



THE ROCKHOUSE SIGNAL

(Second Edition)

**ZAMBIA'S WEEKLY MEDIA & SENTIMENT
PULSE**

Edition 02 | Week of August 1– 8, 2025

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TOP TRENDING STORIES IN ZAMBIA

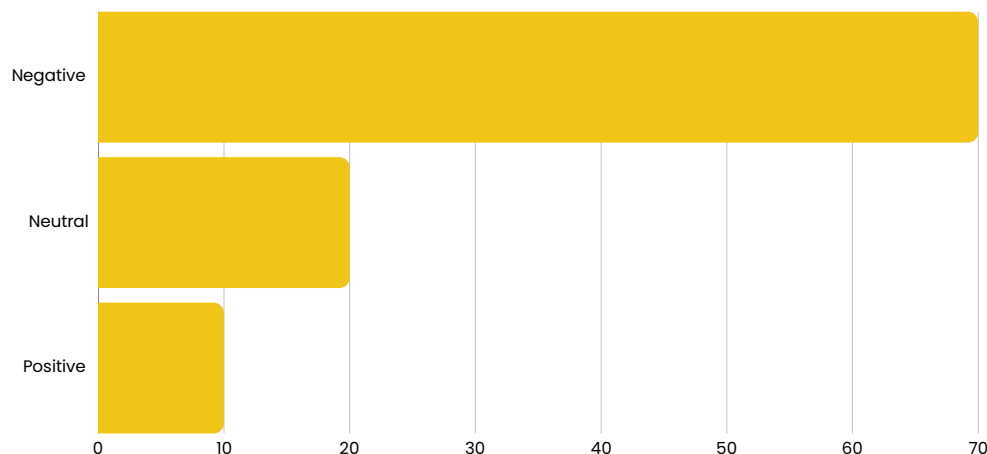
US EMBASSY ORDERS EVACUATION AFTER TOXIC SPILL



The US Embassy directed all personnel to leave parts of northern Zambia following dangerous contamination with arsenic, cyanide, and uranium resulting from the Sino-Metals Leach tailings dam collapse.

(AP News)

Sentiment:



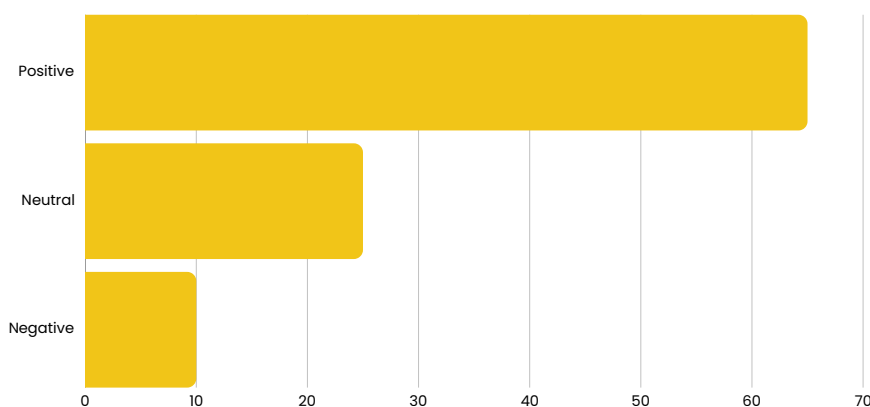
ZAMBIA RAISES ALARM OVER NEW US VISA BOND RULE



New US pilot program mandates visa bonds of \$5K–\$15K for Zambian applicants—prompting Zambian officials to warn of its crippling economic impact.

(Reuters)

Sentiment:



