



Unqualified actors killing movie industry
— Jasmine Baroudi
• Page 3

Don't live to please fans
— Eazzy
• Back page

Stop using our songs without permission
— Daughters of Glorious Jesus
• Page 8



Music » industry unfair to married women

— Lousika

By Delali Sika

BEING a female artiste in the Ghanaian music industry can be quite challenging; add in marriage and childbirth and the journey becomes even more difficult with some calling time on their

careers.

Last year, when Afrobeats artiste Becca got married and had a baby, she told the *Graphic Showbiz* in an interview that she won't be slowed down, however, she announced on social media that she was ending her

• Continued on page 3



• Lousika

EDITORIAL

Put your house in order

ALTHOUGH stakeholders often lamented the state of Ghana's creative arts sector, there is no doubt that it has grown and has the potential to become even bigger.

In fact, according to an entertainment and media outlook (2018-2022) released by PwC in May 2019, Ghana's Entertainment and Media (E&M) was expected to reach US\$1 billion last year and could reach \$1.5 billion by 2022, increasing at a 14.2 per cent compound annual growth rate.

The report said the E&M industry had more than tripled in value since 2013, with the total revenue reaching US\$752 million in 2017.

This has been achieved in spite of the serious challenges the creative arts industry faces, including a lack of policies and financial support, and players deserve commendation for their strenuous efforts.

This year is set to be another big year for the country as it looks to capitalise on the gains of the 'Year of Return' initiative with the 'Beyond the Return' project, and the creative arts sector will definitely play a key role.

The success of the 'Year of Return' means that much

attention is still focused on the country, and there is no doubt that the creative arts can deliver on giving the greatest of experiences.

We at Graphic Showbiz, however, believe that there is a need for the sector to put its house in order to attain maximum results.

There are many groups that are inactive or have been crippled by a lack of leadership. For instance, the Ghana Actors Guild does not have any leadership after an injunction was placed on its election in 2018.

It's been over a year and the matter has still not been resolved, leaving its members floundering with no leadership to plead their case for better conditions.

Although the Musicians Union of Ghana (MUSIGA) has appointed an interim executive to oversee affairs after Bice Osei Kuffour's leadership ended, there are legal issues to deal with concerning their elections and it is about time that was addressed.

The battle over royalties continues, with several musicians taking officials of the Ghana Music Rights Organisation (GHAMRO) to task

over their failure to give them their due.

The Rex Omar administration has been accused of corruption and mismanagement and the hope is that there will be a more permanent solution to this matter so our hardworking musicians can get the royalties they deserve.

After protests and demands, the government heard the cry of stakeholders in the movie industry and appointed a National Film Authority led by veteran actor, David Dontoh but the Film Bill and laws needed to strengthen the industry are still pending.

There is also the matter of the film fund which players are expecting to help revive the movie industry.

The creative arts sector's potential to be a top revenue earner for Ghana is great but if its players do not take steps to address the issues that affect them, it will suffer and they will not be taken seriously by those who would like to invest in it.

The sector needs all the right structures and funding to become a global force, so we appeal to the government to increase its support for it.

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Mzbel

It is very sad that in our part of the world, once a celebrity makes his or her political affiliation known, things get messy for them.

We all cannot belong to one political party so why should people's careers be affected because they belong to different parties.

I really feel Mzbel's pain, she has constantly spoken about the cost to her career after expressing her support for the National Democratic Congress (NDC).

She is clearly not happy about how she has been treated but I believe she should move on from that and shame her detractors by doing great things.

Sometimes, when what you are selling is good, you don't need to do a lot of talking, the quality will speak for you.

I read that she put music on hold because her involvement in politics affected her when she released songs. I think she should continue releasing them on her website, one day she will land a hit.

I know she is into other businesses including running an entertainment centre and I advice her to focus on all of them. All the plenty talking should stop.

Rachel Nyanteh, Akosombo



Medikal

I AM really proud of rapper Medikal for buying his mom a house. He has proven to be a real man who is respectful and values loyalty.

His mom definitely deserves to reap from her toils. I have read countless articles about the struggles they had to go through to get to where he is today and it is only fair that he shows gratitude.

Unlike others who have abandoned their parents to wallow in poverty, Medikal has shown true love.

I pray God grants him more hit songs so he can make more money and put smiles on the faces of the people he loves.

However, this good deed is being overshadowed by the recent break up issues with Fella Makafui which shouldn't be so.

I want to believe this is just a stunt because in this industry, people are capable of doing anything for attention.

Kwamina Ainsoon, Korle Gonno



Joyce Blessing

I THINK one of the people we are not paying attention to in this music business is Joyce Blessing. I have had the opportunity to watch her perform and I must say she is very good, especially playing live.

Again, I doubt if people even listen to the lyrics of her songs, she speaks the Gospel and it is so touching but we will not hear that being talked about in the media.

She also is not selling her great work to us and prefers to focus on unnecessary things to get attention.

I know her husband is her manager but if it is possible I suggest she gets a new management team who will really nurture her and grow her career, she is too comfortable.

Eugenia Inkoom, Accra New Town

