



THE ROCKHOUSE SIGNAL

(Sixth Edition)

ZAMBIA'S WEEKLY MEDIA & SENTIMENT
PULSE

Edition 06 | Week of 1–6 September 2025

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ZAMBIA'S WEEKLY MEDIA & SENTIMENT PULSE

This week's national conversation was dominated by environmental concerns, public health alerts, political developments, and agricultural risks. Overall mood: Negative at 70%, with a balance of neutral (20%) and positive (10%) voices.



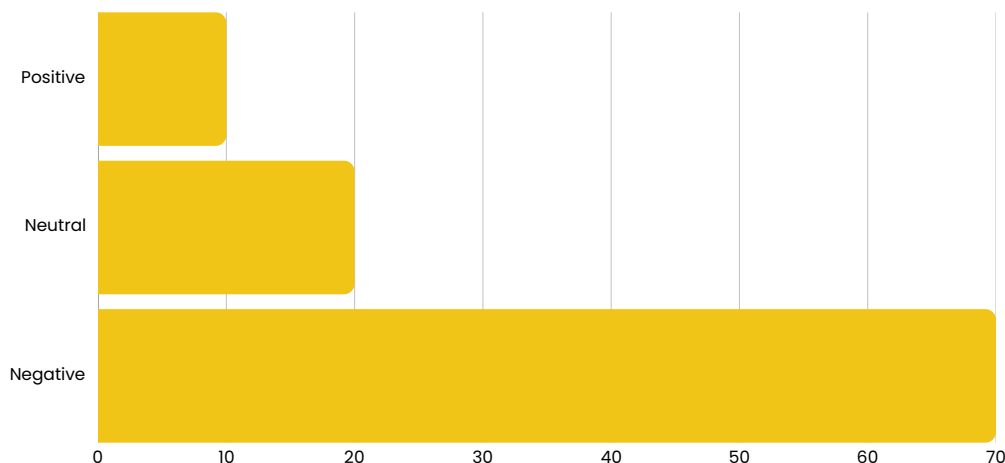
TOP 5 TRENDING STORIES IN ZAMBIA

KALULUSHI RESIDENTS MOVE TO SUE SINO-METALS OVER POLLUTION



Over 40 households in Kalulushi plan to sue Sino-Metals for \$420M after a tailings spill. Litigation has escalated from community protests to legal battles, posing a major trust and liability challenge.

Sentiment:



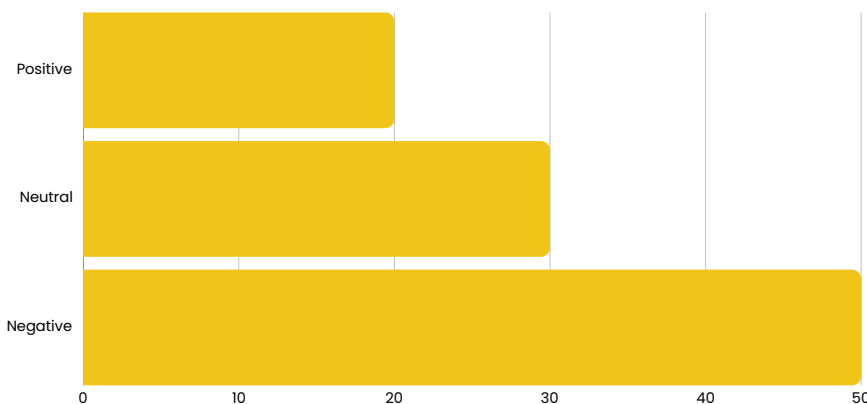
RockHouse Take: Crisis management isn't optional, brands must act fast with transparent engagement.

GOVT ORDERS INDEPENDENT ASSESSMENT OF SINO-METALS SPILL



The government has commissioned an independent review to measure environmental damage from the Sino-Metals spill, signaling accountability and investor reassurance.

Sentiment:



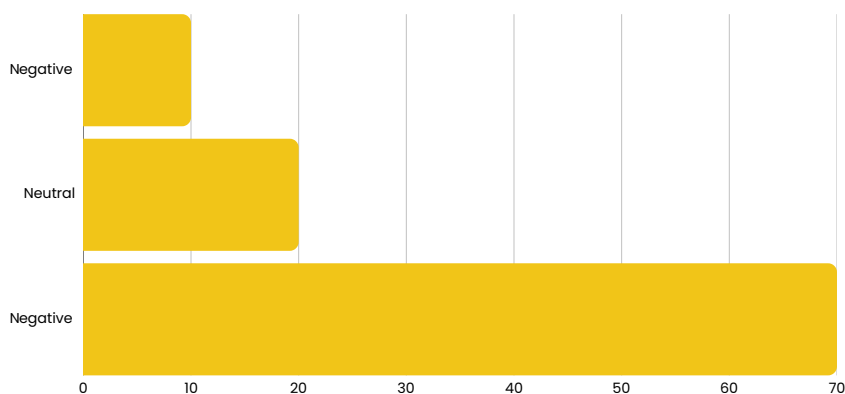
RockHouse Take: Independent audits turn crisis into credibility.

