UGMB DIGEST

URBAN GOSPEL MAGAZINE

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"AT ERA OUR MUSIC SPEAKS OF A KINGDOM TO COME"

HOW TO PROMOTE YOUR MUSIC ON INSTAGE

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EDITORIAL

Happy New Year. Welcome to the year of graceful growth. This year we're all making positive strides and taking the necessary steps to be the very best version of ourselves. I know it's easier said than done, thus we have to rely on the Holy Spirit. Rely on yourself and you'll definitely fall short in one way or the other. Rely on God and it's definitely going to be blessings on blessings.

This year stay positive, stay true to yourself. Keep pushing, keep chasing your dreams, keep the focus.

The obstacles will definitely come your way in diverse forms but you have to rise above the challenges. This year like all the years past will present us with daunting challenges. It will be in your best interest to remain positive even in the face of impossibilities. Face every challenge convincing yourself that you've already won. A defeatist mentality will not take you far. Replace "I'll probably lose" with I've already won and "This is too hard" to "I've overcome" Always remember, the outcome of situations is a summation of your resolve. Stay strong.

Believe. Belief, strong belief in yourself is key on your journey to success this year.

We are all familiar with the saying 'faith moves mountains'.

This statement cannot be truer because the first step to accomplish anything in life or overcome any obstacle is to believe that you can!

Many people confuse this with wishful thinking. "How can I move a mountain simply by believing I can? It doesn't make any sense!"

Well, it sure won't make sense if you look at it that way. The main import of this saying is that, nothing has ever been accomplished by man without first conceiving the thought and believing that it can be done. You might have little or no idea about what you want to accomplish but when you start believing 'I can do it', the how-to-do-it develops. Strong belief stimulates the mind to figure out how it can be done.

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Are You a Gospel Artiste?





TEN QUESTIONS FOR A NEW YEAR

ARTICLE BY DON WHITNEY



Even those most faithful to God occasionally need to pause and think about the direction of their lives. It's so easy to bump along from one busy week to another without ever stopping to ponder where we're going and where we should be going.

Once, when the people of God had become careless in their relationship with him, the Lord rebuked them through the prophet Haggai: "Consider your ways!" (Haggai 1:5). He urged them to reflect on some of the things happening to them, and to evaluate their slipshod spirituality in light of what God had told them.

Ten Questions

The beginning of a new year is an ideal time to stop, look up, and get our bearings. A great time for us to "Consider our ways." To that end, here are some questions to ask prayerfully in the presence of God.

1. What's one thing you can do this year to increase your enjoyment of God?

Our enjoyment of God comes primarily through the means of grace he has given us. He has promised to bless us most directly and consistently through means such as his word, prayer, and the church. One specific suggestion I'd offer would be to include some meditation on Scripture along with your daily reading. It's better to read less — if necessary — and yet as the result of meditation remember something, than to read more and remember nothing.

2. What's an impossible prayer you can pray?

There are more than a dozen "but God" statements in Scripture, such as in Romans 5:8, which reads, "but God shows his love for us in that while we were still sinners, Christ died for us." Situations that were humanly impossible were transformed by "but God" (Ephesians 2:1–7). What's a "but God" prayer you can pray for the coming year?

3. What's the most important thing you could do to improve your family life?

If your family doesn't practice family worship, beginning there is the single best recommendation I could make. Just ten minutes a day, simply reading the Bible, praying, and singing together — an event that requires no preparation — is all it takes. My little book titled Family Worship can tell you more.

4. In which spiritual discipline do you most want to make progress this year?

Would it be a personal spiritual discipline (that is, one you practice alone), or an interpersonal spiritual discipline (one you practice with other believers)? Once you decide, determine the next step to take and when you will take it.

5. What's the single biggest time-waster in your life, and how can you redeem the time?

Social media? TV? Video games? Sports? Hobbies? It's easy for any of these (or something else) to take too much of our hearts and time. Is repentance required? Trying to stop, by itself, is probably not the answer. Actively replacing it with something better helps us in "making the best use of the time, because the days are evil" (Ephesians 5:16).

6. What's the most helpful new way you could strengthen your church?

While we often stress the fact that individual believers are the body of Christ (1 Corinthians 6:15), the New Testament actually says seven times to one that the church is the body of Christ (Ephesians 5:23). We mustn't let our frequent emphasis on our personal relationship with Christ minimize the importance of our service to Jesus through his body. How can your church be stronger this year because of you? Serving? Giving? Praying?

