



ZAMCOM

2026 Training Calendar



Contents

Establishment & Foreword	2
Core Pillars of the 2026 Training Programme	3
Mastering Digital Communication for Environmental Sustainability - February 2026	4
Political and Electoral Reporting - April, 2026	6
Government Public Relations and Crisis Management - May, 2026	8
Investigative Reporting - June, 2026	10
Public Relations Training for Municipalities - September, 2026	12
Agriculture and Climate Change Reporting - October, 2026	13
Effective Report and Minute Writing for Executive Assistants in the Digital Era - December, 2026	15
Discover ZAMCOM: Your Hub for Learning, Media, and Creative Innovation	16
New Programmes	18

Establishment

The Zambia Institute of Mass Communications Educational Trust (ZAMCOM) is an independent educational trust under the Ministry of Information and Media established under Chapter 164 of the Laws of Zambia Act No. 9 of 1996.

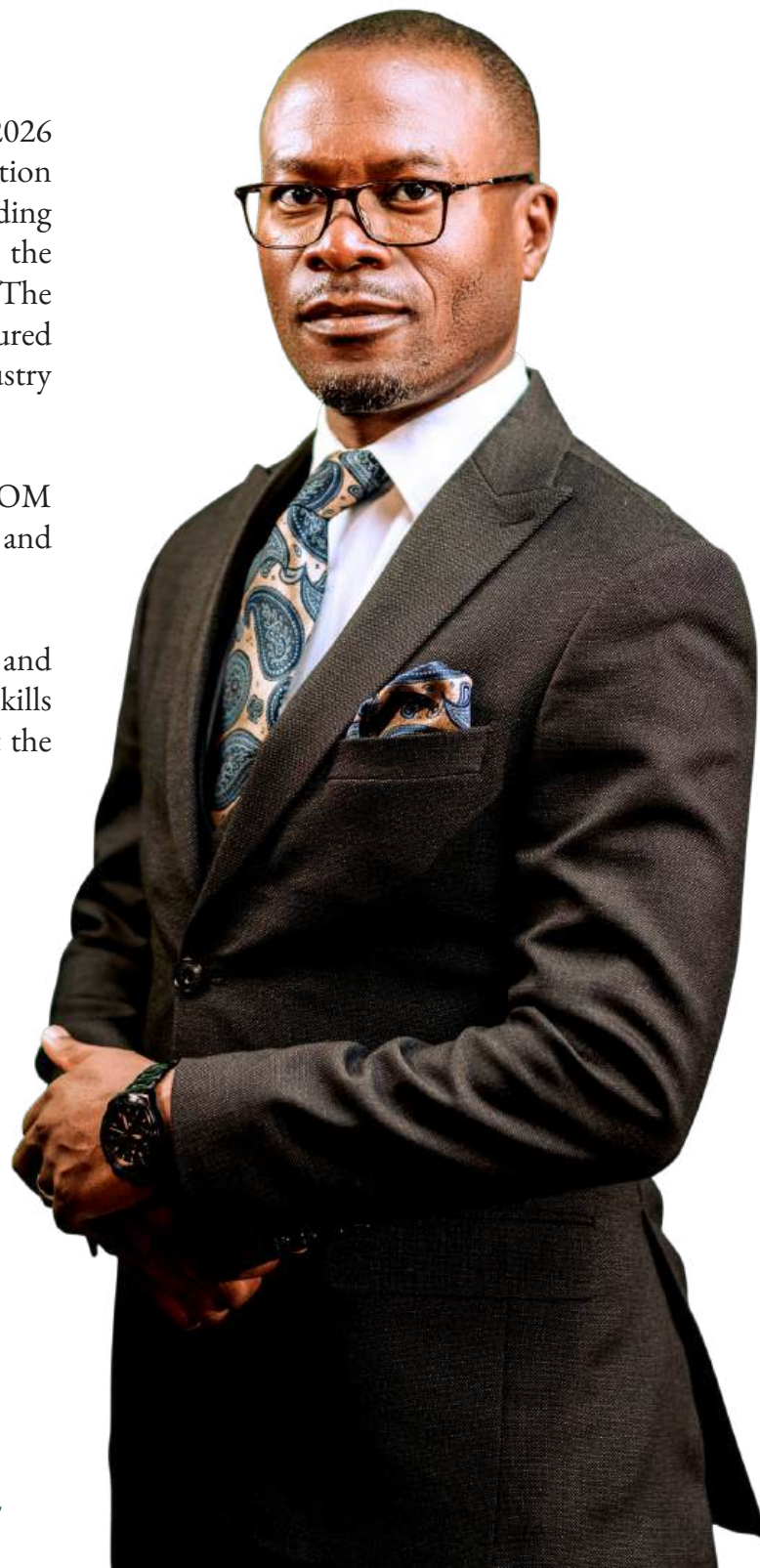
Foreword

I am honored and excited to present to you the 2026 ZAMCOM Training Calendar. This inaugural publication reflects our new ambition and commitment to providing capacity development, professional standards, and the advancement of media communication in Zambia. The training programs herein have been carefully structured to align with national development priorities, industry expectations, and emerging global trends.

As a regional media Centre of Excellence, ZAMCOM remains steadfast to fostering competence, integrity, and innovation among all our learners and stakeholders.

I therefore, implore all our partners, practitioners, and students to mark the calendar dates as a roadmap for skills enhancement and professional evolution throughout the year.

Kennedy Mwila
Executive Director & CEO, ZAMCOM



Core Pillars of the 2026 Training Programme



Media Training

ZAMCOM offers training in Journalism and Public Relations from Certificate up to Master's Degree level



