revenue at provincial offices to ensure that revenue collected was banked.

The unit further, 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, two (2) systems and post audit assignments were undertaken to test whether internal controls were working in accordance with management plans.

In addition, the unit carried out audit of arrears, and media support fund at Zambia National Broadcasting Corporation, Times of Zambia, Daily Mail, ZAMCOM and Zambia Printing Company.

DEPARTMENT : ZAMBIA NEWS AND INFORMATION SYSTEMS

UNIT : ADMINISTRATION

The Unit is responsible for effective provision of administrative and logistical support services.

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
 Dismantling of Arrears

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	General Administration	2,874,684,000	1,663,141,333	1,475,743,080	1,211,542,667
2	Utilities	295,400,000	189,799,999	115,132,863	74,667,136
3	Dismantling of Arrears	336,000,000	336,000,000	309,598,192	26,401,808
4	Human Resource Management	523,000,000	523,000,000	505,941,224	17,058,775
5	Information Management System	97,005,000	30,950,000	30,000,000	950,000
6	Management	347,685,250	227,564,075	296,277,770	68,713,695

EXTENT OF EXECUTION

General Administration

Repair, maintenance and insurance services were carried out on all the 56 vehicles at the department .

Payments of utility bills were settled on telephone services, electricity supply, water and sanitation, postal and garbage collection for the first five months of the year under review.

Maintenance of all office equipment were facilitated by the unit which included six cameras for both still and motion pictures, computers, printers, scanners, and air conditioners care of the cameras both for still and motion pictures.

The Unit facilitated the participation of the 15 members of staff at the department in the Labour Day Celebrations march past which fell on 1st May . On this day, three (3) employees were also honoured with awards for their outstanding performance in recognition of their contributions to the department.

The Department also participated in the four major international events namely; International Women's Day, Public Service Day Celebrations, Youth Day and the 16 Days of Activism Against Gender Based Violence. Participation involved the buying of uniforms for the marchers and display material.

MANAGEMENT

In the year under review, one provincial verification tour was undertaken to ensure that all revenue which was generated by the Department through the leasing out of the Public Address Systems and coverage of private functions.

INFORMATION MANAGEMENT SYSTEM

Under this programme, the unit updated records in all the four Libraries and the Records management centre.

The Unit procured a Computer Server, to replace the existing server, and convert the old server into the backup server .

UNIT: EDITORIAL

The Unit is responsible for News gathering, Processing and Dissemination. It is a hub of news and information under the department and filters the information disseminated to both public and private media houses.

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 and publication of general news and Feature Articles

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	Production and Publication of General News	330,000,000	247,500,000	195,716,634	134,283,366

EXTENT OF EXECUTION

Production and Publication of General News and feature articles

The Unit provided news and information to its clients in form text, video and still pictures done in collaboration with Production Unit.

News gathering also included accessing stories from other regional news agencies such as the Ethiopia News Agency, the Chinese News Agency (Xinhua), and Russia Information Agency (RIA Novosti) with whom the

department entered into a News Exchange Agreement in the year under review.

In the year under review, the Unit gathered a total of 5, 793 news stories. These were in form of text and video footage disseminated and was through mainstream media, Zambia National Broadcasting Services (ZNBC), Times of Zambia and Zambia Daily Mail Newspapers. The stories were also used by Commercial and Community Radio stations around the country including Regional and Multinational News Agencies.

UNIT: RESEARCH AND INFORMATION

The unit is responsible for conducting research . It also accredits both local and foreign journalists.

OBJECTIVE

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

PROGRAMMES

Development and Communication Research
Reproductive health , gender and HIV/ AIDS campaign awareness.

BUDGETARY ALLOCATION

No	Programme	Total funding	Actual Expenditure	Variance
1	Development			

	and Communication Research	90,300,000	90,000,000	300,000,000
2	Reproductive health, gender and Hiv/ AIDS campaign awareness	186,452,500	106,400,250	80,052,250

EXTENT OF EXECUTION

Development and communication research

The Unit conducted the field research through focus and surveys using questionnaires. These researches were conducted in Southern and Eastern Provinces to look at issues surrounding HIV/AIDS. They were also conducted to examine the effectiveness of public relations tools that the department was using to reach various publics.

