

2026

# COMPANYPROFILE

The Zambia Institute of Mass Communications Educational Trust (ZAMCOM)



Zambia Institute of Mass Communications

[www.zamcom.co.zm](http://www.zamcom.co.zm)

## HISTORY & ESTABLISHMENT

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The Zambia Institute of Mass Communications Educational Trust (ZAMCOM) was established following the signing of an agreement between the Governments of the Republic of Zambia and Germany in 1977, initially focusing on mass communication and media development. Operations fully started in 1980. In 1982, the German Government provided funding for the refurbishment of the former Zambia Broadcasting Services (ZBS) premises on Government Road to accommodate ZAMCOM following the relocation of ZBS to the newly-built Mass Media Complex.

The ZAMCOM Act Number 9 of 1991 turned the institution into a Council. Five years later, the ZAMCOM Act Number 19 of 1996 transformed the institution into a Trust, which it remains today.

## WHO WE ARE

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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, Act No. 9 of 1996 of Laws of Zambia. ZAMCOM is mandated to provide professional media education, capacity building, and media production services that support national development and effective public communication. The institution offers a diverse range of certificate, diploma, undergraduate, and postgraduate programmes in journalism, public relations, and strategic communication.

In addition, ZAMCOM has evolved into a fully integrated 360 media agency, broadening its mandate to include Communications Consultancy, Commercial Services, and Media Production. Through this transition, the institution now offers a comprehensive range of services, including branding and print production, corporate wear, multimedia content development, and professional photography services for both institutional and external clients, strengthening its sustainability and market relevance.

The institution also operates ZAMCOM Radio (100.1 FM) and ZAMCOM Lodge, providing public service broadcasting, accommodation, and conferencing services.

ZAMCOM has successfully implemented numerous high-impact projects for reputable clients and development partners such as USAID, WWF, and UNICEF, contributing to innovation in media practice and strategic communication across Zambia and the region.

Through its integrated service model, ZAMCOM plays a critical role in strengthening professional communication capacity in Zambia and the Southern African Development Community (SADC) region.

# OUR VISION, MISSION & VALUES

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## Vision

To be the Centre of excellence in training and providing communication and media professional standards and ethics in Zambia and the SADC region.



## Mission Statement

To provide high-quality media training programmes, media production, media printing and branding services and hospitality services through effective stakeholder engagement.



## Our Core Values

Accountability, Relevance, Creativity, Integrity, Professionalism, Transparency and Team work.

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# CORE PILLARS

ZAMCOM delivers its mandate through the following core pillars:



## Media Training

Offering Certificate, Diploma, Bachelor's, and Master's degree programmes in Journalism, Public Relations, and Strategic Communication.



## Media Capacity Building

Providing specialized short courses and professional training for practicing journalists, communicators and other professionals.



## Media Production Services

Producing high-quality radio, television, and multimedia content including documentaries, spot adverts, public service announcements, and digital media products.



## Media Printing and Branding Services

Delivering a wide range of branding and printing solutions such as corporate wear, billboards, flyers, brochures, branded cups, and other promotional materials.



# SHAREHOLDING

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ZAMCOM is a quasi-government institution operating under the Ministry of Information and Media. As an Educational Media Trust established by Act No. 9 of 1991, ZAMCOM's institutional mandate is anchored in public interest, with the Government of the Republic of Zambia holding a sovereign stake in the organisation through the Ministry of Information and Media.