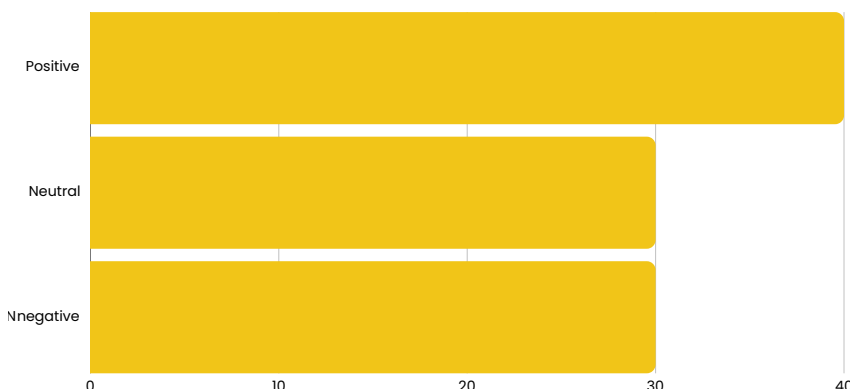
LUNGU BURIAL RULING SPARKS DEBATE



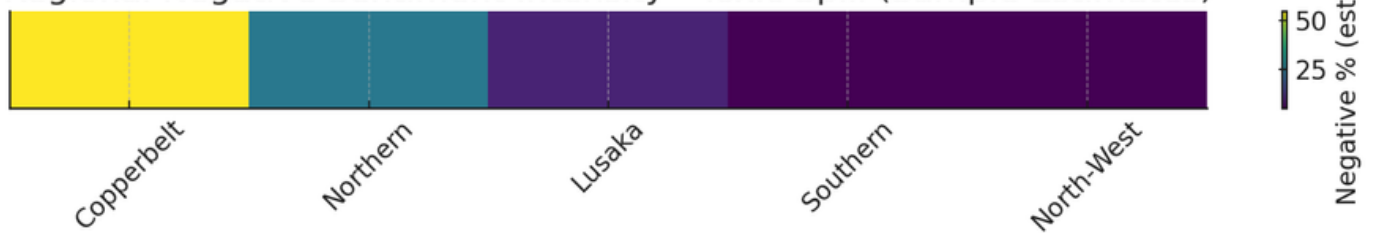
A South African court has ruled that former President Edgar Lungu must be repatriated for a state burial in Zambia, overruling his family's wishes—a ruling steeped in protocol and public interest.

(AP News)

Sentiment:

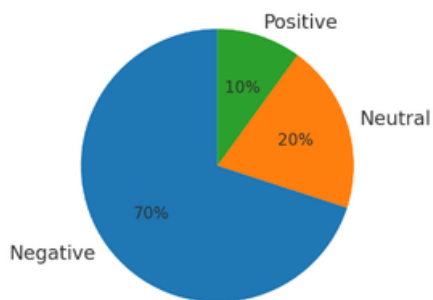


Regional Negative Sentiment Intensity - Toxic Spill (Sample Estimates)

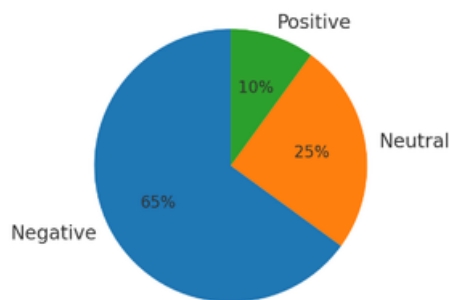


Sentiment Breakdown (Sample Estimates)

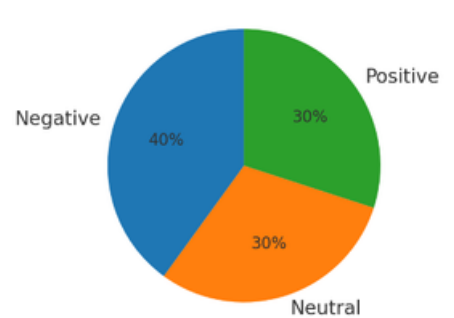
US Embassy Evacuation (Toxic Spill)