Reproductive health, gender and HIV/AIDS awareness

Data was collected through research findings on health, gender and HIV/AIDS. The unit also coordinated the recording of a drama play which was later shown in the two provinces ie Southern and Eastern provinces on HIV/AIDS and the myths surrounding the epidemic. A publication was produced on the findings obtained through research and were distributed

to respective officers for further action. However the launch of the publication did not take place.

Materials for HIV/AIDS Awareness Campaign were produced such as the production of vernacular video dramas for mobile education on the epidemic and other population issues especially in the area of reproductive health. The unit further facilitated trainings in the theatre for community action for peer educators and safe motherhood groups that are supported by our co-operating partner the United Nations Population Fund (UNFPA).

The department also participated in the implementation of the Annual Workplans for the sixth UNFPA/GRZ country programme.

UNIT: COMMERCIAL

The unit is responsible of marketing the products produced by ZANIS and also hiring out of public address systems and making official potraits.

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	Funding	Actual Expenditure	Variance
1	Marketing Services	35,725,000	35,725,000	24,008,200	11,716,800
2	Production and provision of specialised Services	32,028,000	32,028,000	16,585,200	15,444,800

EXTENT OF EXECUTION

Marketing Services

ZANIS marketed its services to the public through exhibition at the Trade Fair and Agriculture and Commercial Show.

Production and Provision of Specialised Services

Under this programme, the unit produced brochures for road shows during the Public Service Day which depicted core activities of the department. In the same period, a booklet on Government achievements in terms of development were produced.

UNIT : TECHNICAL SERVICES

The Unit is responsible for the implementation of public awareness campaign programme, processing and dissemination of news.

OBJECTIVE

1. 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

Mobile Video and Public Address Services

Information, Dissemination and Development Issues

Printing Services

BUDGET ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	Mobile Video and Public Address Services	619,248,000	412,182,500	228,656,583	183,523,917
2	Information , Dissemination and Development issues	665,834,000	560,088,265	539,654,666	20,433,599
3	Printing Services	1,888,641,641,531	1,468,620,072	1,307,283,533	581,357,988

EXTENT OF EXECUTION

Mobile Video and Public Address Services

The unit facilitated the disbursements of funds for rural mobile video shows southern and eastern provinces where 2 shows on HIV/AIDS and Gender Based Violence were shown.

Public address services were also offered to cover a total of 479 functions out of which 185 were government functions and 294 private

Information dissemination and development issues

The unit through the photographic section covered a total of 470 assignments out of which 6 presidential albums have been produced. The presidential Albums produced were for the Republican President's visits to France, Brazil, Swaziland and Turkey.

A total of 117 pictures were published in local newspapers, that is, the Times of Zambia, Zambia Daily Mail and the Post Newspapers as well as the Zambia National Broadcasting Corporation website.

Documentaries were also produced which depicted the various developmental projects in Western, Eastern, Luapula and Central provinces in the country such as construction of schools, hospitals and roads among others. These documentaries were aired on TV and some taken to the districts for dissemination through video mobile units.

Local coverages included the State visit of the Brazilian President Lula da Silva.

While internationally, the major events covered were the Presidents visits to Namibia and Congo DR for independence day celebrations, France; for the Africa-France Summit, Uganda; for the AU Summit and to Malawi; for that country's inauguration ceremony.

During the special foreign and local assignments, 15 documentaries or special packages were produced in addition to daily stories sent to the station.

Printing Services

A total of 1, 500 news items on political, economic and social nature were produced, aired and published both locally and abroad.

DEPARTMENT : PRESS , PUBLIC RELATIONS, PLANNING AND COPYRIGHTS

The Department is responsible for co-ordinating all the press and public relations activities, monitoring and evaluating of programmes and providing legal and Policy direction of the Ministry and the Media industry in the country.

OBJECTIVES

1. To plan, co-ordinate, monitor and evaluate ministerial projects and programmes in order to ensure their effective implementation.

