

Times urged to open up rural offices

By [Brian Hatyoka](#)

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Information and Broadcasting Services Deputy Minister Poniso Njeulu has urged Times of Zambia to consider opening more outlets in rural areas to enable more people have access to information.

Njeulu said the newspaper should think of opening outlets in Western Province and other rural parts of Zambia. He was speaking in the tourist capital on Friday, 24 May 2013, during a tour of the Times Livingstone Bureau.

"I didn't know that Times of Zambia has a presence in Livingstone and I wish to thank you for expanding to this area. As you continue to expand, I would also suggest to you that you think of opening outlets in rural areas like in Western Province," he said.

The deputy minister, however, said the Times was doing a commendable job in reaching out to a larger audience. Njeulu hoped that people in areas like Shang'ombo which lacked infrastructure would start reading the newspapers. He also challenged the oldest daily newspaper to consider introducing a specific page in local languages.

"Consider publishing a new newspaper in local languages so that Tongas and other local people can read and appreciate the publication. Interpret some of your news stories in local languages by providing one specific page for local languages," he said.

He commended Times of Zambia and Sunday Times of Zambia for helping government to explain a number of issues such as the recent removal of maize and fuel subsidies.

Njeulu was impressed that copies of the Times reached the Livingstone market the same day early in the morning.

Times managing director, Godfrey Malama said his organisation would soon open a new regional office in Choma following the relocation of Southern Provincial capital from Livingstone.

Malama said the Livingstone Bureau would not be closed because it was one of the key regional offices, especially as the tourist capital prepared to co-host the United Nations World Tourism Organisation (UNWTO) General Assembly in August this year.

He said the newspaper also had offices in Kitwe, Chipata, Kabwe, Solwezi, Chingola, Kasama and Mansa.

"We will not close Livingstone. We are positioning ourselves in readiness for the UNWTO conference so that we maximise

our business before and during the event," he said.

Malama said it was the desire of the newspaper to expand to other districts once potential areas were assessed and examined.

He said the firm had adjusted its deadlines forward so that the newspapers could reach many parts of the country as early as possible.

"With the launch of a bigger aircraft by Proflight, we will explore the possibility of flying the newspapers.

Earlier, Njeulu visited other print and electronic media houses and reiterated Government's commitment to foster development in rural areas following the removal of the fuel and maize subsidies.

Source: [allAfrica](#)

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