Media Development

The institute develops capacity and upskills practicing media and communication practitioners, by offering specialized training in various facets of the profession such as Report Writing, Public Speaking, Minute Taking, Customer Service and other tailor made short courses.



Media Productions

The institute offers Television and Radio production services such as documentaries, spot adverts, graphic designing, language translation and transcription. Aside these, the institute also runs a student-driven radio station 'ZAMCOM Radio' which broadcasts on 100.1 FM.

Mastering Digital Communication for Environmental Sustainability

Period: 16th – 20th February, 2026

Location: Kitwe

Introduction:

The relationship between environmental justice and sustainability groups has traditionally been uneasy. What might at first glance seem like an obvious case for partnership, for coalition, is fraught with ideological and other concerns, despite the obvious enthusiasm of funders. How has it come to this, and more to the point, how do we move forward?

There is need to understand how to communicate effectively, assuming that we are living in the digital world. For the purpose of sustainability, communicators especially Journalists need to be equipped with the best way of communicating.

Training Highlights:

The course will include the following:

- Understanding environmental reporting
- The changing digital world
- Understanding how to write Environment stories on social media
- Environment Justice and sustainability
- Changing the environmental news coverage
- Challenges of environmental Journalism
- Public Understanding of stories on the environment
- Climate Change reporting

Learning Outcomes:

By the end of this training workshop, participants will be able to:

- Understand and be able to write environmental stories for both traditional media and social media.