# BOARD & MANAGEMENT

# BOARD OF TRUSTEE'S



Mr. Leonard Kantumoya  
Board Chairman



Mrs. Pitican Syafunko  
Vice Board Chairperson



Mr. Ronald S. Hatoongo  
Member



Mrs. Banji Lufungulo  
Member



Mr. Chavunga Lungu  
Member



Mr. Louis Mwansa  
Member

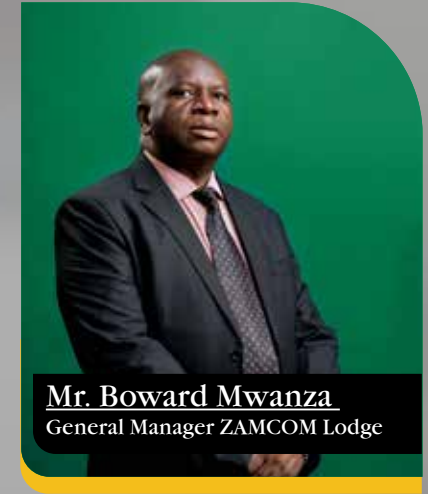


Mrs. Rhoda K. Mwale  
Member



Mr. Kennedy Mwila  
Executive Director & CEO

# SENIOR MANAGEMENT



## SERVICE GUARANTEE STATEMENT

At ZAMCOM, we are committed to delivering quality media training, media production, communication consultancy and hospitality services of the highest professional standard. We guarantee that every engagement with us will be underpinned by expertise, integrity, and a dedication to excellence. Our promise is to provide timely, responsive, and impactful services that meet the needs of our clients and contribute meaningfully to the development of media professionalism in Zambia.



A man with a beard and headphones is shown in profile, smiling in a recording studio. He is wearing a green long-sleeved shirt. In front of him is a desk with a computer monitor displaying a software interface, a microphone on a boom arm, a keyboard, and a mouse. The background features studio monitors and framed pictures on the wall. A semi-transparent green horizontal band is overlaid across the middle of the image, containing the text 'WHAT WE DO' in white, serif, all-caps font.

WHAT WE DO

COMMUNICATION & BRANDING CONSULTANCY SERVICES

MEDIA PRODUCTION SERVICES

COMMERCIAL SERVICES

ZAMCOM RADIO

ZAMCOM LODGE

ACADEMIC & TRAINING

# COMMUNICATION & CONSULTANCY SERVICES

## 1. Strategic Communication

- Communication and stakeholder engagement strategies
- Internal communication frameworks
- Change and reform communication strategies
- Institutional branding and positioning

## 2. Public Relations and Media Advisory

- Media relations management
- Press statement, speech, and content development
- Spokesperson and executive media training
- Event communication support

## 3. Crisis and Reputation Management

- Crisis communication plans
- Risk and issues communication frameworks
- Reputation audits
- Crisis simulation and preparedness workshops

## 4. Digital and Social Media Communication

- Digital communication strategies
- Social media policy development
- Content planning, design and editorial calendars
- Digital analytics and performance reporting

## 5. Research, Monitoring and Evaluation

- Communication audits
- Stakeholder mapping and perception studies
- Media monitoring and analysis
- Impact evaluation of communication interventions

## 6. Training-Linked Consultancy

- Tailored capacity-building programmes
- Short courses aligned to consultancy outputs
- Coaching and mentorship for communication teams

## 7. Media Buying

- Strategic media planning and placement
- Negotiation and cost efficiency
- Monitoring, reporting and performance evaluation

# COMMUNICATION & BRANDING CONSULTANCY

At ZAMCOM, Communication Consultancy is a central pillar around which all our work is organised. We position strategic communication as a critical leadership tool one that drives institutional growth, shapes public perception, influences policy, and builds long-term organisational credibility.

Our strategic approach is:

- Insight led - grounded in research, stakeholder mapping, and audience intelligence
- Strategy driven - aligned to institutional goals, policy direction, and reputation management
- Story powered - transforming technical complexity into compelling narratives that influence perception and action
- Execution focused - ensuring strategies translate into visible, measurable outcomes
- Future ready - embedding AI tools and automation workflows that scale with institutional ambition

Clients who engage ZAMCOM gain the ability to:

- Strengthen institutional credibility, visibility, and stakeholder trust
- Influence policy, markets, and public perception with data-informed narratives
- Build internal communication capacity - not dependency on external agencies
- Operate communication systems that are efficient, scalable, and AI-ready
- Drive sustainable organisational impact through integrated communication ecosystems

