

Explaining Christian realities

SHALOM Zambia, a Christian programme aired on **Zambia National Broadcasting Corporation (ZNBC) Radio Four** every Saturday morning, offers a different dimension to Christian broadcasting.

At a time when most of the Christian programmes on some radio stations focus on miracle money, healing and seed-sowing offerings among others, *Shalom Zambia* simply explains the Bible in detail.

Anchored by Rabbi Alex Yalenga on **88.1** in Lusaka, the programme has over the years delved into the theological interpretation of the scriptures.

It is a fact that some clergymen have taken advantage of their flock's lack of Biblical knowledge to prey on them.

If only a good number of men of God with access to mass media would spend time to share sound Biblical teachings, Christians would be alert on identifying false prophets.

Some, if not all objectives of Christian broadcasting are to be informative and educative, therefore, while preaching the word of God on the radio is important, going a step further for exegesis is even better.

Another such Christian broadcaster that has 'kept its lane' is **Radio Christian Voice (RCV)**, which has remained truthful to its mandate of evangelistic nature.

From inception, **RCV** has offered Christian programming with both its news bulletins and music depicting the radio station's objective of touching a billion listeners.

Transmitting on **106.1 FM** in Lusaka, radio fans looking for a different touch of salvific information and education will find **RCV** fulfilling.

You may wish to know that Section 4.2 of the Standard Operating Procedure (SOP) for broadcasting in Zambia provides guidelines on religious programmes. The guidelines are that licensees must exercise the proper degree of responsibility

with respect to the content. The religious views and beliefs of those belonging to a particular religion or denomination must not be subject to abusive treatment. Where a religion or denomination is the subject, or one of the subjects, of a religious programme, then the identity of the religion and/or denomination must be clear. Religious programmes must not seek to promote religious views or beliefs by secrecy. Religious programmes must not seek recruits. This does not apply to specialist religious broadcast services.

TELEVISION

At least **Prime Television's Introspection**, a programme on which some selected trending stories are dissected, gives viewers an in-depth understanding of current affairs.

With most television

bad language without editing them, is a matter of concern to the IBA. Any music that contains offensive, strong, coarse, vulgar language, bad words, swearing or cursing words, is not fit for airplay on radio and television stations. The use of obscenities, obvious or covert is also prohibited.

Broadcasting stations must instead, reflect the culture, character and societal norms and values in their programming in accordance with the IBA Act. Stations must be cautious of content that has the potential of corrupting the minds of children.

In this regard, the IBA urges broadcasting stations acquiring content to pre-listen and/or preview this content to ensure that both video and audio content is in line with the Zambian culture, legal requirements and suits the needs of all content consumers.

Further, the IBA wishes to encourage stations to have official playlists and to put in place proper systems of receiving and screening songs to ensure only clean versions are played on air.

In order to promote musical content that is of the highest ethical standards

and suitable for airplay, the IBA has been supporting the **Sun FM Kwacha Music Awards** which are held annually and in particular, the Most Conscious Song category.

This year, the award was scooped by music duo Chanda na Kay with a song titled *Take All of Me*.

Finally, we all have a crucial role to play, let us join hands and make music work for the good of society, not to the detriment. Broadcasting stations can and should insist that music played on radio and television stations is the edited version which is suitable for airplay.

We look forward to hearing from you: Contact us on 0955115777, email info@iba.org.zm; jackmwewa@gmail.com. Remember to like our Facebook page Independent Broadcasting Authority- IBA Zambia and visit our web www.iba.org.zm.



stations offering almost similar programming, *Introspection* gives a divergent touch to viewers.

Not only does *Introspection* give viewers an opportunity to catch up with some stories they could have missed during the week, but also gives them a deep understanding of the trending news in the country.

Of interest is that discussants sound knowledgeable about most of the stories under review, thereby, giving confidence to viewers.

IBA corner

This week, Independent Broadcasting Authority, the regulator of the broadcasting industry in Zambia gives guidance on music content.

Music makes part of the content that broadcasting stations air. As you may be aware, the IBA is mandated to, among other things, regulate broadcast content and enforce a Code of Professional Standards. This extends to music content as well.

Thus, airing songs that have