2. To establish and maintain an information management system (IMS) in order to improve decision-making and accessibility to information.
3. To provide legal and policy framework as well as monitoring their implementation in order to guide the operations of the media industry and ensure compliance.
4. To facilitate the protection of Copyright in order to reduce piracy and unfair exploitation of intellectual property.
5. To interpret government policies and provide accurate and comprehensive information to the Public in order to solicit their support and participation in national programmes.
6. To develop and manage human resources in order to enhance performance of the industry.

UNIT : PRESS AND PUBLIC RELATIONS

The unit is responsible for coordinating Press and Public Relations functions of Government ministries and other institutions as well as servicing the office of the Chief Government Spokes Person. The unit also serves as the Secretariat, for the Radio and Television Technical Licensing Committee.

OBJECTIVES

- i. To provide legal and policy framework as well as monitoring their implementation in order to guide the operations of the media industry 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

Electronic Media Promotion

Media Law Reforms

Coordination of all media activities

Support to Public Media Institutions

Public Relations

BUDGETARY ALLOCATION

No.	Programme	Total Authorised provision	Funding	Actual Expenditure	Variance
1	Electronic Media	68,100,000	18,050,000	29,605,000	38,495,000
2	Media Law Reforms	1,000,000,000	-	-	1,000,000,000
3	Co-ordination of all Media Activities	44,045,000	35,625,000	31,014,529	13,030,471
4	Support to	2,478,868,000	2,478,686,000	2,013,060,327	465,807,473

	Media Institutions				
5	Public Relations	370,887,500	209,847,917	349,079,326	21,808,174
6	Personal Emoluments	461,863,861	524,730,306	461,857,904	62,872,402

EXTENT OF EXECUTION

Electronic Media Promotion

During the period under review, the unit met quarterly to consider inspection reports for eleven (11) radio stations listed below:

- Mpangwe Community Radio station
- Namwianga Christian radio station
- Mpika Fm radio station
- Kafue FM radio station
- Rock FM
- Sky Blue Fm
- Pan African Radio

- Vision Macha radio station
- Cloud FM radio station
- Copper FM Radio station
- North-West Television

The committee recommended that Mpangwe, Namwianga, Vision Macha, Feel Free Radio stations be allowed to commence full time broadcasting .

Applications for North –West Television and Chipata Television were to

pend as the Ministry awaited the appointment of the Independent Broadcasting Authority Board – IBA to decide on the direction which digital migration might take on the Television sector.

Kafue FM, Serenje Community radio and Mpika FM continued being on Construction Permit stage pending re-inspection.

The Licensing Committee stopped considering new applications for both radio and television stations during the year under review as it awaited the appointment of the IBA.

Media Law Reforms

The unit facilitated the budget support for the setting-up of the Independent Broadcasting Authority (IBA). However, the money was not released .

Cordination of Media Activities

The unit co-ordinated the SADC Media Awards local adjudication meeting to select potential winning entries take part in the final regional adjudication.

The Unit also facilitated the ministry,s participation in the 15th meeting of the SADC Regional Adjudication Committee meeting held in Malawi to select award winners in the Print, Photojournalism, Radio and Television categories respectively. The following won in different categories as

follows:

- I. Zambia won in the Television category
- II. South Africa won in the Print Category,
- III. Mozambique won in the Photojournalism category
- IV. Seychelles won in the Radio category

Support to Public Media Institutions

Grants were given to Public Media Institution as budgeted for namely: Zambia Daily Mail, Times of Zambia, Zambia National Broadcasting Corporation, Zambia Printing Company and Zambia Institute of Mass Communication (ZAMCOM)

Public Relations

The Unit facilitated tours for the Hon Minister and the Deputy Minister as follows:

- i. The Deputy Minister traveled to London, United Kingdom on 30th January 2010 and returned on 8th February 2010. She attended a conference on peace building: Tackling State Fragility .
- ii. Deputy minister attended the international parliamentary conference on Peace Building, tackling state fragility, in the United Kingdom from 31st January to 6th February 2010.
- iii. The Minister on 6th February 2010 traveled to Lagos, Nigeria to attend a Multichoice Board function on "Face of Africa 2010".