# CORE SERVICE AREAS

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ZAMCOM's consultancy services are designed to serve institutions across public, private, and development sectors:

1

## COMMUNICATION STRATEGY DEVELOPMENT

Comprehensive frameworks aligned to mandates, visibility, and stakeholder trust

2

## INSTITUTIONAL POSITIONING & BRAND ARCHITECTURE

Defining institutional identity with clarity, consistency, and competitive relevance

3

## MEDIA & PUBLIC ENGAGEMENT STRATEGY

Maximizing reach, credibility, and influence across media and public platforms

4

## STRATEGIC CONTENT & MESSAGING

Policy communication and thought leadership narratives that position institutions as authoritative voices

5

## CRISIS & REPUTATION MANAGEMENT

Proactive and reactive support to protect institutional reputation in high-risk contexts

6

## CAPACITY BUILDING & PROFESSIONAL TRAINING

Tailored communication skills development embedded within client institutions

# COMMERCIAL SERVICES

The Commercial Department provides market-driven services that support institutional sustainability and client needs, including:

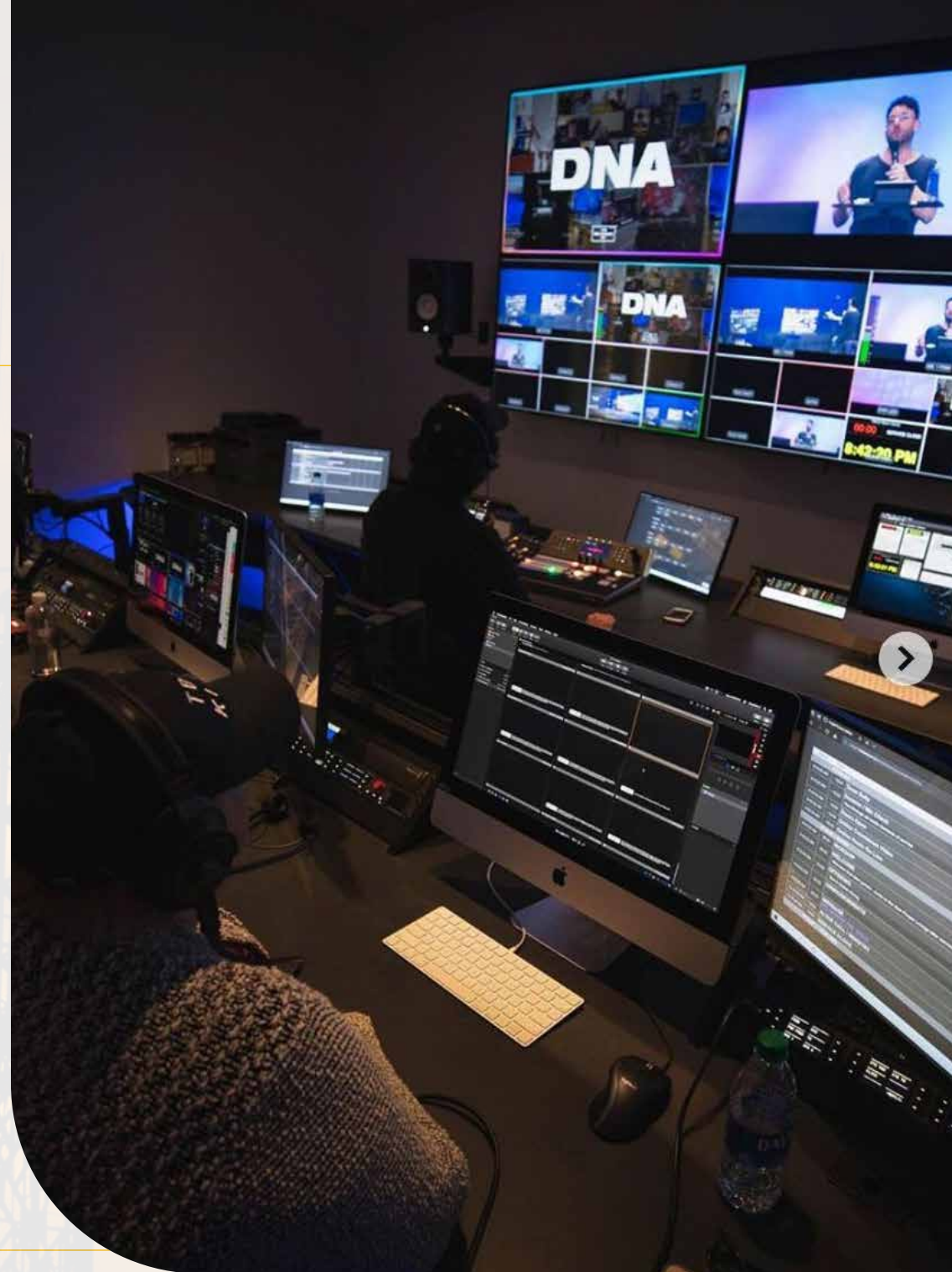
- Printing & Photocopying Services
- Branding & Corporate Merchandise
- Graphic Design Services
- Photography Services
- Large Format & Display Printing
- Digital & Office Support Services
- Equipment & Studio Hire
- Drone Hire
- DTF Printing
- Embroidery
- Motor Vehicle Branding



