

Jingle

My name is Victor Musonda, Zambezi FM's radio station manager. Zambezi FM is a radio station that was founded in August 2006, and we were broadcasting initially on 107.5 FM. We are Livingstone's leading modern radio station. The radio station produces quality broadcasting to its diverse local and international listenership. The rhythm of Zambezi FM is our diversity in approach by capitalizing on our modern and innovative vision for the local and also international future trends. Our mission statement is "to improve our community through providing relevant information, education and entertainment". Our vision is to be the most relevant and creative media organization.

As a radio station we are broadcasting in English which is the general language spoken countrywide, but we do also broadcasts upon request in various languages – Bisa, Silozi, Tonga, also Nyanja and Bemba and any other language that our client will feel we may need to broadcast. We are a radio station that is broadcasting 24 hours, I must add, the only radio station in the Southern province. We are also a radio station that focuses on different community based projects. We have run quite a number of CSRs which includes the old people home right in Livingstone. It's a home for old people, as the name stays, feeding them and clothing them. The community around us is what makes us what we are today. Through various initiatives, which includes the garden competition, we encourage our residents and even those that are visiting to make use of that competition to actually keep their surroundings clean. We are working in partnership with a Livingstone City Council. Such initiatives allow us also, as we are preparing for the huge conference of the WTO in August, to have the clean city then. People are encouraged to send their photos of their surroundings, and depending on how clean they are, every month they do walk away with prizes which are provided through our various partners that we are working with.

We are a small radio station with a total number of 11 fully employed members of staff which include radio DJs who work under production. We also have part-timers who assist in radio presentation anchoring as DJs. In terms of our programming we have quite a number of interesting programs, programs that focus on gender, agriculture and health, for example, on HIV/AIDS which is quite interactive. We also have youth programs and various programs that look at politics and social well-being. There are two main programs, one which comes on at 9:30 every Tuesday and "The Boiling Point" program every Thursday at 9:30. These are 1 hour 30 mins programs, they are quite interactive through our social media, first of all, Twitter, Skype, and also via our phone lines. We are also encouraging religion, and we have quite a number of programs about religion. We have "The Morning Devotion" which focuses on the religion in general. We also have a program which looks at the Muslim community, with a focus on Islam, a program that goes beyond what we understand in terms of what Islam is all about.

Our future plans are to advance in terms of entire country. We actually benefitted a lot from the various partners that we work with which includes UNESCO. That really helps a lot because we use it as a platform to diversify the reach of our community, and also contribute in terms of our programming on what they want to hear. I believe this is why we call ourselves "The Livingstone's N 1"

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