

**REPORT OF THE COMMITTEE ON INFORMATION AND BROADCASTING SERVICES FOR THE FIRST SESSION OF THE TENTH NATIONAL ASSEMBLY, APPOINTED ON 8<sup>TH</sup> NOVEMBER 2006**

Consisting of:

Dr P D Machungwa, MP (Chairperson); Mr C W Kakoma, MP; Mr M Kapeya, MP; Mrs J M Limata, MP; Mr M M Mwangala, MP; Mr H Mwanza, MP; Mr D Mwila, MP and Dr C A Njobvu, MP.

During the session, the composition of your Committee changed when Mr M Muteteka, MP; was appointed to the Committee and replaced Mr M M Mwangala, MP;

The Honourable Mr Speaker  
National Assembly  
Parliament Buildings  
LUSAKA

Sir,

Your Committee have the honour to present their report for 2007.

**Functions of the Committee**

2.0. The duties of your Committee are to:

- (i) study, report and make appropriate recommendations to the Government through the House on the mandate, management and operations of the Ministry of Information and Broadcasting Services, departments and/or agencies under its portfolio;

- (ii). carry out detailed scrutiny of certain activities being undertaken by the Ministry of Information and Broadcasting Services, departments and/or agencies under its portfolio and make appropriate recommendations to the House for ultimate consideration by the Government;
- (iii) make, if considered necessary, recommendations to the Government on the need to review certain policies and/or certain existing legislation relating to the Ministry of Information and Broadcasting Services,
- (iv). examine annual reports of the Ministry of Information and Broadcasting Services, departments and agencies under its portfolio in the context of the autonomy and efficiency of government ministries and departments and determine whether the affairs of the said bodies are being managed according to relevant Acts of Parliament, established regulations, rules and general orders; and
- (v). consider any Bills that may be referred to them by the House.

### **Meetings of the Committee**

3.0. Your Committee held eleven (11) meetings during the period under review. Your Committee's report is in three parts. Part One comprises the topical issue on which your Committee undertook a detailed study. Part Two is the consideration of the Action-Taken Report on your Committee's Report for 2006 and Part Three is the Report on the local tours.

### **Programme of Work**

4.0 Your Committee considered and adopted the following programme of work for the year 2007:

- (i) consideration of the Action-Taken Report on the Report of the Committee on Information and Broadcasting Services for the year 2006;
- (ii) undertake a detailed study of the role of the Ministry of Information and Broadcasting Services (The Public Media) in collaboration with other line ministry information units and private media houses, in the promotion of the image of Zambia; her people and their government, tourism and investment opportunities both locally and abroad;
- (iii) undertake selected tours to institutions related to the topical issue; and
- (iv) consideration and adoption of the Committee's draft report for the year 2007.

### **Procedure adopted**

5.0. To assist them in their inquiry, your Committee identified and sought submissions from the following stakeholders:

- (i) Ministry of Information and Broadcasting Services;
- (ii) Ministry of Foreign Affairs;
- (iii) Ministry of Transport and Communications and Transport;
- (iv) Zambia National Broadcasting Corporation;
- (v) Zambia Daily Mail;
- (vi) Times of Zambia;
- (vii) Zamtel (Inter net Service);
- (viii) Coppernet Solutions;
- (ix) The Post Newspaper (Did not respond);
- (x) Micro- link (Z) Ltd;
- (xi) Media Institute of Southern Africa (MISA -Zambia);
- (xii) Press Association of Zambia (PAZA);
- (xiii) Zambia National Tourist Board- Visit Zambia Campaign;
- (xiv) Zambia Development Agency (ZDA);
- (xv) Radio Phoenix; and

(xvi) Muvi TV.

## **PART ONE**

### **CONSIDERATION OF A TOPICAL ISSUE**

**6.0 The role of the Ministry of Information and Broadcasting Services (the Public Media) in collaboration with other line ministry information units and private media houses, in promoting the image of Zambia, her people and their Government, tourism and investment opportunities, both locally and abroad.**

### **OBJECTIVES OF THE STUDY**

#### **BACKGROUND**

7.0. Some of the goals set out under the Ministry of Information and Broadcasting Services, Information and Media Policy of 1996, include the following:

- (i) to promote the image of Zambia, her people and their Government abroad; and
- (ii) to promote tourism and investment opportunities in Zambia through dissemination of information, both locally and abroad.

Your Committee sought to delve into the following specific issues:

- (i) what the public media has done to promote the image of Zambia, her people and their government, tourism and investment opportunities, both locally and abroad;
- (ii) what the Ministry of Information and Broadcasting Services has done to collaborate with other line Ministry Information Units to market Zambia, both locally and abroad;
- (iii) what steps have been taken by the Ministry of Information and Broadcasting Services to collaborate with private media houses in order to promote the image

- of Zambia, her people and their Government, tourism and investment opportunities, both locally and abroad;
- (iv) what results the ‘Visit Zambia’ Campaign has yielded;
  - (v) whether or not what has been done so far, by both public and private media, is adequate to market Zambia; and
  - (vi) how far the promotion of investment in tourism has appealed to Zambian investors.

## **SUMMARY OF SUBMISSIONS BY STAKE HOLDERS**

8.0 Your Committee received submissions from stakeholders on the topical issues as follows:

- (a) **The role of the public media in the promotion of the image of Zambia, her people and their government, tourism and investment opportunities both locally and abroad;**

Your Committee heard that the public media had not done as much as they should have done to promote the image of Zambia, her people and their Government both locally and abroad due to a number of reasons. Almost all the stakeholders who appeared before your Committee contended that the public media, though trying their best, had been hampered in their execution of work by inadequate funding and lack of recapitalisation by the shareholders, the Government.

Your Committee also heard that due to inadequate funding, the public media institutions had been severely constrained in their quest to distribute newspapers, radio and television signals to rural areas and thereby failed to effectively promote the image of the Zambian Government, her people, as well as attract investment and expand tourism. Parochial training and the subsequent event-based reportage of many Government run media institutions, had also contributed to the limited scope of coverage.

Your Committee also learnt that the perceived bias towards Government, by the public media, had alienated the very public they were meant to serve, which had adversely affected their circulation and audience levels. As a result, the public media may not effectively market Zambia.

