



Received: 29-11-2025
Accepted: 09-01-2026

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Examining the Effectiveness of Public Media TV on Human Rights advocacy: A Case Study Zambia National Broadcasting Corporation Kitwe

¹ Frank Mumba Tolopa, ² Dr. Sychorax Tiyesa Njobvu

¹ School of Humanities, BA Mass Communication, Information and Communication University, Lusaka, Zambia

² Lecturer: School of Humanities, Information and Communication University, Lusaka, Zambia

Corresponding Author: Frank Mumba Tolopa

Abstract

The purpose of the study was the effectiveness of public media television in human rights advocacy, focusing on ZNBC Kitwe as a case study. The research had three objectives: to identify the types of human rights programs aired, analyze the content related to human rights, and determine limitations in human rights TV programming. A quantitative approach was employed, targeting 20 ZNBC staff members, 10 clergy members, and 20 human rights activists. Using simple random sampling, 50 respondents participated in the study. Data were collected via structured questionnaires and analyzed using SPSS

software. The study revealed that community empowerment and awareness promotion were prominent, but limitations like censorship (36%), limited airtime (24%), and political interference (26%) hindered programming. Labor rights (30%) and disability rights (22%) were underrepresented. The study concluded that while ZNBC Kitwe's programming shows a grassroots approach, significant challenges exist. Recommendations include enhanced editorial independence, diversified funding and more inclusive content strategies.

Keywords: Public Media TV, Human Rights Advocacy, ZNBC TV, Programming and Limitations

1. Introduction

1.1 Background

Public media television has become an essential instrument for promoting human rights globally, guided by both theoretical frameworks and practical realities. According to the agenda-setting theory by McCombs and Shaw (1972) ^[11], public media plays a vital role in shaping public opinion and prioritizing social issues by continuously framing and highlighting human rights violations. In countries such as the UK and USA, public media has effectively exposed abuses, amplified marginalized voices, and held governments accountable (Herman & Chomsky, 2002) ^[10]. However, this success contrasts sharply with the experiences in many African nations, where state control, censorship, and limited access to information hinder independent journalism and advocacy (Mutsaers, 2021; Ekiyor, 2022) ^[13, 8]. Restrictive media laws in countries like Egypt and Tanzania further prevent journalists from investigating human rights abuses, weakening media's watchdog role (Abdulatif & Haggag, 2020) ^[1].

At the local level, agenda-setting theory remains relevant in understanding how media influences community awareness and policy action. In Zambia, for instance, ZNBC Kitwe has played a significant role in promoting local human rights advocacy. Through investigative reports and talk shows, the station has raised awareness on key social issues such as access to clean water, education, and healthcare (Chanda, 2018) ^[4]. These efforts have stimulated public discourse and sometimes led to government responses, demonstrating media's power in driving social change. Moreover, ZNBC Kitwe has provided platforms for citizens to engage in dialogue, express grievances, and hold authorities accountable—fostering a culture of transparency and civic participation (Mwewa, 2019) ^[14].

Nonetheless, several challenges limit ZNBC Kitwe's effectiveness. Political interference and censorship remain major obstacles, compromising journalistic independence and limiting coverage of sensitive issues (Bwalya, 2020) ^[3]. The station also suffers from resource constraints, including insufficient funding and lack of investigative capacity, which weakens in-depth reporting (Mwale, 2017) ^[15]. Additionally, ethical dilemmas such as sensationalism and biased reporting threaten credibility and objectivity (Chilufya, 2019) ^[5]. Balancing advocacy with professionalism and ethical reporting is therefore

critical for maintaining public trust.

1.2 Statement of the Problem

The effectiveness of human rights advocacy in public media, notably within institutions like the Zambia National Broadcasting Corporation (ZNBC), faces significant hurdles hindering its goal of fostering awareness, education, and advocacy for human rights in Zambia. One major challenge is the limited coverage and depth of content dedicated to human rights issues, often due to editorial priorities, political pressure, and resource constraints (Davis, 2018) ^[7]. Political interference and censorship further undermine the autonomy and impartiality required for effective advocacy, potentially leading to self-censorship and the neglect of critical human rights topics. Audience engagement poses another obstacle, particularly in regions with limited human rights education, where viewers may lack interest or understanding of presented issues (Cohen & Kahne, 2018) ^[6]. Safeguarding editorial independence is crucial, necessitating transparent policies to shield against external pressures (United Nations, 2019) ^[18]. To broaden coverage, public media should diversify content by including marginalized perspectives and grassroots initiatives (BBC Media Action, 2017) ^[2]. Collaborations with educational institutions and NGOs can enhance media literacy and civic education, fostering active citizenship (European Commission, 2020) ^[9]. Regular monitoring and evaluation are vital for assessing programming efficacy, offering insights for improvement (UNESCO, 2018) ^[19]. Overcoming these challenges demands concerted efforts to ensure human rights advocacy fulfills its vital role in shaping societal discourse and advocating for human dignity and justice.

1.3 General Objective

The main objective of this study is Examining the Effectiveness of Public Media Tv on Human Rights advocacy: Case Study Zambia National Broadcasting Corporation Kitwe.

1.3.1 Specific Objectives

1. To Establish Types of Human Rights Programmes on ZNBC in Kitwe.
2. To examine Type of Content related to Human Rights.
3. To ascertain Limitations in Human Rights TV Programming For ZNBC Kitwe.

1.4 Research Questions

1. What types of Human Rights programmes are currently being broadcast on ZNBC in Kitwe?
2. What kind of content related to Human Rights is being aired on ZNBC Kitwe?
3. What limitations does ZNBC Kitwe face in incorporating Human Rights TV programming?

1.5 Theoretical Framework

The study on the effectiveness of human rights advocacy in public media is guided by the Agenda-Setting Theory, which explains how media influences public perception by determining which issues are seen as important (McCombs & Shaw, 1972) ^[11]. In this context, the study examines how the Zambia National Broadcasting Corporation (ZNBC) shapes public awareness and understanding of human rights issues through topic selection and framing (McCombs & Reynolds, 2002) ^[12]. The theory highlights that by emphasizing certain topics, media can influence what the

audience perceives as significant or urgent (Scheufele & Tewksbury, 2007) ^[16]. It also views media as a gatekeeper, controlling the flow of information. The study will therefore assess how editorial choices, political influence, and limited resources affect ZNBC's ability to effectively advocate for human rights (Shoemaker & Vos, 2009) ^[17]. Overall, applying Agenda-Setting Theory will help evaluate how public media impacts public perception of human rights in Zambia and identify strategies to strengthen human rights programming and advocacy.

