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FREE EDITION | ISSUE 5

NEW ERA

ENTERTAIN
EMPOWER
ELUCIDATE

MUSIC MAGAZINE



THROWBACK TO
JOE THOMAS &
BRIAN MCKNIGHT

WHAT TO
EXPECT FROM
BRANDY &
DAVIDO
STANBIC
MUSIC 2019

BALANCING
SALMA
SKY

WEZI LAUNCHES LEILOE



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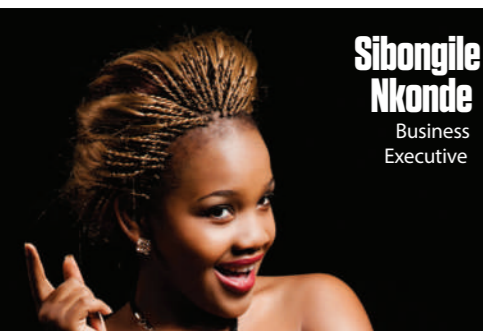
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EDITORS *Letter*

Mulibwanji!

Very few things are as exhilarating as the euphoria of new things or the promise of new things. This feeling is even more pronounced when the promise of newness touches on one of our readers' passion points – music!

Music has always been a central theme in our content, a view that is strongly evident in prior editions of your magazine and accentuated by our close association with the highest music administration body of the land – the Zambia Association of Musicians (ZAM). My appointment as ZAM Publicity Secretary, is still surreal and exceedingly humbling. It is indeed an honour to serve and celebrate our very own homegrown Zambian music Artists across genres.

With this said, I am excited to announce that New Era has embarked on a new journey that raises the profile of our local artists by delivering what we call a "Glocal" music magazine experience featuring a cornucopia of the best of global musicians and our very own homegrown Local artistes – from writers and singers, to rappers and beat makers, get ready for a musical immersion! And who better to help us bring this to manifestation than our banking partner, Stanbic, that not only encapsulates the spirit of glocal music but fully exudes a genuine passion for the arts. Partnering with Stanbic Bank saw New Era exclusively feature International megastars Brian Mcknight and Joe Thomas in a shoot with our Queen of soulful vibes -Wezi and our Queen of R & B -Salma Sky! Talk about changing a narrative!

As we eagerly anticipate R and B Legend, Brandy and The African Prince- Davido at

this years' Stanbic music Festival, we throwback to the electric highlights of the legendary Kings of R & B Joe Thomas and Brian Mcknight who hit the Stanbic stage last year and made moments worth looking back to. We also feature the beautiful DJ Roxy in a sit down with The Brian Mcknight! We get up and close with Afro Soul singer- Wezi as she pours her heart out on Leiloe- a spirited album that she recently successfully launched and the beautiful Superwoman Salma Sky reminds us why she is the personification of the phrase "A WOMAN CAN TOTALLY HAVE IT ALL!". Speaking all things music, we feature news on your favorite Artistes as well as highlights of some of the most epic music events of 2019. One of which was The Day of Thunder (DOT) where we saw The phenomenal Yemi Alade bring the thunder headline alongside some of our own.

We talk food with Pilato and deep dive into mental health with Keisha! We go all out and celebrate movers such as Muhammad Hassouna whose entrepreneurship spirit is making a mark in entertainment business and we get valuable insights from Steve Mwale -a notable music promotor who shares from his wealth of knowledge on what makes for a successful musician given the current Zambian musical landscape. As we get into the last quarter of the year 2019, it's important that we look back and celebrate the big and small wins. We may not be where we want to be, but we are not where we used to be and for that we must be grateful. I am grateful for many things and since we talking all things music in this issue, I would like to start by expressing my profound gratitude for the opportunity and trust shown in having me sit as Editor for this special music issue, I would also like to take this time to appreciate all who made



the win possible at the vaunted Sun FM Kwacha Music award for The Best Gospel Song -Female 2018. Last but not least, I am grateful for the opportunity to have released The Chikondi Forever love album duo with my Husband Bevis in February 2019,- A project you have generously supported! So I pose a question, what are you grateful for this 2019? Remember that what you are grateful for increases.

I will sign off, with words taken off the duet by Pompi and Mag 44 just to encourage a reader who aspires to get stuff done but keeps procrastinating or postponing on the actions that will propel you forward. I encourage you to simply "Go Ahead, DO IT!"

Enjoy your read!

Mutale Nkonde Kapaso



This publication is available for Digital Download on the New Era website and on the Mingletainment App simply scan the code and share.

MEET OUR Contributors



MOONO Moono Namwizye Chungu is a passionate, persistent and patriotic writer. She has a double major degree in Journalism & Media Studies AND English Literature, which she obtained from Rhodes University, South Africa. She has been published by six media companies, which include The Post Newspaper, Grocott's Mail (South Africa), Nkwazi Magazine, Vodafone - JUMP, Kulani Media, and That Zambian Girl.



MUKANDI Mukandi Siame is building a whole new world as a writer and brand strategist. She has a passion for impactful storytelling, fostering her team's growth and sparking thoughtful discussion. Outside the office, she indulges in film and derails conversations at monthly book club meetings. In 2016, she received a Zambian Women Writers Award for her short story Landing On Clouds and continues to make appearances on The Global Zambian Magazine artsandafrika.com and her personal newsletter."



MUTINTA NANCHENGWA. Mutinta Nanchengwa is a student, freelancer and most importantly writer. She is pursuing a degree in Media and Communications at the University Of Zambia (UNZA), with a minor in political science and at the same time, pursuing a career as a professional writer. Mutinta has been writing professionally since 2016, when she worked with the innovative youth platform Vodafone Jump. She has also contributed to several magazines, online and in Zambia. She has written for Glow Magazine, CheckOut Africa, Nexus Magazine as well as reporting for the UNZA Media and Communication Department's in-house newspaper, the Lusaka Star Online. As a novelist, she has been longlisted twice for the prestigious Kalemba Short Story Award, and has recently published her first body of work, in a collaborative anthology of short stories, called Alone and Other Zambian short stories.



FAITH HAMAFUWA Is a lawyer by profession and part-time makeup artist. She has nurtured a passion for makeup and art over the years and now does it professionally. In her words "Makeup was always a hobby, so I thought why not make money out of something I enjoy doing and it's that passion that allows me to enjoy what I do besides my legal duties.



TIKA Tika is an entrepreneur and makeup artist by profession. She is making waves in the creative industry and her works speak volumes for the humble girl next door.



PHILIP MUTIKA (PHIL DILL) Editor/Content & Adverts Manager for the Zambian Music Blog. A blog which happens to be Zambia's Number One Local And International Entertainment News/Media Publishing Website.



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WHAT TO EXPECT FROM BRANDY AND DAVIDO AT THE 2019 STANBIC MUSIC FESTIVAL

The Stanbic Music Festival has a warm place in many Zambian hearts. In the soul of integrity, Stanbic has brought star performers to a high quality local stage. The typical Zambian would have never imagined having both international legends and home-grown talent in reach. The Stanbic Jazz Festival stage has held UB40, Joe and Brian McKnight, Boys II Men and the legendary Hugh Masekela and Oliver Mtukudzi. Each performer created irreplaceable memories that cannot redone.

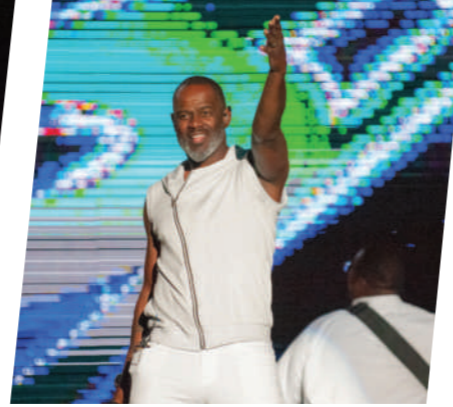
What can you expect from the 2019 Stanbic Music Festival?
Teleportation. Through ballads from a time past and a time to come, expect to experience sweet old memories in a brand-new way and be ready to create new memories.

This year's Stanbic Music Festival stretched the realm of possibility that much further when the official line up of artists was announced. Brandy is going to be here, in Zambia. Not on radio or television but in the flesh. As if that is not enough of an indulgence, Davido will be on the Stanbic Music Festival stage. Brandy Norwood, professionally known by her mononym Brandy, is a vocalist, songwriter, record producer and actress. Her self-titled first album was released in 1994 and became a certified quadruple platinum record selling 6 million copies worldwide. She has been a household name since. Her second album Never Say Never earned Brandy her first

Grammy Award and sold 16 million albums. Her stardom transcends generations and social backgrounds. She has sold out concert tours, received endorsements and starred in films and television shows. Brandy is one of the best-selling artists of all time and it is an honour to expect her on Zambian soil.