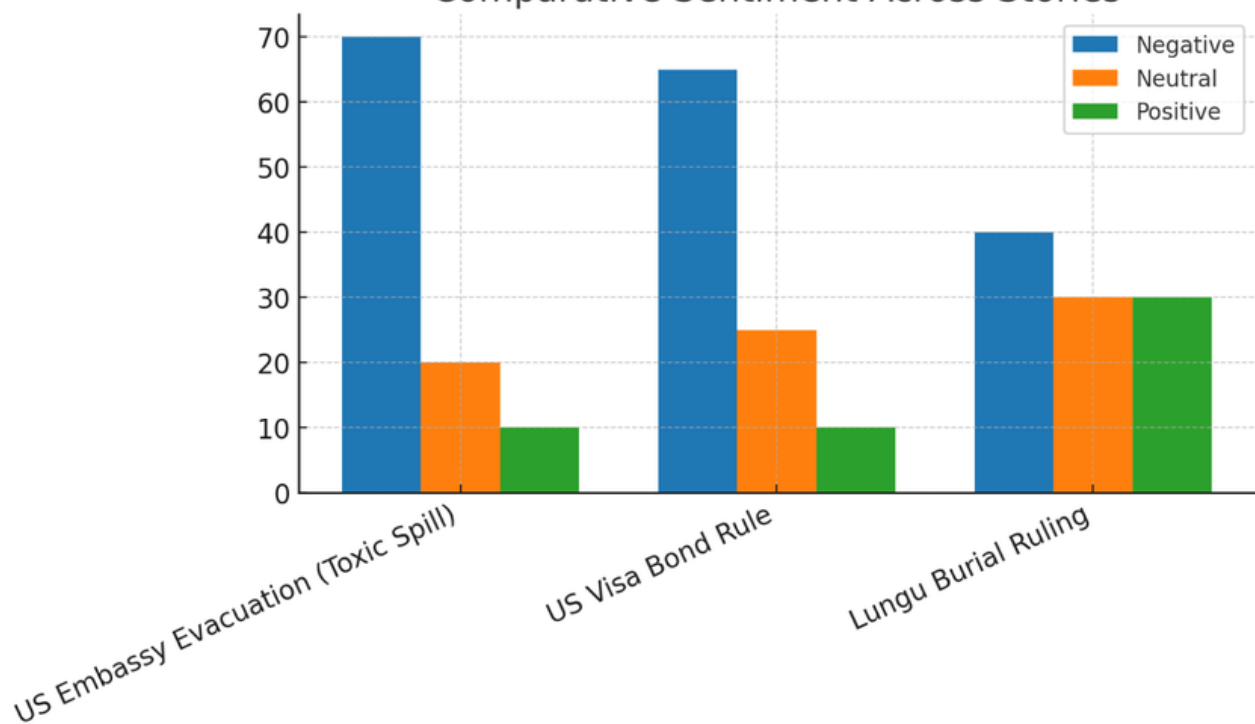
US Visa Bond Rule



Lungu Burial Ruling



Comparative Sentiment Across Stories



REGIONAL INSIGHT (HEATMAP NOTES)

HIGHEST NEGATIVE INTENSITY



Copperbelt (local media + radio + community groups) — direct proximity to the spill and visible environmental impact led to local anger and health fear.

Business & Human Rights
Resource CentreFacebook

SECONDARY ATTENTION



Northern province and Lusaka streams — Northern for local impact; Lusaka for policy and diplomatic commentary.

SECTOR SPOTLIGHT: ENVIRONMENT & PUBLIC HEALTH



- **The toxic Kafue River spill continues to dominate environmental discourse. The US evacuation raises alarm levels.**
- **Health and environmental NGOs are pivoting media attention toward water safety and ecosystem recovery.**

TOP-PERFORMING CONTENT

"River 'Died' Overnight" Video Clips



Unfiltered visuals of dead fish along the Kafue River (shared widely on TikTok and Instagram) drove awareness through emotional urgency.

Why it worked:

- high emotional salience + witness authenticity
- rapid shares and talkback.

Lesson for brands:

Authentic, emotionally charged visuals cut through noise and keep an issue top of mind. Emotional authenticity beats overproduced content in high-empathy moments.

