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THE BRAND GENIUS

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TABLE OF CONTENTS

5	TABLE OF CONTENTS	24	YOU CAN RUN BUT YOU CAN NOT HIDE
6	LETTER FROM EDITOR	28	MATAKALA MATAKALA A RISING STAR IN ZAMBIAN MEDIA
8	LIGHTS OUT BUT LIGHT BULB MOMENT	31	GETTING BEHIND THE WHEELS
14	BUILDING BRAND CASTLES AND BURJ KHALIFAS	41	THE STORY THROUGH THE LENS
17	SECRETS OF SUCCESSFUL LEADERSHIP	45	FROM DPS EVICTION TO TOP SPORTS REPORTER
19	SHAPING THE FUTURE		

LETTER FROM EDITOR



Dear readers,

As we bid adieu to the very challenging year that was 2024, we're happy to introduce a shiny new addition to our content family: the Diamond Media Content Catalog and Newsletter for 2025. There's no doubt that this is the first time that you and ourselves are being here, but we are quite optimistic that you will enjoy it here, as much as we do.

This fabulous publication will be winging its way to your inboxes and our website, as well as materializing in physical form in select airlines, hotel lobbies, and chain stores – because, let's face it, sometimes there's no substitute for the tactile thrill of paper between your fingers.

Our objective is simple. We want you to know us better and have at the back of your mind, what we are always up to as a media organization.

Within these pages, we'll be serving up a veritable smorgasbord of internal initiatives that have propelled Diamond Media forward, despite the

best efforts of 2024 to throw us off course; and just maybe, you also went through the same challenges. You most probably did actually.

We'll share the challenges we faced, the lessons we learned, and the innovative solutions we developed to stay ahead of the curve.

But that's not all – we'll also be gazing into our crystal ball, highlighting the mature, well thought out and exciting content offerings that await you in 2025. From in-depth features and profiles to exclusive interviews and analysis, we'll be bringing you the most exciting, innovative, and downright fabulous content that Diamond Media has to offer.

As we embark on this fresh chapter, we invite you to join us on this wild and wonderful journey. So, grab a cup of your favorite brew, settle in, and get ready to indulge in the most exciting, innovative, and engaging pieces we've put together. We're also proud to put together this work as a Zambian TV channel.

And, as we always say, "If content is King, then Diamond Media must be the castle," because content lives here.

In all seriousness, we're committed to bringing you the best content possible, and we're excited to share this journey with you. So, buckle up, dear readers, and enjoy.

Best regards,
Editor

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The Movement Magazine

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Tony Media
True Virtue

Sales & Marketing
Alfred Chibiliti



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LIGHTS OUT, BUT LIGHT BULB MOMENT!

How Diamond Media is responding to the energy crisis
(By Dingindaba Jonah Buyoya)

Zambia's energy crisis has been a longstanding issue, exacerbated by the country's overreliance on hydroelectric power and prolonged drought conditions. The latest addition to this hurdle is the 2023 drought that has left the country with barely food to survive and not more than 3 hours of power per day

This perfect storm has disrupted daily life, hampered industrial production, and strained the country's economic stability..

“We’ve had to take a hybrid approach to our energy needs,”



The energy sector is struggling to meet demand. This has meant that literally every business in Zambia must make changes to their productivity. The demands have varied from budget cuts to layoffs for various companies.

The digital media industry has been one of the worst affected, especially considering that content consumption is entirely dependent on access to an energy source. So that means in the case of a TV channel, the business is negatively impacted by the lack of electricity to produce and a lack of electricity for the viewer to consume the little content produced.



“We’ve invested in solar energy and reduced our reliance on diesel generators. This has not only reduced our costs but also our carbon footprint.”

In this challenging environment, Diamond Media, one of Zambia’s leading media companies, has had to adapt quickly to ensure continuity of its operations. The channel has invested heavily in alternative energy sources, such as solar power, to reduce its reliance on the national grid.

“We’ve had to take a hybrid approach to our energy needs,” explains Costa Mwansa, Chief Visionary Officer of Diamond Media.

“We’ve invested in solar energy and reduced our reliance on diesel generators. This has not only reduced our costs but also our carbon footprint.”

However, the transition to solar power has not been without its challenges. The high upfront costs of investing in solar energy have been a significant barrier to adoption. Additionally, the lack of incentives and support from the government has made it difficult for companies like Diamond Media to make the transition to renewable energy.

Despite these challenges, the media group remains committed to reducing its environmental impact and promoting sustainability. The channel is exploring new ways to reduce its energy consumption, including the use of energy-efficient equipment and the implementation of energy-saving practices in its operations.

The energy crisis has also forced Diamond TV to rethink its business model and find new ways to reach its audience. With many Zambians turning to online platforms for entertainment and information, the channel has invested heavily in its digital presence.

“We’re producing more digital content than ever before, and our audience is responding positively...”

“We’ve seen a significant increase in our online viewership, particularly on our YouTube and TikTok channels,” Mwansa says.

“We’re producing more digital content than ever before, and our audience is responding positively. We’re also using social media to engage with our viewers and promote our content.”

Diamond TV’s digital strategy is not just about reaching its existing audience; it’s also about expanding its reach to new viewers. With many Zambians accessing the Internet through their mobile phones, the channel is producing more mobile-friendly content to cater to this growing audience.

The goal is for people to get different genres of content from one Diamond Media, but offered on different platforms in a well curated format. They like to think of it as a digital bouquet. Several content options online, all sitting under one umbrella, Diamond Media.