**(b) Collaboration by the Ministry of Information and Broadcasting Services with other Line Ministry Information Units to market Zambia both locally and abroad:**

Your Committee were informed that the Ministry of Information and Broadcasting Services had a number of initiatives to provide professional assistance and advice to public relations and information units of other ministries. The ministries that had benefited from this assistance included the Ministry of Tourism, Environment and Natural Resources. The Ministry of Information and Broadcasting Services had also hosted a website, which had links to most websites of other line ministries.

The general feeling though, among the stakeholders, was that whereas these efforts were worth commending, the aggregate effect on Zambia's image, both at home and abroad, was not very strong.

**(c) Steps taken by the Ministry of Information and Broadcasting Services to collaborate with Private Media Houses in order to:**

- (a) promote the image of Zambia; her people and their Government; and
- (b) promote tourism and investment opportunities in Zambia both locally and abroad.

Your Committee heard that no deliberate and coordinated steps to collaborate with the private media, to promote Zambia, at home and abroad, had been taken by the Ministry of Information and Broadcasting Services. If anything, the private media had used their own unsolicited initiatives to market Zambia. This was true for the Post

Newspaper, Tourism News, Monitor and Radio Phoenix. They submitted that Government, through the Ministry of Information and Broadcasting Services, had only concentrated on the public media. There was a perceived reluctance by Government agencies to work with the private media for unexplained reasons.

**(d) Results of the ‘Visit Zambia’ Campaign;**

Your Committee heard that ‘Visit Zambia’ Campaign’ objectives included:

- (i) creation of awareness and consciousness of Zambia’s tourism products in both the domestic and international markets;
- (ii) increasing domestic tourism visitor levels to at least 50% of international arrivals target by the year 2010;
- (iii) branding Zambia as the home of the Victoria Falls; and
- (iv) increasing tourist arrivals by an additional 400,000 by the year 2010, which represented a 20% increase per annum.

Your Committee heard that though the campaign had scored some successes, it had fallen short of the expectations because when it was launched, Zambians had expected to see many more foreign tourists coming into the country, but which had not been the case.

They also informed your Committee that there were few Zambians visiting even the nearest tourist attractions like museums or cultural villages. The campaign, therefore, seemed to have been packaged and targeted at foreign tourists rather than local ones. Even the tourism tune on ZNBC’s radio four, they contended, was intended for foreigners.

**(e) The Adequacy of what both public and private media have done so far to market Zambia;**

Your Committee were informed that what the media had done so far was, without doubt, inadequate. The main reasons for this were outlined as:

- (i) lack of adequate logistical and operational tools such as transport and computers;
  - (ii) average or below average proficiency of most journalists;
  - (iii) lack of specialised reporting; and where it existed, the reporters merely gave a superficial event-based account of, especially political activities, without delving into the brass tacks; and
  - (iv) lack of collaboration between the public and private media.
- (f) **Promotion of investment in tourism by Zambian investors;**

Your Committee learnt, through the Zambia Development Agency, that the promotion of investment in tourism had appealed to Zambian investors in a rather small way. Statistics from January to December 2006, showed that only USD 1,853,000 investment pledges were received from local investors, compared to USD 18,700,869 from their foreign counterparts. The manufacturing sector, on the other hand, had performed better, attracting the highest interest from investors with USD 41,406,447 local investment pledges and USD 392,396,816 foreign investment pledges in the same period. The probable reason for this was that the incentives in place, favoured foreign rather than local investors. Also, the incentives that existed were not adequately communicated to would-be local investors.

### **Observations and Recommendations**

9.0 Your Committee observe that the public media has not been as effective as they could be in marketing Zambia, both locally and abroad. This could be attributed to the serious constraints the public media have faced. Your Committee further, note that all Government-owned media institutions, have not been recapitalised for a long time neither have they been adequately funded. They, therefore, have little capacity to carry out their functions.

Your Committee, further, observe that the promotion of tourism and investment opportunities have been hampered because the Zambia National Tourist Board, which is supposed to be the arrowhead in this campaign, has not been adequately funded. For example, whereas their counterparts in the region appear at international fora quarterly, ZNTB does so only once a year. Further, the packaging of the campaign has not really appealed to Zambians, who have remained on the periphery, in both investment and actual touring.

Your Committee further note that even where Zambians have ventured into investment, they have been frustrated by investment policies, which have tended to favour their foreign counterparts. In addition, the Government has not done much to protect its citizens from the poor working conditions that some foreign investors are subjecting them to. To this end, the local people see most foreign investors as people who have come to exploit them and, therefore, do not see the benefits of foreign direct investment.

In addition, the perceived biased reporting of the public media institutions, has in fact, alienated the very citizenry they are intended to serve. Their current low levels of circulation are partly due to this. This is attributed to the view that the public media is indeed living true to the proverbial adage, '*He who pays the piper calls the tune.*'

Your Committee observe that the partnership or collaboration between the private media and Government, through the Ministry of Information and Broadcasting Services, which is a prerequisite to the success of the promotion of the image of Zambia, her people and their Government, tourism and investment opportunities, both locally and abroad, is non-existent. By virtue of the fact that the private media, particularly Internet providers, exist for and by providing a platform for disseminating information, they are innovative and, therefore, better placed to understand the dynamics of modern marketing and the technology that goes with it. Government would, therefore benefit a lot from this partnership.

Your Committee observe that if private media institutions are seen as partners in the marketing of Zambia, especially at home, the Government will not find it necessary to restrict their (media houses) area of coverage, as the case is now where private TV and radio stations, even though they have the capacity to cover a large section of the country, are only allowed to do so in Lusaka and the line of rail. Government and the people of Zambia have nothing to gain from this restriction.