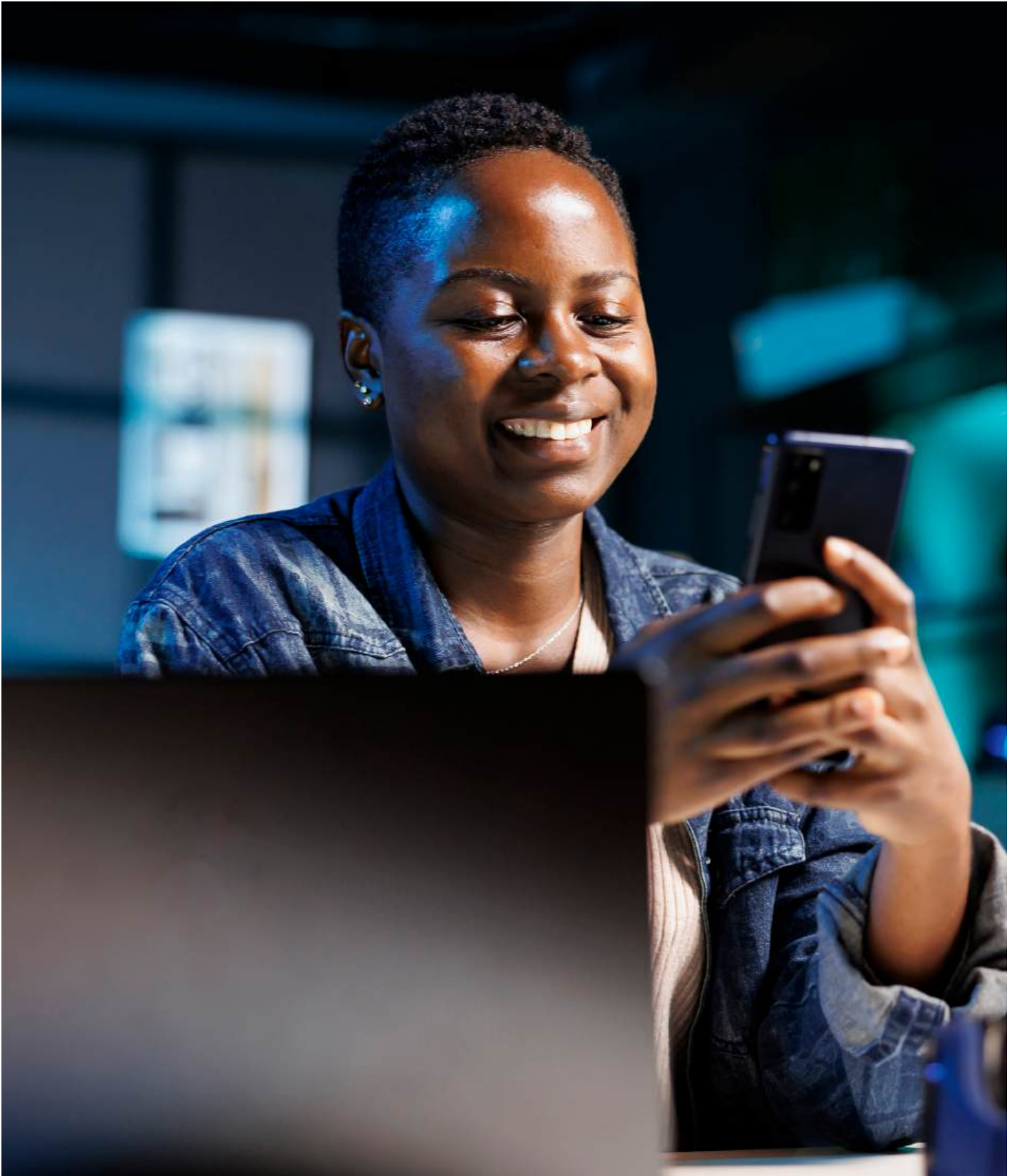
- Understand the types of media available and how to use social platforms to disseminate information on the environment.
- Relate the determinants of environmental stories.
- Participants are able to understand the key concepts in Environment Justice and Sustainability
- To be reminded on the meaning of Journalism.
- Understand the challenges of environmental Journalism
- Understand different types of stories on the environment.
- Understand key concepts in Climate Change.

Training Methodology:

The training workshop will combine lesson presentations, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to their workplaces having gained the ability and confidence to apply the techniques learned.

Who Should Attend:

This training workshop is meant for all practicing journalists from both print, Radio and TV broadcasting houses, and freelance journalists. Journalists running various social media platforms are eligible to attend.



Political and Electoral Reporting

Period: 20th – 24th April, 2026

Location: Lusaka

2026 is a year for election coverage with the Zambian General Election expected to take place in August 2026. The significance of the media in democratic elections is indisputable and journalists have a responsibility to their audiences to provide fair and balanced coverage. However, it is not easy to report on political activities, elections and polls; the elections come with their own unique challenges and they require unique techniques to be able to deliver to the expectations of the majority readers, listeners and viewers.

Therefore, in order to report elections in a professional manner, journalists need to benefit from adequate trainings like this one in order to be able to cope with opportunities and challenges that come with the electoral process.

Training Highlights:

The course will include the following:

- An understanding of the political and electoral system and familiarity with electoral law, especially as it affects media reporting
- The relationship between the media and political parties during election coverage
- How digital and social media has changed elections coverage – and common pitfalls to avoid
- Protocols and technicalities of election coverage – what should every journalist know
- Understanding of the role of the media in the electoral processes in Zambia
- Types of reporting that are fairly specific to elections (such as reporting opinion polls)
- Election coverage and safety
- Investigative journalism in the context of elections
- Audience needs for information on the elections.