2. Literature Review

2.1 Types of Human Rights Programmes TV

Globally, with technological advancements shaping both the structure and content of media platforms. In tracing this development, one notes that following World War II, in 1945, the Columbia Broadcasting System (CBS) began developing a color television system, initiating a competitive race with the Radio Corporation of America (RCA). Although the Federal Communications Commission (FCC) approved CBS's color broadcasting system in 1950, it was later abandoned due to low consumer demand. Subsequently, RCA's system—compatible with existing black-and-white sets—gained prominence after its unveiling in 1951 (Fink *et al.*, 2023) ^[27]. By the 1990s, the focus shifted toward digital television (DTV), driven by bandwidth limitations and the potential for improved quality and interactive content. Woo Paik, a Korean-born engineer, developed the first fully digital television system, leading to a global pivot toward digitalization. The United States adopted the ATSC system in 1996, while the European Union endorsed the DVB format in 1993 (Fink *et al.*, 2023) ^[27]. Countries like Nigeria have also made strides, albeit slow, toward digitalization. Despite the National Broadcasting Commission's (NBC) initial 2012 target, the Digital Switchover (DSO) only materialized around 2017, due to funding challenges (Adegboyega, 2021) ^[20].

In Malaysia, human rights programmes on television are categorized into several types: documentary-style investigative journalism, talk shows and interviews, educational campaigns, youth engagement programmes, and live coverage of parliamentary or community debates. Empirical studies and media reports indicate a gradual increase in such programmes, particularly with the digitalization of television which allows for broader bandwidth, better reception, and multiple channels for niche content (Mohd Yusof & Rahim, 2021) ^[32]. One prominent example is TV Pendidikan, initially launched in 1972 but recently revitalized during the COVID-19 pandemic to include content on children's rights, gender equality, and the right to education. These programmes were crucial in bridging the educational divide during school closures and highlighted the rights of children to continuous learning (UNICEF Malaysia, 2020) ^[44].

Additionally, investigative journalism segments such as those on TV3's "360" or Al-Hijrah's "Analisis" often explore issues like police brutality, refugee rights, indigenous land rights, and statelessness—topics central to the broader human rights discourse in Malaysia. These programmes, while often limited by state censorship frameworks under the Printing Presses and Publications Act 1984 and the Sedition Act 1948, have found creative means to expose social inequalities without directly confronting

legal boundaries (Amnesty International Malaysia, 2022) ^[21].

In an empirical study by Nwagbara (2021) ^[37], it was found that testimonial broadcasts evoke empathy and moral outrage more than traditional reporting, often triggering spontaneous community or NGO responses. However, the same study flagged ethical concerns over retraumatization, sensationalism, and inadequate follow-up mechanisms after airing the episodes. Closely related are civic education programmes, which are designed to inform citizens of their rights under national and international legal frameworks. These shows typically involve legal experts simplifying constitutional provisions, international treaties, and court rulings for public understanding. Programmes like Know Your Rights and The Law and You on Nigerian Television Authority (NTA) aim to demystify the legal system, especially for underserved populations who may lack formal education or access to legal aid. According to empirical findings by Okoro and Odoemelam (2018) ^[38], such civic education segments enhance legal literacy and promote democratic culture, particularly in semi-urban and rural audiences. Their longitudinal survey of viewers showed increased willingness among citizens to report abuses, demand accountability, and participate in civic processes after consistent exposure to such programming.

In addition, interactive talk shows constitute a significant category of human rights TV content. These shows encourage live audience participation through phone-ins, text messages, and social media, fostering direct communication between the public and programme hosts or guests. Politics Today on Channels TV and Public Square on TVC are known for incorporating public feedback into their segments, particularly on pressing issues like press freedom, voting rights, and access to basic services. Empirical data from a content analysis by Chilwa and Ajiboye (2016) ^[23] shows that interactive human rights talk shows can foster a participatory media culture that enhances citizen voice and horizontal communication. However, challenges such as screen time limitations, moderator bias, and caller censorship sometimes undermine the transformative potential of this format.

Beyond formal broadcast programmes, short-form public service announcements (PSAs) and docudrama segments also contribute to the human rights agenda on television. These short inserts are strategically aired during prime-time programming and usually target behavioral change in areas such as domestic violence prevention, anti-corruption, child labor, or the right to education. These formats rely heavily on emotion and dramatization to imprint the message, and empirical evaluations have shown mixed results. For example, Idayat and Adegoke (2020) ^[28] found that while PSAs increase short-term awareness, their long-term impact is limited unless reinforced by broader educational or policy measures. Nonetheless, their role in mainstreaming human rights vocabulary into everyday media consumption should not be underestimated.

In Zambia, human rights programming on television has evolved over time, reflecting both the country's socio-political landscape and the role of media as a watchdog and promoter of democratic values. Empirical studies reveal that human rights TV programmes in Zambia generally fall into several distinct types, each serving different purposes in advancing awareness, education, and advocacy around human rights issues. These types include news and current

affairs shows, educational programmes, investigative documentaries, talk shows and panel discussions, and community-based participatory media. Collectively, these formats contribute to informing the public, shaping opinions, and providing a platform for marginalized voices, albeit with varying degrees of effectiveness and challenges.

One of the most prevalent forms of human rights programming in Zambia is news and current affairs shows that regularly cover topics related to governance, accountability, social justice, and human rights violations. Research by Phiri and Banda (2019) ^[41] underscores the centrality of such programmes on state and private TV stations like the Zambia National Broadcasting Corporation (ZNBC), Muvi TV, and Prime TV, which often feature segments dedicated to reporting on issues such as police brutality, electoral rights, freedom of expression, and gender-based violence. These programmes typically include coverage of protests, legal proceedings, and government policy debates that impact citizens' rights. However, empirical evidence also highlights that the editorial framing in these news segments can sometimes reflect governmental influence or self-censorship, especially when sensitive topics like political dissent or corruption are involved (Mwale, 2020) ^[34]. Despite this, news programming remains a critical source of information for the public and a first point of engagement with human rights content.

Educational programmes focused on human rights represent another significant type of programming in Zambia's television landscape. These shows aim to raise awareness about fundamental rights enshrined in the Zambian constitution and international human rights treaties to which the country is a party. Empirical studies by Chisanga (2018) ^[26] found that educational human rights content is often broadcast in collaboration with non-governmental organizations (NGOs), such as the Legal Resources Foundation and the Human Rights Commission, which use television as a medium to disseminate information about legal literacy, women's rights, child protection, and health rights, including HIV/AIDS awareness. These programmes tend to adopt formats such as dramatizations, animations, and interviews with rights activists to make complex legal concepts accessible to diverse audiences. Although these educational programmes play an important role in enhancing rights knowledge, challenges such as limited airtime, low production budgets, and audience reach in rural areas constrain their overall impact (Kunda, 2019) ^[30].