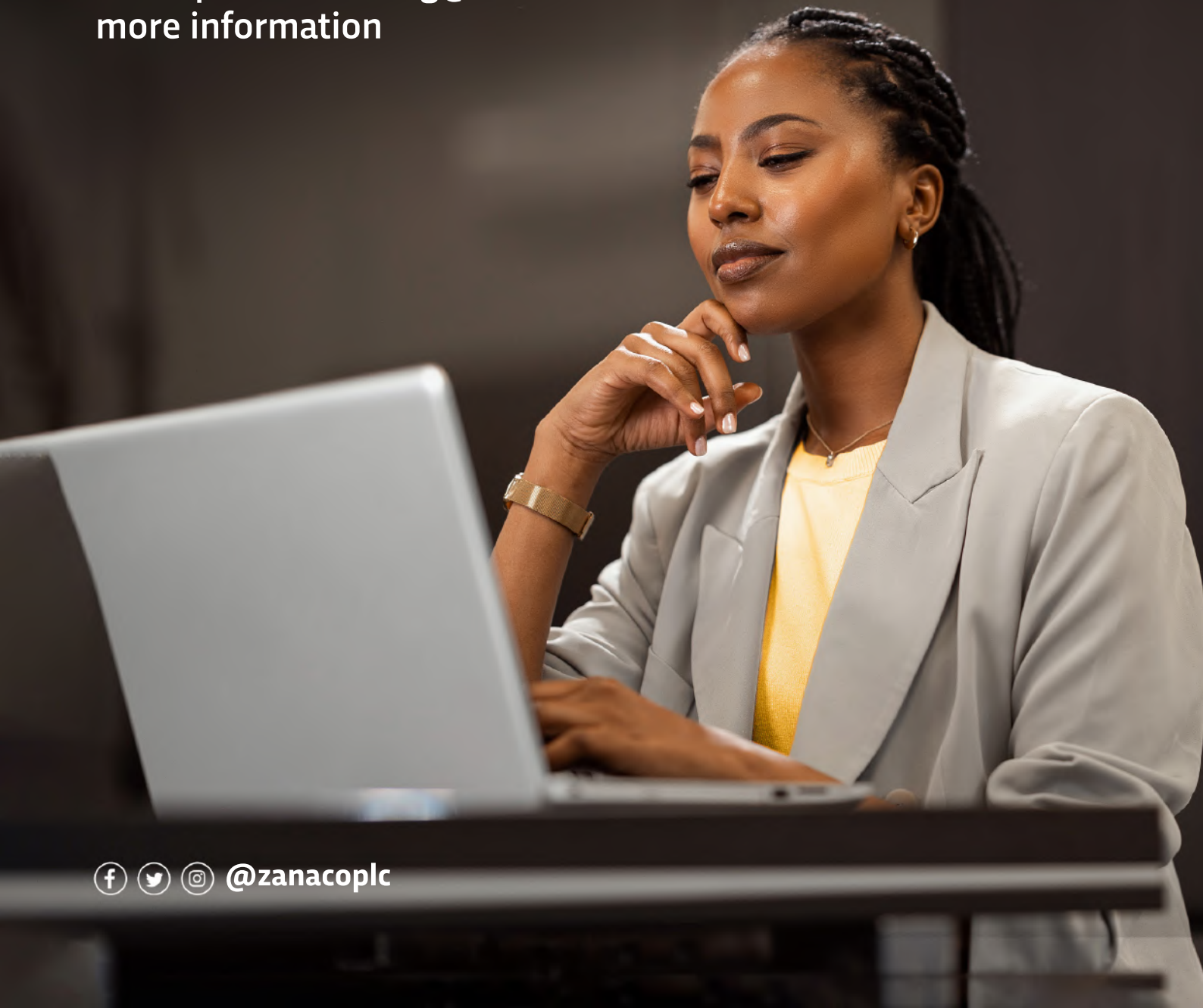




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BUILDING BRAND CASTLES AND BURJ KHALIFAS

Meet Alfred Chibiliti, the 'Brand Architect'
(By Dingindaba Jonah Buyoya)

Alfred Chibiliti, fondly referred to as the “Dapper King,” is a trailblazer in branding, marketing, and strategic innovation. As the Senior Manager of Marketing, Sales, and Branding at Diamond Media, Alfred has redefined the art of storytelling through immersive experiences that blend creativity with cutting-edge technology.

His philosophy is simple yet profound: “The future of branding and event marketing will be defined by personalization, immersive technologies, real-time data, sustainability, and direct consumer engagement.” By leveraging these pillars, Alfred has not only elevated Diamond Media’s standing but also left an indelible mark on the media and events landscape.

From high-profile productions like the Diamond Personality of the Year Awards (POTYAS) to the Diamond Presenter Search (DPS), Alfred has mastered the art of creating events that do more than entertain—they inspire, connect, and leave lasting impressions.

As he aptly puts it, “I push on quality because, as a brand architect, this is what distinguishes our Awards Ceremony from the others.” His meticulous attention to detail, combined with an acute understanding of what makes audiences tick, he ensures that every project is an embodiment

of excellence. Alfred’s ability to adapt to the ever-changing digital world and his foresight in integrating innovative platforms have cemented his status as a pioneer in his field.

Alfred’s work is not just about glitz and glamour but about substance and impact. His unwavering commitment to authenticity and personalization has turned Diamond Media into a hub of creative brilliance. Beyond his professional achievements, Alfred is a mentor and leader who inspires a new generation to dream big and execute boldly. With his finger on the pulse of emerging trends and his heart invested in crafting unforgettable experiences, Alfred Chibiliti is more than a branding expert—he’s a visionary shaping the future of marketing and leaving a legacy that will stand the test of time.





“The future of branding and event marketing will be defined by personalization, immersive technologies, real-time data, sustainability and direct consumer engagement.”

So what's next for him and Diamond Media? With his sights set on the future, he is predicting big things.

This is no surprise to us though, because the moment you see him in his clothes, you know he is all about branding. After all, he is well known for being the “Dapper King”.

With a Dapper King at the helm, we have no doubt that Diamond Media will be leading the charge and the brand (and client brand) is in safe hands!



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SECRETS OF SUCCESSFUL LEADERSHIP

Costa Mwansa's CEO Secrets

In a world where leadership is often shrouded in mystery, Costa Mwansa, Chief Visionary Officer of Diamond Media, is on a mission to uncover the secrets of successful leadership. Through his program, CEO Secrets, Costa sits down with fellow CEOs to get into the world of leadership, sharing insights, experiences, and strategies for success.

Costa's own journey to the top is a testament to his exceptional leadership skills. At just 27 years old, he became the General Manager of Muvi TV, a position that would cement his career as a renowned journalist and businessman. With years of experience under his belt, Costa has distilled his knowledge into a passion project that aims to inspire and educate fellow leaders.

CEO Secrets is more than just a conversation between CEOs – it's a masterclass in leadership. Through each episode, Costa and his guests explore the hard and funny bits of leadership, from navigating challenges and overcoming obstacles to encouraging innovation and driving growth. By sharing their secrets, these leaders offer a glimpse into the mindset and strategies that have propelled them to success.