What is a party without Davido? Young, black excellence is more than a trend, it is a movement and Davido represents it well. David Adeleke is a Nigerian singer and record producer. He has been consistent since 'Dami Duro' rocked the continent from his debut album in 2011. Davido is multi-faceted but there is one thing he is not - he is not a one hit wonder. His many hits have earned him two BET Awards, a Kora Award, Channel O Music Award and two MTV Africa Music Awards. His sound has become synonyms with the feeling of an African party and he flied the continental flag high across the globe.

The Stanbic Music Festival is dedicated to supporting diverse Zambian local talent. Well-loved local legends like Danny and Izrael will grace the stage alongside Afunika, Chef 187 and Mampi who are well-loved performers. Stanbic Bank has remained consistently committed to developing and creating an environment of culture. Stanbic Music Festival has gone a long way in moving the arts forward and keeping audiences moving to the rhythm.



UP-CLOSE WITH BRIAN MCKNIGHT

I was super elated to be able to sit down with, and interview one of the best RnB Vocalists of all time, Brian McKnight who was in the country alongside Joe Thomas for the annual STANBIC MUSIC FESTIVAL and here is how our interview went!!

Roxy: Hi Brian, How are you?

Brian McKnight : I'm good how are you?

Roxy: I'm good thank you, it's great to see you I'm such a huge fan

Brian McKnight : Thank You

Roxy: How are you finding Zambia so far?

Brian McKnight : You know it's funny, when you are coming to work it's difficult to get a real idea of what the place is actually like, when people know you're coming it becomes an issue with security, but the people that I've met have been so warm and so welcoming it's almost like I'm coming home after being gone for a long time. That's the way the people make you feel and it could be because people have been listening to my music for so long and we are finally here but I think it's a combination of both.

To me all the places I go whether it's china or seeing the great wall seeing all the natural things is great but to me it's always been about the people.

Roxy: is this your first time in Zambia?

Brian McKnight : it is my first time

Roxy: and how did you feel when you were told by your management that you would be performing here?

Brian McKnight : you can't imagine, that from such a humble beginning at this point in my

career I've found another place that I hadn't been where people want me so badly that they are willing to bring me to come and sing mostly songs that I wrote almost 30 years ago, it blows my mind that this still happens and I'm so honoured and so grateful and humbled by the experience that they are folks on the other side of the world who want me to sing to them

Roxy: Stanbic bank have brought in a couple of artists from outside to their annual Music festivals, the likes of UB40, BOYS II MEN etc, have you had a chance to atleast have a peek at one of these concerts?

Brian McKnight : No I hadn't, when I'm not actually working I'm doing a bunch of other things. I talked to them, the boys II men they are like my brothers, they told me how great their experience was but I haven't had a chance to see the videos. I kind of don't want to see because I want to have my own experience, but I went to the venue today and seeing where we are going to be playing with the venue empty is always important to me because it always gives me an idea of how different it's going to be at the actual night. I'm really weird with things like that even when I know people are going to show up I assume no one is going to show up, that way when they come it's genuine surprise from me and I think oh wow now I have to give even more. That's just a little psychological game I play with myself since day 1 that I still do now in 2018 26 years later.

Roxy: what can we expect from you at the Stanbic Music Festival

Brian McKnight : it's going to be retrospective of the 26 years since my first album so will go all the way to the beginning to the very latest album, all the songs people are expecting me to play I will play but I think that what Joe Thomas and I both bring is artistry that is that we are both not studio based singers, we are real artists and that's what people

really appreciate . Also it's very difficult especially these days if you listen to records and what's on the radio a lot of that can be manufactured and we both come from a place of learning to sing in front of people. When you learn to sing in front of people it's a different experience than learning to sing in the studio and since we are both singer song writers our music comes from a place that's real and that's why people have gravitated towards us and stayed with us because they know we are coming from a real place

Roxy: on a lighter note could you tell me about the #GrownUpTippy challenge?

Brian McKnight : (laughs) I've recently put out a new single called 42 and it's not really a challenge but I've hang out with younger people and they don't know how to hang out, their hang outs are not based on having a good time it's based on how many pictures can I take and how much video can I put out, how much can I snap chat of what we are doing, and I think because they are doing that they don't really understand that they are missing out on actually having a good time but they are trying to pretend they are having a good time for their viewers, but for us when you are with someone and you are having a good time you enjoy it which is why I wanna challenge people to have grown up hang outs which is to actually enjoy the hang out rather than spend time filming it, you'll understand when you see the video

Roxy: Do you remember the words that I taught you?

Brian McKnight : No (Shy loud laugh)

Roxy: really how are you going to greet the people when you are on stage?

Brian McKnight : okay tell me again

Roxy: Mulishani and Mulibwanji

Brian McKnight: Mulishani and Mulibwanji

Roxy: Alright!! Thank you so much, we look forward to your performance

Brian McKnight: Thanks Roxy

JOE THOMAS TELEPORTS R AND B MUSIC LOVERS

If you fell in love in the early 2000s, your love story probably features a playlist by Joe. He had the right words to tell your person that no one else comes close or that you wanted to know what makes them smile. If you were single or recently heartbroken at the time, Joe was there to remind you that it wasn't the end. He believed in you. It wasn't the end. Younger listeners are familiar with the ambiance of love that Joe carried into their homes. Joe has been the date night playlist for almost two decades and on the Stanbic Music Festival, it was clear why.

After months of anticipation, Joe appeared, characteristically bald with a salt and pepper beard and clad in a red jacket. When he performed 'Stutter', nobody stuttered because they were so busy singing along. The unforgettable performance swept ladies off their feet. It's more than the lyrics. Joe Thomas is a refined performer that wins over audiences.

Joe is a singer, songwriter and record producer who has actively been part of the music industry for over two decades. He is a multi-Grammy Award, BET award and Soul

Train Music Awards nominee and has sold hit records globally.

Joe has a unique, soothing vocal presence and has been on grand stages around the world. One would think that a world famous, award winning performer would come to Zambia and give a lack lustre performance, however, the Stanbic Music Festival has built a reputation for delivering top quality performances. Joe set the precedent with a powerful, soulful set that many will treasure for a lifetime.





BALANCING SALMA SKY

Over the decade, Salma Sky has become more than a singer. She is a wife, mother who has built a strong brand that has been tested by time, gained her followers across the globe and a reputation that cannot be rivalled.

The best way to know someone is to enquire their mind. We had a quick chat and learned what makes her both Salma the woman and the brand that turns everything to gold.

NEW ERA: How would you describe the years leading up to this moment?

SALMA SKY: It has been amazing, personally and professionally. My family is growing and that's exciting and I have achieved so much at home over a 10-year music career. I feel blessed to grow and share my talent through music, great visuals and collaborative projects that have made the Salma Sky brand so sought after and recognised.

NE: You have built a strong Salma Brand, what has gone into the process of becoming such a strong brand?

SS: A lot of patience and planning. Nothing happens overnight. It's been a journey of finding oneself firstly then doing all the things that are pro who you are so that no matter what happens you are not losing yourself in the making of a brand and its power. My team and I work effortlessly to never compromise this and because of that we are here today; thriving. Through this kind of positioning, I have been fortunate to work with wonderful brands throughout the year such as ZARA, Ndichete Health Hub, All Sports Zambia, Stanbic Bank, RTSA, BlacBronze and Swek Matte Lippies In formulating my own limited edition lipstick called "ZAMBEZI"; coined with my 2016 release featuring Kaakie and Adivirgo of Ghana. Good branding attracts great opportunities. It's a blessing if you put in the work and never compromise your standards.

NE: How do you juggle family life and your music?

SS: It's always fun. I think that God in his own way creates paths that are manageable to be able to handle both. A break is great from both and keeping a mental and physical balance is very important for me. I deliberately take time off both roles and dedicate enough self-care to just being Salma so I can perform at my best for my family and my fans.



NE: You seem to have a strong support system, how has Tivo contributed to woman you have become?