7. For whose salvation will you pray most fervently this year?

Praying frequently and fervently for someone's salvation makes us more sensitive to opportunities to share the gospel with him or her. Will you commit to praying for at least one person's salvation every day this new year?

8. What's the most important way, by God's grace, you will try to make this year different from last?

Obviously, God's sovereignty rules over all things, and there is nothing we can do about much that he brings into our lives.

On the other hand, under his sovereignty he gives us a measure of responsibility over many areas of life. In which of these would you most like to see a change from last year? You may find that your answer to this question is found in one of your answers above. To which of them do you sense the Holy Spirit calling your attention most urgently?

9. What one thing could you do to improve your prayer life this year?

For many, it might be as simple as designating a time exclusively for prayer instead of praying only "on the go" types of prayers. For others, it might be learning the simple, biblical practice of praying the Bible.

10. What single thing can you plan to do this year that will matter most in ten years? In eternity?

Short-term deadlines tend to dominate our attention. Busyness and fatigue often limit our vision to just getting through today. But don't let the tyranny of the urgent distract you from something you're neglecting that would have enormous long-term impact on your soul, your family, or your church.

Consider Your New Year

The value of many of these questions is not in their profundity, but in the simple fact that they bring an issue or commitment into focus. For example, just by making a goal to encourage one person in particular this year is more likely to help you remember to encourage that person than if you hadn't set that goal.

Source: desirnggod.org



HOW TO PROMOTE YOUR MUSIC ON INSTAGRAM



Instagram is a great platform for promoting your music.
Advertising your music on Instagram can be highly effective if you use the right approach. However, you need to put in some work to get the most out of music Instagram adverts.

Instagram adverts are an excellent way to promote your music to your ideal audience. We'll show you what you need to know and what you need to do in advance to ensure your adverts are as effective as possible.

Instagram ads can be highly effective for musicians if done right. Instagram can be a great way to promote your music, boost sales and attract followers. Below we give you a simple step by step guide of how to make an Instagram ad, plus essential 9 tips to optimise your ads to ensure they are successful.

There's no point advertising if you don't have a social media presence or you aren't doing open mics or gigs.

You need some substance behind the ad. So, before you even think about paying for adverts, promote your music for free. Get your social media sorted, settle on an Instagram name and do some gigs so you have some content.

Once you have content you can start to build a fan base and have some tracks to share. Now you can think about advertising to help build momentum and Instagram is one of the best platforms.



Why should you advertise on Instagram? Instagram has more than 1 billion active users per month and 72% of Instagram users say they have purchased a product they saw advertised. Surveys have shown that the top five most popular topics on Instagram are: music, fashion/beauty, TV/films, hobbies and food. So Instagram users are looking for what you are offering!

You should be using Instagram already. If you aren't, try it out for a while to get a feel for what content works before you pay for an ad.

Almost all of the content on Instagram is visual and it offers a great opportunity for musicians to build their fanbase. If you promote your gigs and open mics on social media, this can offer a way to connect with fans.

However, there is a lot of competition for Instagram users time and it can be difficult to ensure your content is seen. This is where Instagram adverts can help you stand out from the competition.

How to build an Instagram Ad There are basically two ways to make your ad, the Instagram app or the Facebook ads manager (Facebook own Instagram).

The easiest option is probably to use Facebook ads manager. Otherwise, you have to register as an Instagram business user.

Instagram help has advice on this. Either way you need a Facebook page. To create an ad with the Facebook Ads Manager:

- O Click on the drop-down arrow in the upper-right corner of any Facebook page
- Select "Manage Ads" from the menu
- O Click the green button that says, 'Create Ad' (see it's easy so far)
- Choose a marketing objective what's your aim?
- O Name your ad campaign. If you are running multiple ads, then choose names that help you remember
- Set up your ad choices there are lots of these as Instagram ads are very targeted
- Know your audience who do you want to see your ad?
- O Define your placements you can specify in a lot of detail where you want your ads placed
- Set your schedule you can set when and how often your ad plays.
- O Define your budget you can set an average daily budget or you can set an overall budget
- O Create the ad itself or use an existing post this is your chance to be creative







E.R.A. Music Entertainment (herein referred to as ERA) is the record label for the ministry, The Kings' Union International. Also consisting of a music school for the Kingdom life, ERA seeks to train and equip musicians so they can bless and transport people to God through music.