What sets CEO Secrets apart is Costa's genuine desire to learn from others. Despite his own accomplishments, he recognizes that leadership is a continuous learning process. By engaging in open and honest conversations with fellow CEOs, Costa seeks to expand his own knowledge and understanding of what makes a great leader.

Through CEO Secrets, Costa Mwansa is creating a community of leaders who are passionate about sharing their experiences and learning from one another. As the program continues to grow, it's clear that Costa's vision for a more collaborative and supportive leadership ecosystem is resonating with CEOs and business leaders across the continent.

The net has been cast wide. We are talking about banking CEOs and the likes of Yung Phiroz. Success always has a formula. Costa tries to figure out what this formula might be.



OUR COMMITMENT TO EXCEPTIONAL ELECTION COVERAGE

2026 Here We Come!

As Zambia prepares for the 2026 general election, Diamond Media is gearing up to provide unmatched coverage of this pivotal moment in the country's history. Building on its impressive track record of delivering high-quality, up-to-the-minute election updates, Diamond Media is poised to once again set a new standard for election coverage in Zambia.

The channel recognizes the impact of the 2021 coverage, but also acknowledges that happened then will most probably be the order of the day for all competitors, hence the need to take it a notch higher.

In 2021, Diamond emerged as the highest viewed TV channel during the general election, thanks to its innovative approach and commitment to excellence. The channel's ultra-modern facilities and dedicated team of journalists enabled it to provide viewers with timely, accurate, and unbiased information throughout the electoral process.

As the country looks ahead to the 2026 election, Diamond is investing heavily in its facilities and personnel to ensure that its coverage is more comprehensive and engaging than ever. With a focus on delivering exceptional quality

and depth, Diamond Media is set to provide Zambian citizens with the information they need to make informed decisions at the polls.

The importance of media in elections cannot be overstated. A free and independent press plays a critical role in shaping public discourse, holding those in power accountable, and ensuring that citizens are informed and engaged throughout the electoral process. Diamond Media's commitment to exceptional election coverage is a testament to the channel's dedication to these principles.

Diamond will be at the forefront, providing viewers with in-depth analysis, expert commentary, and breaking news.

Zambian citizens can rely on Diamond Media to provide them with the information they need to exercise their democratic rights. As the country looks to the future, the channel is committed to playing a critical role in shaping the national conversation and promoting a more informed, engaged, and participatory citizenry.

Stay tuned to The Zambian Vote 2026.





SHAPING THE FUTURE

Diamond Media's Digital Renaissance

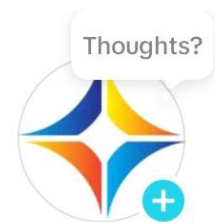
(By Kgotsso Tembo)

In the fast-paced world of digital media, challenges are inevitable—but so are opportunities to innovate and grow. At Diamond Media, our journey has been nothing short of transformative, marked by resilience, creativity, and a relentless pursuit of excellence. As we reflect on how far we've come and look ahead to the exciting road before us, we invite you to join us in celebrating the milestones that have shaped our story and the innovations driving us forward.

This was not just about rebuilding what was lost—it was about creating something stronger. By launching two new Facebook pages, one with an emphasis on current affairs and another for all things entertainment and lifestyle, we didn't just recover; we evolved. The Tinikapo Campaign, a rallying cry for our audience, was central to this effort. It encouraged our followers to join us in this new chapter and quickly became a symbol of unity and resilience. The results speak for themselves: a thriving, engaged audience that is stronger and more connected than ever before.

Turning Setbacks Into Comebacks

When we lost our flagship Facebook page, we faced one of the most significant challenges in our history. But in every challenge lies an opportunity. Instead of faltering, we took bold steps to reconnect with our audience. Through clear communication, transparency, and an unwavering belief in the loyalty of our community, we quickly regained trust and engagement.



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Home of the Diamond Presenter search
And Personality of the year awards