Learning Outcomes:

By the end of this training workshop, participants will be able to:

- Understand the media's role in a democratic election
- Understand elements that constitute free and fair in an election
- Have knowledge of relevant election processes
- Understand the legal and ethical pitfalls of election reporting, as well as malicious uses of AI
- Know the best practices for election coverage and fairness to candidates
- Come up with the outline of an election coverage plan for election day
- Develop a proposal for incorporating social media into election coverage
- Improve writing and reporting skills

Training Methodology:

The training workshop will combine lesson presentations, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to their workplaces

having gained the ability and confidence to apply the techniques learned.

Who Should Attend:

The course will be most relevant and useful to journalists in employment as well as freelancers who will experience will take part in electoral reporting

during the 2026 election or in future; those who need a refresher ahead of reporting on elections; editors and Editors in Chief looking to plan election coverage and student journalists looking to supplement formal learning with practical knowledge on electoral reporting from industry experts.



Government Public Relations and Crisis Management

Period: 18th – 22nd May, 2026

Location: Siavonga

Introduction:

Andy Gilman, president & CEO of Comm Core Consulting Group says “The secret of crisis management is not good vs. bad, it’s preventing the bad from getting worse.” Crises and emergencies are inevitable in every society, however, how you handle your crises can define your future. Therefore, it’s very important to constantly acquire new knowledge on to hand and communicate crises especially in the public sector.

This training on Government Public Relations and Crisis Management will provide participants with a thorough understanding of the government relations function, how each ministry feeds into the bigger picture of government and the importance of having a clear communications plan that suits the communication strategy of the government. It will also provide a better understanding on how to apply crisis communication principles to protect and defend any organization facing a crisis or a challenge that threatens to harm its brand or reputation. It explains what communication problems look like, how to deal with them, and how to anticipate crises as part of conducting an effective public relations program. Most importantly, it will emphasize the value and importance of using social media in a crisis communication plan and in marketing.

Training Highlights:

The course will include the following:

- Introduction to Crisis Communication
- Managing Government Public Relations effectively
- Managing Organizational Reputation

- Preparing for a Crisis
- Using Social Media During a Crisis
- Designing a Crisis Communication Plan (CCP)
- Developing Strategic Messages .

Learning Outcomes:

By the end of this training, participants will be able to:

- Understanding effective ways of managing Government Public Relations;
- Explain what crisis communication involves and why it is important;
- Explain how to anticipate and make advanced preparations for a crisis;
- Describe the role of a crisis management team (CMT);
- Understand how to create an effective social media plan for crisis situations;
- Explain how to design, prepare, and test a crisis communication plan (CCP);
- Practice crafting key messages to a target audience.

Training Methodology:

The training workshop will combine lesson

presentations, discussions, group exercises, illustrations and case studies. Participants will gain both theoretical and practical knowledge, emphasis will be on practical application of the topics and as a result participants will go back to their workplaces having gained the ability and confidence to apply the techniques learned.

Who Should Attend:

Whether you are a seasoned professional or new to the field, attending this course will provide valuable insights and refresh your skills to meet demands of today's digital landscape. This training is meant for all Public Relations Practitioners from both the Public Sector & Private Sector.



Investigative Reporting

Period: 22nd – 26th June, 2026

Location: Kabwe

Introduction:

Investigative journalism plays a crucial role in uncovering truths, exposing wrongdoing, and holding the powerful to account. In a time when misinformation, social media exploitation and corruption are widespread, the demand for credible, in depth, and courageous journalism has never been greater.

This training aims to build the capacity of journalists to carry out impactful investigative work. Participants will learn techniques for developing story ideas, uncovering hidden information, protecting sources, analyzing data, and presenting findings in compelling formats. The course also places a strong emphasis on ethics, safety, and legal protections.

