



RCV Music Awards

Celebrating Christian Excellence

GUIDELINES





TABLE OF CONTENTS

1. ABOUT RADIO CHRISTIAN VOICE
2. BACKGROUND
3. RATIONALE
4. THE AWARDS
5. CRITERIA, CLASSIFICATIONS AND PROCEDURES
6. CATEGORIES
7. ELIGIBILITY CRITERIA
8. ARTIST SIGN UP
9. NOMINATIONS
10. SELECTION OF WINNERS
11. VOTING
12. ADJUDICATION
13. INVALID NOMINATIONS AND VOTES
14. CATEGORY DEFINITIONS AND CONSIDERATION CRITERIA
15. CODE OF CONDUCT
16. THE AWARDS CALENDAR
17. CONCLUSION



1. ABOUT RADIO CHRISTIAN VOICE

Radio Christian Voice (RCV) is an independent radio station in Zambia, established by Christian Vision (CV) in 1994. Our programming delivers biblical content geared towards enabling all members of the family to become mature Christians who share their faith daily. RCV transmits to millions of listeners across seven provinces in Zambia and through its website, transmits across the world. Clocking 30 years on Dec 01, 2024, the station is the oldest private radio station and the largest Christian broadcaster in the nation.



RCV's Vision

To see every Christian in Zambia living out their faith daily and sharing it boldly.



RCV's Mission

To empower and equip believers for the Great Commission by delivering Godly and relevant content that speaks to each member of the family.



2. BACKGROUND

On the occasion of its 30th anniversary, RCV is launching the RCV Music Awards (RCVMAs). As the largest Christian radio broadcaster in Zambia, RCV has the platform, the audience and a great opportunity to positively contribute to the music industry. By awarding those who are making great strides as well as recognising up and coming artists with promising talent, RCVMAs will play a crucial role in supporting this vibrant industry. Through RCVMAs, RCV aims to set a standard for Christian music artists, enable them to break barriers and compete at an international level. While the award show presents a new frontier for the radio station, it is not the first contribution that it is making to the Christian music scene in Zambia. As far back as the 90's, RCV has played a significant role in the growth of the music industry.

In the late 90's, RCV built a multi-track studio to aid in the recording, producing and mastering of music for local artists. This was a time when commercial recording studios were very rare in Zambia and artists would have to travel to Zimbabwe or South Africa to create music. After producing their songs, RCV would promote the artists and their music on radio. Furthermore, RCV played a crucial role in the founding of Zambian Music Copyright Protection Society (ZAMCOPS) which has the mandate of collecting and distributing copyright royalties. In the early 2000's, RCV hosted a pioneering concert at the Mulungushi Conference Center with a magnitude that had never before been witnessed in Zambia, featuring Christian artists from the region. It set RCV apart as an industry leader in the sphere. Launching the RCVMAs will honor RCV's past efforts while embarking on a new legacy.



3. RATIONALE

There are currently multiple music award shows in Zambia but they are focused on the secular sphere. Christian artists compete in only one 'gospel' category hence creating a gap in the Christian music scene where artists lack a stage to be recognised, appreciated and empowered. We believe that having an awards show dedicated to the work of gospel artists will greatly contribute to the growth of the industry within Zambia and beyond.

At the heart of its mission, Radio Christian Voice strives to inspire communities to be transformed through the word of God and foster social and economic growth at the personal and corporate levels. By introducing the RCV Music Awards, the stations will further this mission by recognizing and honoring the great achievements and outstanding personalities in the Zambian gospel music fraternity.

Zambia is home to many talented artists and our goal is to empower them to be able to minister and shine further on a continental and global level.

4. THE AWARDS

The Awards shall be called RCVMA's, a brainchild of Radio Christian Voice envisaged to be the most prestigious gospel music awards in Zambia, which are exclusively intended to celebrate and honor music works, artists, and producers engaged in the gospel music subsector.

The RCVMA's are designed to award works by Christian artists. We believe that all music created by a Christian artist, is redeemed, and can be used as a powerful tool for evangelism and discipleship. The lyrical content should be substantially based upon historically orthodox Christian truth contained in or derived from the Holy Bible. An expression of worship of God or praise for His creation/works; and /or testimony of relationship with God through Christ.