2.2 Type of Content related to Human Rights TV

Empirical content analyses by Müller and Schmidt (2018) ^[36] show that during these periods, there is a marked increase in the quantity and diversity of programs devoted to human rights topics. These special events typically include collaborations with NGOs, human rights experts, and international organizations, which enhances the credibility and depth of the content. Müller and Schmidt further note that such programming often emphasizes intersectionality, addressing how human rights issues overlap with race, gender, class, and disability, thus promoting a more nuanced public understanding (Müller & Schmidt, 2018) ^[36].

In addition to traditional broadcast media, empirical studies have begun to explore the role of digital platforms affiliated with German broadcasters in expanding human rights content. The study by Klein and Richter (2022) ^[29] highlights that online streaming services and social media

channels operated by ARD and ZDF provide additional spaces for interactive human rights education. These platforms allow for longer-form content, user-generated discussions, and educational campaigns that engage younger, tech-savvy audiences. Klein and Richter's empirical findings suggest that digital content tends to focus on contemporary human rights challenges such as digital privacy, misinformation, and activism, reflecting the changing media consumption habits and the need for dynamic content delivery (Klein & Richter, 2022) ^[29].

Children's rights feature prominently in Zambian human rights TV content, with programming designed to address issues such as child labor, access to education, and protection from abuse. According to empirical research by Mulenga (2021) ^[33], children-focused shows and documentaries often partner with government agencies like the Ministry of Community Development and social welfare NGOs to spotlight challenges faced by vulnerable children. For instance, programs highlighting the plight of street children, child trafficking victims, and children with disabilities help raise public awareness and stimulate policy discussions. However, Mulenga notes a significant challenge in sustaining long-term attention to these issues, as children's rights programming often suffers from limited funding and fluctuating audience interest, which can result in episodic rather than continuous coverage.

Health rights, especially relating to HIV/AIDS, maternal health, and access to healthcare services, also constitute a substantial portion of human rights-related TV content in Zambia. Research by Phiri and Kamanga (2019) ^[42] documents that health rights programming on channels such as ZNBC Health Show and Muvi TV includes educational segments, expert interviews, and advocacy messages aimed at promoting awareness and reducing stigma around health conditions. HIV/AIDS, being a major public health concern, receives particular attention, with content designed to empower individuals to seek testing and treatment, and to inform the public about government policies and rights related to healthcare access. This health rights focus has been supported by partnerships between media houses and health ministries or international donors, enabling the production of credible and impactful programming. However, Phiri and Kamanga's study also highlights that such programming often faces challenges related to reaching rural audiences where healthcare infrastructure is weakest and where media penetration is limited.

2.3 Limitations in Human Rights TV Programming

Globally a study by Philo *et al.* (2013) ^[40] illustrates how media representations of marginalized groups—such as refugees, ethnic minorities, or LGBTQ+ communities—are often shaped by prevailing societal biases and stereotypes. This has significant consequences for human rights programming, which risks reinforcing stigmatizing narratives rather than challenging them. For instance, coverage may emphasize issues of "threat" or "burden" associated with certain groups, contributing to public fear or hostility instead of empathy or solidarity. Such framing not only undermines the educative potential of human rights programming but may also provoke public disengagement or backlash, further complicating broadcasters' willingness to prioritize these issues.

Moreover, audience fragmentation in the UK's contemporary media landscape poses a key limitation for

human rights TV programming. With the rise of digital platforms and on-demand viewing, audiences are increasingly dispersed across multiple channels and devices. Empirical data from Ofcom (2022) confirms a steady decline in traditional linear TV viewership, especially among younger demographics who prefer streaming services or social media for news and information. This shift challenges broadcasters to find effective ways to reach and engage diverse audiences with human rights content. Although some PSBs have experimented with cross-platform strategies to extend the reach of their programming, the fragmented nature of media consumption means that human rights messages may struggle to achieve mass visibility or sustained public attention in a competitive digital environment.

Despite these multifaceted limitations, private media in Nigeria has played an instrumental role in promoting a semblance of public discourse and social accountability. The openness to public participation, especially through live call-in programs and social media integration, has allowed citizens to voice grievances, demand action, and share lived experiences. These engagements have occasionally sparked policy debates, civic actions, or even judicial inquiries, illustrating the potential power of media as a tool for democratic expression. Empirical observations suggest that TV stations like Channels Television, AIT, and TVC have at various points given platforms to civil society organizations, legal experts, and victims of state violence, offering a rare avenue for marginalized voices in mainstream dialogue (Chiluwa & Odebunmi, 2016) ^[24]. This participatory media model is especially significant in a country where traditional avenues of public engagement are either inaccessible or co-opted by elite interests.

Nonetheless, this progress should not obscure the systemic weaknesses that continue to undermine human rights programming. Notably, there is a marked urban bias in the content and coverage of these programs. Most TV stations are based in major cities like Lagos, Abuja, and Port Harcourt, and consequently, the human rights issues affecting rural or semi-urban populations—such as access to education, land rights, police brutality, and indigenous rights—are frequently underreported. This geographic disparity in coverage reinforces inequality and contributes to the invisibility of certain populations in national conversations. Research conducted by Uche (2020) ^[43] revealed that rural voices are largely absent in televised discourses, and when they are included, it is often through stereotypical or reductive lenses.

Furthermore, there is a deficiency in training and specialization among broadcast journalists tasked with human rights reporting. Many reporters lack formal education in human rights law, international frameworks, or ethical guidelines for covering sensitive issues such as sexual violence or child abuse. The absence of such training increases the risk of retraumatization of victims, sensationalism, or legal misrepresentation. Consequently, while the intentions behind human rights programming may be noble, the execution sometimes falls short of global standards. This issue is compounded by the absence of editorial guidelines or ethical frameworks within many private stations, making it difficult to standardize reporting practices or hold journalists accountable for professional lapses (Onyebadi & Alajekwu, 2018) ^[39].

Human Rights TV programming in Zambia faces a variety of critical limitations that hinder its capacity to effectively inform, educate, and mobilize the public around fundamental rights issues. Despite the growing presence of private and public broadcasters in Zambia's media landscape, numerous empirical studies reveal that challenges related to political influence, economic constraints, infrastructural weaknesses, and socio-cultural factors significantly restrict the depth and breadth of human rights content on television. The Zambia Media Environment Assessment (ZAMEA) conducted by the Media Institute of Southern Africa (MISA) Zambia chapter (2019) highlights the paradox of a legally guaranteed freedom of expression versus the practical difficulties broadcasters encounter when attempting to produce comprehensive human rights programming. The 1996 Zambian Constitution, along with the Access to Information Act (2016), provides for press freedom and the right to access information, yet these rights are often undermined by regulatory pressures and government interference in media operations (Chisala & Kunda, 2020) ^[25].

