

# MBC moves towards rebranding

By Gregory Gondwe: @Kalipochi

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State owned broadcaster, the Malawi Broadcasting Corporation (MBC) has taken a step towards rebranding, by calling on companies and individuals to develop a new logo, a new motto and a theme song as part of its corporate identity.

This comes after the merger of Malawi's two state owned broadcasters, the Malawi Television (TVM) and the MBC, which failed to take-off due to various technicalities. In June this year, parliament passed a bill that effectively dissolved TVM.

At the time of presenting the bill before parliament, information minister Moses Kunkuyu said this was the piece of legislation that was part of the process of legal formalisation of MBC operations.

"The MBC Act is the law that established the public broadcaster and already provided for the operation of both a radio and television station," he said.

The bill was sought to provide dissolution of TVM and to transfer any of its property, assets, funds, liabilities, obligations, agreements and other arrangements to MBC.

With the current rebranding process, the broadcaster has issued a public notice which says it requires a logo, motto and theme song, which suits both radio and television services.

"[We require a] punch line that would replace [the current] 'Creating a world of possibilities'," the notice says.

MBC was established under the Act of Parliament in 1964 as a parastatal organisation. TVM was launched in 1999 as the first television public broadcaster in Malawi.

## Operating as one institution

In July 2010, government merged MBC and TVM to operate as one institution under the name Malawi Broadcasting Corporation.

The corporation derives its mandate from the Communications Act of 1998 which mandates MBC to provide public broadcasting services using both television and radio.

The notice says the corporation's mission is to provide quality broadcasting services to the nation through programs that entertain, educate and inform with a view to empower the Malawian public and enhance their socio-economic development.

It follows the development that MBC, as a public institution, is engaging companies and individuals to design a logo and develop a new motto for the corporation.

"Companies and individuals may submit up to three logos and MBC reserves the right to select the one that best reflects its mandate," the notice states.

It further states that it has set aside close to US\$1 500 for prizes for the selected logo, motto, and theme song each staking out US\$483.

The notice states that the selected logo, motto and theme song will become the property of MBC and shall not be used for any other purpose other than that agreed between MBC and the designer.

"The designers shall also make an undertaking never to use the said logo, motto and theme song in competitions of similar nature with any institution in thereafter," the notice states further.

It also says the logo, motto and theme song should be placed in sealed envelopes clearly marked "Motto, Logo and Theme song for MBC" and should be delivered to the MBC headquarters in Blantyre.

MBC shall ask the successful designers to submit soft copies of their winning logos before collecting their prizes.

The deadline for submission is 2PM (CAT) on 31 October 2012.

## ABOUT GREGORY GONDWE: @KALIPOCHI

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