The prologue of gospel music owes its grandeur and its sense of veracity to Thomas Andrew Dorsey who is called the "Father of Gospel Music." He combined Christian praise with the rhythms of jazz and blues. Just as much of the contemporary gospel music of today may sound like R & B and Hip-Hop or indeed Rhumba and Kalindula, so did most of the early gospel music which sound like the Blues. In order to reach the widest possible audience, there are no style or genre restrictions on gospel music; only the thematic content remains constant.



5. CRITERIA, CLASSIFICATIONS AND PROCEDURES

The criteria, classifications and procedures for the smooth conduct and management of the RCV Music Awards are outlined and laid down in this guidelines document. Winners will be selected not only through popular vote but also a thorough judging process by a panel made up of well-respected industry professionals. The judging (adjudication) will be based on the set criteria that will be made available to all participating artists and the public. Transparency and professionalism will be the hallmark in the awarding process as our ultimate hope is to raise the standard and to build more capacity and efficiency that will enable the industry to favorably compete at an international level.



6. CATEGORIES

The Awards shall have 20 categories which may increase with time to accommodate other specified music genres or other support roles in the value chain. Two systems (adjudication and populist) will be used when deciding winners for the sake of adherence/upholding of professional standards and the concept of public (consumer) involvement respectively.

For this inaugural edition of RCVMAAs, the period under review in all categories has been deliberately stretched to cover also the works and artists that were/have been 'hot' in the industry in the past two ② years (2022 – 2024). The subsequent editions will be restricted to a period of one ① year, apart from the lifetime achievement award that shall always go with a lifetime period.

List of Categories

1. Artist of the Year (Male)
2. Artist of the Year (Female)
3. Song of the Year
4. Up and Coming of the Year (Male)
5. Up and Coming of the Year (Female)
6. RCV - Most Requested Artist
7. Hip Hop song of the Year
8. R&B Song of the Year
9. Kalindula Song of the Year
10. Rumba Song of the Year
11. Acapella Song of the Year
12. Songwriter of the year (artist)
13. Songwriter of the year (non-artist)
14. Producer of the year
15. Album of the Year
16. Choir of the Year
17. Collaboration of the Year
18. Music Video of the Year
19. Music Packaging of the Year
20. Lifetime Achievement Award



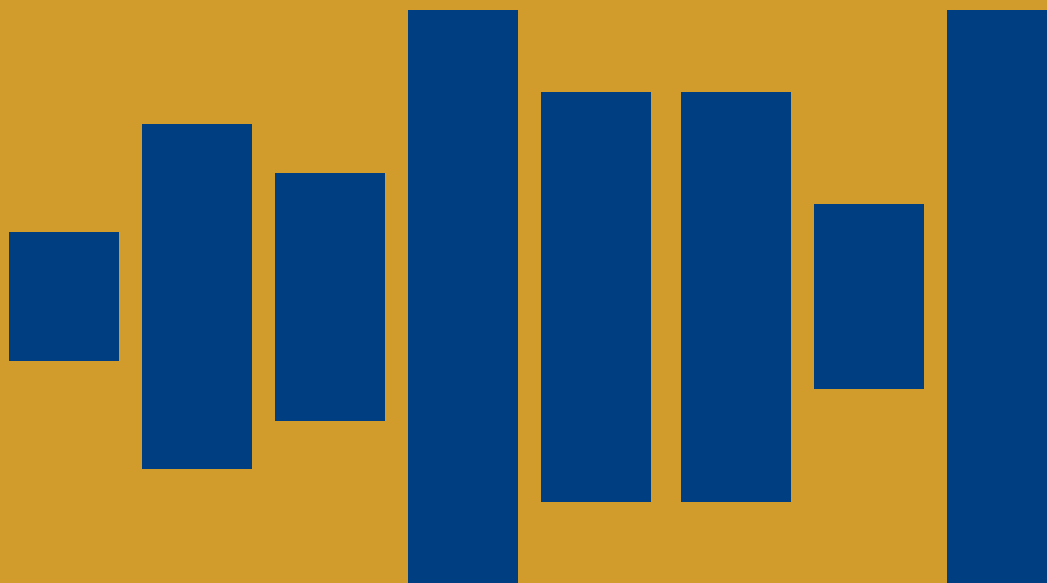
7. ELIGIBILITY CRITERIA

The RCVMA's award Christian artists. This is defined as an artist who is actively pursuing a career in the music/creative industry, professes to be a born-again Christian, planted in a local church, accountable to spiritual leadership who can confirm their testimony of salvation, exhibiting a lifestyle and character that lives up to biblical standards and using their craft to glorify God and expand His kingdom. The following shall be eligible to be awarded;