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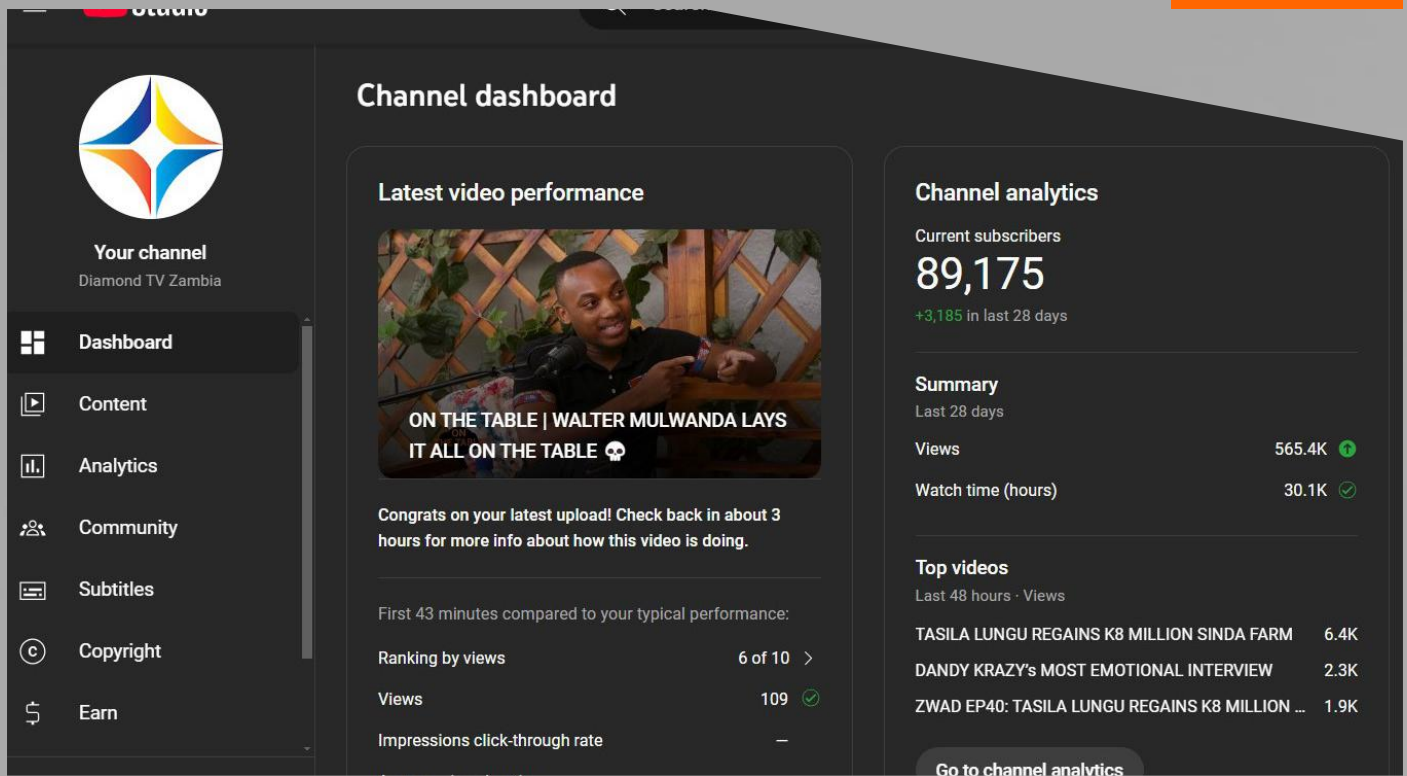
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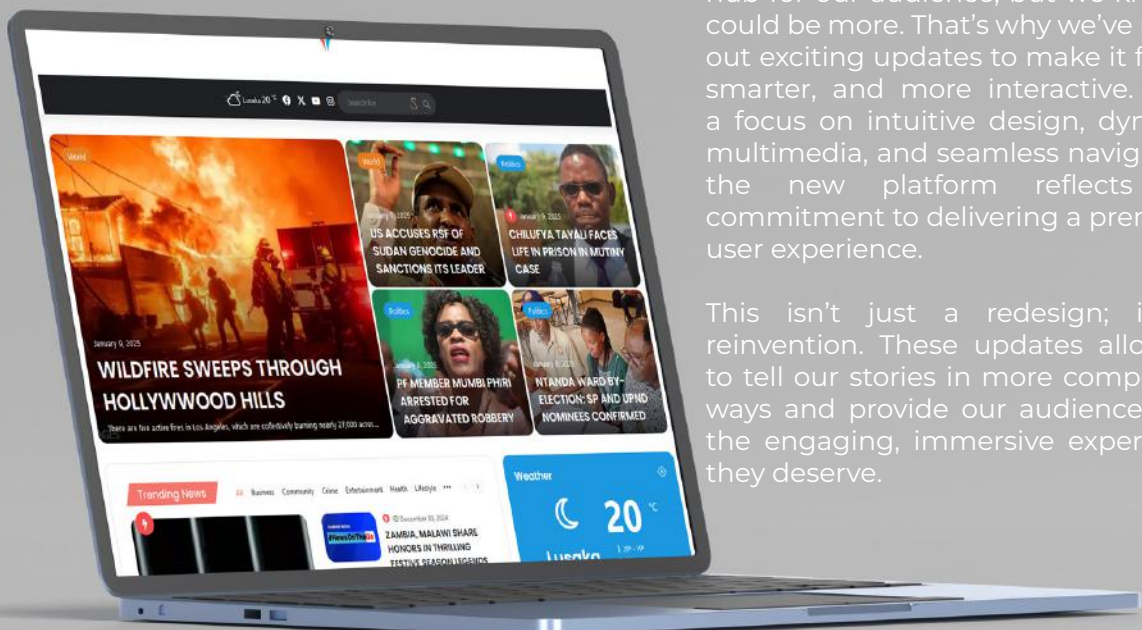


Adapting for Resilience and Growth

In a world where digital disruptions can happen in an instant, resilience has become our greatest asset. We have redefined our social media strategies to ensure Diamond Media is never caught off guard again. Diversifying our platforms, implementing robust backup systems, and prioritizing multi-channel engagement have made us more agile and future-proof.

But it's not just about avoiding disruption—it's about creating deeper connections. Every piece of content we share, every campaign we launch is designed with our audience at the heart of it.

Innovating the Diamond Media Website



Our website has always been a central hub for our audience, but we knew it could be more. That's why we've rolled out exciting updates to make it faster, smarter, and more interactive. With a focus on intuitive design, dynamic multimedia, and seamless navigation, the new platform reflects our commitment to delivering a premium user experience.

This isn't just a redesign; it's a reinvention. These updates allow us to tell our stories in more compelling ways and provide our audience with the engaging, immersive experience they deserve.

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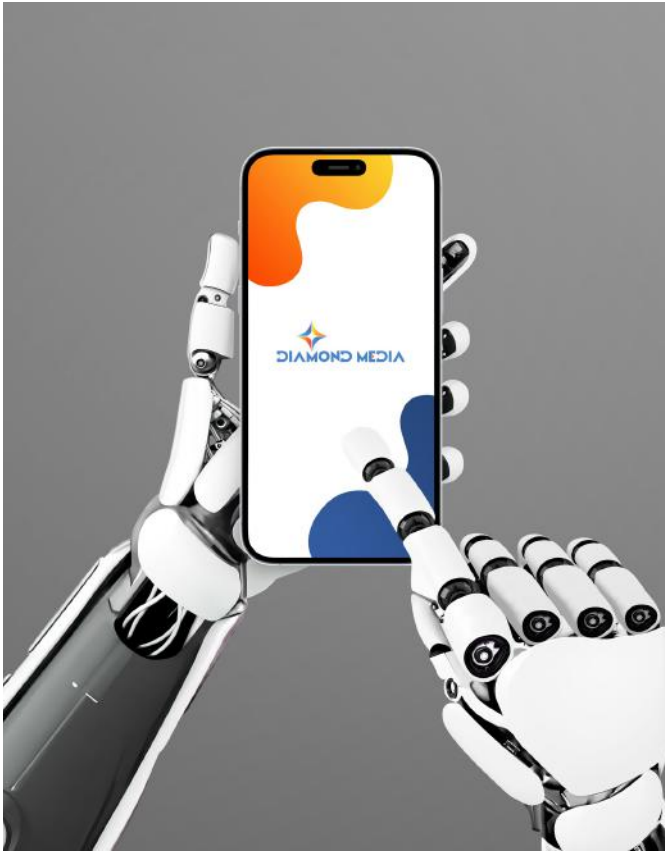


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What are we doing today?