Training Highlights:

The course will include the following key topics:

- Fundamentals of investigative journalism
- How to generate strong investigative story ideas
- Planning and structuring long term investigations
- Techniques for sourcing information and conducting background checks
- Interviewing for investigation: how to ask the hard questions
- Verifying and cross checking facts
- Investigating public records, company documents, and government data
- The role of data journalism in investigations
- Digital tools and open source intelligence (OSINT) techniques
- Source protection and digital security
- Legal and ethical challenges in investigative reporting

- Writing, packaging, and publishing investigative stories
- Collaborating with editors, fact checkers, and cross border investigative networks

Learning Outcomes:

By the end of this training workshop, participants will be able to:

- Understand the core principles and responsibilities of investigative journalism
- Identify and develop stories that demand deeper inquiry and accountability
- Gather and verify sensitive or hidden information using ethical methods
- Apply digital tools and OSINT techniques to aid investigations
- Protect themselves and their sources through proper safety protocols
- Navigate legal risks associated with publishing sensitive content
- Present investigative findings in a clear, credible, and impactful way

Training Methodology:

This workshop will include expert led presentations, real life case studies, group exercises, and investigative

story labs. Participants will simulate investigations, receive guided feedback on their approaches, and leave with a working plan for an actual investigative story. Emphasis will be placed on practical, hands on learning and peer collaboration.

Who Should Attend:

This training is targeted at:

- Practicing journalists in print, broadcast, and online media
- Reporters involved in crime, corruption, human rights, or political coverage
- Freelance journalists interested in in depth or watchdog reporting
- Editors who manage investigative teams or long form content



Public Relations Training for Municipalities

Period: 21st – 25th September, 2026

Location: Chongwe

Introduction:

Reaching your constituents in an effective and timely manner is more important than ever for municipalities. Knowing how to tailor and present your message to constituents in the modern world is the most effective way for Local Authorities to make sure the work they're doing is being recognized and, more importantly, understood and absorbed by community members. People have come to expect a high level of communication from their local councils.

This course will teach you the importance of effective communication and how to put it into practice in your municipality.

Training Highlights:

The course will include the following topics:

- Understanding the role of Public Relations in Municipalities.
- Understanding ways and means of Building and Maintaining Public Trust.
- Incorporating Media Relations in the work Municipalities.
- Understanding effective Crisis Management
- Effective Communication During a Major Incident/Event
- Ways to Improve Your Community's Reputation
- Importance of Timely and Frequent Communication
- Identifying Positive News Stories
- Managing Communications Around Internal/ External Crises

Learning Outcomes:

By the end of this training workshop, participants

will be able to:

- Keep Residents and Community Stakeholders Informed about the work of their Municipalities.
- Communicate effectively during major Incidents/Events
- Identify Positive News Stories in the Communities and disseminate it effectively to all media outlets.
- Build brands for their Municipalities and Communities.
- Be able to communicate effectively during crises.

Training Methodology:

This hands on training combines instructor led demonstrations, interactive sessions, peer reviews, group assignments, and practical exercises. Participants will work with data, case studies, and multimedia tools to develop and present stories that reflect the realities of Municipalities in Zambia.

Who Should Attend:

This training is designed for Public Relations Officers in all Municipalities and Local Authorities.

Agriculture and Climate Change Reporting

Period: 26th – 30th October, 2026

Location: Chisamba

Introduction:

Climate change has emerged as one of the most pressing global challenges of our time, with its effects felt most acutely in the agricultural and Energy sector which are the backbone of the Zambian economy. For journalists, the ability to report accurately, insightfully, and impact fully on agriculture and climate change is no longer optional but essential.

This specialized training aims to equip journalists with the knowledge and tools to cover the intersection of agriculture, energy and climate change effectively. Participants will gain a deeper understanding of climate science, agricultural and energy sustainability, food security issues, and the socio-economic impacts of climate change on farming communities, hydroelectricity and deforestation. The training will also enhance reporting skills in data analysis, storytelling, and sourcing credible scientific and grassroots voices.