### **Recommendations**

Your Committee, therefore, recommend that:

- (i) the Government, through the Ministry of Information and Broadcasting Services, should come up with deliberate policies, which will compel public media institutions to come up with specific programmes aimed at promoting Zambia;
- (ii) the Government should ensure enhanced and sustainable collaboration between the Ministry of Information and Broadcasting Services, line ministry information units, the Zambia National Tourist Board and the private media in drawing up and carrying out programmes for marketing Zambia's image and tourism, both locally and abroad;
- (iii) the Government should ensure that Zambia National Tourist Board, which is the arrowhead in the marketing of tourism, is given the financial capacity to undertake the mandate;
- (iv) public media journalists should be accorded opportunities for retraining to enable them specialize in specific fields and adjust to the dynamics of modern reporting;
- (v) the Government should promote interest in tourism by recognising media institutions and individual reporters dealing with tourism, through incentive-driven programmes such as media awards;
- (vi) the Government should take a deliberate step to create an environment, which encourages the use of the Internet, and engage private Internet providers and other media houses in the promotion and marketing of Zambia, both locally and abroad;

- (vii) the Government should encourage all departments to create their own web-sites, which must be updated as frequently as possible;
- (viii) the Government should speed up the distribution and accessibility of the radio and television signal to rural areas, coupled with the rural electrification programme in order to market Zambia at home;
- (ix) the Government should consider establishing printing presses in provincial centers to allow for simultaneous printing of the Government newspapers and thereby reduce the cost of distribution and extend the Internet service to district headquarters, at least;
- (x) the Government should grant broadcasting licenses to private media houses that wish to cover the whole country as long as they have capacity to do so; and
- (xi) the Government should encourage and support the establishment of community radio stations so that they fill the gaps left by public media houses.

## **PART TWO**

### **CONSIDERATION OF THE ACTION-TAKEN REPORT ON THE COMMITTEE'S REPORT FOR 2006**

#### **Reintroduction of the Freedom of Information Bill in the National Assembly**

10.0. Your previous Committee had recommended that the Government re-introduce the Freedom of Information Bill in the National Assembly.

In the Action-Taken Report, the Permanent Secretary submitted that the ministry entirely agreed that there was an urgent need to have the FOIB re-introduced in the National Assembly. The Ministry had since identified the critical issues that needed to be done before the implementation of the FOI legislation, namely; sensitisation of the public on the correct use of the FOIA. It was hoped that the Bill would be re-introduced in the National Assembly immediately it was agreed among stakeholders on whether Freedom

of Information should be considered as (a) a Parliamentary issue, (b) a Justice issue, (c) an Administrative or Human Rights issue; or (d) an Information issue.

### **Observations and Recommendations**

Your Committee disagree with the Ministry's answer because the issues raised at (a) to (d), were or should have been addressed even before the Bill was introduced to Parliament, at cabinet level, in what is called a Cabinet Memorandum. Your Committee are of the view that this was just an attempt at buying time. They, therefore reiterate your previous Committee's recommendation that the Government should urgently reintroduce the Freedom of Information Bill on the floor of the House.

### **Privatisation of State-run Press Institutions.**

10.1 Your previous Committee had recommended that the Government should reconsider its position on privatizing state-run press institutions.

In the Action Taken Report, the Permanent Secretary submitted that the policy on state-run press institutions had not changed and Government would continue running them. With the liberalisation of the media industry, Government had opened doors for all those interested in setting up newspapers, radio or television stations to do so and even to compete with state-run institutions. It was, therefore, not true that press or media freedom could only be enhanced if the state-run institutions were privatized.

### **Observations and Recommendations**

In closing the matter, your Committee note, with regret, that whereas the Government has resolved to keep these institutions and opened doors for those interested in setting up media institutions, the playing field for these organisations has not been leveled. Your Committee note, that even with the liberalisation of this industry, there are still restrictions on coverage. Most radio and television stations, for instance are only

broadcasting in Lusaka and the line of rail. This is not because of their lack of capacity to broadcast beyond these areas but Government appears reluctant to grant them licences.

### **Implementation of the ZNBC and IBA Acts of 2002**

10.2 The previous Committee had noted that the Government should implement in full the ZNBC and the Independent Broadcasting Acts of 2002.

In the Action-Taken Report, the Permanent Secretary explained that the implementation of the ZNBC (Amendment) Act of 2002 and IBA Act of 2002 in full was dependent on the out-come of the court case currently in the Supreme Court. Until the matter was resolved, the Ministry could not make appropriate appointments or operationalise the Act without the Board.

### **Observations and Recommendations**

In noting the submission, your Committee recommend that with the court ruling having been made, there is now need for the Minister to move quickly and appoint the Board and operationalise the Acts.

### **Waive/reduce Taxes on Media Equipment and other Requisites**

10.3 Your previous Committee had recommended that the Government should waive or reduce taxes on media equipment and other requisites in order to promote growth of the sub sector; and urged the Ministry of Information and Broadcasting Services to initiate waiver proposals of duty on imported broadcasting equipment to the Ministry of Finance and National Planning.

In the Action-Taken Report, the Permanent Secretary submitted that although there was no policy to waive duty on imported broadcasting equipment, different cases were treated on their own merits by the Ministry of Finance and National Planning, when

those importing the equipment requested for a waiver. The Ministry, however, had managed to secure a waiver of duty on imported newsprint.

### **Observations and Recommendations**

Your Committee note that it should be the responsibility of the Ministry of Finance and National Planning to come up with a deliberate policy on the matter other than wait for applications from individual media institutions and subjecting them to merit considerations. Your Committee feel that this will create discrimination and ultimately, corruption.

## **TOUR REPORT OF THE COMMITTEE TO ISOKA, LUANGWA AND CHIPATA DISTRICTS: 4 – 12 SEPTEMBER 2005**

### **Poor Radio and Television Reception in Rural Areas**

11.0 Your previous Committee had recommended that the Ministry should address the poor radio and television reception in rural areas and state what practical steps would be taken, and when.

In the Action-Taken Report, the Permanent Secretary explained that the Ministry was committed to ensuring that the rural populace had access to information provided by Zambia National Broadcasting Corporation. He informed your Committee that because of Government's anxiety to address the television reception in the country, an agreement was signed between ZNBC and Multi-Choice Africa (MCA) in July 2005 so that the ZNBC signal could be distributed via satellite, which would improve quality and reception, throughout the country.

He went further to state that with the completion of phase II of the Rural Television Project, people in 69 out of 73 districts were now able to access quality ZNBC TV signal without using decoders or dishes. People in the remaining four (4) sites

(districts) could not access ZNBC TV signal because of absence of ZESCO supply and alternative sources of power supply for transmitters. Equipment for these sites, was there waiting for power to be provided for the service to become operational. The next stage of the project would be to ensure that all the densely populated settlements, which were outside the coverage areas of the TV transmitters installed at district administrative centers, were covered.