ERA stands for Empire, R16,
Aeon. R16 means Revelations
1:6 and this scripture speaks
of how God has made us Kings
and Priests unto Himself.
Anything pertaining to the
Kingdom speaks about the
lifestyle and culture of God;
ERA is all about KINGDOM
MUSIC!

As at January 2020, ERA has 13 artistes signed to the label and since ERA is also a school, there are many more artistes undergoing training by the manager to be signed to the label.

ERA is managed by Bishop Charisma Eben Evangel, who also is the founder of the glorious ministry The Kings' Union International.

As a people of prophecy, moving as the Spirit leads, we recognise that the LORD wants to use music as a tool to talk about His Coming Kingdom. At ERA, our music speaks of a Kingdom to come; just as John the Baptist prepared the way for the Messiah, our music is here to prepare the way for God's Kingdom, to conscientize people on the life of the Kingdom.

ERA artistes are well versed in all genres of music. However, in the strive for mastery and excellence they have all been given various genres to focus their efforts. From time to time, our artistes are allowed to try new things but we believe giving them areas to channel their skills will enhance their capabilities leading them to dominate their given genres of music.



We understand that KINGDOM MUSIC speaks about the fullness of the born again and gives hope to the world. We have songs in various genres such as afro pop, pop, hip hop, hip pop, and worship but do not consider ourselves limited to any single category of music. Our first song from the label was released in 2015, through the first signed artistes, The Kings' Crew. That is how the urban gospel side of our journey started.

ERA has since released over 20 songs. We also have three albums; one of these albums, Master's Call, would be made available to the general public in 2020. This album contains hit songs like Banmamaki, Fire and Master Calls.

As previously stated, we are people of prophecy and we know that the Lord has great plans for us and music in this world. We do not just do this for the love or passion for music- even though both are huge driving forces in the label. We do what we do so that the will of God for music on this earth comes to pass.

To all our fans, we want to say that we cherish all the support you have given us. The streams and views we get on our projects could not have been done without you. We deeply appreciate you and there is so much more to come! Just sit back and watch what God does with E.R.A. Music Entertainment.

ERA Music Entertainment is set to release its debut album titled "Master's Call". This Album consists of 14 songs with The Kings' Crew featured on the album with a great song! The idea of the album is to minister to the world about the Call of God onto a deeper fellowship, and into a deeper realization of all they are in Christ.

"We have come to make men enjoy the life in Christ through music. Our kind of music is world class and heaven centered. We are on the journey to make the victory of saints be realized through music, to make the beauty on the inside of believers he realized." There is freedom in our music and in this album. Testimonies will be realized through this album.

All songs on the album were recorded, mixed and mastered by our production team, namely Osby Mann, Joseph Owusu, Mazzie Nana Bekoe Koranteng, Kevin Boso and Joseph Qedem Aguda Doe, with Lexyz; and these are all in Ghana, West Africa. The album was recorded at TTM Studio.



Check out the tracklisting below;

- 1. Barak ERA II Charisma Eben (feat. ERA Artistes)
- 2. Master Calls Arba Music
- 3. Same Plain Jozy Dayan
- 4. Banmamaki Priscilla Marhah
- 5. Don't Give Up Sam Steph
- 6. Mountain Top Lind Aryela
- 7. Odo Arba Music
- 8. Lord, I Will Not Fail You Jeremy Havah
- 9. Your Arms Around Me Lind Aryela
- 10. Scars of my Beauty Abii Keren (feat. Osby Mann)
- 11. You Are There Abii Keren
- 12. Fire Shady Lumin
- 13. As You dey Priscilla Marhah
- 14. Kobe The Kings' Crew (feat. Mikaela)

ERA MUSIC [DISCOGRAPHY]

ERA MUSIC [YOUTUBE]

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SOUL BUSINESS OR SHOW BUSINESS?

WRITTEN BY JOHN JEREMIAH

My careful analysis of the setbacks experienced by gospel artists in the Showbiz industry is generally because of the misconception that gospel artists are into Soulbiz and not necessarily Showbiz. And this gets them overlooked even in instances where they are deserving. Efforts therefore must be made to disabuse this negative mindset that's retarding the so called "Soul-Biz" agenda.