SS: How hasn't he! I can't express how much of a pillar of strength my husband is in my career. He has wiped many professional tears, given countless pep talks, walked a road of scrutiny and injustice with me and has always, ALWAYS made me believe in myself. Marriage comes with this anointing and I believe God has a lot to do with our professional support to each other and how some really amazing things have happened because of each other in both our careers. We are ordained to make this impact as life partners.

NE: Your sound changed this year and became even more unique, what inspired this change?

SS: I'm truly an RnB girl and I followed my natural instinct but not to say that makes me genre specific. I'm an evolving artist, sometimes that means you might become a "new" artist to fans and music lovers during the span of your career but I have no fear about its quality and if anything shouldn't change with your musical process it's that. Retain quality but express yourself according to your season, in the sound you feel is genuine to your current path and other factors that you may take into account with regards to the industry and how it works. I am free spirited but managed and moulded to give my best with every project no matter the sound. So much growth comes from that freedom.

NE: Your performance at last year's Stanbic music was phenomenal despite being pregnant, how did you pull it off? What went into that experience?

SS: A lot of planning! Thank you. What a ride, my team and I asked ourselves many times "Should we do it?" And I am so glad we did. We worked with wonderful instrumentalists, vocalists, dancers, designers, brands and had such wonderful support from Stanbic Bank by cheering us on through the preps. I had to build stamina considering my condition so I took fitness and vocal training especially for my breathing very seriously. At almost 8 months pregnant, sharing the stage with phenomenal international acts; Joe Thomas and Brian McKnight as well as my females compadres in our amazing local line up, we pulled off a really dynamic

show on the biggest stage I've been on in Zambia.

NE: How do you deal with negative remarks from critics?

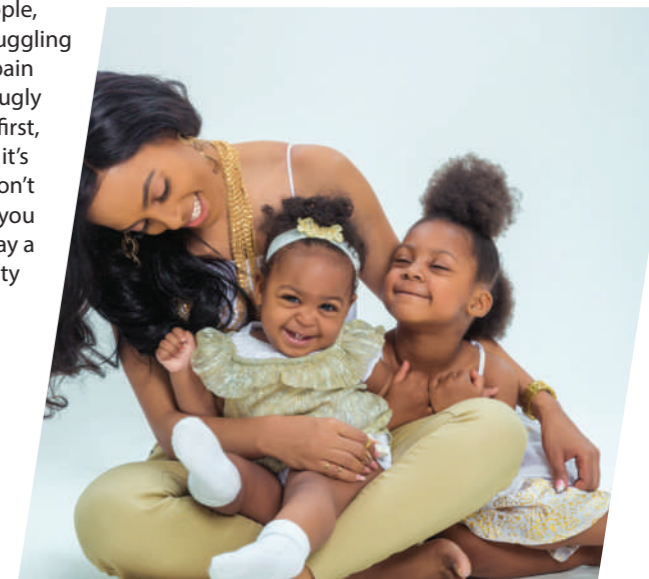
SS: Not everything negative is to harm you. I've nurtured the ability to read between the lines; take advice even if it's not delivered well and realise that those that aren't well intended are living the saying "hurt people, hurt people" We are all struggling with a certain amount of pain and when it comes to the ugly things, I remember Christ first, then who I am in Him and it's easier to love those that don't understand or appreciate you when you master this. I pray a lot, retain as much positivity and keep my head up.

NE: Can we expect any new music sometime soon?

SS: Yes! My album is set to be released soon so I'm looking forward to that and closing off what I feel has been another great year! A sound for everyone, as always, you can trust me with that. Follow my social media platforms closely to hear about when and how you can get your hands on it.

NE: Any last words for the fans?

SS: I see you, I love you, I do this for me and you.





THROWBACK TO THE 5TH STANBIC MUSIC FESTIVAL

An unforgettable musical experience



As we get geared for the fast approaching star-studded Stanbic Music Festival 2019 headlined by the biggest names in music- Talk about The Queen of R & B- Brandy and the African Prince of soulful rhythmic vibes- Davido!!!, We look back and re-live the moments taken off last year's fifth edition of the Stanbic Music Festival where International R & B Mega Stars Joe Thomas and Brian Mcknight hit the Stanbic stage and delivered exceptional musical vibes alongside Zambia's iconic artist of the likes of Afro soul singer Wezi, The R & B Star Salma Sky, gospel sensation Esther Chungu, James Sakala, Afro-Pop rising star Kiki, and Zambian music legend Exile (Izreal).



The Stanbic music festival is now a permanent feature on everyone's calendar, and it is steadily becoming a significant tourist attraction. People from as far as Uganda, Zimbabwe, Angola, South Africa, Tanzania and many other countries attend the two-day show demonstrating the magnitude of the even.



WEZI'S LEILOE



Leilo means love is eternal and love will never die it's in a language that only my heart speaks It came to me in a melody that sounded like leiloe which felt good in my soul and I decided to create a full song. after producing the song I goggled the words leiloe and I found that there is no meaning of the word in any existing language, to me it is just an expression that was coined as I was creating the song.

I launched the leiloe album at the international conference center on the second of august 2019 and the album comprises of 12 different songs including leiloe itself and I regard all of them as different textures of love, you know whether it's the good side of love or the bad side of love, self love compassion or empathy. The featuring artists on the album are ras kinky whose a dancehall artist ludo whose a poet and a rapper, mumba yachi and blessing bled a folk artist from Zimbabwe.

what this album signifies for me, is a new beginning I literally feel myself transitioning in growth, in so many aspects of my life, and I am steadily growing into the person that I am hoping to become, and this is really important to me because I am laying a foundation for my future and I will be able to tell stories when I am older, saying "when I was young I used to chase my dreams and this is how far I went" and leiloe will be my evidence.

I am so great full to my management team elation entertainment, my fan's the people that support my music by buying tickets to the shows the CD's as well as buy my music online and I am grateful because that's what motivates us to continue as artist when we see the support from people as well as from our family and friend. The only single I have released off leiloe is track number 2 the song is called African

king it's a song that celebrates African men, majority of Africans battle poverty, diseases, conflicts, tribalism etc which is not the easiest thing, but an African man is a warrior he fights for himself, his family, his community, he is a brother's keeper he is a lover, so I recognize and appreciate them because in a world full of men that are raping their daughters or abusing their wives there are some that choose to be good men, and they need to be recognized and celebrated and this song is for those God fearing and hardworking men, and that's just one of the textures of leiloe.



ENTERTAINMENT BUSINESS PROFILE



MOHAMMAD HASSOUNA

Passion

Entrepreneurship.

Mohammad is a founder and owner of a software company in Beirut, Lebanon under the name of "Romouz"

Purpose

Muhammad believes in independent work, by giving each and every employee the opportunity to build and climb their own career ladder through motivation, tutelage and clear communication.

Position

General Manager for "The Corner Cafe" in Lusaka, Great East Road.

Background

Bachelor Degree in Computer engineering, Currently pursuing Masters in Business Administration at University

YEMI ALADE

ROARS WITH THUNDER



The Mosi Day of Thunder brought to you by Mosi Premium Lager is among the region's leading music festivals, attracting fans from across

Zambia and neighboring countries, boosting tourism and travel to Zambia's tourist capital- Livingstone.

The event is a celebration of music and culture that brings top local artists, a leading regional artist and up-coming talent. Previous performers have included International stars like Cassper Nyovest, Diamond Platnumz and Patoranking as well as Local Icons such as Danny Kaya, Urban Hype, James Sakala, Jay Rox, Chef 187, Wezi and Slapdee.

We sat down with this year's international guest artist Yemi Alade and heard what she had to say about her visit to Zambia.

Ken: Welcome to Zambia, how are you doing?

Yemi: Hello, good thanks and you?

Ken: Am great thanks Yemi, great to have you in Zed. So, if I'm not mistaken, this should be your second visit to Zambia, right?

Yemi: Yes, it is.

Ken: Let's begin with what your general impression of Zambia is.

Yemi: First of all, I love the people, I love their warm demeanor and I like places that have vegetation in them - that are surrounded by water, so it's been amazing so far.

Ken: Speaking about water, we saw your photos on social media. You visited the Victoria Falls for the first time right?

Yemi: Yes I did.

Ken: How was the experience?

Yemi: Breathtaking! I don't think words can ever coin the experience; you just need to be there.

Ken: How has Nigeria managed to grow the entertainment industry?

Yemi: Because a lot of people want to compete not just amongst themselves but with the world,

it has come together to create such a huge momentum, a huge force the entire world reckons with, not to eliminate the power of persistence obviously. A lot of people are putting hands together to strike the same nail at the same time and so that is the power behind the momentum and the reason why it seems that Nigeria is doing so well.