Training Highlights:

The course will include the following topics:

- Understanding the basics of climate science and its impact on agriculture and Energy
- The role of agriculture in contributing to and mitigating climate change
- Reporting on food security, sustainable farming, and adaptation strategies
- Story sourcing: identifying compelling agricultural and climate change stories
- Data-driven journalism: using climate and agricultural datasets in storytelling
- Incorporating indigenous knowledge and local

community voices

- Multimedia reporting for agriculture and climate stories
- Interviewing scientists, farmers, policymakers, and affected communities
- Ethical considerations in reporting on vulnerable populations and disasters
- Solutions journalism: focusing on innovation, resilience, and policy responses
- Cross-border and collaborative reporting on climate and agriculture issues

Learning Outcomes:

By the end of this training workshop, participants will be able to:

- Understand the scientific and policy dimensions of climate change and agriculture
- Report accurately and ethically on agriculture-related climate change impacts
- Analyze and interpret data to support agricultural and environmental stories
- Use multimedia tools to enhance storytelling around food and climate issues
- Build networks with experts, farmers, and institutions for informed reporting

- Identify under-reported but critical stories in rural and farming communities
- Engage audiences with stories that link local agricultural issues to global climate trends

Training Methodology:

The workshop will blend expert led presentations, practical exercises, field visit simulations (where possible), group discussions, and real time story development. Participants will work with data, case studies, and multimedia tools to develop and present stories that reflect the realities of agriculture and

climate change in Southern Africa and beyond.

Who Should Attend:

This training is designed for:

- Practicing journalists from print, radio, television, and online media
- Freelance reporters covering agriculture, environment, or climate change
- Media professionals seeking to strengthen their reporting on rural development
- Editors and content producers interested in climate coverage



Effective Report and Minute Writing for Executive Assistants in the Digital Era

Period: 14th – 18th December, 2026

Location: Siavonga

Introduction:

Producing accurate, easy to understand reports and minutes is vital to an organization's decision making process. Without training, reports and minutes can be too scanty or too comprehensive, unclear and disjointed, or may lead into erroneous decision making. This therefore calls for training in effective ways of writing reports and minutes.

The course “Effective Report and Minute Writing for Executive Assistants in the Digital Era” will equip participants with an understanding on how write minutes, Proposals, and Reports in the modern world.

Training Highlights:

The course will include the following:

- Understanding the fundamentals of modern and effective minute writing.
- Understanding the basics of Project Proposal Writing
- Understanding fundamentals of effective Report writing
- Understanding the techniques of Project Monitoring and Evaluation.
- Understanding appropriate ways of using AI in Minute and Report writing.

Learning Outcomes:

By the end of this training workshop, participants will be able to:

- Understand the fundamentals of modern and effective minute writings for corporate and business entities.
- Have a comprehensive understanding of Project

Proposal Writing.

- Appreciate contemporary ways of effective Report writing.
- Understand the techniques of Project Monitoring and Evaluation.
- Appropriately use AI in Minute and Report writing.

Training Methodology:

The training methodology integrates lectures, interactive discussions, collaborative group exercises, and illustrative examples. Participants will acquire a blend of theoretical insights and hands-on practical experience, emphasizing the application of learned techniques. This approach ensures that attendees return to their professional environments equipped with both the competence and self-assurance to effectively implement the acquired skills in their responsibilities.

Who Should Attend:

This training workshop is meant for Secretaries, Personal and Executive Assistants, and Administrative Officers in the public and private sectors.

Discover ZAMCOM: Your Hub for Learning, Media, and Creative Innovation

Welcome to ZAMCOM, where education, media, and lifestyle converge to create a vibrant hub for learning, innovation, and community engagement. Whether you are a student eager to build a career in media, a professional seeking high-quality creative services, or a community member looking to stay informed and inspired, ZAMCOM has something for you.

At the heart of ZAMCOM is the Zambia Institute of Mass Communication Educational Trust, an independent educational institution under the Ministry of Information and Media. Established under Chapter 164 of the Laws of Zambia, ZAMCOM has, for decades, shaped the country's media and communication landscape - offering quality education, practical training, and community-focused media services.

Academic Programmes

ZAMCOM offers a wide spectrum of academic and professional programmes designed to equip learners with practical skills and industry-ready knowledge. Our programmes blend theory with hands-on experience in real media environments, including radio, TV, film, and digital production.