The Power Of Ai In Rebuilding Connections

Artificial Intelligence is no longer a tool of the future—it's shaping our present. At Diamond Media, AI has become a cornerstone of our digital strategy. From personalized content recommendations to targeted ad campaigns, we're leveraging technology to meet our audience exactly where they are.

AI has been especially pivotal in rebuilding our social media presence. By analyzing audience preferences and engagement patterns, we've been able to craft campaigns that don't just reach our audience but resonate deeply with them.



The Magic Behind the Tinikapo Campaign

Every campaign tells a story, but the Tinikapo Campaign was more than just a story—it was a movement. Designed to rally our audience and reignite their connection with Diamond Media, it taught us the value of creativity and authenticity.

We learned that people crave not just content but meaning. They want to feel like they are part of something bigger and Tinikapo delivered exactly that. These lessons will guide us as we craft future campaigns, ensuring that our content continues to inspire and engage.

ANSWERING THE CALL

for Investigative Journalism in Zambia

In a world where information is power, investigative journalism plays a vital role in uncovering the truth and holding those in power accountable. In Zambia, however, there has been a notable void in investigative journalism, leaving many serious social, leadership, and corruption-related issues unexplored.

That is until now, when various journalists are looking at strengthening this type of journalism. Dingindaba Jonah Buyoya, a renowned Zambian investigative journalist, has joined forces with a team of dedicated investigators to fill this void and bridge the information gap. Through their tireless efforts, they aim to shed light on the most pressing issues affecting Zambian society, providing citizens with the information they need to make informed decisions.

This initiative is a welcome development in a country where corruption and abuse of power often go unchecked. By providing a platform for investigative journalism to thrive, Dingindaba and his team are helping to promote transparency, accountability, and good governance.

Their work will undoubtedly have a significant impact on Zambian society, empowering citizens to demand more from their leaders and institutions. As the team delves into the most critical issues of the day, they will be helping to shape the national conversation and promote a more informed and engaged citizenry.





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YOU CAN RUN, BUT YOU CAN'T HIDE!

**Here's our Investigative
Journalist -
Darius Choonya**

(By Dingindaba Jonah Buyoya)

Among the many Diamonds, we have Darius Choonya. We like to think of him as a fearless and dedicated investigative journalist who has always used his flair to create an impact with his journalism. His work speaks for itself!

While he has had some of the best stories in the country, we also know that he has had some funny moments while at it. We fondly remember him asking bystanders to move while on a live broadcast, covering a riot. Chokani koni!

He, just like us, describes his journey as being a good one.

"My journey as an investigative journalist has been both exciting and challenging," Choonya reflects.

"But the excitement comes from knowing that my work has made a difference in people's lives. When I see justice being served, or corrupt officials being held accountable, it's a feeling like no other."

One of Choonya's most notable achievements was his investigation into police brutality following the tragic death of Vespers Shimuzhila, a student at the University of Zambia. His tireless reporting and advocacy helped bring justice to the family, and sent a powerful message to those in power that they would be held accountable for their actions.





"Investigative journalism is not just about uncovering the truth."

"It's about giving a voice to those who have been silenced, and holding those in power accountable for their actions."

Choonya's work doesn't stop there. He's also been at the forefront of exposing corruption and human rights abuses in Zambia, often at great personal risk. His commitment to the truth has earned him recognition and accolades, including an award from the Anti-Corruption Commission (ACC) for his outstanding contributions to the fight against corruption.

Despite the challenges he faces, Choonya remains undeterred and committed to his craft.

"Investigative journalism is not just about uncovering the truth."

"It's about giving a voice to those who have been silenced, and holding those in power accountable for their actions. It's a privilege to be able to do this work, and I'm honored to be part of a community of journalists who are dedicated to making a difference."

As Choonya continues to push the boundaries of investigative journalism in Zambia, his work serves as a powerful reminder of the impact that one person can have when they're driven by a passion for justice and a commitment to the truth.





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MATAKALA MATAKALA

A Rising Star in Zambian Media

(By Kgotso Tembo)

Born on 6th May 1998 and an alumnus of Mpongwe South Boarding School, Matakala Matakala's journey to winning the 2024 Diamond TV Presenter Search reflects his passion for media and storytelling. "The competition taught me to trust my instincts, embrace my unique perspective, and deliver stories that resonate with people," he shares. This experience has prepared him for his upcoming role on Diamond TV Zambia. Set to debut on the Diamond Breakfast Show in 2025, Matakala is eager to connect with viewers across Zambia. "I'm excited to start people's day on a positive and informative note," he says. His goal is to balance current affairs, lifestyle, and entertainment, ensuring each segment is engaging. With a unique background as a water resources engineer, Matakala blends analytical skills with a passion for storytelling, making him a distinctive voice in Zambia's media landscape. Matakala's hobbies include watching movies, football, and writing poetry. He emphasizes the importance of preparation, likening his role to piloting a plane. Beyond entertainment, he plans to highlight critical issues such as climate change, mental health, social challenges, and local talent. "I want to tell stories that matter and make a meaningful impact," he explains. The Diamond TV Presenter Search was a transformative experience for Matakala. After hesitating to audition, he took a leap of faith on April 27th, an optimistic decision that paid off when he was selected for the Top 20.

“I’m excited to start people’s day on a positive and informative note,”



Among the many Diamonds, we have Darius Choonya. We like to think of him as a fearless and dedicated investigative journalist who has always used his flair to create an impact with his journalism. His work speaks for itself!

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MINDING *My* FATHER'S COUNTRY

DORA SILIYA

MINDING

My FATHER'S COUNTRY



BY
DORA SILIYA

FOREWORD BY DR. NKOSAZANA DLAMINI-ZUMA

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GETTING BEHIND THE WHEEL

An Insight into Diamond Media Technical Business Solutions Team

(by Matthew Kasaka)

The years 2019 and 2020 were eye-openers for many industries worldwide, including the media industry in Zambia. The COVID-19 pandemic forced drastic changes, with lockdown measures requiring people to stay home—media professionals included.