He submitted, further that the implementation of the FM Radio Project for all districts would be undertaken after the completion of the Rural TV Project, as engineers were still looking into the prospects of integrating FM Radio transmitters with the Rural TV Project transmitters.

### **Observations and Recommendations**

In noting the submission, your Committee ask for an update on the progress made by the engineers in the integration of FM radio transmitters with the Rural TV Project transmitters.

### **Distribution of vernacular newspapers by ZANIS**

11.1 Your previous Committee had urged the Ministry to make use of Zambia News and Information Services (ZANIS) offices at district levels, as opposed to the District Commissioners, to distribute vernacular newspapers to enhance accountability.

In the Action-Taken Report, the Permanent Secretary explained that it still remained the desire of the Ministry and Government as a whole, to ensure that vernacular newspapers were distributed and circulated as widely as possible to even reach the village levels. The Ministry had taken note of your Committee's recommendation and would ensure that ZANIS district offices managed the distribution of the Newspapers. He said, further that the problem in the past had been that of lack of transport in the Ministry but

ZANIS had now been given a number of motor vehicles and motorcycles as a way of addressing the transport concerns, especially in rural areas.

### **Observations and Recommendations**

Your Committee wish to know how many districts receive these newspapers and how often.

## **STUDY OF GOVERNMENT STRATEGY ON FILM CENSORSHIP**

### **Revision of Theatres and Cinematography Act, Chapter 158 of the Laws of Zambia**

12.1 Your previous Committee had recommended that the Ministry should, as a matter of urgency, review the Theatres and Cinematography Act, Chapter 158 of the Laws of Zambia.

In the Action-Taken Report, the Permanent Secretary, stated that the Theatres and Cinematography Act, Chapter 158 of the Laws of Zambia was being revised and comments from stakeholders on the proposed replacement of the Act by a new Public Exhibition and Entertainment Act, had already been received and compiled. A Cabinet Memorandum was being prepared.

### **Observations and recommendations**

Your Committee wish to be updated on the progress attained on the matter.

### **Provision of a Chief Executive Officer or Coordinator of the Censorship Board**

12.2 Your previous Committee had urged the Ministry to consider implementing the recommendations relating to the provision of a Chief Executive Officer or Coordinator of the Censorship Board.

In the Action-Taken Report, the Permanent Secretary submitted that the Ministry had taken note of the recommendation and would examine the feasibility of having such an officer.

### **Observations and Recommendations**

Your Committee urge Government to put a time frame to implementing this matter.

## **STUDY OF GOVERNMENT STRATEGY ON THE PROMOTION OF LOCAL FILMS**

### **Promotion of Local Film Industry**

13.0 In noting the observations and recommendations made by your previous Committee (2005) and their concern that despite the numerous social and economic benefits that could accrue from developing the local film industry and Government not having risen to the challenge; your previous Committee had recommended that regardless of the small amounts from television levies, ZNBC could spend a small percentage on the local film industry to stimulate growth in the sector.

In the Action-Taken Report, the Permanent Secretary submitted that the Ministry had already identified all the actors in the film industry and had started rendering financial support to them by way of hosting film festivals and other related activities.

### **Observations and Recommendations**

In noting the submission, Your Committee wish to urge Government to consider entering and providing for the film industry as an item in the national budget. Further, part of the TV licence fees should be channeled to this sector.

### **STUDY ON COPYRIGHT PROTECTION IN ZAMBIA**

14.0. Your previous Committee had commended Government for the efforts made by the Ministry of Information and Broadcasting Services in curbing piracy. They had also urged Government to complete the review of the Law on copyright as quickly as possible so as to achieve better results in the protection of copyrights.

In the Action-Taken Report, the Permanent Secretary submitted that comments from stakeholders on the proposed amendments had been received and compiled, and a Cabinet Memorandum was being prepared.

### **Observations and Recommendations**

Your Committee would like to be updated on the progress regarding this matter.

### **STUDY ON THE OPERATIONS OF ZAMBIA PRINTING COMPANY**

#### **Management buy-out**

15.0 Your previous Committee had urged the Government to consider a Management Buy-Out for the company considering that it was being sustained with small jobs like the printing of vernacular newspapers. They had expressed fear that the longer it took to make a decision, the higher the risk of asset stripping at the company and, therefore, urged the Government to expeditiously deal with the matter.

In the Action-Taken Report, the Permanent Secretary explained that the Ministry entirely agreed with the observation that the longer it took to make a decision on the future operations of the company, the higher the risk of asset stripping. It was hoped that a decision, which would take into account the future of the existing labour force and those already laid off, would be made as soon as possible.

### **Observations and recommendations**

Your Committee would like to know the practical measures taken to date, to resolve the issue.

## **PART THREE**

### **TOURS**

16.0 Your Committee undertook local tours to various private and public media institutions in Lusaka, the Copperbelt and Livingstone to assess the adequacy of infrastructure and strategies being employed in the promotion of Zambia, her people and their Government, tourism and investment opportunities both locally and abroad.

Institutions visited were the following:

Zamtel	Ndola
Zamtel	Mwembeshi
Times of Zambia	Ndola
Zambia Daily Mail	Lusaka
Zambia National Broadcasting Corporation	Lusaka
Zambia National Broadcasting Corporation	Kitwe
Zambia National Broadcasting Corporation	Livingstone
Zambia News and Information Services	Lusaka
Zambia National Tourist Board	Lusaka

Zambia National Tourist Board	Livingstone
Livingstone International Airport	Livingstone
Coppernet Solutions	Kitwe
Radio Ichengelo	Kitwe
Radio Phoenix	Lusaka
Muvi TV	Lusaka

## **ZAMTEL-NDOLA**

17.0 Your Committee learnt that Zamtel provided the backbone for all other service providers including Zambia National Broadcasting Corporation (ZNBC) but had not covered the whole country, particularly rural areas. As opposed to other cellular network providers, who only carry phone signals, Zamtel also carries TV and radio signals and could only expand concurrently with ZESCO and ZNBC. Your Committee was also informed that the growth of the telephone industry and the general trends in communication, had not met a corresponding growth or expansion in infrastructure at Zamtel.