One of the primary limitations identified in human rights TV programming in Zambia is political interference and censorship. Empirical research by Mwansa (2018) ^[35] illustrates how the government and ruling party officials frequently exert subtle and overt pressure on media houses to avoid coverage that is critical of state policies or exposes human rights violations, particularly those involving security forces or corruption scandals. This interference manifests through threats of license suspension, withdrawal of government advertising—which is a major revenue source for many stations—and direct intimidation of journalists. In a study examining media freedom from 2015 to 2019, Banda and Phiri (2020) ^[22] documented several incidents where human rights-related programs were canceled or heavily edited under government influence. This environment fosters self-censorship among media practitioners, undermining the media's watchdog role and weakening public discourse on sensitive human rights issues such as political repression, freedom of assembly, and the rights of marginalized groups.

3. Research Methodology

3.1 Research Design

The study used Quantitative approaches helped evaluate ZNBC Kitwe's effectiveness in human rights advocacy by using numerical data to measure program frequency, audience reach, and public awareness. Statistical analyses identified relationships between human rights content and audience attitudes. Comparing data over time and with other media outlets revealed trends, challenges, and opportunities for improving human rights advocacy through public media in Zambia. Ivanova, I. (2019) ^[45].

3.2 Target Population

Population is a specific group of people or entities that a project, service or research aims to impact or draw conclusions about. The study targeted 20 ZNBC and 10 clergy members and 20 human rights activists. The study's boundaries restricted the population, which was in line with the nature of the study Kulyk, V., & Semenyuk, T. (2017) ^[46].

3.3 Sampling Design

The study used Simple random sampling was used in the study on ZNBC Kitwe to assess the effectiveness of public media TV in human rights advocacy. This method gave every viewer an equal chance of selection, ensuring unbiased and representative results. It enhanced reliability, validity, and generalizability, capturing diverse audience demographics and providing meaningful insights into human rights awareness Tkachenko, O. (2016) ^[47].

3.4 Sample Size Determination

Sample size determination is the process of deciding how many observations or participants to include in a study, balancing accuracy and reliability with practical considerations like cost and feasibility. Factors like desired precision, confidence level, and population variability influence this decision to ensure results are reliable and achievable within constraints. However sample size was 50 respondent Nwabueze, C. A. (2017) ^[50].

3.5 Data Collection Methods

The study on ZNBC Kitwe's human rights advocacy used a structured questionnaire to collect consistent and reliable quantitative data on audience perceptions, engagement, and attitudes. It enabled efficient data gathering from a large, diverse sample, allowing generalization of findings. The standardized format facilitated statistical analysis, revealing patterns and relationships influencing ZNBC Kitwe's human rights advocacy effectiveness Okunna, C. S. (2016) ^[49].

3.6 Data Analysis

To examine the data gathered for the study, quantitative methodologies were used. In order to analyze the quantitative data, descriptive statistics comprising frequency, percentage, mean, and standard deviation were calculated using SPSS software. Visual tools for data presentation, such as graphs and charts, were also created using Microsoft Excel. Quantitative content analysis, carried out manually, was the method selected to examine the information obtained during the interview. Primarily, questionnaires were utilized in this study to gather primary data Asemah, E. S., & Ebam, E. C. (2018) ^[48].

3.7 Triangulation

Triangulation was a technique used for analyzing results from multiple-method research designs. It was most often used as a form of cross-checking to validate the results from different kinds of methods, such as the collection of demographics and other information. This study involved the use of the survey method, the use of a structured questionnaire or interview guide in an interview, the use of a sample, and the use of a probability sampling technique to arrive at the sample. The data was coded and thematically analyzed. The collection of data by the researcher identified the complexities related to the context of the study. The surveys were supplemented by interviews and focus groups. Each research method exposed one aspect of reality. This multi-method, multidisciplinary collaborative research was insightful.

3.8 Limitation of Study

The researcher encountered problems such as respondents

having difficulties understanding the questionnaire's format. Financial support was needed to enable the researcher to go around collecting data, and some important information was not disclosed by the respondents due to issues of confidentiality.

3.9 Ethical Considerations

Informed consent was obtained from all those who participated in the study. The participants were informed about the purpose of the study, and they answered the questions anonymously. They were free to skip any question they were not comfortable answering. The data collection tools were kept safely and confidentially. The information gathered was used solely for the purposes of the academic study. The necessary research authorities were consulted for permission.

4. Presentation, Interpretation of Findings and Discussion of the Findings

4.1 Background Information

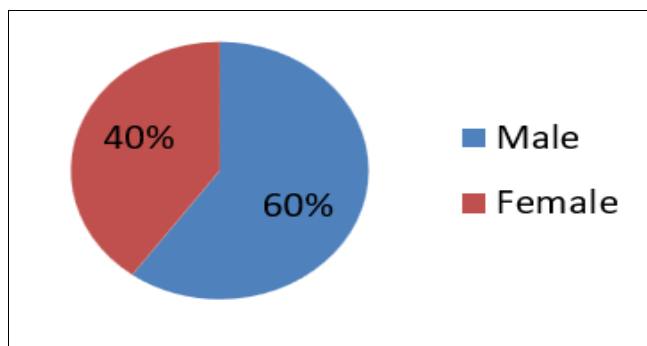


Fig 1: Gender

The study requested respondent to indicate their gender. 60% of the respondent indicated male and 40% of the respondent indicated female.

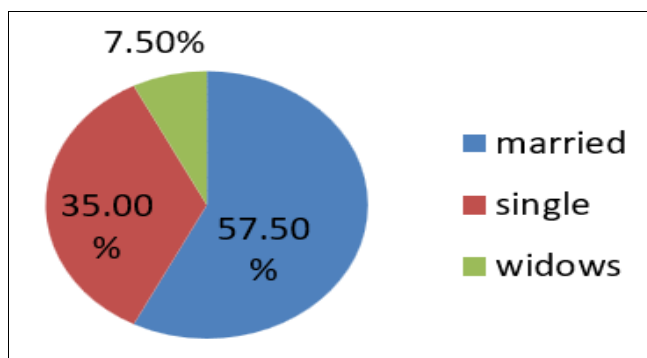


Fig 3: Marital Status

The study requested respondent to indicate their Marital Status. 57.5% of the majority respondent indicated married, 35% of the respondent indicated single and 7.5% of the respondent indicated widows.

4.2 Types of Human Rights Programmes on ZNBC in Kitwe

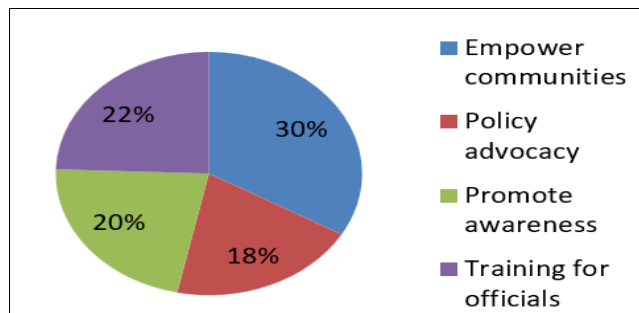


Fig 7: Primary Focus HRE

The primary focus areas of the respondents' work reveal a balanced distribution between community empowerment, awareness promotion, and capacity building. The most prominent focus areas are empowering communities and promoting awareness, each accounting for 30% of the responses. Training for officials is also a significant area of focus, making up 22% of the responses. Policy advocacy, while still important, is the least prominent focus area, accounting for 18% of the responses. Overall, the respondents' work seems to prioritize grassroots-level engagement and awareness-raising, alongside building capacity for officials.

