



Republic of Zambia
Ministry of Information and Broadcasting Services

ARTISTS URGED TO PROMOTE PEACE, UNITY AHEAD OF 2021 ELECTIONS

Information and Broadcasting Services Permanent Secretary Amos Malupenga has encouraged artists to use their talent to unify the country as opposed to creating tension and divisions among citizens.

Mr. Malupenga says as the country heads towards the general elections slated for August next year, artists will be expected to play a leading role in unifying the country.

Speaking when he witnessed the signing of a Memorandum of Understanding between Komboni Talent Hub and Eden University for the production of a film entitled 'Luapula', aimed at promoting the spirit of One Zambia, One Nation, Mr. Malupenga said artists should guard themselves against being used to divide the nation through their artistic works.

He said during elections politicians always want to use artists to get their messages across but that sometimes such messages are unpalatable and have potential to create disharmony among citizens and political players.

Mr. Malupenga said artist should not allow themselves to be lured into producing abusive and disrespectful content.

"Some messages are so inciting and disrespectful to leaders both in the ruling party and opposition political parties. Let us guard against this temptation because these leaders, in whatever capacity are chosen by God," he said.

He said there is need for artists to be mindful on the need to consider the one Zambia, One Nation motto in conveying different ideas and messages especially during election campaigns.

“Even if you are trying to convey different messages and ideas be respectful! Do not use abusive language or choose to use language that can lead to violence,” he said.

Mr. Malupenga has since commended Komboni Talent Hub, Eden University and National Association of Media Association (NAMA) for choosing the “One Zambia One Nation” theme that is aimed at unifying the country.

And Komboni Talent Hub producer Patrick Salubusa said filmmakers have a critical role to play during next year’s elections by producing content that promotes national unity.

He said the ‘Luapula’ is meant to promote co-existence and unity among citizens and will emphasise on the fact that despite having different political persuasions, it is still possible to leave together in peace and unity.

And speaking at the same event, Eden University Chief Executive Officer Kelvin Kaunda said the country is in desperate need of men and women who are ready to be creative and innovative in all spheres including the film industry.

He said the University is ready to support individuals with creative minds to enhance the film industry in the country.

“The challenge of our time requires local solutions. We cannot afford to continue on this trajectory where we think that our programs must always be supported by our colleagues from outside the country. We must rise to the occasion and support our own,” said Mr. Kaunda.

Mr. Kaunda has since pledged a sum of K100, 000 towards the production of 'Luapula'.

Meanwhile, National Association of Media Arts (NAMA) president Lottie Siame said the country is at a time when people are hungry for local content.

Mr. Siame appealed to the corporate world to seriously consider taking a chance on the local film industry by sponsoring productions done by local producers.

"We have reached a level where we are able to produce our own content. Conversations we are having in the communities are about local content such as Zuba, Mpali, Ubuntu among others," he said.

'Luapula', a feature film aimed at promoting unity and co-existence among citizens, is expected to be released by March, 2021.

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