- iv. Minister visited Ghana to attend the regional conference on the rights of access to information from 7th to 9th February 2010.
- v. The Minister traveled to Luanda, Angola on 13th September, 2010. He attended the 18th ordinary session of the Southern African Broadcasting Association Conference.
- vi. The Deputy Minister traveled to Arusha, Tanzania on 11th November and returned on 15th November 2010. She attended the International Parliamentary Hearing on climate change and energy access.

UNIT : PLANNING

This unit is responsible for Planning co-ordinating, monitoring and evaluating all ministerial programmes so that they are in line with the set objectives.

The unit is also responsible for policy formulation and review of laws in order to ensure that they are in line with the demands of the media industry in the country.

The period under review also marked the end of the ministerial strategic

plan and the FNDP programmes for the period 2006 to 2010.

OBJECTIVES

The Unit coordinated the implementation of programmes drawing from the sectoral objectives in the FNDP and Ministerial Strategic Plan as outlined below:

FNDP OBJECTIVES

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

PROGRAMMES

During the FNDP period, the information sector had five programmes namely:

Electronic media promotion

Development of print media infrastructure

Computerisation of sector operations

Promotion of Public – Private Partnerships

Media policy and institutional reforms.

How ever one of the programmes namely the Promotion of Public –Private partnerships was transferred to Citizen's Economic Empowerment Commision (CEEC) in the previous year.

BUDGETARY ALLOCATION

No	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	Electronic Media Promotion	2,996,000,000	2,496,000,000	2,380,000,000	116,000,000
2	Development of Print media infrastructure	5,100,000,000	2,000,000,000	2,000,000,000	-
3	Computerisation of the sector	1,000,000,000	500,000,000	500,000,000,	-
4	Media Policy and Institutional Reforms	231, 380,000	231,380,000	159,979,380	71,400,620

EXTENT OF EXECUTION

During the period under review, four (4) programs were implemented as follows:

Electronic Media Promotion

Under the rural television phase two (2) project , the aim was to connect all the 72 districts in the country to the ZNBC television signal to allow every Zambian enable access to information for national development.

42 television transmission sites were added to the existing 21 over the FNDP period bringing the total to 68 districts which are now able to receive the ZNBC television reception. As part of electronic media expansion, ZNBC introduced the second television channel, (TV2). During the same period, two

(2) antennas were procured and installed to improve radio reception in shortwave band. In addition, FM Radio transmission equipment was procured for ten rural sites.

Towards the end of the period under review, a National Task Force on Digital Migration was put in place. This is a multi-stakeholder body, comprising government, consumer bodies, regulators and the media industry, that will oversee and make recommendations on the digital migration process.

Digital migration is the switch over from analogue to digital broadcasting. Zambia, like all other countries, is expected to change to this form of broadcasting, in conformity to the provisions of the Geneva 2006 Digital TV Broadcasting Plan, where all countries should have a complete switch over by 2015.

Development of Print Media Infrastructure

This program was meant to expand print media coverage through the development of print media infrastructure at provincial level. By doing this,

the printing of newspapers and periodicals was to be decentralized.

Under this program, accessories for two out of the nine (9) planned printing presses were procured, though they were not operationalised by the end of the FNDP. The equipment procured is meant for Northern and Eastern provinces. The installation of the equipment awaits the completion of the buildings to house them as well as procurement of accessories to enable them operate effectively.

Computerisation of Sector Operations

This programme was aimed at connecting all the provincial and district offices on to a Wide Area Network for easier sending of stories in form of text and pictures.

Initially , 32 units of Broadband Global Area Network (BGAN) were procured. Out of these, 30 were distributed to selected rural districts and two remained at ZANIS headquarters. This facility was meant for mobile satellite transmission of data both in form of text and video.

In order to enhance transmission of large capacities of data, implementation of a Wide Area Network using fibre optic link was commenced. Out of the fifteen districts planned for four namely : Kapiri, Lusaka, kabwe and kafue were connected by the end of the year under review.

Media Policy and Institutional Reforms

By the end of the year under review a draft document of the **Media and Information Policy** was in place awaiting stakeholder validation.