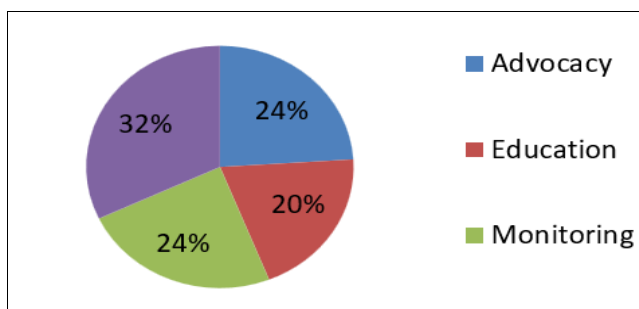


Fig 8: Support_Victims_Programme

The support programs for victims reveal a strong emphasis on direct victim support, which accounts for 32% of the responses. Advocacy and monitoring are also crucial components, each making up 24% of the responses. Education is another important aspect, accounting for 20% of the responses. Overall, the support programs seem to prioritize providing direct assistance to victims, while also recognizing the importance of advocacy, monitoring, and education in addressing the needs of victims.

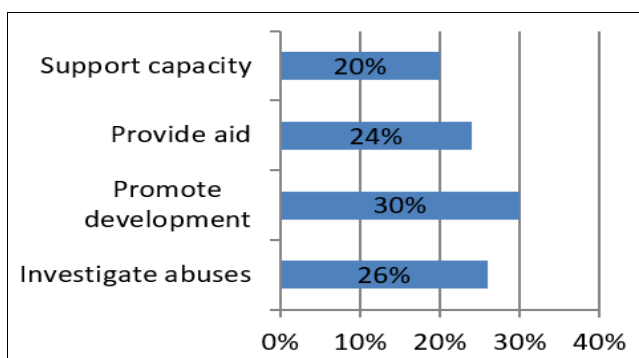


Fig 8: Objective_Monitoring

The objectives of monitoring reveal a strong emphasis on promoting development, which accounts for 30% of the responses. Investigating abuses is also a significant objective, making up 26% of the responses. Providing aid and supporting capacity building are also important, accounting for 24% and 20% of the responses, respectively. Overall, the objectives of monitoring seem to prioritize promoting development and investigating abuses, while also recognizing the importance of providing aid and building capacity.

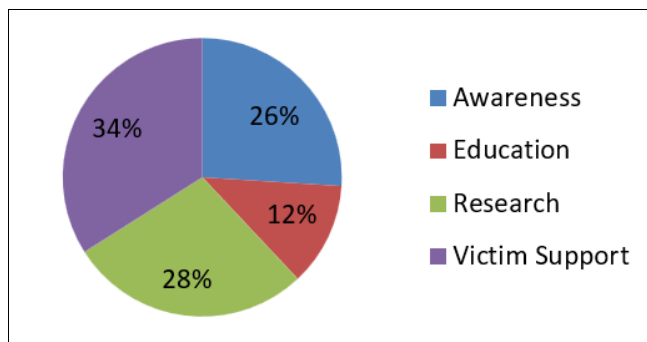


Fig 10: Awareness raising

The focus areas for awareness raising reveal a strong emphasis on victim support, which accounts for 34% of the responses. Research is also a significant component, making up 28% of the responses. Raising awareness directly is another important aspect, accounting for 26% of the responses. Education, while still relevant, is the least prominent focus area, making up 12% of the responses. Overall, the emphasis on victim support and research suggests a comprehensive approach to awareness rising.

4.3 Type of Content related to Human Rights

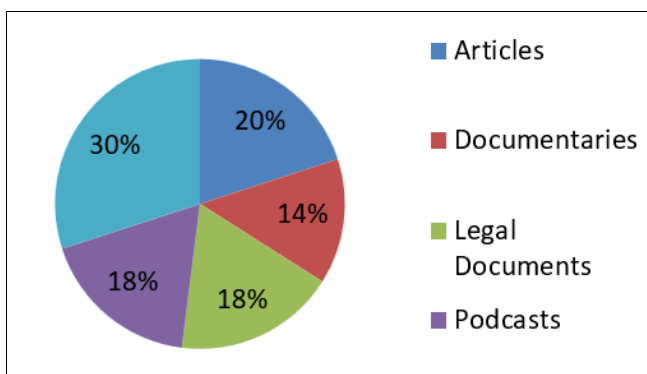


Fig 12: Engaged_content

The types of content engaged with reveal a strong presence of social media, which accounts for 30% of the responses. Articles and podcasts/legal documents are also significant, with articles making up 20% and podcasts/legal documents each accounting for 18% of the responses. Documentaries are the least prominent type of content, making up 14% of the responses. Overall, the emphasis on social media suggests a strong online presence and engagement.

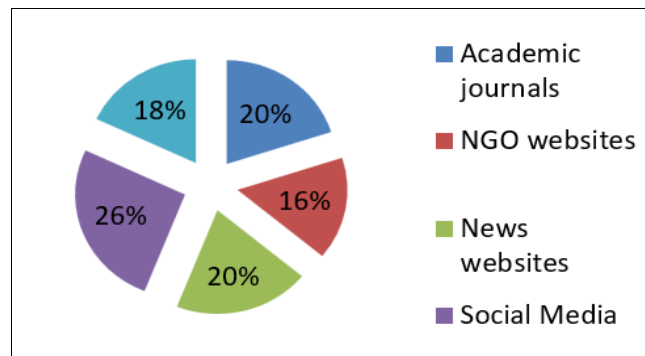


Fig 13: Platform_used

The platforms used reveal a strong presence of social media, which accounts for 26% of the responses. Academic journals and news websites are also significant, each making up 20% of the responses. YouTube is another important platform, accounting for 18% of the responses. NGO websites are the least prominent platform, making up 16% of the responses. Overall, the emphasis on social media and online platforms suggests a strong digital presence.