# MEDIA PRODUCTION SERVICES

This department provides professional media production services, including

- **Audio Production:** production of recorded radio programmes, Jingles and radio adverts
- **Video Production:** corporate & educational documentaries, social media reels and educational cideos
- **Language Translation:** audio-visual language translation services, with content produced in Zambia's seven officially recognized local languages Bemba, Chewa, Lozi, Tonga, Luvale, Lunda, and Kaonde.
- **Animation Services:** Production of high-quality animation content that simplifies complex information.

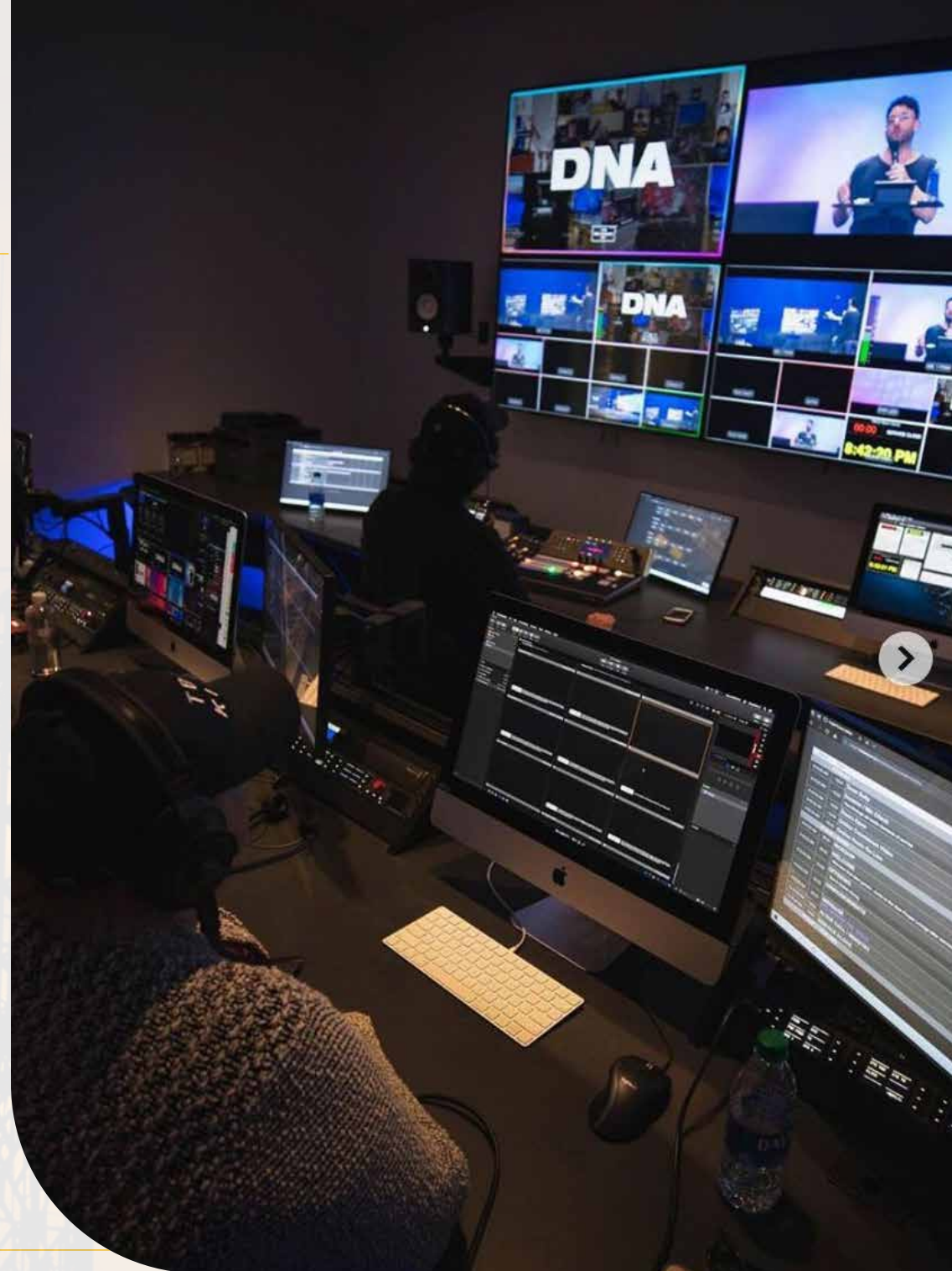


# LANGUAGE TRANSLATION SERVICES

ZAMCOM offers professional translation services across Zambia's official and recognised local languages, as well as major international languages. This capability makes ZAMCOM the go-to partner for institutions communicating with diverse domestic constituencies and global stakeholders alike.

Zambian Local Languages	International Languages
Bemba	French
Nyanja	German
Tonga	Mandarin Chinese
Lunda	
Lozi	
Kaonde	
Luvale	

Our translation services extend beyond word-for-word conversion we deliver culturally contextualised communication that resonates with local communities and international audiences, preserving institutional tone, accuracy, and intent across every language.



# ZAMCOM Radio

## (100.1 FM)

ZAMCOM operates ZAMCOM Radio (100.1 FM), a youth-driven, public service-oriented radio station broadcasting from Lusaka and reaching surrounding districts such as Chisamba, Chibombo, Mumbwa, Chilanga, Kafue, Rufunsa, Chongwe and Lusaka. The station is recognized for producing credible, engaging, and educational content that promotes civic participation, governance, social development, and national cohesion. In 2024, ZAMCOM Radio's commitment to impactful journalism was recognized with the CEEC Media Impact Award (Radio Category) a testament to our influence and credibility.

Other supporting departments include PR& Marketing, Finance, Internal Audit and Human Resource and Administration.



# ZAMCOM LODGE

ZAMCOM Lodge is a premier hospitality establishment dedicated to providing comfort, convenience, and exceptional service to both business and leisure travelers. The Lodge is an ideal destination for guests seeking quality accommodation and personalized service.

## Accommodation

ZAMCOM lodge features 20 fully self-contained rooms, designed to ensure maximum comfort and privacy. Each room is equipped with amenities including DSTV connectivity and complimentary internet to ensure a pleasant and restful stay.

