

OPEN

PARLY

Open Parliament Zambia

*Leveraging digital tools to
speak truth to power*

Richard Mulonga

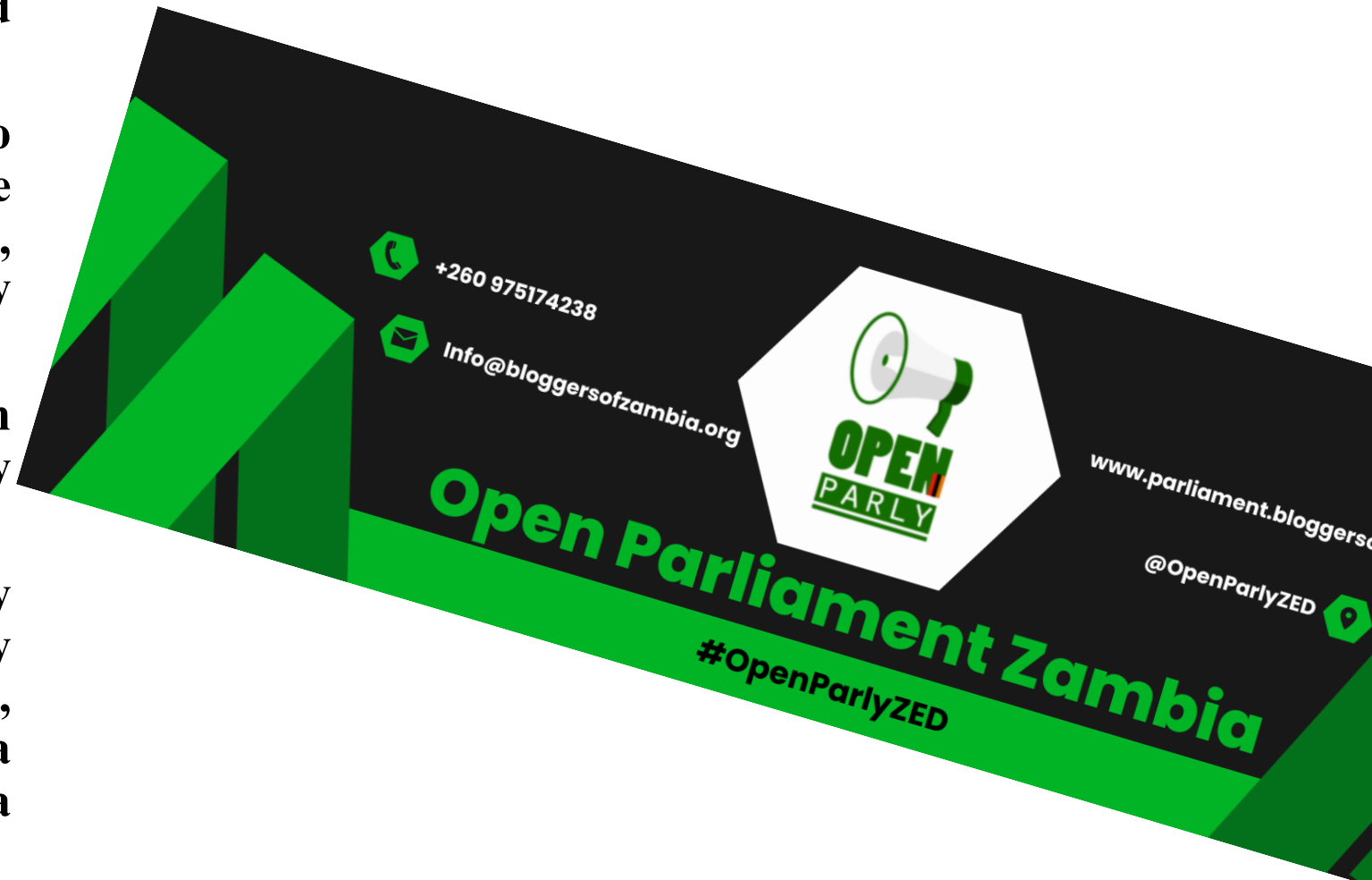
Team Lead

- <https://www.facebook.com/openparlyzed>
- <https://www.youtube.com/@openparlyzed9650>