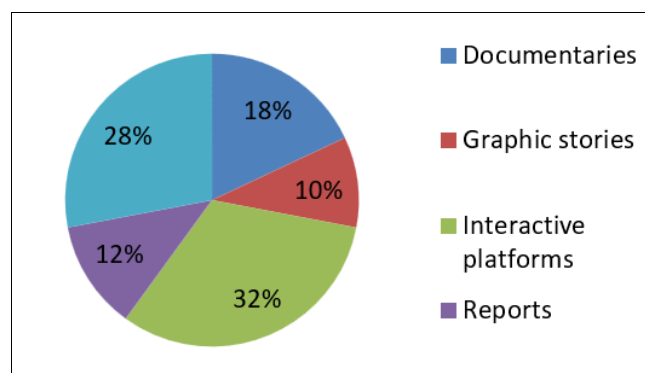


Fig 14: Effective format

The most effective formats for content reveal a strong preference for interactive platforms, which account for 32% of the responses. Short videos are also highly effective, making up 28% of the responses. Documentaries and reports are less prominent, accounting for 18% and 12% of the responses, respectively. Graphic stories are the least effective format, making up 10% of the responses. Overall, the emphasis on interactive platforms and short videos suggests a preference for engaging and dynamic content.

Table 1: Impactful_tone

	Freq.	Percent
Advocacy	12	24.00
Artistic	11	22.00
Emotional	11	22.00
Factual	10	20.00
Legal	6	12.00
Total	50	100.00

The most impactful tones reveal a strong presence of advocacy, which accounts for 24% of the responses. Artistic and emotional tones are also highly effective, each making

up 22% of the responses. Factual tone is another important aspect, accounting for 20% of the responses. Legal tone is the least impactful, making up 12% of the responses. Overall, the emphasis on advocacy, artistic, and emotional tones suggests a preference for engaging and persuasive communication.

Table 1: Common_topics

	Freq.	Percent
Freedom of speech	9	18.00
Gender equality	8	16.00
Labor rights	10	20.00
Migration rights	14	28.00
Racial discrimination	9	18.00
Total	50	100.00

The most common topics reveal a strong focus on migration rights, which accounts for 28% of the responses. Labor rights are also a significant topic, making up 20% of the responses. Freedom of speech and racial discrimination are tied, each accounting for 18% of the responses. Gender equality is the least prominent topic, making up 16% of the responses. Overall, the topics suggest a strong emphasis on human rights, particularly for vulnerable groups such as migrants and workers.

4.4 Limitations in Human Rights TV Programming for ZNBC Kitwe

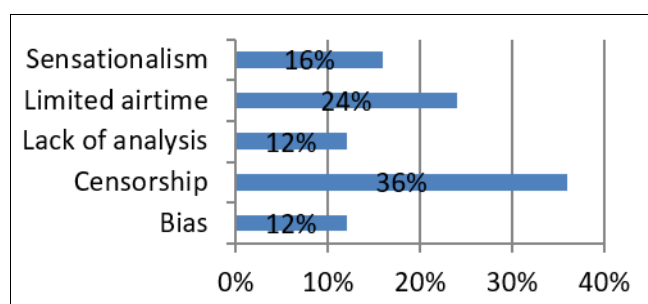


Fig 15: Main_limitation

The main limitations faced reveal a strong concern about censorship, which accounts for 36% of the responses. Limited airtime is also a significant limitation, making up 24% of the responses. Sensationalism is another notable concern, accounting for 16% of the responses. Bias and lack of analysis are less prominent limitations, each making up 12% of the responses. Overall, the limitations suggest that respondents face significant challenges in accessing and disseminating information due to external constraints.

Table 4: Program_unpopularity

	Freq.	Percent
Advertiser pressure	9	18.00
Complexity	10	20.00
Limited funding	11	22.00
Low interest	7	14.00
Political interference	13	26.00
Total	50	100.00

The reasons for program unpopularity reveal a strong influence of political interference, which accounts for 26% of the responses. Limited funding is also a significant factor, making up 22% of the responses. Complexity of the

program is another notable reason, accounting for 20% of the responses. Advertiser pressure and low interest are less prominent factors, making up 18% and 14% of the responses, respectively. Overall, the reasons suggest that external factors, particularly political and financial constraints, play a significant role in program unpopularity.

Table 5: Production_challenges

	Freq.	Percent
Access to sources	5	10.00
Backlash	16	32.00
Lack of training	11	22.00
Legal constraints	10	20.00
Low public interest	8	16.00
Total	50	100.00

The production challenges reveal a strong concern about backlash, which accounts for 32% of the responses. Lack of training is also a significant challenge, making up 22% of the responses. Legal constraints and low public interest are notable challenges, accounting for 20% and 16% of the responses, respectively. Access to sources is the least prominent challenge, making up 10% of the responses. Overall, the production challenges suggest that respondents face significant risks and obstacles in producing content, particularly related to pushback and capacity.

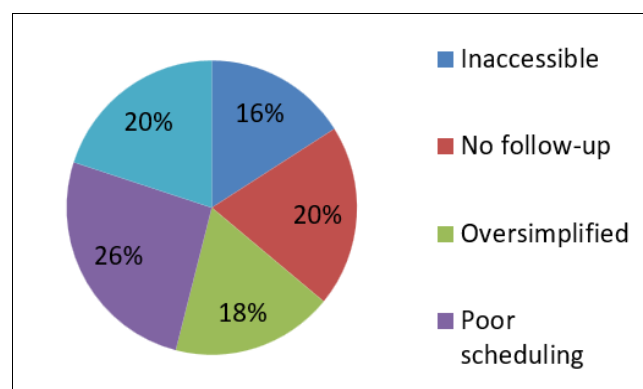


Fig 19: Format_limitation

The format limitations reveal a significant concern about poor scheduling, which accounts for 26% of the responses. Short episodes and no follow-up are also notable limitations, each making up 20% of the responses. Oversimplified content is another concern, accounting for 18% of the responses. Inaccessible format is the least prominent limitation, making up 16% of the responses. Overall, the format limitations suggest that respondents face challenges in engaging with content due to structural and design issues.

4.5 Discussion of the Findings

4.5.1 Types of Human Rights Programmes on ZNBC in Kitwe

The study's findings highlight that human rights programming on ZNBC in Kitwe prioritizes community-level interventions, focusing on empowerment and awareness promotion. This aligns with global best practices, emphasizing the importance of empowering individuals and communities to claim their rights. The programming approach combines grassroots empowerment, institutional strengthening, and victim-centered interventions. Key areas of focus include advocacy, capacity building, education, and

aid provision. The findings suggest a deliberate alignment with globally recognized best practices in advocacy and capacity development. The study reveals a strategic approach that prioritizes citizen engagement, policy influence, and evidence-based awareness-raising efforts. The emphasis on advocacy, education, and victim support reflects a multidimensional approach to human rights work. The findings are consistent with recent literature, affirming that sustainable human rights impact requires a combination of grassroots empowerment, institutional strengthening, and systemic oversight. Overall, the study highlights the importance of a comprehensive approach to human rights programming, incorporating community empowerment, advocacy, education, and capacity building to achieve sustainable impact.