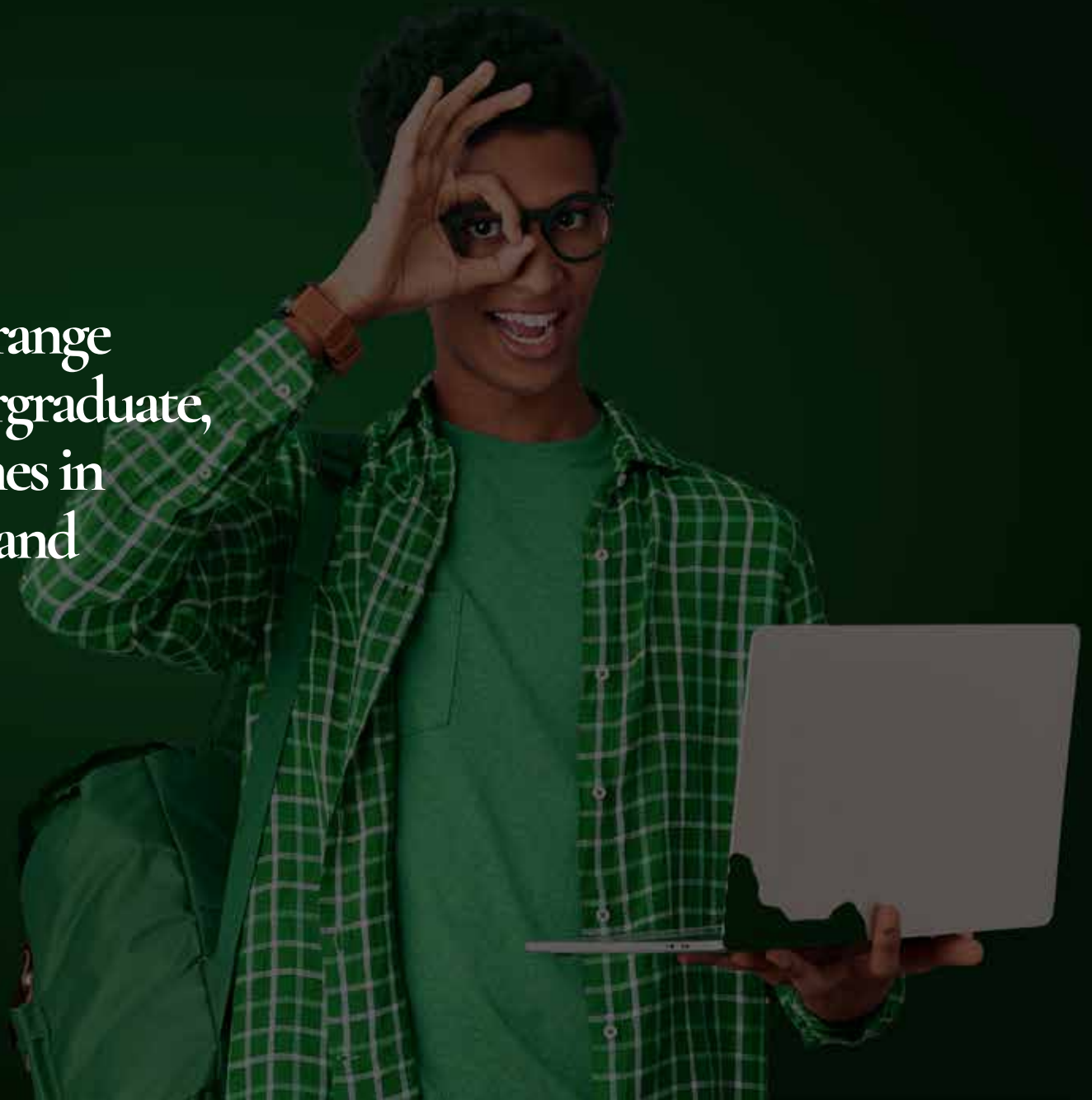
## Facilities & Services

We provide a range of services to meet the needs of our diverse clientele

- **Restaurant Services:** Our restaurant offers a variety of local and international cuisine, prepared with focus on quality and hygiene.
- **Conference facilities:** ZAMCOM Lodge provides well organized conference and meeting services, ideal for workshops, seminars, trainings, and corporate meetings. We offer flexible seating arrangements, catering options, and conducive environment for production engagements.
- **Events & Functions:** We host and support a variety of events including corporate functions, private parties, and social gathering.
- **Outside Catering:** our experienced catering team delivers high-quality food services for offsite events, tailored to clients' needs and preferences.
- **Laundry Services:** Available for in house guests to ensure convenience and comfort throughout their stay
- **24/7 security:** We provide round the clock security to ensure the safety and peace of mind of our guests and belongings



ZAMCOM offers a diverse range of certificate, diploma, undergraduate, and postgraduate programmes in journalism, public relations, and strategic communication.



# ACADEMIC AND TRAINING

ZAMCOM offers accredited academic programmes including, but not limited to:

## I. Mulungushi University Programmes

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

## II. TEVETA Accredited Programmes

- Diploma in Journalism and Public Relations
- Diploma in Agriculture Journalism
- Certificate in Video Productions

## III. Local Professional Programmes

- Postgraduate Diploma in Public Relations and Communication
- Certificate in Journalism and Public Relations
- Certificate in Film Productions



# SHORT COURSES

Certificate in Coding

Certificate in Animation

Certificate in TV/Video Production

Certificate in Radio Production

Certificate in Computers Basic

Certificate in Public Relations & Advertising

Certificate in Report Writing

Certificate in Proposal Writing

Certificate in Photo Journalism

Cert. Information Communication Technology (ICT)