Your Committee were informed that the cellular phone section was the chief revenue earner of the company and had outgrown the landline phones service. This was because, whereas one landline is sufficient for an entire household, several cell phones are required for the same household. Your Committee learnt that business houses were the chief users of the landline service. Your Committee was informed that Zamtel infrastructure was designed to carry analogue signals and making it transmit digital ones, which it was doing currently, had compromised quality.

Your Committee were informed that Zamtel was the strategic custodian of the International Gateway and that it would not be in the interests of national security to have the Gateway in private hands as this would also promote money laundering. Your Committee learnt that whereas it was easy to control or even monitor data, it was difficult

to do the same for voice. Once gone, it was gone and this posed a national security risk. Zamtel informed your Committee that it was surprising that the countries, from which the proponents of opening the international gateway originated, had refused to do so.

Your Committee learnt that Zamtel needed repeater transmitters every 50 kilometres in order to enhance the quality of the signal. There were seven such transmitters just between Ndola and Lusaka and each of these needed its own standby generator, batteries and other accessories, including manpower, which increased operational costs and made expansion to far-flung areas expensive. Your Committee heard that the use of the optical fibre would remove the necessity for these transmitters and so lower overhead costs.

Your Committee were further informed that there was a vigorous expansion programme and Zamtel was negotiating with banks for a loan of US \$23 million in order to get ready for the World and Africa Cups to be hosted by South Africa and Angola, respectively. To enhance this, Zamtel was in the process of joining other countries in the sub region to develop the East Africa Submarine Cable System that would complete the circuit around Africa.

Your Committee also learnt that Zamtel infrastructure had suffered serious vandalism, which had slowed down the expansion process since most resources were channeled to replacing vandalized installations instead of putting up new ones.

## **ZAMTEL –MWEMBESHI**

18.0 Your Committee were informed that currently, thirty two (32) countries were connected to Zambia through Mwembeshi Earth Station, some through microwave and others like South Africa directly. Your Committee also learnt that only 25% of the infrastructure's capacity was currently being utilized. Asked whether this was not because Zamtel's services were costly, and therefore shunned, management told your

Committee that Zamtel's charges, in comparison with other countries in the region, were neither the highest nor the lowest but were somewhere in between.

Your Committee were very impressed with the fire fighting equipment in place at the institution. This is an automated outfit, capable of detecting fire and immediately operating the extinguishers.

### **Observations**

Your Committee note the following:

The expansion and improvement in the TV and radio signal to rural areas cannot be done for as long as Zamtel infrastructure remains restricted to urban areas:

- (i) The reliance on Zamtel in the expansion and improvement in TV and radio signals to rural areas is in turn dependent on support infrastructure such as power from ZESCO.
- (ii) One of the reasons for the under utilisation of Zamtel infrastructure could be the cost of services in comparison to other countries.
- (iii) Liberalizing the international gateway would pose a security risk and your Committee views with suspicion, the insistence by private cellular phone providers to have it opened up, especially that non of the countries from where these companies have come have not done so.
- (iv) One of the reasons for the slow expansion for Zamtel facilities is rampant vandalism.
- (v) The need for repeater stations at every 50 kilometres increases the operational costs of Zamtel, thereby making their services expensive.
- (vi) Using equipment fashioned to carry analogue to transmit digital signals, has compromised quality.

## **Recommendations**

Your Committee recommend that:

- (i) Government should help Zamtel to speed up their expansion programme;
- (ii) the Rural Electrification Programme, upon which Zamtel and ZNBC's expansion depends, must be quickened;
- (iii) Zamtel charges must be made internationally competitive by the use of the optical fibre;
- (iv) considering the importance of the International Gateway, and in view of the fact that Zamtel has excess capacity, the Government through Zamtel, must retain its control and management;
- (v) Zamtel must quickly switch to the use of the optical fibre to reduce vandalism and operational costs incurred in maintaining repeater transmitters at every 50 kilometers; and
- (vi) Zamtel must upgrade its infrastructure to make it capable of transmitting digital signals.

## **TIMES OF ZAMBIA**

19.0 Your Committee learnt that Times of Zambia generates its own money and gets no grants from Government.

Your Committee discovered that the buildings and the machinery, especially the printing press were antiquated and in a state of disrepair. Your Committee were informed that the printing press was over 30 years old and was in fact acquired as a second hand.

Your Committee further learnt that Times of Zambia had great difficulty printing in colour, thereby making it difficult to attract advertisers. They were informed that tour operators especially, wanted their adverts in colour. In addition, the circulation levels of

the newspaper had dropped to levels where it had become difficult for it to be an effective agent of promoting Zambia.

Your Committee were informed that the technology being used was old fashioned and wasteful. Before a clean copy of the newspaper could be produced, a lot of material, in terms of newsprint, was wasted.

Your Committee were further informed that the Ndola and Lusaka offices engaged in conferencing by phone in order to synchronize their activities and this pushed up their operational costs. The office was seriously handicapped in terms of computers and transport to the extent that reporters and sub editors had to share one computer. Because of lack of transport, distribution of newspapers, especially to rural areas, was hampered.

## **ZAMBIA DAILY MAIL**

20.0 Your Committee discovered that, compared to Times of Zambia, Zambia Daily Mail seemed to have better and more modern infrastructure. Whereas both had old presses, the one at Zambia Daily Mail, though also second hand, was relatively new and able to print in colour though this could only be done separately. Your Committee were informed that a new press would cost in the range of two million US dollars (US\$ 2,000,000).

Your Committee learnt that in addition, Zambia Daily Mail had DSTv from which they obtained foreign news, a facility, which Times of Zambia did not have.

Your Committee also learnt that Zambia Daily Mail, like its sister company, Times of Zambia, had suffered low circulation and subscription, thereby making it difficult for it to market Zambia effectively. The low circulation, according to management was attributed to competitor newspapers that had appeared on the media scene as well the advent of computers and internet.

Your Committee also learnt that, whereas Zambia Daily Mail had been directed to deliver the newspaper to rural areas, they had not been supplied with adequate transport. The eight (8) vans recently supplied were not sufficient. They, therefore, relied on businessmen and bus operators to take newspapers to rural areas.