After critically analyzing the Showbiz/Soulbiz definitions and interpretations (to my best of knowledge), should we stop deceiving ourselves, we may move fast forward. The spirituality, which is a prerequisite, must be treated as such (spiritual). But let's also know exactly what we want in the "physical" as we do what we do because our lamenting has always been about the "physical" comparisons hence we are always seen and also see ourselves as the under dogs.

For instance; after a powerful ministration/performance, a gospel art will lament; they paid this secular artists GHCXXXXXXXXX cash and they gave me just GHCX, or they didn't even give me water.

At that point, the lamenting is never a soul centered, instead money (business). Why? Soulbiz or Showbiz? Again, some will say, as for this award, it should have included the gospel arts and we should have even won. They are cheats, etc......

Soulbiz or Showbiz?

Yes, these are all unfair treatments in Showbiz and can be discussed but let's ask ourselves, Are we into

Soulbiz or Showbiz?

Note that, Showbiz Industry itself is actually a big umbrella and contains everything entertainment, so if Gospel artists want to say we do Soulbiz under Showbiz, I think it's not a bad idea but generally, they must embrace the Showbiz. Maybe our honest answers will explain why we get "just", or "nothing at all" kind of treatments all the time, and possibly guide us also to recreate a better industry that will serve our mission proper.

I believe if that is well defined, it will inform our talents / artists the way forward at least "physical", because if we are able to redefine and accept that it is actually Showbiz, in the "physical" then we can redefine our brands and structures also to attract the kind of attention and / or business we want "physical" and also be booked on major events "physical".

Even though I agree that Favor is for all, it is not predetermined. Hence, what you sow is what you reap.

Personally, I believe that the business aspect

of the Show is not against any biblical teachings, why then are we shying away from the Showbiz terminology?

Because the business aspect just applies to the creative elements including artists, performers, writers, musicians, technicians and managers, agents, producers, distributors, etc. and do not want to believe it can influence our spiritual lives in any way.

My colleague Gospel artists needs to come to the realization that, to rise higher or be in the same 'physical' level with top secular arts like OsiBisa, Kojo Antwi, Shatta Wale, Sarkodie, and the rest of the successful artists, we must be willing to harness the business component of the Showbiz industry. We may get to the VGMA, BET, amongst other award schemes (where most of us are dreaming of getting an appearance though, still Soulbiz right? but what is/has been/shall be our value "in the physical"? As Gospel artists, if your work and business is fully and truly spiritual without any "physical" business mindset, then let us stop comparing ourselves when it comes to "physical ratings" to those who have decided to include business as part of their craft and its working for them. We may be doing very great with the songs, lyrics, Miming, Dancing, Poems, Comedy. instrumentals, performances, releases, etc.

but in Showbiz, it goes way beyond that. Showbiz has rules, and the first rule is, always leave them wanting a little more. But most importantly, the talent needs to be shaped and regulated so that one can fully excel and also make the necessary coins that comes with it.

This cannot be achieved with the Soulbiz/Showbiz confused mindset. We must be straight!

"Man is ill because we are not still" - Lady Rev. Princess Ada

I believe when Jesus was going about doing his Father's business wholeheartedly, money/physical things were never His motivation, He was rather doing good (giving) in addition.

And I believe it's this same business that we are willing to continue in our individual capacities as instructed by the Saviour himself, right?

Then let's do the Job wholeheartedly and spiritually with the focus on the word.

It is said that, many talented people died or made nothing out of their talents not because no one helped them but because they lost focus. Again, Trooth, a fast rising gospel artist will always say and I repeat, focus on the word.

Anyways, since its soul business, may I please ask, where are the souls? How many have we won so far? Remember bible says Jesus Christ believes and deals with numbers when it comes to shepherding.

Meanwhile, I just want to know, just as showbiz means making money (business) out of shows. What's soulbiz then?

Making money (business) out of souls anaa?

In conclusion; showbiz is business, hence aside spirituality, all other parameters must remain same regardless of our genre if we hope to remain both spiritually and financially relevant in our course to win souls for Christ.

In the meantime, let's keep propelling



ACKNOWLEDGEMENT 20 & APPRECIATION 20

CELEBRATING OUR VERY OWN