Certificate in Speech - Writing & Speech

Certificate in Customer Relations

Certificate in Social Media and Networking

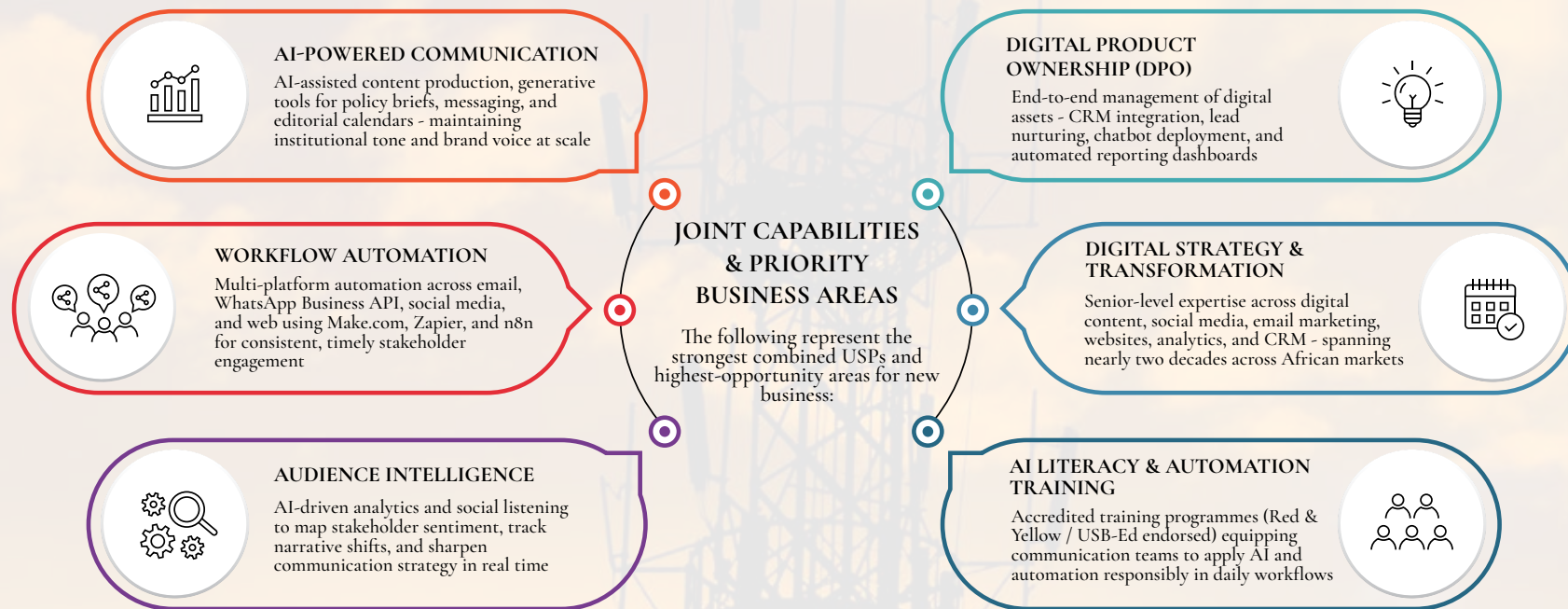
Certificate in Radio Production

Certificate in Graphic Design



# STRATEGIC PARTNERSHIP: ZAMCOM & SOW COMMUNICATIONS

Through a formal Memorandum of Understanding with SOW Communications a purpose-led digital consultancy with nearly two decades of experience across African markets ZAMCOM extends its offer into end-to-end digital implementation, AI integration, and workflow automation. Together, we provide a single, integrated team that takes clients from high-level strategy to on-the-ground digital execution.



*The ZAMCOM-SOW collaboration is particularly suited institutions seeking to influence policy, strengthen public trust, and scale impact through coherent, data-informed, and future-ready communication systems.*

S/N	Institution	Period	Service Provided
	World Wide Fund (WWF - VCA Project)	2021 to 2024	ZAMCOM served as a key intermediary between the media and WWF's VCA Project, providing logistical coordination and facilitation.
	USAID-JSH	2023	ZAMCOM conducted a comprehensive media training programme across six districts of Zambia, focused on Gender and Inclusion, Family Planning, HIV, Tuberculosis (TB), and Health Insurance, with a strong emphasis on Interactive Media Production.
	USAID - JSH	2024 - 2025	ZAMCOM produced and broadcast USAID – JSH radio adverts on Gender, SRHR, Inclusivity and Diversity under the ZAM- Health Project.