Mulungushi University Programmes Offered at ZAMCOM

- Master of Arts in Media and Corporate Communication
- Master of Arts in Strategic Communication for Development
- Bachelor of Communication in Public Relations
- Bachelor of Communication in Journalism

TEVETA Recognized & Accredited Programmes

- Diploma in Journalism & Public Relations
- Certificate in Journalism & Public Relations

- Certificate in TV/Video Production
- Certificate in Radio Production

Other Professional Programmes

- Certificate in Filmmaking
- Certificate in Public Relations & Advertising
- Certificate in Information Communication Technology (ICT)
- Certificate in Report Writing
- Certificate in Photojournalism

ZAMCOM Radio 100.1 FM

Broadcasting on 100.1 FM, ZAMCOM Radio is a dynamic, student-driven station reaching communities across:

- Lusaka
- Chibombo
- Chilanga
- Chisamba
- Chongwe
- Kafue
- Mumbwa
- Rufunsa

Listeners worldwide can tune in via Radio Garden, bringing Zambian culture, education, and entertainment to global audiences.

Stay informed with our structured news bulletin schedule:

10:00 – News Summary | 12:45 – Afternoon News |

14:00 – Headlines | 17:00 – Main News

ZAMCOM Radio’s excellence has been recognized with the 2024 CEC Media Impact Award in the Radio Category.

Media Production Services

ZAMCOM is a professional hub for creative media solutions, producing high-quality audio-visual content that meets industry standards. Our production team serves businesses, NGOs, government institutions, and individuals seeking impactful storytelling and effective communication tools.

Our Media Production Services Include:

- TV and Radio Documentaries
- Promotional Videos & Adverts
- Corporate Communication Videos
- Drone Hiring Services (Aerial Photography & Videography)
- Voice-over Production
- Social Media Artwork & Digital Campaigns
- Virtual Zoom Productions
- Studio Hire for Audio & Video Production
- Language Translation Services

Through cutting-edge equipment and experienced media professionals, ZAMCOM ensures every production delivers excellence, creativity, and accuracy.

New Programmes

ZAMCOM is proud to announce the introduction of three new programmes designed to expand opportunities, promote digital innovation, and meet the growing demands of Zambia's creative and technological industries.

Certificate in Coding

A foundational programme designed to introduce learners to computer programming, problem-solving, and digital literacy. Ideal for aspiring software developers, data analysts, and digital creators.

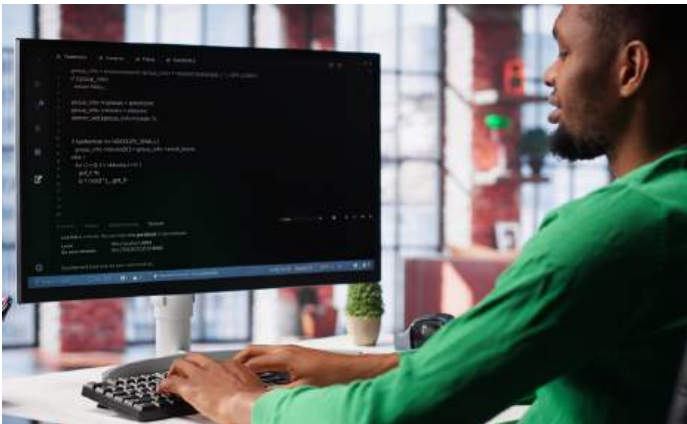
Post Graduate Diploma in Public Relations and Communication

A professional qualification crafted for graduates and practitioners seeking advanced skills in corporate

communication, strategic PR, media management, and organizational reputation building.

Certificate in Animation

A creative programme that equips learners with the fundamentals of animation for advertising, film, gaming, and digital storytelling. This is perfect for young creatives seeking to enter the growing world of multimedia content creation.



Looking for affordable accommodation in Lusaka?

ZAMCOM Lodge offers clean rooms, Wi-Fi, secure parking, and peaceful surroundings.

All at unbeatable rates!



Call now to book your stay. Tel: +260 211 251 811
Cell: +260 974 342 476 Email: info@zamcom.ac.zm



ADVERTISE ON ZAMCOM RADIO 100.1 FM

Take your message to the heart of the community!

ZAMCOM Radio offers an affordable and effective platform for NGOs, small businesses, and local initiatives.

Let us help you spread awareness, share your story, and reach the audiences that matter.

ZAMCOM Radio - connecting people, ideas, and opportunities.

Advertise with us today!"

ON AIR

Cell: +260 773 795 449
Email: info@zamcom.ac.zm
Address: Plot 3529, Government Road,
P.O. Box 50386, Lusaka, Zambia.
Website: www.zamcom.co.zm