Ken: Let's talk about some of your major achievements thus far. What are some of your highlights.

Yemi: Personal achievements for me will be more of the fact that I am going on to my fourth album. Those are things I reckon as achievements to me, also being able to travel the world, tour Africa consistently, tour Canada, tour Europe and America, and this year I intend to go to Asia. These are things that I do see as achievements more than my nominations with BET and MTV even though I do appreciate them greatly. But when it comes to achievements I've had a focus on being able to actually go out there and meet people who love me.

Ken: Let's zero in on the Zambian music industry, which I reckon you have an idea of, having collaborated with one of our biggest artists JK, is there anything else that has grown on you in terms of Zambian music?

Yemi: Yes, I collaborated with JK on a song a few years back and we've become like family. When it comes to Zambian music, for the few hours that I've been here, I've been listening to the radio and I find that there is this true melody in the soul of Zambian music which inspires me to continue to be African because if you really listen to it, it is one sound. I hope that during the period that I'm here I'll be able to learn a bit more of the language.

Ken: You are an exportable brand that has

performed on many platforms. What has been your favourite place to perform so far and why?

Yemi: In 3 years I've been on over half a million stages. I realized that my favourite place to perform is right there on the stage in front of my people. It doesn't matter what stage and what country. The music industry itself is a very challenging industry because you don't know when or how all your hard work is going to grow and produce fruit. You don't know which song is going to do it. It's already a very challenging industry to be in and I believe in order to make it to this point, I have grown and it is because I see the challenges as an opportunity to get to a higher level in life. Personally, I think that the biggest challenge, for lack of a better term, would be consistency to keep doing that which you love to do.

Ken: Having been to Zambia a second time, obviously it goes without saying that you must have learnt one or two words in one of our local languages. So as we close the interview, allow me to put you on the spot by asking you to say thank you in any Zambian language.

Yemi: I will just say; Zambia Laka!!!

Ken: That was good enough since you said one of the biggest phrases; so you are excused.

Yemi: Teach me- how do I say thank you?

Ken: Because Zambia has a number of languages, I will pick two of which I think are simpler; so thank you in Nyanja is 'zikomo'. Are you able to say it?

Yemi: Zikomo, I like that.

Ken: In Bemba we say; natotela.

Yemi: Natotela.

Sit down interview by Ken- Zambia Music Blog



HIGHLIGHTS OF THE MOSI DAY OF THUNDER





HIP-HOP

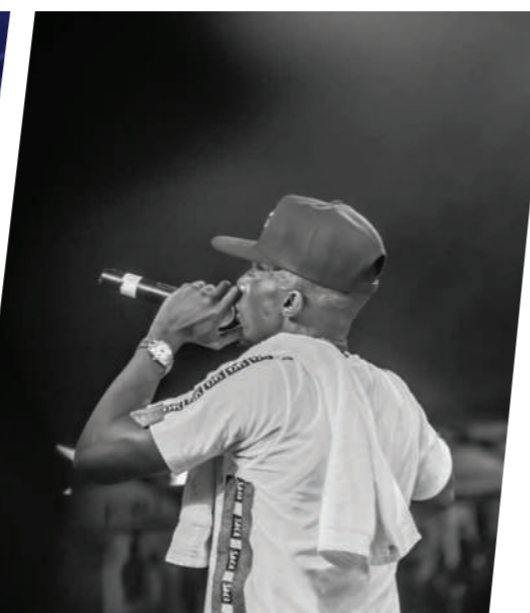


HIGHLIGHTS OF ALL OUT 4 OUR OWN

ALL OUT 4 OUR OWN was recorded Zambia's biggest LOCAL music experience consisting of a Hip- Hop Night and a Gospel experience held on the 27th and 28th of April respectively. Hip Hop Night was headlined by The Numero Uno- Chef 187 and Slap D The King Dizzo and The Gospel headliners were no other than Pompi The African Eagle and Ephraim The Son of Africa. The ALL OUT 4 OUR OWN Experience recorded a over 20,000 fans going ALL OUT for their OWN on one weekend making it a groundbreaking, narrative changing experience for The Zambian Music Industry. Proving that Zambians do go ALL OUT 4 LOCAL! Word has it that ALL OUT 4 OUR OWN 2020 is loading...wonder who Zambians will be going all out for this time. Watch the Space



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RECIPES WITH CHEF ZANI

If you are yearning for a tasteful mouthwatering treat, then these easy recipes will do the trick! In this issue, Chef Zani shares his perfect recipe for a delicious Shepherd's Pie and for a quick and easy dessert -The yummy chocolate muffins with coffee buttercream!

SHEPHERD'S PIE

You will need;

- Ground beef 500g
- 6 medium Potatoes
- 1 medium red pepper
- 2 baby marrow's diced
- 100g peas
- 100g sweet corn
- 1 medium tomato
- 1 tablespoon tomato paste
- 1 tablespoon paprika
- 3 tablespoons oil
- Salt and pepper to taste



Fry the ground beef with the oil until brown. Chop all your vegetables into small cubes and add to the beef, cook until tender with a bit of salt a pepper. Then add tomato, tomato paste and water, mix well and bring to the boil. Reduce the heat and allow to simmer until thick. Allow to rest when done. In a pot peel and boil the potatoes until they are fork tender. Drain the water and mash the potatoes while still hot. Add salt pepper to taste. In a medium sized baking dish evenly spread out the cooked ground beef, then spread out the mashed potatoes with gentle peaks. Sprinkle with paprika and bake in a hot oven until golden brown. Serve when ready.

CHOCOLATE MUFFINS WITH COFFEE BUTTERCREAM

You will need;

- 250g cake flour
 - 175g butter
 - 50g cocoa powder
 - 175g sugar
 - 175ml sour milk
 - 2 eggs
 - 1 teaspoon vanilla
 - 2½ teaspoons of double acting baking powder
- For the frosting;
- 300g icing sugar
 - 300g butter
 - 1 tablespoon strong instant coffee
 - 1 tablespoon hot water



In a mixing ball mix the butter and sugar until light and fluffy. Add the eggs to the mixture one at a time until well blended. Sift the flour with cocoa and baking powder and slowly add into the mixture bit by bit alternating with the sour milk until well mixed. Then spoon out the mixture into a muffin tin lined with paper cups. Bake until ready when a toothpick comes out clean
For the buttercream, mix the butter until light and fluffy and slowly and the icing sugar and mix until creamy. Mix the water and coffee and pour into the buttercream. Blend well. Spoon the buttercream in a piping bag with a nozzle of your choice and pipe out the buttercream on the cool muffin. Decorate with sprinkles if desired. Enjoy!

TALKING FOOD WITH PILATO

1. What is the one ingredient you like to have in just about anything?

I think I like Onions. I wouldn't mind having it even in my water for drinking and bathing. I actually eat it without anything.

2. What would you brag as being your best self - cooked meal?

LOL, am not so much of a cooking Tom but I think I can handle noodles and tuma eggs twa chi ducks.

3. What's your best self cooked dish?

Uwali with mpulungu kapenta is my best. It's easy and I can prepare it anywhere and anytime as long as my neighbours can handle the scent.

4. Which places stand out as your favourite eating place.

I don't have any particular place in my mind mainly because I don't usually have the luxury of time to sit at one place and wait for food apart from home. I am not a fan of sitting only to wait for food, I prefer getting the food at the time I want to eat it.



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TYING THE KNOT OF

LOVE AND MUSIC!

There is nothing more beautiful than when two deserving people end up together. Most of us have been team Kaladoshas & Cleo from before time and a surprise wedding is exactly how this fairytale should go. So hearty congratulations are in order for the newly weds! Love is tangibly in the air in the world of music! We double it up and celebrate the engagement of Trina and The Bearded King- These two lovebirds absolutely rock together!

We wish The Ice Queen and Kaladoshas as well as Trina and The Bearded King nothing but immense joy, love and success.

You've definitely been added to Zambia's power couple list and most certainly make for a musical duo to be reckoned with! Blessings!!!

HONEY'S TOP TEN

Monique Matipa, also known as 'Honey' is a well-known media personality whose talents and skills extend to events as a Master of Ceremony for local and international brands and events, a prime time newscaster, voice over artist and brand promoter. We went "off air" with The droppingly gorgeous Honey and turned the tables in asking what made for her top ten songs this season, and this is what she had to say.