4.5.2 Type of Content related to Human Rights

The findings highlight the importance of digital media in human rights programming, with social media emerging as a dominant platform (26-30%). Interactive platforms (32%) and short videos (28%) are preferred formats, underscoring the need for participatory and engaging content. Advocacy (most impactful), artistic, and emotional tones effectively drive social change, while factual tones provide credibility. Thematic priorities focus on migration rights, labor rights, freedom.

Thematic priorities include migration rights, labor rights, and freedom of speech, reflecting ongoing challenges in Zambia and the broader Southern African region. Online engagement activities, such as webinars and sharing articles, dominate modes of participation, indicating a shift towards participatory and decentralized forms of human rights advocacy. Credibility assessments reveal trust in NGO publications, user-generated content, and government reports, while influencer posts are seen as less credible. Effective human rights programming in Zambia requires a multidimensional approach, leveraging persuasive storytelling, evidence-based content, and participatory platforms to enhance social impact.

4.5.3 Limitations in Human Rights TV Programming For ZNBC Kitwe

The findings reveal significant limitations in human rights programming on ZNBC in Kitwe, including censorship, limited airtime, sensationalism, bias, and lack of rigorous analysis. Censorship is the foremost obstacle, reflecting a wider pattern of political interference and restricted media freedom in many African countries. Limited airtime hinders comprehensive treatment of complex human rights issues, while sensationalism undermines the educational and advocacy missions of human rights media. Bias and lack of analysis compromise program quality, and structural weaknesses within the broadcaster's governance exacerbate these deficiencies. To overcome these barriers, reforms at both institutional and policy levels are necessary, including strengthening editorial independence, increasing investment in capacity-building initiatives, and adopting rigorous editorial guidelines. Addressing airtime constraints requires strategic programming decisions that prioritize human rights content. The findings also highlight the importance of tailoring human rights messaging to audience preferences and contextual realities to maximize engagement and foster sustainable change. Effective human rights programming requires a multidimensional approach that integrates persuasive storytelling, evidence-based content, and participatory platforms to enhance social impact.

5. Conclusion

The findings on human rights programmes broadcasted on ZNBC in Kitwe present a clear statistical profile of their focus, content, and challenges. Across the types of programmes, community empowerment and awareness promotion stand out equally as dominant priorities, each accounting for 30% of respondents' work, followed closely by training for officials (22%) and policy advocacy (18%). Victim support emerges as the strongest feature of support programmes (32%), with advocacy and monitoring each at 24%, while education holds 20%. Monitoring activities are led by promoting development (30%) and investigating abuses (26%), with aid provision (24%) and capacity building (20%) also significant. Building capacity efforts are evenly shared between advocacy and skill development (32% each), while working with government shows a strong tilt toward community empowerment (42%). In awareness raising, victim support dominates at 34%, followed by research (28%), direct awareness campaigns (26%), and education (12%). Advocacy goals mirror these priorities, with assisting victims (30%) and capacity support (28%) outpacing policy influence (26%) and development promotion (16%).

In terms of content, social media is the top channel (30%), followed by articles (20%) and podcasts/legal documents (18% each), with documentaries trailing at 14%. Social media also leads platform use (26%), ahead of academic journals and news websites (20% each). Preferred formats lean toward interactive platforms (32%) and short videos (28%), with documentaries (18%), reports (12%), and graphic stories (10%) less favored. Advocacy (24%), artistic (22%), and emotional tones (22%) are preferred over factual (20%) and legal (12%) tones. Migration rights dominate topical coverage (28%), followed by labor rights (20%), while freedom of speech and racial discrimination each score 18%, and gender equality 16%. Participation is strongest through webinars and video comments (24% each) and article sharing (22%). NGO publications are the most trusted sources (26%), ahead of user-generated content (24%) and institutional reports/journalism (18% each).

However, limitations are significant. Censorship is the most pressing issue (36%), followed by limited airtime (24%), sensationalism (16%), and bias/lack of analysis (12% each). Political interference (26%) and funding constraints (22%) are leading reasons for programme unpopularity. Underrepresented topics include labor rights (30%), disability and Indigenous rights (22% each), and environmental justice (14%). Production faces backlash (32%), lack of training (22%), legal restrictions (20%), and low public interest (16%). Accuracy perceptions are polarized, with 32% viewing content as "highly inaccurate" and 26% as "very accurate." Representation frequency is mixed, with "always" at 24% and "never" and "often" both at 22%. Format limitations include poor scheduling (26%), short episodes/no follow-up (20% each), and oversimplification (18%). Overall, while human rights programming on ZNBC Kitwe demonstrates a strong grassroots and victim-centered approach with notable engagement via digital platforms, it is constrained by political, financial, and structural challenges, leading to gaps in representation, accuracy, and thematic inclusivity. These statistics point to the need for strengthened editorial independence, diversified funding, and more inclusive

content strategies to enhance the reach and impact of such programming.