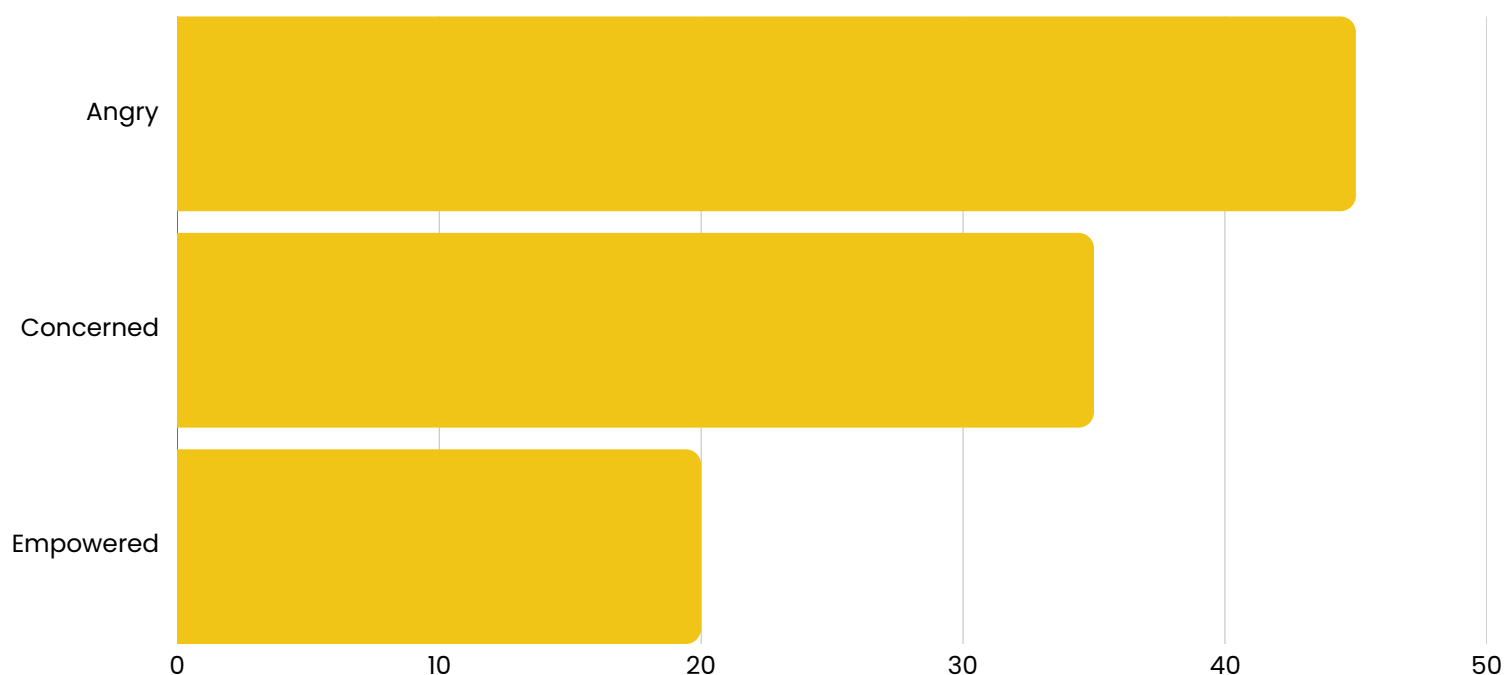
MEDIA TRENDS & DIGITAL INSIGHTS

- **“US imposes new visa conditions”** dominated News Diggers’ weekly trending list, alongside topics like BOZ introducing new notes and energy infrastructure updates.
> [diggers.news+1diggers.news+1](#)
- **Environmental visuals and updates** related to the Kafue River spill spread rapidly via TikTok and Instagram, generating urgent public concern.
- **Lusaka Times** columnists tackled the Lungu burial and broader governance themes, creating a sustained editorial buzz.

Emerging Trend: Local brands using TikTok for customer engagement

ZAMBIA'S MOOD THIS WEEK

Mood Pulse



Public sentiment is dominated by environmental anxiety and economic pressure.

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Emerging Trend: Local brands using TikTok for customer engagement

ROCKHOUSE SPOTLIGHT SERVICE

"AI Media Monitoring"



Get real-time tracking of:

- Your brand mentions on TV, radio, social, print, and online
- Public sentiment trends
- Competitor and industry chatter
- Misinformation before it spreads

Packages start at ZMW 4,500/month — with local onboarding, support, and actionable monthly reports.

WHAT TO WATCH NEXT WEEK

Environmental Remediation Moves:

Updates from Sino-Metals or government on cleanup efforts.

Tourism & Visa Dialogue :

Grazing policy talks on US bond concerns.

Burial Appeal Unfolds

Lungu family's legal appeal may stir renewed national attention.

BRAND SHOUTOUT

YM Local Radio (Northern Province)

Ran an impromptu town hall on radio, urging safe water practices and providing referrals to clean-water help—effective local outreach meeting real needs.



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