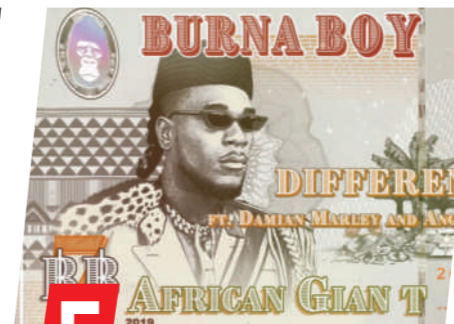


1 Beyoncé - Already

2 Kiss Daniel - Poko

3 Roberto - Beautiful

4 Jay Rox ft Israel - My Love



5 Burna Boy - Different

6 Trina South - Mwano

7 Burna Boy - On the Low



8 Davido ft Chris Brown - Blow My Mind

9 Gashi - Creep On Me

10 Casper Nyovest - Move For Me

Chef 187 Launches 4th Studio Album, 'Bon Appétit'

One of the biggest names in Zambian hip hop, Chef 187 has been cooking some delicious food for a while now and we are just here to let you know that having a good appetite is a necessity

The forthcoming studio project is called 'Bon Appétit' and happening to be his fourth album following the success of his previous collections; Amnesia, Heart of A Lion and Amenso Pamo.

Earlier on the ZMB Talks, his regular collaborator Tonny Breezy announced that the album is expected to feature various international acts and we've come to know that it will feature Nigeria's Skales, P Square and more TBA.

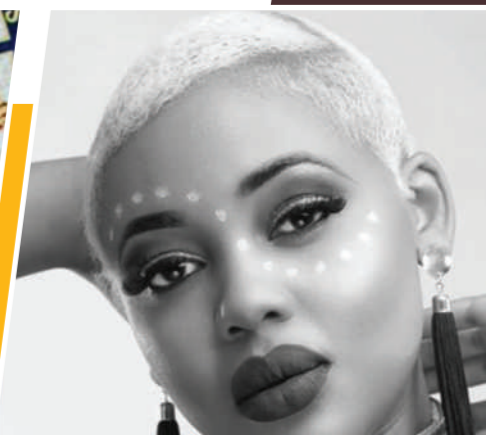
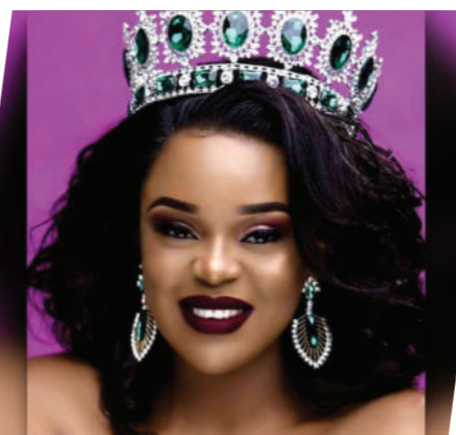


Singer, Kantu Siachingili Graduates from UNZA with a Masters Degree

Music sensation Kantu Siachingili popularly known by her stage name as Kantu has completed her journey of becoming a Master of Science in Environmental and Natural Resources Management.

The singer's associate B'Flow broke the news via his record label Music For Change with a congratulatory message captioned "Congratulations to Music for Change artist KANTU on her graduation with a Masters Degree and being the best performing student. Congratulations Miss Siachingili. We are proud of you!"

Congratulations Miss Siachingili.



Mampi, Roberto & Cleo Ice Queen score nominations at 2019's AFRIMMA Awards

The cream of Zambian music, Mampi, Roberto and Cleo Ice Queen have been nominated in this year's African Muzik Magazine Awards (AFRIMMA) in the categories; Best Male Southern Africa – Roberto, Best Female Southern Africa – Mampi and Cleo Ice Queen while Nigeria's Burna Boy, Wizkid and Rema lead the nominations.

The 5th edition of the African Muzik Magazine Awards and Music Festival (AFRIMMA 2019) is set to be another one for the history books.

AFRIMMA 2018 was an enormous success with artists like Fally Ipupa, Yemi Alade, AfroB, Toofan, Didi Eriah, C4 Pedro, Harmonize, Erykah Badu amongst. The African music stars have continued their exploits spectacularly and it is a thing of joy to see African music crossing boundaries despite inherent challenges.

Mark your calendars, November 2nd, 2019 would see African stars descend in Dallas, Texas again in celebration of the fifth edition of AFRIMMA Awards & Music Festival.

GEO RELEASES 'BEFORE I BEGIN'

Flooded with massive talent and countless artists, the urban gospel music scene in Zambia has yet to be truly discovered. One undiscovered artist is the multitalented artist and music producer named Geo.

He shares a long history with almost every now popular artist in Zambian Rap and R&B gospel music and still continues to collaborate with leading artists today. From rapping with Mag44 and collaborating with Esther Chungu to dancing in Prince Siame & Racheal's early music videos. He's also gone from writing Olivia's hit song 'Imagine' to being co-director for the Zambian Music Awards for two years. Geo has been "around."

He is a rap artist who undoubtedly is one of the most entertaining performers. Watch him on stage and you will see him go from dancing to playing the keyboard while rapping as he performs music with dynamic arrangements. On July 28th, Geo released his first album after a marathon of singles and EPs over the past years. He titled the album Before I Begin and narrates why that title: "Though I've been doing music for a long time, I feel this is when I have actually begun. I never believed in myself much until now. I believe the world is now ready to experience what I have and be blessed by it." Geo

The visual for 'Before I Begin' are influenced by Kenyan Masai culture with music that addresses different life situations. Geo's music tends to be poetic and mildly provocative. But the most you will get out of the album is a clear sense of honesty and vulnerability. Topics such as love, politics, personal insecurity, lust and more are spread across the ten-track album.



It is a heartfelt collection of self-produced songs with few artist features. With his lead single titled 'Complicated' Geo creatively launched a widely viewed campaign centred around love with provocative discussions on questions of sex, relationships and the church. Another song off the album titled 'Come Again' climbed the charts on Hot FM hottest songs, going all the way from number ten to the top three songs in the country.

So why should anyone care? Geo has had growing influence in the music industry and stands as one unique performer whose music will be a breath of fresh air to anyone looking for something new. In his own words: "I'm a gospel artist but also an entertainer. I want people to fall in love with me and my art once they hear any one of my songs or when they see me on stage. If you love art with heart, you'll love my music."

The album Before I Begin is available on all online music stores and streaming services.

MAG44 X POMPI

ALBUM
COMING SOON



THE JOINT ALBUM WE NEVER DREAMED OF

Just about everyone has a favorite uncle. Now imagine if your favorite uncle and your best friends favorite uncle decided to throw a party. Forgive the weird analogy but, that is exactly what is about to go down in Zed Gospel Hip Hop...if there is such as thing.

From the time he was a gospel artist to the time he switched and until now, Pompi has reigned as one of Zambia's most loved artist. How did he do it? We don't have the answers but all we know is that he did and the good news is there are more surprises.

On the other hand, the rap genius artist and hit producer Mag44 has also proven himself worthy of a seat at the high table of transparent

and talented hip hop artists in Zambia. He is the man behind the albums of the biggest names in urban gospel music and now he is about to turn things up a notch...maybe a couple of hundred notches.

None of us saw this coming, but after Pompi and Mag44 collaborated on the song 'Do It' and 'Nyimbo' they not only went the extra mile to do music videos but they in fact recorded a whole album. Yes. There exists...somewhere in some computer a full album with these two soon-to-be legends in Zambian gospel music. Who wouldn't love such a collaborative album?

As of today, no album title or release date has been given but word on the streets is that the album is actually complete and just about ready to be rolled out. With this project, both Pompi and Mag44 are set to have an increased influence across Africa. With just the second single, 'Nyimbo' they have earned international award nominations in the Sauti Awards 2019, several nominations in the Kwach Music awards and even more have already gone across international borders to for musical performances.

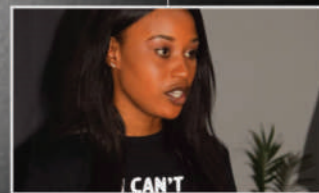
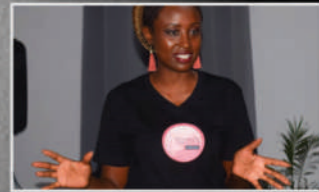
The sky is the limit for this dynamic and explosive duo. And now the wait, which we hope will be short, begins.