KABWE WATER CONTAMINATION CONFIRMED



Authorities confirmed contamination of water sources in parts of Kabwe. Mitigation measures are underway, but public trust remains fragile.

Sentiment:



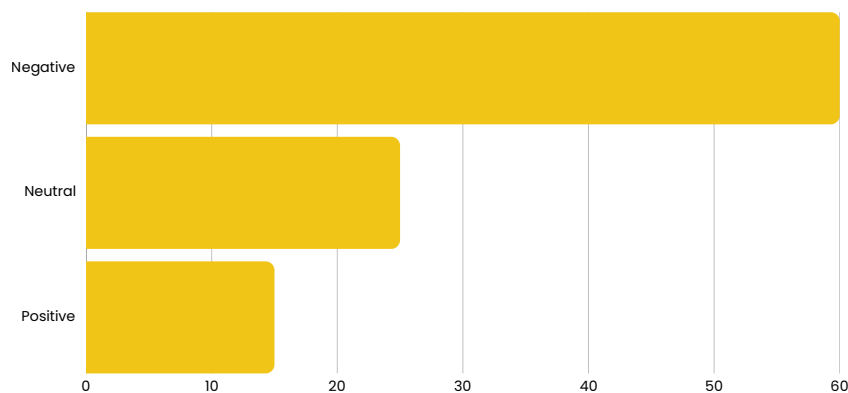
RockHouse Take: In public health crises, localized and empathetic messaging matters most

LOCUST SWARMS THREATEN WESTERN PROVINCE FOOD SECURITY



Locust invasions threaten croplands in Limulunga, risking food security. Government has launched emergency control measures.

Sentiment:



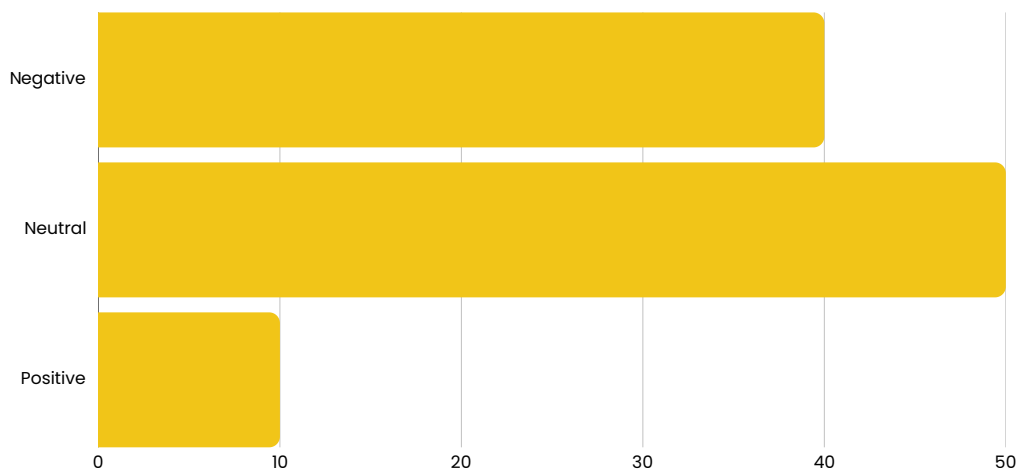
RockHouse Take: Food brands must communicate supply chain stability, silence fuels speculation.

COURT DEFERS YAMBA & MALANJI JUDGEMENT



Judgment in the high-profile Yamba-Malanji case has been moved to September 3, keeping legal battles in the spotlight

Sentiment:



RockHouse Take: Businesses must keep messaging steady, non-partisan, and focused on continuity.

SECTOR SPOTLIGHT: MINING & ENVIRONMENT



Environmental lawsuits and independent audits are reshaping mining risk. For brands, ESG compliance and stakeholder communication are now survival strategies.

Action Points:

- Publish clear Environmental Assurance Statements
- Engage independent monitors
- Prepare a crisis communication kit

TOP-PERFORMING CONTENT

“LOCAL ENVIRONMENTAL AWARENESS ”



***Local environmental awareness post highlighting
pollution risks went viral on X and Facebook.***

Why it worked:

Community-centric messaging proved
highly engaging for both public and
corporate audiences.