6. References

1. Abdulatif H, Haggag K. Restrictive Media Laws and Press Freedom in Africa: A Comparative Analysis of Egypt and Tanzania. *Journal of African Media Studies*. 2020; 12(3):215-230.
2. BBC Media Action. Strengthening Public Service Media for Inclusive Development. London: BBC Media Action, 2017.
3. Bwalya M. Political Influence and Media Independence in Zambia: A Case of ZNBC. Lusaka: University of Zambia Press, 2020.
4. Chanda L. The Role of Local Media in Promoting Human Rights Awareness: A Case of ZNBC Kitwe. *Zambia Journal of Communication*. 2018; 5(2):44-58.
5. Chilufya P. Media Ethics and Professionalism in Zambian Broadcasting. Lusaka: ZAMCOM Press, 2019.
6. Cohen A, Kahne J. Civic Engagement and Media Literacy in the Digital Age. New York: Routledge, 2018.
7. Davis T. Editorial Policies and Human Rights Coverage in African State Media. *African Communication Review*. 2018; 10(1):87-102.
8. Ekiyor T. Press Freedom and Human Rights Advocacy in Sub-Saharan Africa. *African Media and Democracy Journal*. 2022; 8(4):301-320.
9. European Commission. Media Literacy for Democratic Participation. Brussels: European Union Publications, 2020.
10. Herman ES, Chomsky N. *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books, 2002.
11. McCombs ME, Shaw DL. The Agenda-Setting Function of Mass Media. *Public Opinion Quarterly*. 1972; 36(2):176-187.
12. McCombs M, Reynolds A. News Influence on Our Pictures of the World. In J. Bryant & D. Zillmann (Eds.), *Media Effects: Advances in Theory and Research*. Mahwah, NJ: Lawrence Erlbaum Associates, 2002, 1-18.
13. Mutsaers B. *African Journalism in the Digital Era: Challenges and Prospects*. New York: Routledge, 2021.
14. Mwewa H. Community Engagement and Public Discourse through Television in Zambia. *Zambian Journal of Media Studies*. 2019; 4(1):29-47.
15. Mwale K. *Funding Constraints and Content Quality in Public Broadcasting*. Lusaka: University of Zambia Press, 2017.
16. Scheufele DA, Tewksbury D. Framing, Agenda Setting, and Priming: The Evolution of Three Media Effects Models. *Journal of Communication*. 2007; 57(1):9-20.
17. Shoemaker PJ, Vos TP. *Gatekeeping Theory*. New York: Routledge, 2009.
18. United Nations. *Guidelines on the Role of Media in Human Rights Promotion*. New York: United Nations Publications, 2019.
19. UNESCO. *Measuring the Impact of Media Development Indicators*. Paris: UNESCO, 2018.
20. Adegboyega K. *Digital Switchover in Nigeria: Challenges and Prospects*. Lagos: National Broadcasting Commission, 2021.
21. Amnesty International Malaysia. *Freedom of Expression and Media Censorship in Malaysia*. Kuala Lumpur: Amnesty International, 2022.
22. Banda F, Phiri M. *Media Freedom and Political Interference in Zambia (2015-2019)*. Lusaka: University of Zambia Press, 2020.
23. Chilwa I, Ajiboye E. Interactive Media and Human Rights Discourse on Nigerian Television. *Journal of African Media Studies*. 2016; 8(2):145-160.
24. Chilwa I, Odeunmi A. Citizen Participation and Media Discourse in Nigeria's Television Programs. *Media, Culture & Society*. 2016; 38(7):999-1015.
25. Chisala S, Kunda P. *Media Law, Freedom, and Regulation in Zambia*. Lusaka: MISA Zambia, 2020.
26. Chisanga M. Educational Broadcasting and Human Rights Awareness in Zambia. *Zambian Journal of Media and Communication Studies*. 2018; 3(1):45-58.
27. Fink DG, Paik W, Woo P. *Television Engineering and Digital Transformation: A Global Historical Perspective*. New York: McGraw-Hill Education, 2023.
28. Idayat A, Adegoke O. Public Service Announcements and Human Rights Awareness in Nigeria. *African Communication Research*. 2020; 13(1):22-39.
29. Klein L, Richter J. Digital Broadcasting and Human Rights Education in Germany. *European Journal of Media Studies*. 2022; 10(4):66-83.
30. Kunda L. Challenges of Human Rights Television Programming in Zambia. *Media Review Zambia*. 2019; 5(2):78-91.
31. Media Institute of Southern Africa (MISA) Zambia. *Zambia Media Environment Assessment (ZAMEA) Report*. Lusaka: MISA Zambia, 2019.
32. Mohd Yusof N, Rahim A. Television and Human Rights Advocacy in Malaysia: Trends and Challenges. *Asian Journal of Communication*. 2021; 31(2):165-180.
33. Mulenga T. Children's Rights Television Programming in Zambia: Trends and Impact. *Journal of Southern African Media Studies*. 2021; 4(3):89-104.
34. Mwale C. Editorial Framing and Government Influence in Zambian Broadcast Media. *Lusaka Media Journal*. 2020; 7(1):50-70.
35. Mwansa D. Political Influence and Media Censorship in Zambia. *African Journalism Review*. 2018; 12(1):100-115.
36. Müller H, Schmidt K. Human Rights Coverage in European Television: A Content Analysis. *Media, Culture & Society*. 2018; 40(3):341-359.
37. Nwagbara U. Testimonial Broadcasting and Emotional Engagement in Human Rights Reporting. *African Media and Society*. 2021; 14(2):210-227.
38. Okoro N, Odoemelam C. Civic Education and Legal Literacy through Television in Nigeria. *Journal of Communication and Media Research*. 2018; 10(1):45-59.
39. Onyebadi U, Alajekwu U. Professionalism and Ethical Challenges in Human Rights Reporting in Nigeria. *African Journalism Studies*. 2018; 39(2):122-138.
40. Philo G, Briant E, Donald P. *Bad News for Refugees: Media Framing and Human Rights Representation*. London: Pluto Press, 2013.
41. Phiri M, Banda C. The Role of Television in Promoting Human Rights in Zambia. *Zambian Broadcasting Review*. 2019; 9(2):34-49.

42. Phiri M, Kamanga L. Health Rights Programming in Zambian Television: An Analytical Study. *Public Health and Media Journal*. 2019; 6(3):112-130.
43. Uche L. Rural Representation and Human Rights Coverage in Nigerian Television. *International Journal of African Media Studies*. 2020; 12(2):177-194.
44. UNICEF Malaysia. Education and Children's Rights during COVID-19 Pandemic. Kuala Lumpur: UNICEF Malaysia, 2020.
45. Ivanova I. Gender representation in Ukrainian television: A content analysis. *Global Media Journal*. 2019; 17(33):1-12.
46. Kulyk V, Semenyuk T. The impact of television news on political perceptions during elections: Evidence from Ukraine. *Central European Journal of Communication*. 2017; 10(1):7-23.
47. Tkachenko O. The influence of international formats on Ukrainian TV broadcasting. *Media, Communication and Open Channels: Current challenges and future perspectives*. 2016; 1:220-223.
48. Asemah ES, Ebam EC. Television programming preferences among Nigerian audiences: A study of selected cities. *Journal of Broadcasting & Electronic Media*. 2018; 62(2):251-268.
49. Okunna CS. Gender representation in Nigerian television dramas: A case study of "Tinsel" and "Super Story". *Global Media Journal*. 2016; 14(26):1-13.
50. Nwabueze CA. The impact of educational television programs on children's learning outcomes: A case study of Nigeria. *Journal of Media Studies*. 2017; 20(1):40-55.
51. Mutonyi LW, Mutisya M. A content analysis of Kenya Broadcasting Corporation (KBC) programs. *International Journal of Academic Research in Business and Social Sciences*. 2017; 7(12):333-344.
52. Nalwoga A, Ssemujju M. Television programming content analysis of Uganda Broadcasting Corporation (UBC) and selected private broadcasters. *International Journal of Social Science and Humanities Research*. 2019; 7(2):193-204.
53. Mlacha LA, Mwakawanga N. Programming content of the Tanzania Broadcasting Corporation (TBC). *African Journalism Studies*. 2018; 39(1):50-66.
54. Bosch T, De Beer AS. The South African Broadcasting Corporation's television programming: A content analysis. *South African Journal for Research in Sport, Physical Education and Recreation*. 2018; 40(2):1-10.
55. Makoni S, Mupfiga S. Programming strategies of the Zimbabwe Broadcasting Corporation (ZBC): A content analysis. *Journal of African Media Studies*. 2019; 11(1):89-103.