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The A.G.E. - The Agape Glory Encounter concert was a lifechanging musical experience by Tehillah Concerts and The Son of Africa Foundation.

The A.G.E concert saw thousands of worshippers flocking to a place where God's unconditional love and Glory was made manifest. Through the ministry of God's chosen servants- Ephraim The Son of Africa whose album No Situation was launched supported by the anointed Christine , Chileshe Bwalya, Recho, Abel Gods general and American Hip Hop artist Mark Samuel. The men and women of God raised an altar of praise and worship that shifted the atmosphere and the Glory of the Lord was made manifest. People testified of experiencing a face to face encounter that left them changed forever.

When asked for a comment, international Artist Mark Samuel who came in with his wife Whitney Samuels, had this to say about his visit to Zambia " My experience was one of the best in my life. A very high level of the reality of God's destiny for my life was manifested since I've stepped foot on this land. Amazing experience. My most memorable experience was spending time with my family here and learning the word of the Lord and experiencing the love of the people not only towards me but towards God.



About Tehilla Concert

Tehillah Concerts- Our mission is to bring Christian Concerts to people to empower, revitalize, and release hope through music that uplifts the soul, encouraging people to be agents of change in their circles of influence. Vision - Touching the heart Of God, Restoring hope to the soul through Worship. Our goal is that at the end of every concert, believers will have been empowered and challenged to seek more of God, nonbelievers will be convicted of their need for a Savior, and God will have been glorified





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MENTAL HEALTH CHAT

Mental health advocacy is a pertinent and pressing issue in Zambia, especially as many young people are struggling with their mental health. Many have recognized the need to speak out on such issues, and it is encouraging to see young people take up the mantle and speak in spaces their peers are otherwise unable to.

We sat down with Keisha Chilufya Chisunka, a hip-hop artist, poet and recently appointed President of the mental health movement to hear more about her advocacy on mental health.

NE: Why is mental health important to you?

KCC: It has affected me and the people around me on a personal scale, as a victim of mental illness and the ignorance that surrounds it, I took it upon myself to make sure its addressed to help others just like me.

NE: Why are you interested in mental health?

KCC: It is something I have a close relationship with and need to see flourish. Also a lot of young people need this information and are ignorant about mental illness and mental health issues. My interest is to make sure the message is spread.

NE: Are there any signs that indicate that a person may be mentally unstable.

KCC: They are many illnesses and not all symptoms are the same but the most common being depression, one can tell when the following occur;

- Bad eating habits such as over eating or deliberate starvation
- Sleep issues either oversleeping or having trouble sleeping
- Lack of interest in activities that once used to bring joy or were on top interest
- Isolation
- A sense of immense guilt and worthlessness
- Extreme mood swings patterns i.e from happy to sad in just a matter of minutes
- Dreadfulness towards activity such as work,school etc

NE: Where can one go for help ?

KCC: To begin with first thing one must do is open up and come to terms with the fact you have a problem then later seek counselling. The University Teaching Hospital (UTH) and Chainama offer therapy facilities for all to enjoy with fees as low as k150 for registration. One can also contact MindCare Zambia to get an accountability partner and discover more ways of help.

NE: Is there something one can do to self stabilize ?

KCC: We are all different hence the methods differ. But when one is having a mental breakdown the best thing to do is not to be alone and find somebody they can trust and talk to in order to avoid self-harming or giving into suicidal or violent thoughts. One can keep themselves in check daily by being deliberate about what they take in mentally and emotionally and also doing a rain check.

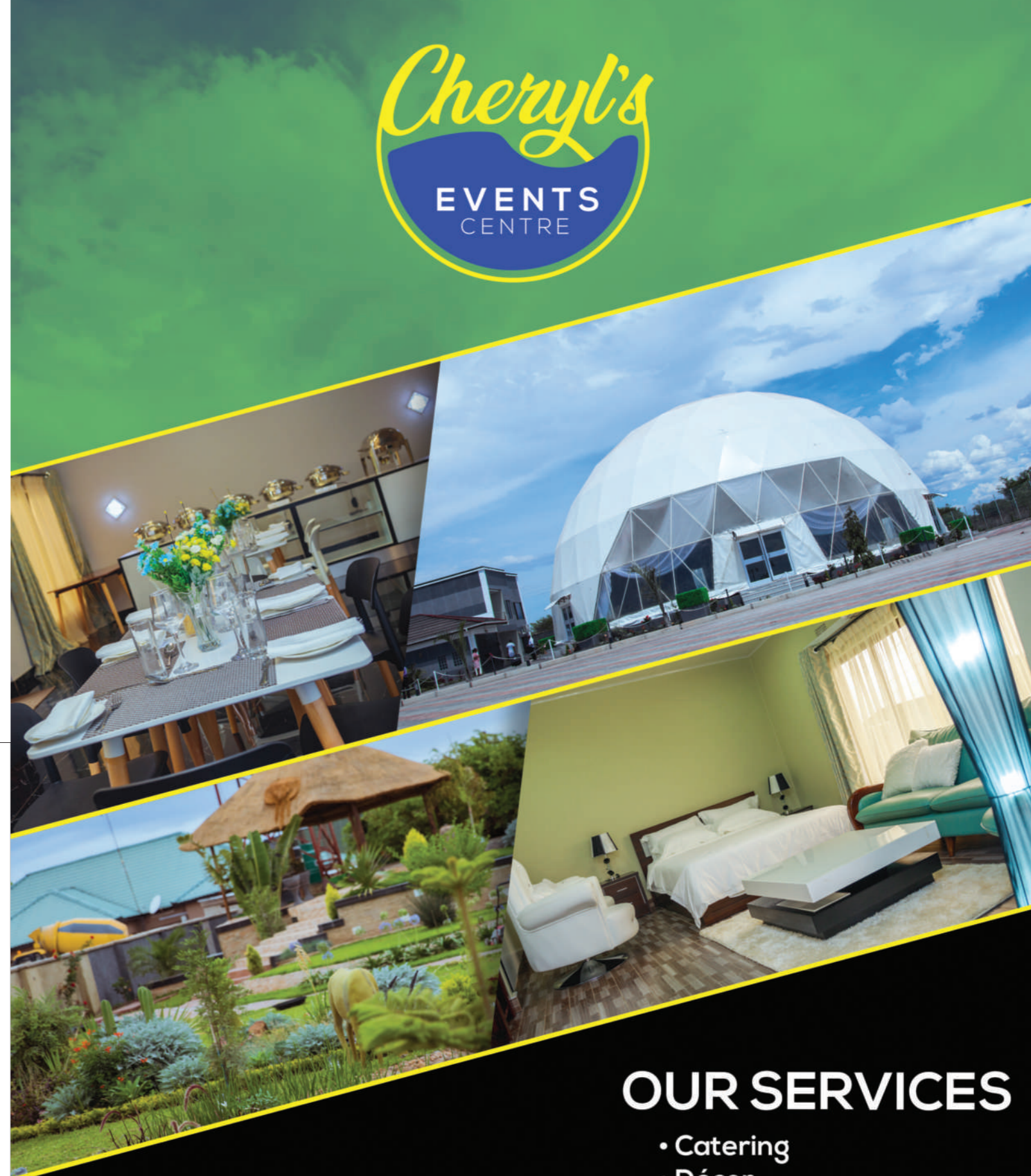
NE: How can one keep themselves in check on a daily basis and improve or enhance mental stability?

KCC: Your environment plays a huge role in your mental health hence its important to always be deliberate about association. Go out more and relax your mind, pray, never miss your counselling sessions. Exercise has proven to be a good stimulant for mental activity as well and most importantly try by all means to abstain from drug abuse as this

only enhances the already existing problems.

NE: Why are celebrities mostly affected ? And how can a celebrity keep their mental health in check ?

KCC: Creativity is a huge responsibility, I feel to be a creative is a time to be mad, because you express so deeply, and you feel things deeper and that is why most of us are prone to such illnesses. celebrities must understand that mental health comes first, and whatever it takes, be it cancelling shows or putting projects on hold to get back in shape is necessary. You can only manage to constantly push yourself to the edge for so long.



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MUTALE'S 30TH BIRTHDAY



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LUYANDO

Zambia's Exportable Social Brand

Lulu is fast becoming our local turned global social brand! And we must say, she does an exceptional job at representing us globally as seen from her past interactions with the likes of Obama, she keeps moving...Posting about her most recent engagement, she had this to say "The 'T-stage Diner En Blanc' was such a dream! Its part of the side events alongside the Guangdong Fashion Week. A huge thank to Modern Media Group and Celine for the invitation.