In response, innovative solutions emerged, such as working remotely and connecting through video conferencing, online management platforms, and social media. Diamond Media embraced these changes and went a step further by launching its Technical Business Solutions (TBS) division. This initiative proved invaluable, especially during Zambia's 2021 general elections held under challenging health conditions.



TBS specializes in the technical management, research, and coverage of events, whether through live streaming or recording for post-production. The department leverages cutting-edge technologies in filming, video production, and streaming services to create simple yet highly effective systems. Remarkably, all the necessary equipment is compact enough to fit in an SUV, which doubles as an outside broadcasting van and transports the crew. "Media to me is like a child. Content is food, and I am the parent. When my children are happy, I am also happy," shared Robbie Mweenda, the team's cameraman. Known as the "special forces," the team is always enthusiastic and ready to transform challenges into success. "I'm always ready to travel, day or night. When duty calls, we answer," added Cliff Habuelle, the sound engineer and director.

Despite its simplicity, the OB van and its crew have traversed the country to cover diverse events, including traditional ceremonies, gala dinners, corporate functions, beauty pageants, and political rallies. The setup is versatile, easily adapting to programs like podcasts, talk shows, public forums, debates, on-the-go productions, or multi-camera setups for sports events. The van is equipped with various cameras, audio recording devices, microphones, lighting equipment, and an array of cables. Streaming services powered by LiveU and high-speed internet from multiple providers ensure seamless operations. A standby power system with efficient AC/DC technology guarantees uninterrupted energy supply when it's needed most.



Another important event which heavily involves TBS is the Personality of the Year Awards. Preparation for this glamorous event begins months in advance and requires meticulous planning. The final days leading up to the event are particularly exhausting, as the crew often works around the clock setting up. Team members familiarize themselves with new equipment and adjust to working with additional manpower. The event night demands attention to detail and professionalism.

The 2024 edition earned high praise for its exceptional picture and sound quality, reflecting lessons learned from past events. This year, the majority of tasks were handled by in-house team members, who stepped into new roles such as operating the jib, managing the camera body rig, and handling live sound consoles. The event featured a red carpet segment, requiring three simultaneous setups, and a main event with a five-camera configuration.

Diamond Media's TBS team exemplifies innovation and adaptability, proving that even under challenging circumstances, creativity and commitment can drive extraordinary results.

One of TBS's standout projects was Diamond TV's Presenter Search Season 5. The team traveled across three provinces for auditions, managing a crew of over ten producers, cameramen, directors of photography (DOPs), directors, and presenters. Each trip brought unique experiences, often influenced by the music played en route.

"We play music that matches the region of the country we're in and try to connect with the culture and lifestyle of the people we meet along the way," explained Mark Nasilele.

Everyone in the vehicle gets a turn to choose a song, with house music, Afro beats, and South African Amapiano being the default genres. Popular rest stops include Kabwe Mall in Kabwe, Magoye in Southern Province, and Monze.



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Uncover the untold with This Day Investigations – a hard-hitting, bi-monthly investigative series delving deep into the nation's most gripping stories. Led by journalist Dingindaba Jonah Buyoya and a stellar team, each episode promises exclusive insights and revelations. Mark your calendar for truth, one big story at a time.



Revitalized and ready to take on 2025, On The Table is your go-to for bold conversations and trending topics. With new guests and topics that are gaining momentum, this long-running talk show promises engaging debates and dynamic discussions. Don't miss it as it entertains its audience and legacy.



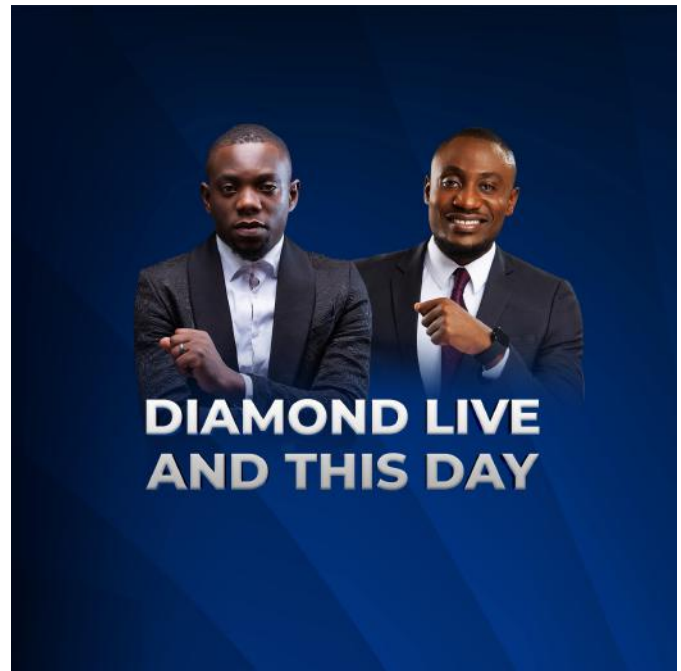
Where social media meets TV! The Steffan Phiri Show captures the hottest of viral trends and online culture. With a magnetic host and content that speaks directly to the digital generation, this show redefines how we connect, engage, and laugh. Catch it in 2025 for an unmissable online-offline experience.



Turn up the volume and get on the dancefloor with your top 10 bangers! The Diamond Top 10 is your local music videos chart. Broadcast every Monday and Wednesday, your Friday show is more interactive as you the viewer become the number one selector. Call in, nominate and request for your favorite hits after hits. Diamond Top 10, vibes on vibes.



Witness dreams take flight in the Diamond TV Presenter Search Season 5. Re-airing in the 3rd quarter of 2025, the 2024 season's captivating moments will inspire viewers anew. Get ready for a fresh season in July 2025 as talented hopefuls compete for the spotlight. Who will be the face of tomorrow?



Step into the heart of Zambia's political discourse with Diamond Live and This Day, airing Monday, Wednesday, and Friday. Hosted by Dingindaba, Chimweka, and Andrew, this revamped lineup dives deep into political and current affairs, fueling conversations that matter most. Airing at prime times, this show builds anticipation and informs the nation as we head into the 2026 elections.



Dive into profound spiritual debates with ChurchHouse, a youth-focused religious show exploring faith, purpose, and community. Supported by local religious groupings, this innovative program promises to stir thoughtful discussions and inspire hearts. Coming soon in 2025!