Your Committee noticed that the library was crowded, poorly ventilated and did not have any computer.

### **Observations**

Your Committee observe that:

- (i) furniture and buildings in public media institutions, especially at Times of Zambia, are in a serious state of disrepair;
- (ii) the printing presses at both Times of Zambia and Daily Mail are too old and unreliable;
- (iii) distribution of newspapers by the two state-owned newspapers (Times and Daily Mail) has been hampered by lack of transport; and
- (iv) Times of Zambia relies on the phone to coordinate their editorial meetings because there is no internet connection between the Ndola and Lusaka offices, which inflates operational costs.

### **Recommendations:**

Your Committee, therefore, recommend that:

- (i) Government must urgently supply the institutions with computers and other equipment necessary for their operations;
- (ii) Government must urgently replace the printing presses at both Times of Zambia and Daily Mail;

- (iii) Government must provide transport to public print media institutions to enable them distribute newspaper particularly to rural areas; and
- (iv) the Lusaka and Ndola offices of the Times of Zambia must be linked by internet in an effort to reduce the costs on conferencing during editorial meetings.

## **ZAMBIA NATIONAL BROADCASTING CORPORATION**

### **KITWE**

21.0 Your Committee learnt that ZNBC Kitwe covered Northern, North Western, Luapula and Copperbelt Provinces but was faced with numerous operational problems as compared to the main ZNBC studios in Lusaka.

Your Committee discovered that the institution was dogged with a general state of disrepair and inadequacy of infrastructure and equipment. For instance, 12 people in the news section shared one old computer and there was only one studio for all the programmes in all the languages. The station only had three (3) instead of at least six (6) editing units. The main studio had no suitable camera and only had four (4) instead of seven (7).

Your Committee also learnt that most of the machines were designed in the 70s and had consequently no back-up service to the effect that, once they broke down, it was not easy to find spares.

Further, Your Committee were told that it was difficult for the institution to cover the Northern, North Western, Luapula and Copperbelt Provinces with only two vehicles. Apparently these were the provinces where much still had to be exposed, particularly in the area of tourism. Your Committee were informed that there was no means for reporters to transmit news, especially with pictures from the field to the station before they returned to the station, which made their news stale.

## **LUSAKA**

22.0 Your Committee noticed that, though generally better equipped than the Kitwe studios, the Lusaka studios had their own challenges. For instance, three studios had been completely shutdown due to obsolete equipment, which had spanned over twenty-five years. This had reduced the capacity of the institution to take in more programmes.

Your Committee were informed that ZNBC had a very limited number of cameras, which made covering many events happening concurrently difficult. In addition, the Corporation, as a whole, had only one serviceable mobile or Outside Broadcasting Unit, which could not be everywhere at the same time.

Your Committee learnt that the up scaling of infrastructure to reach rural areas, though it was being addressed, was the biggest challenge facing ZNBC and unless and until adequate funds were provided, it would be an insurmountable task.

Your Committee were informed that the other constraint ZNBC- Lusaka faced was shortage of skilled manpower in strategic departments like ICT engineering, which only had two (2) instead of six (6) ,as per establishment. This was due to the exodus of personnel looking for greener pastures.

Your Committee were also informed that ZNBC could not create more channels in order to allow more content because the current infrastructure could not allow such a development. In order to do this, ZNBC needed a separate transmitter and tower for each channel.

Your Committee learnt that to promote Zambia abroad, ZNBC, through Coppernet, had streamed its broadcasts from radios 2 and 4 on the Internet for the benefit of the outside market and Zambians in the Diaspora.

## **LIVINGSTONE**

**23.0** Your Committee were told that the Livingstone ZNBC office covered Western and Southern Provinces and had three reporters; two on fulltime and one part time. In terms of equipment, the office, though small, was better equipped than the Kitwe one. It (the Livingstone Office) had two motor vehicles, two cameras and two computers, all in good working order. One of the computers was an editing suite. The station, however, did not have a studio and outside Broadcasting Suite.

Your Committee also toured the Senkobo Transmitters where they learned that the infrastructure was until recently, unguarded, to the extent that even when one of the transmitters was destroyed by fire, it took a guard from Zamtel, which also happened to have their infrastructure in the same vicinity, to inform ZNBC. As a consequence of the destroyed transmitter, the station was operating at half capacity.

Your Committee discovered that there was no standby generator to provide power in times of power failure from ZESCO. Even at the time of the tour, there was no power and the transmitter was not working. There was only one fire extinguisher in the transmitter house.

### **Observations**

Your Committee observe that:

- (i) it is impossible for ZNBC to be used as a tool in the promotion of Zambia, her people and their Government, tourism and investment opportunities both locally and abroad if it cannot cover the whole country;
- (ii) the infrastructure and equipment, particularly at the Kitwe studio is old fashioned and inadequate;

- (iii) the Livingstone office is just operating as a sales outlet instead of being both an office and a studio;
- (iv) ZNBC generally lacks skilled manpower in strategic departments;
- (v) ZNBC reporters have no equipment to enable them transmit news, especially with pictures, back to the studio while still in the field.;
- (vi) two of the three ZNBC offices, namely; Livingstone and Kitwe have no Outside Broadcasting Units (OB).
- (vii) The staffing and budget levels at the Livingstone office do not match the tourist activities in the area.
- (viii) most repeater stations are unmanned, do not have standby generators and fire fighting equipment;
- (ix) some very prominent guesthouses and hotels in Livingstone do not carry the ZNBC signal on their TV bouquets, thereby defeating the promotion of Zambian tourism and investment opportunities;
- (x) limitations in infrastructure have prevented ZNBC from creating more channels; and
- (xi) lack of transport has made it difficult for ZNBC to cover far flung areas.

