

## UPF Africa: IMAP Zambia Seminar Strives for Ethical Media Culture

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**Lusaka, Zambia** – The International Media Association for Peace (IMAP) Zambia held a seminar for media professionals, educators and students at the Golden Peacock Hotel in Lusaka on March 19, 2026, on the theme “Building a Peace-Driven Media Culture.” The event, sponsored by UPF-Zambia, was endorsed by the Ministry of Information and Media; a ministry representative officially opened the event.



The program focused on ethical journalism, and sought to position journalists as "architects of peace" rather than mere observers of conflict. Government leaders, who have recognized the media as a unique "agenda-setter" and cautioned against the dangers of digital misinformation, welcomed this approach. This alignment ensures that IMAP’s vision for responsible journalism is supported by national policy frameworks.

**Rev. Lawrence Banda** and **Rev. Jean-Augustin Ghomsi** provided the philosophical core of the event, framing journalism as a profession with a moral obligation. They introduced participants to the concept of a "peace-driven media culture," where reporting is anchored in truth, human dignity, and the "Give to Gain" framework. Video presentations from UPF-Africa's Media Directorate connected local efforts to the broader continental architecture of peace.



A significant portion of the discourse focused on the "noise" of the digital age. Participants addressed the threats posed by sensationalism and unverified social media content. The seminar committed to promoting "solution-oriented journalism," which moves beyond highlighting problems to actively identifying viable societal solutions.

To ensure the sustainability of IMAP's mission, eleven distinguished media practitioners were commissioned as Ambassadors for Peace. This initiative creates a dedicated network of ethical "gatekeepers" across print, television, radio and digital platforms who are now formally committed to the UPF vision.

"Journalism carries a moral obligation to contribute to peacebuilding. We must move beyond reactive reporting to adopt a proactive stance that promotes national unity and constructive dialogue," explained Mr. Peter Chikwampu, president of IMAP-Zambia. "Peace is not only an ideal; it is an action. For the media, this means the deliberate choice to uphold truth and verify information, recognizing the profound impact our narratives have on societal stability."

This event served as a relaunch of IMAP-Zambia, which now has a clear roadmap: expanding membership across all ten provinces, organizing regular professional training programs, and launching public awareness campaigns against hate speech. By positioning IMAP-Zambia within the global framework, the chapter is now equipped to lead the transformation of the national media landscape toward principled and reconciliation-oriented journalism.