MEDIA TRENDS & DIGITAL INSIGHTS



Key platform for public sentiment around environment and policy



Community-focused debates dominate, especially around pollution and water issues.



Awareness campaigns and localized storytelling are gaining traction with youth audiences.

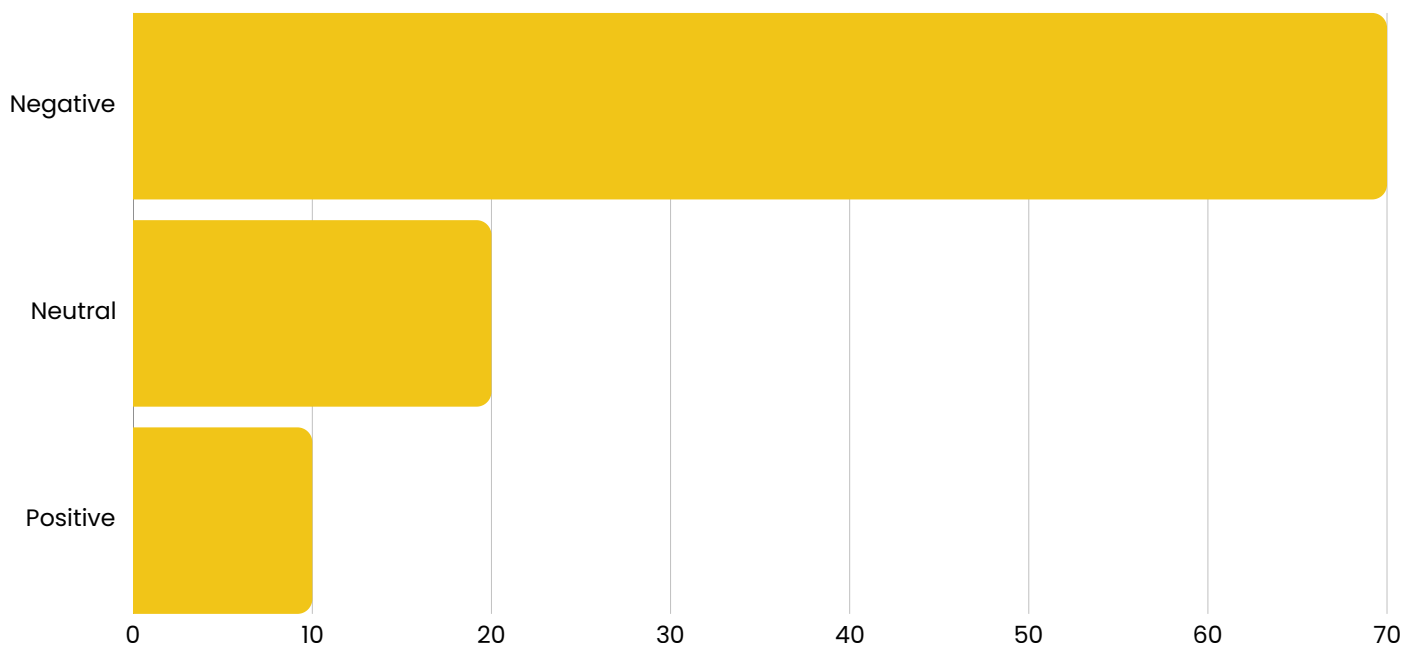
ROCKHOUSE REFRAME



Negative news cycles are not a dead end, they are an opportunity to lead with accountability and clarity.

ZAMBIA'S MOOD THIS WEEK

Mood Pulse



REGIONAL MOOD PULSE



Southern Africa continues to watch Zambia closely. Environmental and agricultural risks are being monitored from Harare to Johannesburg, with investor and NGO attention focused on corporate and governmental response.

ROCKHOUSE SPOTLIGHT SERVICE

Social Media Management & Content Production Packages



Bronze: K15,000

Silver: K25,000

Gold: K35,000

Includes:

- ✓ Content strategy & calendar
- ✓ High-quality designs & captions
- ✓ Posting & community engagement
- ✓ Monthly analytics reports

ROCKHOUSE TACTICAL TIP OF THE WEEK



Marry macro and micro wins.

Big economic shifts (like inflation drops or copper rallies) only resonate when linked to household realities.

Brands should translate complex data into everyday value stories — savings, jobs, prices, and security.

WHAT TO WATCH NEXT WEEK

- Progress on Sino-Metals independent assessment
- Locust control updates in Western Province
- Any new rulings in high-profile political cases

BRAND SHOUTOUT

Local NGOs for rapid response awareness campaigns around water contamination and locust control. Their engagement shows how accountability and information leadership build community trust.



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