### **Recommendations**

Your Committee, therefore, recommend that:

- (i) Government should speed up the process of upgrading infrastructure to enable ZNBC cover the whole country;
- (ii) Government must provide new cameras and editing suites to improve coverage of developmental projects and tourist attractions in far-flung areas;
- (iii) the Livingstone office, which is currently running only a sales office, should be transformed into a full-fledged studio;
- (v) Government should improve conditions of service to attract and retain qualified and experienced personnel, particularly in the ICT engineering department;
- (vi) Government must provide ZNBC staffers with portable satellite dishes (currently

- available from Coppernet Solutions) to enable them send back news to studios while they are still out in the field;
- (vii) all stations must be provided with Outside Broadcasting Suites to enable them cover more events;
  - (viii) that staffing levels at Livingstone be increased to match the demand exerted on the office by activities in the area under its mandate;
  - (ix) repeater stations all over the country be fitted with modern and more effective fire fighting equipment, if possible automated, as the case is at Zamtel – Mwembeshi. They must also have standby generators;
  - (x) tour operators, guesthouses and hotels in the country be compelled to carry ZNBC signal on their TV bouquets to promote tourism and investment opportunities;
  - (xi) ZNBC should be helped to create more channels to allow for increased content coverage; and
  - (xii) more motor vehicles should be provided to enable ZNBC cover far flung areas and other operations.

## **COPPERNET SOLUTIONS**

24.0 Your Committee was shown a business portal that links all subscribing business organisations to the website. This showed the facilities available, their locations and all necessary information. Coppernet was also providing telephone services to institutions on the Copperbelt, especially former mining towns thorough the Shared Wireless Internet Service-SWIS. This facility plus the portable Satellite Dish (Regional Bgan) could be used in places where there were no phone lines and electricity. Farmers, tour operators, lodge owners and news reporters could, therefore, use this facility.

Coppernet had also introduced the E-post, which was an electronic mail service replacing the telegraphic message system. Coppernet management noted that though these facilities were available, there was little they could do if tourism organisations and all those who had something to sell, did not approach them for the service.

### **Observations.**

Your Committee observe that:

- (i) In spite of the availability of facilities such as the ones at CopperNET Solutions, Government has not taken advantage of them.

### **Recommendations:**

Your Committee, therefore, recommend that:

- (i) the Government engages private institutions such as Coppernet, who are experts in the area of Internet communication, to disseminate information about Zambia both locally and at home; and
- (ii) Government makes use of the Shared Wireless Internet Service (SWIS) and the portable satellite dish to improve communication in rural districts, Constituency Offices, ZNBC, ZANIS, Times of Zambia, Daily Mail and other public media institutions.

## **RADIO ICHENGELO**

25.0 Your Committee were informed that Radio Ichengelo was a community radio station established by the Catholic Arch- Diocese of Ndola in 1996, with the mission to 'preach the Good news with its full meaning in the community.'

Your Committee learnt that the maximum area of coverage for the station was 300 kilometres, but was presently only covering 120 kilometers. This was the original intention of the Episcopal Conference, under whose auspices the radio functioned and the license obtained was for such coverage. The rationale was that each diocese should have its own community radio station so that it could address issues specific to it.

Your Committee were impressed with the infrastructure and the manner in which it was being looked after. Asked about plans to establish a television station, the Manager said it was not the intention of the church to do that.

As for collaboration with Government Ministries and organisations in the promotion of Zambia, your Committee heard that not much had been done and that Radio Ichengelo was not in a position to initiate this, if the Government did not. However, private institutions such as Roan Air had at some point in 2001, sponsored some programmes on its operations and tourism in Zambia.

### **Observations**

Your Committee observe that:

- (i) the difference between Government institutions and private ones in the maintenance of infrastructure is one of attitude. Whereas there is care for property in private institutions, there is an 'I -don't- care' attitude in public ones; and
- (ii) Government has not effectively promoted and utilized Community Radio Stations, as instruments in the promotion of Zambia at home.

### **Recommendations:**

Your Committee, therefore, recommend that:

- (i) the attitude and work culture of Government employees towards Government infrastructure be changed for the better;
- (ii) Government must consider community radio stations as instruments in the promotion of Zambia; and
- (iii) Government must encourage and support the establishment of community radio stations

## **ZAMBIA NATIONAL TOURIST BOARD**

### **LUSAKA**

26.0 Your Committee were informed that as a marketing strategy, Zambia National Tourist Board, had offices in Zambian Missions of London and Pretoria. The London office targeted the markets in the UK, USA and Canada, while the Pretoria office covered the Sub region and the Far East, especially China. Your Committee learnt that the tourist attractions now on the cards were the Victoria and other falls, especially in Northern Province and the source of the Zambezi River.

Your Committee learnt that the biggest and most effective marketing tool was the website, **www.zambiatourism.com**, which had become very busy of late, recording an average of 2000 visits per day. Your Committee also learnt, via a video demonstration, that other tour operators and lodge owners could be accessed from the website. Other strategies included international exhibitions, road shows, brochures, newsletters, flyers and CDs, which were distributed through tour operators and lodge owners. These were also available on-line and provided photos and maps. The website also provided information such as location, season, and specific times, if available, of cultural and traditional ceremonies.

Your Committee were also informed that other means of advertising were the ones being done in conjunction with Zambia National Broadcasting Services and other public media institutions, Radio Phoenix and Muvi Studios and the Post Newspaper.

### **LIVINGSTONE**

27.0 Your Committee learnt that three members of staff manned the ZNTB, Livingstone office. At the time of the visit, ZNTB was temporarily housed at the Livingstone Museum, as their office was undergoing renovations.

Your Committee learnt that there had been remarkable growth in tourism activities in Livingstone in the last five years which was attributed to:

- the Visit Zambia Campaign.
- the waiver on visa charges for tourists.
- zero rating on accommodation materials
- the upgrading and rehabilitation of the Livingstone International Airport, which now had a 3-kilometre runway and could handle big aircraft.

The following are the tourist arrivals at Livingstone Airport between 2000 and 2006:

2000	217, 936
2003	188,957
2004	196, 748
2005	269, 163
2006	243,868

Your Committee learnt that there was a similar increase in accommodation facilities as follows:

	<b>2006</b>	<b>2007</b>
Hotels	2	5
Lodges	10	25
Guest Houses	20	50

### **Observations**

Your Committee observe that:

- (i) the phenomenal growth in the tourism activities in Livingstone has not been matched with capacity building at the Zambia National Tourist office in terms of manpower and finance;
- (ii) Zambian tourists and other visitors to Livingstone have not benefited from the zero rating on accommodation materials as they continue to pay very high accommodation fees and other service charges;
- (iii) some hotels in Livingstone did not have the ZNBC channel on their bouquets, which is defeating the whole purpose of using the media in the marketing of Zambia, both locally and abroad; and
- (iv) the location of tourism offices at the Zambia foreign Missions might restrict their access.