The **IBA Act No.17 of 2002** was amended in 2010 to pave way for the operationalisation of the authority. The amendment was on a clause where initially parliament was given powers to ratify board members but which was amended to state that the Minister of Information and Broadcasting Services shall appoint Board members without ratification by Parliament. By the end of the period under review, the process of constituting the board had started .

The **ZNBC Act No 20 of 2002** was amended to change the clause on Television “ license” to television “levy” as well as to give the powers to the Minister of Information and Broadcasting Services to choose members of the Board.

The **Copyright and Performance Rights Act of 1994** was amended to place copyright in the hands of the Attorney General . this implies that in the absence of the Copyright holder, the attorney general shall be the copyright holder in case of an infringement.

The rank of the police officer was also amended it was initially the Inspector General and above but any police officer can enforce the law on copyright perpetrators.

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

STRATEGIC PLAN PROGRAMMES

Information Management Systems

Parliamentary and cabinet business

Monitoring and Evaluation

Gender

Global Unesco Communication and Information sector activities

Public Relations

BUDGETARY ALLOCATION

No	Programme	Total Authorised Provision	Total Funding	Actual Expenditure	Variance
1	Information Management System	234,821	134,821,350	134,821,350	-
2	Parliamentary and Cabinet Business	72,700,000	46,225,795	28,000,000	18,225,795
3	Monitoring and Evaluation	409,215,700	349,525,632	337,002,750	12,522,882
4	Gender	171,840,000	144,000,000	144,000,000	-
5	Global UNESCO	43,400,000	43,400,000	43,400,000	-
6	Public Relations	27,700,000	27,700,000	27,000,000	-

EXTENT OF EXECUTION

Information Management Systems

In the year under review , the unit continued to maintain , update and service the Internet and website to enhance the Ministerial operations.

Parliamentary And Cabinet Business

All parliamentary questions and queries on various issues were responded to. This included all Cabinet memorandum that required Ministerial attention and response.

Action taken reports were also produced to ascertain ministerial activities and programmes as was committed in the previous years.

Programme Monitoring and Evaluation

Under this programme, the unit planned, coordinated and monitored implementation of all ministerial programmes through departmental workplans, budget estimates and progress reports. At the end of 2010, the Ministerial Strategic Plan (2006- 2010) came to an end. The ministry reviewed the 2006-2010 Ministerial Strategic Plan as well as prepared the Sixth National Development Plan (SNDP) sector chapter. The two documents are critical to the operations of the ministry as they provide policy guidelines and a strategic focus.

Gender

The Unit through the Ministerial Gender Committee held quarterly meeting in the year under review to discuss issues pertaining to gender mainstreaming. Members of staff also participated in the International Women's Day celebrations.

A ministerial sensitisation work shop on Gender Based Violence was conducted. In addition the Gender Committee worked with Ministry of Community Development and Social services on Gender Based Violence radio programmes in local languages. These activities were held during the 16 days of Activism Against Gender Based Violence and finally on 10th December members of staff participated in the march past organised by GIDD.

The Ministerial Gender Committee also carried out sensitisation meetings on Gender mainstreaming with the Provincial ZANIS offices and other stake holders in Southern, Eastern, Northern and the Copperbelt.

The committee was part of the team that attended the 9th Women Ministers Annual Commonwealth conference on Gender in Barbados, at which women ministers convened to strategise on how they can influence policy as members of Parliament to ensure that Gender is mainstreamed in their individual countries.

Global UNESCO Communication and Information Sector activities

Preparatory meetings were held at Ministry of Education to discuss the programmes under the information and communication sector. Out of which 2 members from the information sector attended the 27th Intergovernmental Council of the International Programme for the development of Communication (IPDC) at UNESCO headquarters in Paris. A report on the safety of journalists and impunity was presented and

adopted . The General conference was then requested to encourage news rooms around the world to observe one minute of silence every year on 3rd May which is the World Press Freedom Day to honour Journalist killed every year. In addition , the General Council was advised to encourage upcoming radio stations to partner with experienced radio stations in order to achieve sustainability.