Enter the realm of spirituality and uplifting messages with Morning Bliss, where sister Diana and evangelist Waddy Micheals guide us through thought-provoking discussions on religion and Christianity. The show, hosts guests from different religious backgrounds who do not shy away from discussing controversial topics within religion, culture and modernity. Catch up on the latest praise and worship songs on a soul searching Sunday as we reflect on the past week.



Celebrating Southern Africa's stars, POTYAS 25 honors creators and personalities from Zambia, Malawi, Zimbabwe, Namibia, and Botswana. Elevating the region's talent, this 2025 edition promises unforgettable performances and well-deserved recognition. Stay tuned for announcements about this milestone event!



As Zambia approaches a pivotal election year in 2026, Costa transforms into a must-watch program, taking on a more inclusive, national outlook. With a dynamic podcast-style format, the show dives deep into the stories that matter, featuring compelling guests and insightful discussions.

Expanding its reach through Diamond Media, Costa highlights the political and economic pulse of Southern Africa, offering exclusive interviews with the region's newsmakers. The program also delves into Zambia's economic landscape, from debt restructuring to investment opportunities, charting the nation's path toward recovery.

In 2025, Costa promises tougher, bolder coverage that challenges the status quo—delivering on its mission to inform, inspire, and engage.





THE DIAMOND NEWSDESK

The Diamond News Desk stands as the pinnacle of trusted news broadcasting in Zambia, commanding an unparalleled audience on both DSTV and GOTV platforms. With live streams on Facebook via Diamond TV Online and Diamond Media Zambia, our bulletins captivate over 200,000 viewers per stream, making it the most-watched and engaged news platform.

The 18:45hrs Bulletin is tailored for the fast-paced early evening rush, delivering the day's hottest and most critical stories in a concise, factual, and engaging 15-minute format—perfect for staying informed on the go.

Our flagship program, The News Desk @8PM, offers in-depth and well-rounded news coverage, segmented for maximum impact.

The Diamond News Desk delivers concise and credible news that keeps Zambia informed and empowered, covering hard news on major political and legal developments, community stories amplifying underprivileged voices, and expert analysis of the day's biggest topics. Special segments include accurate weather updates, the must-watch Diamond Insight editorial, real-time business and financial news, commodity market trends, and currency performance insights, providing a comprehensive and engaging news experience.



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THE STORY

Through the Lens

(By Matthew Kasaka)

"Five, four, three, two, one, and action!" These iconic words, often heard on film production sets, embody the magic of storytelling through the lens. Across cultures, this art has brought families together, turning television into a shared experience and a household necessity. In Zambia, the tradition of gathering around the TV to enjoy compelling stories remains a cherished part of daily life.

Recognizing the cultural importance of storytelling, Diamond TV has established a dedicated department to oversee and produce captivating content. Led by seasoned actor Mark Nasilele, whose illustrious career spans productions like *Brothers*, *Love Games*, and *Survivors*, the team boasts a dynamic mix of talent. This includes young professionals like Cliff Habuelle, John Banda and Matthew Kasaka, who excel as producers, writers and cinematographers, as well as Alice Banda and Mercy Nyati, seasoned actresses and directors with rich filmographies dating back to classics like *Banja* and *The Red Bag*.

From its first sitcom, *Misango Ya Kaboyi*, Diamond TV has continually delivered groundbreaking content that resonates with audiences. This success paved the way for diverse productions like *Inkulo*, a workplace drama, and *Shero*, an action series about a female vigilante battling crime and inner demons. Other notable titles include *Diva Wapa LSK*, *Kumpali*, *Mapenzi*, *Mbiri*, and *Kumba*.



Diamond TV's commitment to excellence extends to embracing advanced technology and training. Collaborations like the Multichoice Talent Factory have enhanced the team's skills, enabling them to tackle ambitious projects such as *Luyando*, filmed across multiple districts including Rufunsa, Chongwe, and Chikankata. The station's joint production initiatives have also led to acclaimed works like *Mutanuka*, and *Ba Zulu*, the latter filmed entirely in Ndola with Blue Yard Films.



As media evolves, so does Diamond TV. Adapting to the fast-paced demands of digital audiences, the station has embraced short-format content optimized for online platforms. Amid challenges like climate change and load-shedding, Diamond TV leverages energy-efficient equipment to maintain seamless operations while remaining committed to impactful storytelling.



With a proven track record of delivering high-quality productions and an eye on future innovations, Diamond TV is the partner of choice for investors, collaborators, and audiences eager to be part of Zambia's next big story. Let us redefine storytelling together.



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ZAMBIA'S FAVOURITE SUPERMARKET



SHOPRITE

FROM DPS EVICTION TO TOP SPORTS REPORTER

Meet Cosmas Chongo Mulenga
(By Dingindaba Jonah Buyoya)

Sports are more than just games; they are stories of passion, resilience, and triumph. Few understand this better than Cosmas Choongo Mulenga, Diamond TV's sports reporter, whose work shines a light on Zambian talent, even on the international stage.