Your Committee, therefore, recommend that:

- i) staffing levels and Budgetary support for the ZNTB Livingstone office in particular and ZNTB in general be improved;
- ii) Government compels tour operators and service providers to pass on the benefit of zero rating on accommodation materials to Zambian tourists;
- iii) Government compels hotel, lodge and guesthouse owners to carry the ZNBC channel on their TV bouquets; and
- iv) tourism offices outside the country must be independent of embassies for easy access.

## **LIVINGSTONE AIRPORT**

28.0 Your Committee were very impressed with the rehabilitation, as well as the upgrading of the Livingstone Airport to an international one. They were informed that with the extension and thickening of the runway, the airport could now handle larger aircraft in the class of Boeings 727 and 767.

## **RADIO PHOENIX**

29.0 Your Committee learnt, through the Chairman of Radio Phoenix, Mr Hickey who happened to be the Chairman of the Tourist Board of Zambia and was instrumental in the production of the “welcome to Zambia” jingle, that very little money was given for the whole “Visit Zambia Campaign.”

Your Committee were also informed that Radio Phoenix had been actively involved in the promotion of Zambian tourism ever since the launch of the Visit Zambia Campaign by playing the ‘Welcome to Zambia’ jingle and being instrumental in the promotion of ‘Enjoy Your Zambia’ competition held in 2005.

Your Committee were told that the efforts of the institution to expand coverage to Livingstone had been thwarted by the Ministry of Information and Broadcasting Services, who had insisted that there were limited frequencies to be allocated and those available, were reserved for new radio stations as opposed to repeater ones. A letter from the Ministry of Information and Broadcasting Services, dated 13th June 2007, was availed to your Committee as evidence of this.

Your Committee were also informed that the other constraint faced by the station was the frequent power failure by ZESCO, which had resulted in damage to equipment, which had in turn pushed up the operational costs.

### **Observations**

Your Committee observe that:

- (i) there is unwillingness, on the part of Government, in granting licences to radio stations wishing to expand their coverage on the pretext of limited frequencies; and
- (ii) failure by ZESCO to give adequate notice to its consumers concerning load shedding has resulted in damage to equipment both in homes and industries.

### **Recommendations**

Your Committee recommend that:

- (i) Government should grant licences to private TV and radio stations with the capacity to cover the whole country; and
- (ii) ZESCO should, wherever it can, give sufficient notice about power interruptions to its customers to avoid damage to equipment.

### **ZAMBIA NEWS AND INFORMATION SERVICES (ZANIS)**

30.0 Your Committee learnt that Zambia News and Information Services had a much more modern press, capable of printing in colour at the speed of 10,000 copies per hour. It also had a cinema unit, which was available for hire by both Government and private individuals and institutions.

Your Committee also learnt that ZANIS produced vernacular newspapers in the seven local languages. These were in colour and looked very attractive.

Your Committee were also informed that the institution was dogged with problems such as inability to be in all the parts of Zambia. Further, although ZANIS had vehicles in most provincial centres, there were logistical problems because each region was expected to provide fuel for their vehicles but most did not.

## **Observations**

Your Committee observe that:

- (i) ZANIS does not have presence in all parts of Zambia;
- (ii) lack of transport in some areas has hampered the work of the institution;
- (iii) the facilities such as the cinema unit at the institution are being under utilized; and
- (iv) the reliance on the Provincial Administration to provide fuel to ZANIS regional offices has not worked as expected.

## **Recommendations:**

Your Committee, therefore, recommend that:

- (i) the presence of ZANIS in rural districts must be enhanced;
- (ii) Government must provide transport to all ZANIS offices;
- (iii) cinema services to rural areas must be revamped; and
- (iv) the regional offices must have a direct budget line in the national budget to avoid dependency on provincial headquarters for funding.

## **ZAMBIA DEVELOPMENT AGENCY (ZDA)**

31.0 Your Committee were informed that ZDA had an establishment of 112 employees but there were only 75 at the time of the tour. All employees were on full time basis as from 30<sup>th</sup> June 2007. At the time of the visit, ZDA was still in the process of integrating offices which were previously dotted around town. Your Committee were also informed that the establishment of an inspectorate was underway.

Further your Committee learnt that it was difficult for ZDA to monitor certain sections of investment because the law did not at the moment compel every investor to go

through ZDA. However, ZDA had under the Act, power to revoke licences for investors who were operating outside the agreed terms and conditions.

Your Committee were informed that in an effort to promote Zambian entrepreneurs, ZDA had embarked on what was being called the District Investment Opportunity Identification Programme (DIOIP) and the development of the Small-scale Entrepreneurs Development Board (SEDB).

Your Committee also learnt that ZDA was not yet a-one stop centre. Would-be investors still had to go to the other institutions to process aspects of their applications for investor licences.

### **Observations**

Your Committee note that:

- (i) there is little or no partnership at all, between Zambians and foreign investors to ensure that Zambians participate in the development of their own country; and
- (ii) ZDA has not yet been developed to becoming a-one –stop centre, as was initially envisaged.

### **Recommendations**

Your Committee, therefore, recommend that:

- (i) Government creates an inbuilt mechanism through ZDA to ensure that foreign investors partner with Zambians in specific areas of investment;
- (ii) ZDA is made a-one stop centre to for investors; and
- (iii) the inspectorate wing now being established, must be given the necessary support, both structurally and financially so that it does not end up being just on paper, as the case is with many such institutions.

## **CONCLUSION**

32.0. Your Committee wish to express their indebtedness to you, Mr Speaker, for the guidance rendered to them throughout the Session. They further wish to express their gratitude to the Permanent Secretaries and other Chief Executives for their cooperation.

Lastly, your Committee wish to express their appreciation to the Clerk of the National Assembly and her staff for the services rendered throughout their deliberations.

June 2007  
**LUSAKA**

Dr. P D Machungwa, MP  
**CHAIRPERSON**

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