MUSICAL SPOTLIGHT



KINGSMEN BAND

Kingsmen are a five piece live musical band consisting of the talented Greyford, William, Sammy Masta, Kalukusha and Mphatso. Having their roots from the church, Kingsmen's talent was spotted by Gospel musician and producer Magnus Mando AKA Mag44, who adopted and mentored them. Their hard work and persistence ushered their elevation from playing a bunch of covers at weddings and

lodges to playing for Zambia's biggest artists at the country's biggest festivals. They have played for vaunted artists such as Ephraim, God's Vessel, Chileshe Bwalya, Pompei, Ozzy, Izrael, Chef 187, Cleo Ice queen Church Ulukuta, Echo, Jo-z Jay, Maureen Lilanda, Geo, Olivia, Nezloug, Bobby East, Jay Rox, Lyricist, Seya, James Sakala, Abel Chungu Musuka, Tio, Lota House, Roberto and are currently working with Mag44, Slap Dee, Mampi, Esther Chungu, Mutale Kapaso, Solomon Plate,

Mikrophone 7, The Proof, Josh the artist, Julian and many more as well as various corporate launches one of which is Vodafone's prestigious JUMP initiative. Having shared stages with international artists like Brian Mcknight, Joe Thomas, Donnie McClurkin, William McDowell, Casper Nyovest and many others, they continue to aim for international platforms. They totally deserve the attention and the spotlight!

TOP 5 MOST STYLISH WOMEN IN ENTERTAINMENT

In no particular order, here are top 5 of Zambia's most stylish women in entertainment.

1. Mampi.

The true magic of Mampi is in her growth. Whether you first saw her on Smooth Talk over a decade ago or saw her on an international stage. Each appearance is better than the last. She is more than her music, she is style and ambition. Mampi is sought after on international stages, has collaborated with local giants and even today, we are still singing the choruses of her popular tunes. Her style is as daring as her stage performance. A best dressed at two annual PR GIRL Lusaka July events, we look forward to seeing her each time she steps onto a red carpet.

2. Rose Sibisi.

Rose Sibisi is PR and Media entrepreneur, corporate event host and the founder of StylewithRoseS. Her style casts a wide net of influence over a wide demographic of young and old people alike. Our favourite looks from her feature Zambian prints =, vibrant colours and designs, chic florals and exquisite gowns. Needless to say, she is gorgeous, tasteful and her style clearly proves that a rose by another name is still a rose.

3. Salma Sky.

From her calm exterior and soothing voice, one would never guess the level of work Salma invests in her craft. Her pursuit for excellence is inspirational and brands love her – what's not to love? Salma Sky makes it look effortless. Her style is seamless, refreshing and

clearly reflects her multifaceted personality. Her Instagram clearly shows her life transitions and in whatever role she has held, she had held it in style.

4. Mutale Mwanza.

Mutale is a media personality and a world class radio presenter. With a closer look, you see that she is an event host, entrepreneur and an advocate for loving the self. Her passion for serving fierce looks is expressed in both bold and subtle looks. She comfortably plays with statement pieces from different eras of fashion and gives them her own touch. The magic of Mutale Mwanza is in how she dares to match prints, forms and styles in a way that the everyday woman would be afraid to.

5. Christina Sakala.

Tintin is more than a pretty face. She is heart, wit and style. Best known for walking on local and international runways, Christina's work ethic and versatility has brought brands knocking on her door and corporates eager to work with her. She has birthed Tinted, a cosmetic brand she owns and continues to win hearts. Her beauty and style is larger than life and everything she wears sets trends that many dream of following.



The entertainment industry has a wide range of personalities and talents that bring us the glitz and glam. In Zambia, the pool of talent leads us to black tie balls, red carpet events, music festivals and local television show premiers. The industry is wider than we realize. It includes all the women we look up to, women that are interesting, thought provoking and brave in the choices they make.

Entertainment has become more than singing and acting. It is all about making a lasting impression. Is there a better way to leave a mark than with fashion? Each woman on this list is established as endless well of talent. They keep us on our feet wondering what they will do next. Each dress, trendy suit and killer stiletto worn has grown an appetite for their next step and each time they appear, they make a statement.

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A CELEBRITY WITH A CAUSE!



We shine a light on **John Chiti** for his significant contribution in championing the cause of marginalized groups in society. Here is a statement below by John Chiti.

“Government has no money to do a,b,c,d”

This is the response we get from the officials most of the time and once a matter has become a budget issue then there is nothing much you can do about it. You may be advocating for something, going from office to office and following all government procedures but when the issue becomes a budget issue that's it, that's the end of the road. Once they say government has no money for this or that that's the end. After all if there is no money then there is no money. So as advocates what should we do when we reach this line? Is that it? Do we go back to the drawing board?

This among other topics is the kind of capacity building training we had in Pretoria, South Africa from 24th to 26th June 2019 organised by the center for human rights and the university of Pretoria. About 17 countries represented. (Am glad to have represented Zambia) because now we are equipped. And we'll continue to advocate for the rights of persons with albinism.

We know what to do when we reach that line. When they say "you're right. This is a genuine cause but you see government doesn't have funds" we will not be defeated by this response anymore.

Our vision is to see persons with albinism enjoying and exercising their rights and fundamental freedoms on equal basis with others.



Get on board fellow country men and women by simply buying a ticket to this amazing function and support this noble cause. Come and get up & close with the Republican President His Excellency Mr Edgar Chagwa Lungu as you enjoy live music by Legendary John Chiti, Kings Malembe Malembe, Isaac SK and many more.



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2019 NGOMA AWARDS CALL FOR ENTRIES

1. Stage Theatre Category

Theatre Clubs/Groups/Artists are hereby informed that Ngoma Awards entries in the following awards;

1. The Manda Mwila Award for The Most Outstanding Stage Theatre Production
2. The Joemwa Msanje Mwale Award for The Most Outstanding Stage Theatre Director
3. The Kwaleyela Ikafa Award for The Most Outstanding Actor
4. The Laiza Phiri Award for The Most Outstanding Actress
5. The Maximo Chanda Mwale Award for the Most Outstanding Comedian

Shall close on Friday, 5th October 2019 (during the National Theatre Festival).

2. Creative Writing Category

Associations/Publishing Houses/Artists are hereby informed to submit their published works in the following awards;

1. The Julius Chongo Award for The Most Outstanding Male Creative Writer
2. The Florence Nyondo Award for The Most Outstanding Female Creative Writer
3. The Luka Mwango Award for the Most Outstanding Prose
4. The Gwendoline Chomba Konie Award for The Most Outstanding Poetry
5. The Maurice Tembo Award for The Most Outstanding Script (Film and Theatre)

The Closing date for entries is Friday, 11th October 2019 at 17:00hrs.

3. Media Arts Category

Production/Media Houses/Artists are hereby informed to submit their works in the following awards;

1. The Greg Lungu Award for the Most Outstanding Feature Film
2. The Agness Mulimbika Award for the Most Outstanding Television Series
3. The Joseph Kabwe Award for the Most Outstanding Radio Drama
4. The Augustine Lungu Award for the Most Outstanding Male Media Artist
5. The Mutale Mwacholowe Award for the Most Outstanding Female Media Artist

The Closing date for entries is Friday 11th October, 2019 at 17:00 hours

4. Music Category

Bands/Music Labels/Managers/Promoters/Artists are hereby informed that Ngoma Awards entries in the following awards;

1. The Violet Kafula Award for the Most Outstanding Female Musician
2. The Peter Kalumba Chishala Award for the Most Outstanding Male Musician
3. The Joe Chibangu Award for the Album of the Year
4. The Lilly Tembo Award for the Song of the Year
5. The Paul Ngozi Nyirongo Award for the Most Outstanding Band
6. The John Mwesa Award for the Most Outstanding Choir

Shall close on 11th October, 2019 at 17:00 hours. Entries should be sent to the address given on page 2 or the Zambia Association of Musicians Secretariat located on Plot No. 35258, Kasalu Road, Kabulonga, Lusaka.

