



"These Are the Days - Celebrating a Zambian Filmmaker"

18 - 22 September 2018
Kitwe Little Theatre

NAMA PARTNERS SOTAMBE DFAF ON THE COPPERBELT

9 August 2018, Kitwe

The National Association of Media Arts (NAMA) is the umbrella body of all media arts related activities in Zambia and was founded in the year 2000 with the main responsibility of representing broadcasting houses, production companies and individual artists and journalists involved in the production of radio, television and film content and sits on the National Arts Council (NAC) board of Zambia under the ministry of Tourism and Arts as well as on the content committee under the Ministry of Information and Broadcasting Services. On 28th July 2018, a new executive committee was voted into office, promising decentralise the operations of NAMA with the aim of increasing membership, unite the industry, tap, develop and market the media arts.

One of the first steps the new executive will undertake is to sign up a partnership between NAMA and the SOTAMBE Documentary Film and Arts Organisation on the Copperbelt so that Muchinga, Luapula, North-Western provinces could be linked to Copperbelt for easier communication and registration of NAMA members.



From the left: Samson Mumba (NAMA Secretary General), Changa Kalumba (NAMA Vice President), Martina Mwanza (SOTAMBE DFAF Director), Lottie S. Siame (NAMA President) and Daniel Mwale (SOTAMBE DFAF Director).

Mr Changa Kalumba, a renowned filmmaker and now the new NAMA Vice President expressed great enthusiasm in a partnership between NAMA and the SOTAMBE DFAF in order to bridge the gap between Lusaka and Copperbelt and also help in the networking efforts between all the members of NAMA and therefore bring added value to the arts. "Through this partnership, we would like to interlink the two provinces in Zambia and encourage more provincial collaborations among filmmakers," said Changa.

"Dream Chasers Never Sleep."

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The Memorandum of Understanding between NAMA and SOTAMBE DFAF means a brighter future for the film industry. SOTAMBE DFAF has been putting value on the arts both locally and internationally through the hands-on trainings and annual Film Festival since 2014. However, the two institutions have been working in isolation. "We believe that together we can better the media arts in Zambia" indicated NAMA President, Mr. Siame.

According to the MoU which will be drafted in due course, the SOTAMBE DFAF will be a submission and registration point for the NAMA members on the Copperbelt. In addition to this, SOTAMBE DFAF will help NAMA to coordinate Copperbelt, Northwestern, Muchinga and Luapula provinces as the centre for the submissions to ZAFTAs. NAMA members will be encouraged to take part in the annual Filmmaking Boot Camp happening every Easter holiday and also film related training workshops organised by SOTAMBE DFAF to strengthen their filmmaking skills, storytelling and the production of quality films in Zambia.

Both institutions also agreed during the meeting, that they will pursue the efforts of establishing a National Film School together offering an opportunity to study film in both Lusaka and Kitwe.

"We are very excited to partner with NAMA as our main objective is to promote upcoming filmmakers and contribute to the growth of the film industry. This partnership will enhance the skills and expand on the opportunities for the filmmakers both locally and internationally," said SOTAMBE DFAF Director Daniel Mwale.

The 5th SOTAMBE Film Festival will take place in the period 18 to 22 September 2018 in Kitwe at the Kitwe Little Theatre and participants can look forward to some of the great local and international movie screenings, panel discussions and filmmaking workshops with special guests. NAMA representatives will be available to interact with filmmakers during the film festival which increases NAMA's visibility and accord NAMA an opportunity to share with its potential members the benefits of belonging to NAMA. Nominated movies at the SOTAMBE DFAF 2018 will be automatically signed up for ZAFTAs in the various categories.

SOTAMBE DFAF, a company limited by guarantee, was established in 2014. Its aim is to educate and raise awareness of social issues through film and arts. The organisation serves as a platform for:

- Learning institutions that want to use documentaries, arts and panel discussions as a new and advanced method of learning.
- Local filmmakers and artists looking to showcase their projects, share ideas and inspire others.
- Capacity building for the filmmaking industry through filmmaking workshops.

National Association of Media Arts (NAMA) is the only legally registered association that sits on the National Arts Council board to represent those involved in film, television and radio content production. It was founded in 2000 with the following objectives:

- Promoting and encouraging the economic empowerment and the cultural value of the media arts practitioner.
- Favouring and encouraging the growth of new talents in the media arts industry.
- Promoting and supporting the establishment of education and training structures for film and audiovisual professionals.
- Encouraging the establishment, improvement and development of audio-visual and cinema infrastructure.
- Conducting negotiations to obtain a conducive and enabling environment to facilitate the practice of the media arts profession.
- Promoting through lobbying and advocacy, the Zambian media arts industry with governments and decision makers.
- Promoting and encouraging the widest distribution, exhibition and broadcast of audio-visual works.

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