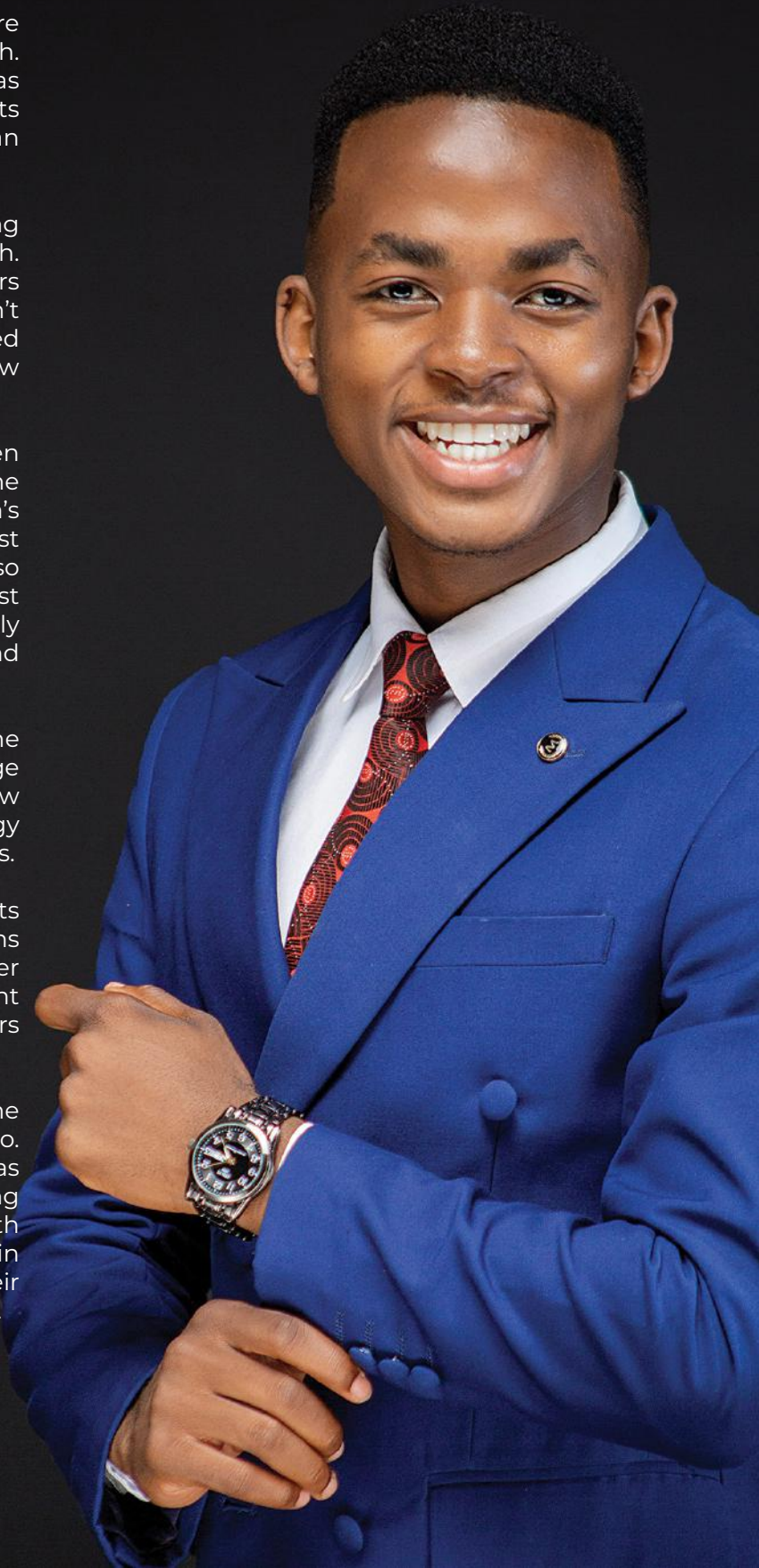
He joined Diamond TV as an intern after being eliminated from the Diamond TV Presenter Search. Cosmas was one of the strongest contenders on the competition until one day, he couldn't articulate himself well. While he got eliminated that day, it was not the end of the road. A new opening was on the way!

Cosmas's journey took a significant turn when he received a call assigning him to cover the Zambia Under-15 Boys Football National Team's trip to Morocco. It was not only the players' first time representing the nation at this level but also Cosmas's first international assignment and first time flying. Excitement and preparation quickly followed as he packed cameras, microphones, and all the tools of his trade.

Upon landing in Rabat, Cosmas was met with the challenges of being far from home—language barriers, unfamiliar food, and a completely new culture. Yet, he adapted, relying on technology and his determination to overcome the obstacles.

Covering the tournament in Morocco came with its own set of difficulties. Late-night training sessions in freezing temperatures required him to shiver through the lens, capturing every critical moment on the field. On some nights, he joined the players in training just to stay warm.

One of the most memorable moments came during a rainy final match against Morocco. Determined to get the best footage, Cosmas stood on the sidelines for 90 minutes, braving the downpour and shielding his camera with makeshift protection. While the team didn't win that day, his efforts ensured the story of their determination and spirit was shared back home.

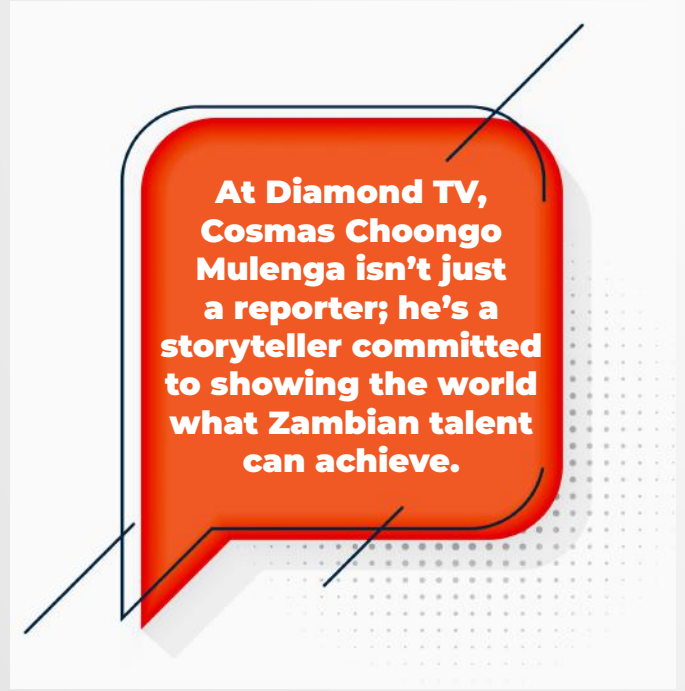




Months later, the same team went on to win the COSAFA Cup in South Africa. For Cosmas, moments like these highlight the importance of his work—documenting the journey from humble beginnings to great achievements.

Cosmas's dedication is about more than sports reporting; it's about bridging cultures and telling stories that inspire. His ability to connect with young athletes, uncovering their dreams and struggles, adds authenticity to his work.

At Diamond TV, Cosmas Choongo Mulenga isn't just a reporter; he's a storyteller committed to showing the world what Zambian talent can achieve. Through his lens, Zambia's sports stories come alive, reminding audiences that every highlight, every interview, and every challenge overcome is part of a larger narrative of resilience and triumph.



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AND ARE EXCITED FOR THE CONTINUED SUCCESS THAT LIES AHEAD.



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