5. Community Theatre Category

Community Theatre Groups/Artists are hereby informed that Ngoma Awards entries in the following awards;

1. The Robert Mphande Award for the Most Outstanding Theatre Production

2. The Mapopa Mtonga Award for the Most Outstanding Male Community Theatre Artist
 3. The Maggie Tembo Award for the Most Outstanding Female Community Theatre Artist
 4. The Sailota Banda Award for the Most Outstanding Community Theatre
- Shall close on Friday 11th October, 2019 at 17:00 hours

6. Visual Arts Category

Art Galleries/Artists are hereby informed to submit 2019 Works/Profiles in the following awards;

1. The Martin Phiri Award for the Most Outstanding Sculpture
2. The Julia Malunga Award for the Most Outstanding 2-Dimensional Artwork
3. The Henry Tayali Award for the Most Outstanding Male Visual Artist
4. The Gabrielle Ellison Award for the Most Outstanding Female Visual Artist
5. The Bente Lorenz Award for the Most Outstanding Artisan

The closing date for the entries is Friday 11th October, 2019 at 17:00 hours. All works should be sent to Henry Tayali Gallery.

7. Traditional Music and Dance Category

Dance Troupes/Clubs/Cultural Groups/Artists are hereby informed that Ngoma Awards entries in the following awards;

1. The Eunice Kumwenda Award for the Most Outstanding Traditional Instrumentalist
2. The Harrison Phiri Award for the Most Outstanding Male Dancer
3. The Mercy Lungu Award for the Most Outstanding Female Dancer
4. The Bernard Hamaundu Award for the Most Outstanding Dance Troupe

Shall close on Friday, 5th October 2019.

Send your entries to;

National Arts Council of Zambia
P.O. Box 50812
LUSAKA

Or in person to;
National Arts Council Office Acacia House Cairo Road, LUSAKA
OR
Provincial Arts and Culture Officers at Provincial Administrations in every province

Note: All works/productions to be entered shall be for the period October 2018 to October 2019. Please fill in the official entry form here attached upon submission of your entry/entries.

For more information refer to the Ngoma Awards 2019 Guidelines and Procedures which can be accessed on the following platforms;
• The National Arts Council of Zambia Website(www.arts.gov.zm)
• The National Arts Council of Zambia Facebook Page

Or contact the following numbers

Telephone: +260 211 220639, +260 954 174510

Creative Writing +260 979 179997

Traditional Music and Dance +260 977 431467

Visual Arts +260 977 789552 Music +26 0977 211522,

Media Arts +260 976 715599 Community Theatre +260 977 853778

Stage Theatre +260 966 906258,

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AN INVESTABLE BRAND

The principle to grow an industry.

By Steven Mwale

What makes any industry is its profitability to those that take the risk to invest in it, without this component it's difficult and almost impossible to build an industry. Our music industry has not been growing at a pace we would all love it grow at and I feel that this is attributed to the fact that players in the music industry have not been too deliberate with this one principle which is; build brands that benefit the people who invest and share in the risk of building our brands. So what am I saying? Let's work out of the space of having brands that are more focused on commitment-free financial contributions (e.g some sponsorships and handouts) to having brands that are built on profitability to its shareholders (those who share in the risk of building our brands). This means putting in place measures that make the artist an investable brand rather than just a billboard for corporate Zambia and cause-based organizations. The only way we get to build a strong music industry is when we have brands that attract resources because of their profitability; **when you attract resource you equip expansion allowing your brand access to new levels of growth.**

Being an investable brand has two sides to it, the financial investable aspect; how do I get a financial return on my investment, and the brand power aspect; how do I get a return from your brand's power to influence the masses' buying decision or perception. So how do we build brands that are investable? Step one, we need to focus on the most important player in the brand process, the customer, in our case the fans. There is a need to build a whole new level of relationship between our brands and the customers; a customer experience that not only takes value from our customers but gives value to them first. Once we master this aspect of building our brands we will not only command an audience that finances our growth, but we will also build investment desirable brands which give us an equal seat at the table of corporate Zambia and other interested parties to partner with us on our terms, both at an undeniable return on investment for our partners and also for a substantial investment in the expansion of our own brands. **It's mutually beneficial, now we are talking business.** We need to start building customer experiences

that give value to our customers first before we begin to command value from them. What are we doing beyond the regular song release on www.itsretunes.com or Data File Host? When was the last time you gave value to your fans apart from giving them a free new single or music video? Most of us in the music space might answer never or it has been a while. Without this experience, your brand lacks a culture around it. I remember the time when Linkin Park came to South Africa for a concert and at that point I was a fan of their music all thanks to my friend. How was I made to fall in love with this band? Simple, I saw the value that my friend received and the culture Linkin Park had built around their brand. My friend was part of the fan club that gave him exclusive insight and content, discounts, offers and giveaways, my friend actually got a free all-access pass to the Linkin Park concert in South Africa. I was so amazed and began my little journey of being a Linkin Park fan. So if a band miles away could influence a young African who would then recruit another young African, both of whom where thousands of miles away from the band, then we can equally do the same for our fans within our own towns and have the same effect. What my friend received was something we are all looking for which is a feeling of importance, something that made him want to show me how important he was to the Linkin Park community and in turn made me want to interact because I too was in search of the feeling of importance. **We are all in search of importance, so give value.**

How many senses of our fans do we engage with? Sight; how is our image in both stills and videos? are we constantly building an image that gives our brand awe or are we merely showing our audience that we have no clue of what we are up to? Hearing; most of us have got a hang of this, amazing music and great mixing, but beyond the music do our fans hear our voice? Touch; with the introduction of social media, artists are spending less and less time with their audience physically. We have to move in a space where we are not just seen and heard through digital media but physically seen be it in concert, signing sessions, community work or talks in schools or other places, build relevance beyond the digital space. Smell; this may seem funny but a signature smell is very powerful, as you interact with fans is their sense of smell positively impacted? Lastly, taste; you really have to be creative with this one, an example

of this would be think cinema and the first taste memory you have is pop-corn or a slushy, build a taste experience around your brand. I believe when we begin to attack more than two senses of our fans we are then in a space called multi-sensory marketing, a marketing tool that not only increases the experience of your fans but also increases the chances of building love in your fans. **We spend on things we love.**

Once we have a community in place we need to then start seeing ourselves as the business because finally, the most important player in the brand cycle is now on our side; the customers. In any business, the founder or business owner is always the last one to get paid. For a vision to be successful it requires a system and for a system to flourish it needs resource in order for it to function. The big question is "are we building and taking care of the people that make the system run?" People like the manager, the personal assistant, our press and media contact, or the distribution and sales contact, etc. Building a system can be the most involving and expensive element in building a successful business. However, once a system is fully functioning, you can throw almost any idea to it and it will be a success. **In short get your people paid before you get paid, you are a business now.**

This principle is so simple but yet many ignore it, the power to build an investable brand is the key to growing our industry, even if the artist only generates a K1,000 a month, if they ensure that every K100 invested can yield a return of even K10 to its shareholders, then right there you have an investable brand and growth is unlimited if this is maintained. The only way we can yield returns to our investors is by putting our customers at the center of all we do, building love from them by creating a community and culture that gives value to our fans first and not just taking it from them. Work through the creative process and give an experience that engages more than two senses of your fans, meet your fans physically and not just on the digital space, build relevance by speaking beyond the new single you release and this can be done by letting your presence felt in the communities your brand reaches and air your voice on issues that matter. **Now our industry can grow.**



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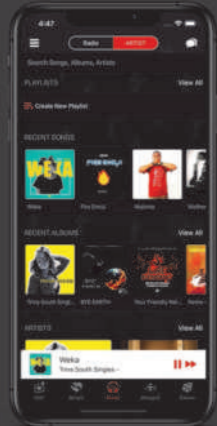




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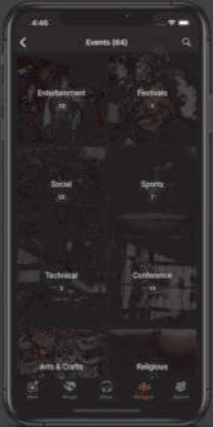
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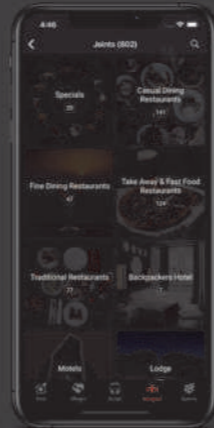
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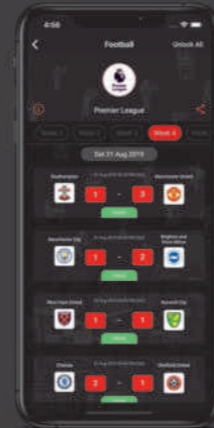
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