Public Relations

The ministry attended the 14th session of the Joint Permanent Commission Meeting between Zambia and Malawi in Lilongwe at which a Memorandum of Understanding on information exchange was signed between the two countries. In particular, areas of cooperation were in the following:

- i. Exchange of radio and television programmes
- ii. Exchange programmes for journalists and officials from the two Media industries
- iii. Mass media research and training
- iv. Copyright protection and Fight against piracy.

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 officers to enforce the law.

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 42, 743, 200	K 42, 743, 200	K 6, 215, 000	K 36, 528, 200
2	Copyright Monitoring	K 46, 440, 000	K 31, 440, 000	K 23, 080, 000	23. 360, 000
3	Copyright Publicity	K 179, 422, 000	K 126, 556, 400	K 109, 405, 500	K 70, 016, 500

EXTENT OF EXECUTION

Copyright Sensitization

The Unit organised and commemorated the World Intellectual Property Day on April 26, 2010. The theme for the commemoration was "Innovation

– Linking the world". The event was graced by Hon. Felix Mutati, then Minister of Commerce, Trade and Industry.

The Copyright Unit conducted a sensitization workshop for various law enforcement officers based in the Northern Province. The Unit further conducted sensitization programmes to introduce the amended Copyright and Performance Rights amendment Act of 2010 to stakeholders in Eastern, Copper belt and North Western provinces. The amended Act was also distributed to the law enforcement officers in the above named provinces.

In the period under review, the Unit in collaboration with Cycorp Limited, Samsung Technologies Limited and the Intellectual Property Unit under the Zambia Police Service inspected the seized counterfeit Samsung television sets, radios and fridges on the Copper belt Province.

Copyright Monitoring

The Unit undertook a monitoring of Northern and Southern Provinces. The monitoring tour was aimed at assessing the levels of piracy and ensuring that the Anti – Piracy Crack Squad was operational. It was however, discovered that a number of officers had been transferred to other areas thereby necessitating the creation of another Crack Squad.

In the period under review, the Unit in collaboration with Cycorp Limited and the Anti – Piracy Crack Squad conducted raids in Nakonde and Livingstone districts on suspected pirates resulting in the seizure of millions worth of pirated DVDs and counterfeit cigarettes.

Copyright Meetings

In the year under review, the Unit participated in the following international meetings namely:

- Science with Africa conference held in Addis Ababa, Ethiopia,
- Standing Committee on Copyright and Related Rights in Geneva, Switzerland,
- Reprographic rights training in Harare, Zimbabwe,
- Drafting of the copyright sample law for Southern African countries organised by the Southern and East African Copyright Network (SEACONET) in Lilongwe, Malawi. The sample law is aimed at providing a basic guide to SEACONET member countries on Copyright Laws.

In the year under review, the Unit failed to pay the annual operational grant to the Zambia Music Copyright Protection Society (ZAMCOPS).

The Patents and Companies Registration Office finalized and submitted to government for approval the National Intellectual Property Policy document which has since been approved by Cabinet.

The Copyright and Performance Rights Act of 1994 was amended. The Copyright and Performance Rights amendment Act no 25 of 2010

introduced the affixation of a hologram on all audio and video products to reduce on piracy and counterfeiting.

MINISTERIAL CHALLENGES AND RECOMMENDATIONS

The Ministry encountered some major challenges in implementing programmes and projects through the various departments. However recommendations have been also highlighted as the way if the ministry is to operate effectively and efficiently in its mandate.

Challenges

- i. The Ministry had Inadequate Vehicles for its operations which hindered its smooth operation in terms of transport .
- ii.
- iii. Un filled vacant positions leading to inefficiency in some cases especially in the provincial offices where one officer could manne the whole station alone.
- iv. Erratic funding led to some programmes not being implemented as planned.
- v. Ancient equipment ZANIS making it difficulty to meet the standards of the the advanced technologies in disseminating information.

Recommendations

- i. There is need to procure more vehicles for the smooth running of the ministry, as it's operations as its mostly field work.
- ii. There is need to complete the restructuring process so that the vacant positions can be filled.
- iii. Funds to be released as profiled for so that program implemenataion is in line with the workplans.
- iv. It is important that new equipment be bought for ZANIS 's effectiveness in gathering and disseminating information.