	Habitat For Humanity Zambia	2026	ZAMCOM conducted a media training workshop on housing reporting, with a deliberate focus on gender, marginalized groups, and persons with disabilities, guiding participants to approach stories with greater inclusivity, sensitivity, and social awareness.
	ZAMCOM Continuous Professional Development (CPD) Trainings & Workshops	2024	ZAMCOM conducted training for 110 Zambia News and Information Services (ZANIS) District Information Officers in digital and mobile journalism.
	Bayer Global (Zambia)	2025	Productions of a 25-minute documentary for the Blue Castle project that featured the Republican President
	Ministry of Water and Sanitation	2025	Production of 5 documentaries funded by the African Development Bank
	Ministry of Small and Medium Enterprise Development	2025	Production of documentaries and five (5) social media reels
	Zambia Statistics Agency	2024 2025	Production of 10 minutes documentary Production of 25 minutes documentary
	ZICA	2023	Production of 10 educational videos and 3 video interviews
	University of Zambia	2023	Production of a documentary highlighting the key successes the university has achieved
	Zambia Public Procurement Authority (ZPPA)	2022	Production of ten tutorial videos on the use of electronic Government Procurement (e-GP) and 4 info-commercials
	Lusaka Water Security Initiative (LuSWI)	2021	Developing media content on COVID-19 stories and awareness messages.
	Zambia Civic Education Association (ZCEA)	2025	Production and translation of seven animated videos

# COLLABORATIONS

We have working MOUs with:



# OUR PARTNERS





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