About Open Parliament Zambia

- **Open Parliament Zambia (Open ParlyZED)** is part of the wider **Open Parliament Africa** project, a brainchild of **Magamba Network**.
- The concept leverages digital tools to empower young Zambia to use technology to for access to information, freedom of expression, online assembly and association.
- **Open ParlyZED** provides citizens with real-time access to parliamentary coverage through civic tech initiatives.
- **Open Parliament Africa** has in-country chapters in Zimbabwe (**Open Parly ZW**), Zambia (**Open Parly ZED**), Nigeria (**Open Parly Nigeria**), Uganda (**Open Parly Uganda**) and Somalia (**Kalfadhi**).



Current Landscape of News Media in Zambia

The traditional news media in Zambia is highly constrained by;

Economic Challenges: Limited funding, declining advertising revenues and economic instability.

Political pressure: Increasing political interference, which often results in decreasing press freedom standards and increasing self-censorship

State Censorship: Both public and private media are highly censored.

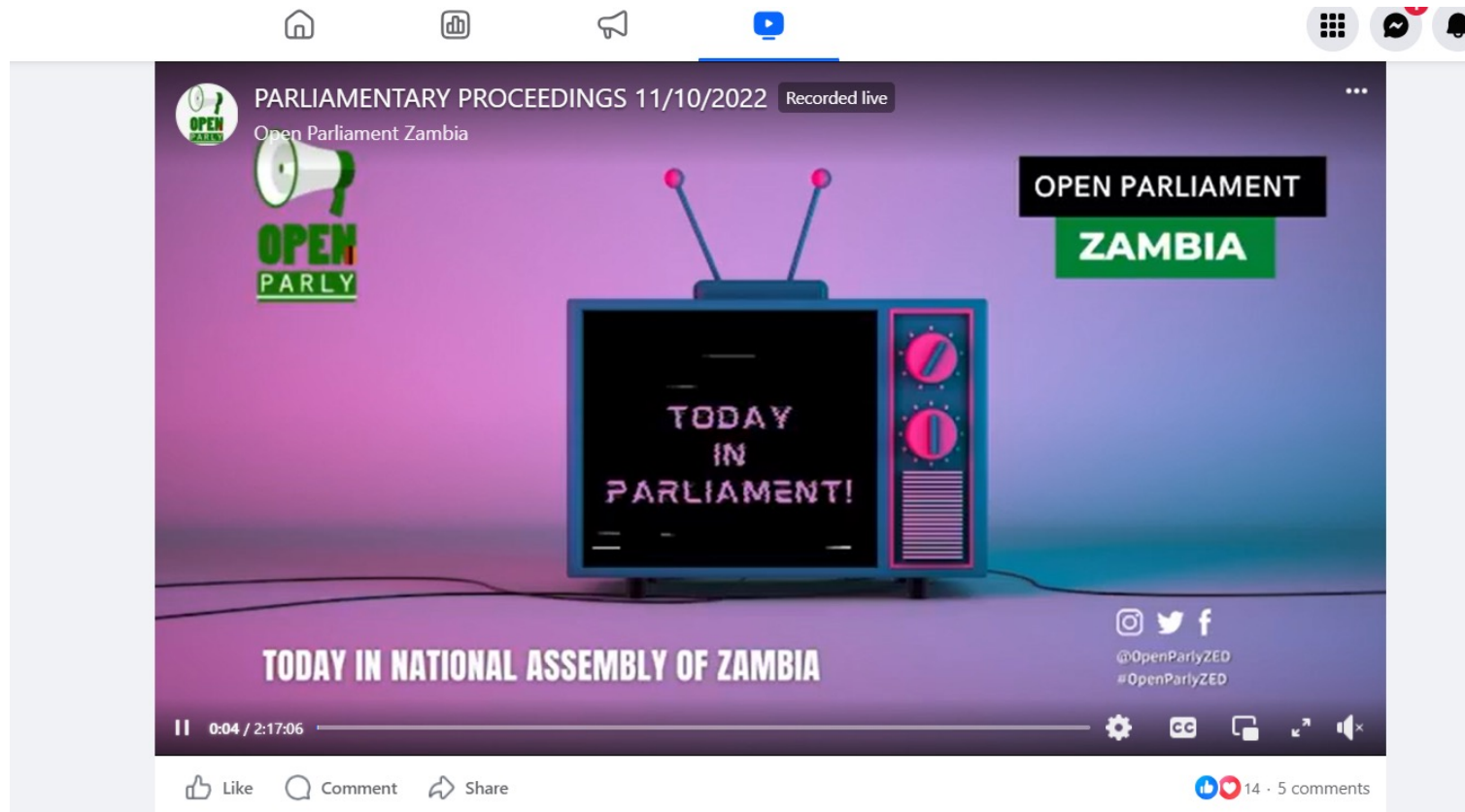
Regulatory and professional Challenges:

Lack of properly defined and popularly agreed media regulatory frameworks.

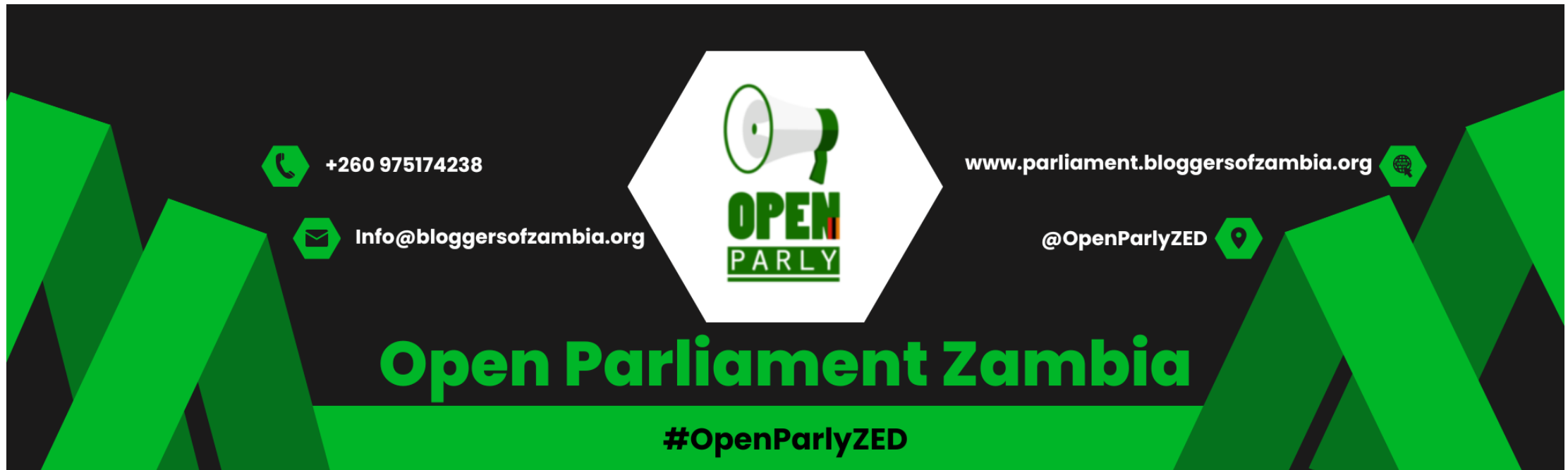
The absence of media regulation, coupled with cocktail of interests from media owners, state institutions, media bodies and even civil society.



- Open Parliament Zambia leverage social media to engage citizens. We publish short videos, infographics, animations covering various issues, including liven live parliamentary coverage (livestreaming).
- From 2019, we have partnered with the National Assembly of Zambia to train young Zambia citizen journalists in parliamentary coverage



Facebook- Our most popular platform covering various governance issues with segments such as What a Loser, Whats on the ground etc.



A banner for Open Parliament Zambia with a black background and green geometric shapes on the sides. The central logo features a megaphone and the text 'OPEN PARLY'. Contact information includes a phone number, an email address, a website URL, and a social media handle. A hashtag is displayed at the bottom.

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Revenue Generation



- Donor aided grants to support content production projects
- Consultancy- Developing media strategies, social media management, digital marketing services
- Creative content production- Providing videography, photography, livestreaming and producing 2D and 3D animations
- Writing and publishing paid for articles

COMPAGN ISSUE





thank you