- All gospel musicians and producers
- Works done in the period under review
- A Zambian artist residing in the country or abroad, or a foreign national residing in Zambia

The following shall not be eligible to be awarded;

- All none original and unpublished works
- Works published/realised way outside the eligibility period
- The judges for that particular edition
- Foreign (non-Zambian) artists who do not reside in the country





8. ARTIST SIGN UP

All Christian artists, producers and songwriters who would like to participate in the awards have been invited to sign up using the link on RCV's website – www.rcv.co.zm/rcvmass. It is necessary for any artist who will make the final nomination to have opted-in through this online sign-up portal. If an artist is nominated, yet has not signed up for the awards, the organizing committee will extend a final invitation for signing up.

9. NOMINATIONS

The process of nominations in the RCVMA's has been specially designed to involve the artists, and enable them to self-nominate. Furthermore, media houses (i.e radio stations) across the nation will be identified and be given an opportunity to nominate up to 3 artists/art works in each category. To this effect, at the call for nominations, all entries shall be submitted by way of filling in an online nomination form that will be made available by RCV, disseminated directly to all artists and the nominating media houses.

After the close of nominations, the designated committee and adjudicators shall sit to sort, verify and tally the nomination entries. In addition to the tally of entries, adjudicators will also rely on their prior knowledge of the industry and monitoring of artistic events in that awards year when validating the nominees. The top 3 - 5 artists/art works decided on by the designated committee in the respective categories will make the final list of nominees.

Nominations submitted in the incorrect category or after the closing date will not be considered.



10. SELECTION OF WINNERS

In all the categories, a 'hybrid' system consisting two consideration criteria will be used to select winners. Each category will be subjected to a 20% public vote and 80% technical adjudication.

11. VOTING

After the announcement of the finalists, the public shall be invited to vote for their favourites in each category using the voting system that will be provided. Public vote will make up 20% of the consideration criteria. Any votes sent after the closing date(s) will not be considered.

12. ADJUDICATION

Adjudication will make up 80% of the consideration criteria in each category. Zambia Arts Adjudicators Panel (ZAAP) in consultation with RCV designated committee will appoint professional and experienced adjudicators in the industry for the task of adjudication. The team shall apart from adjudicating, be engaged in monitoring, sorting, verification and tallying to evaluate the artists and the art works that proceed to become finalists. Further, in a case that there is an independent auditing firm to audit the public vote, the adjudicators shall work hand in hand with that body to verify the system and indeed the votes.

Adjudication to determine the winners from the listed finalists will be out of 80% and it will commence immediately after the announcement of the finalists. Adjudication forms will be used as the key tool to the adjudication process. The adjudicators' decision, which makes up 80% of the consideration, and the audited 20% public vote, shall be final.

13. INVALID NOMINATIONS AND VOTES

All entries/votes which do not conform to or correspond to a specific category in which they are entered, shall be considered as spoiled entry/vote and shall not count. For example, a male artist nominated under the category choir of the year, or instead of an album, you enter a name of the artist.



14. CATEGORY DEFINITIONS AND CONSIDERATION CRITERIA

Song of the Year

This category shall honour and recognize a song which by public opinion has been considered an outstanding song in that particular year. Such a song should display a great storyline, arrangement and creativity that have something interesting to draw the listeners in; well-crafted impactful Christian message (lyrics) that get the story and the depth of feelings across in a clear and accessible manner. Further, a catchy melody and instrumentation/vocals that are not only memorable, but also have the propensity to complement the lyrics. The criteria for consideration will include;

- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Considerable impact on its listeners/viewers, evidenced by testimonials, widespread use in worship settings.
- Quality of recording which should be of high quality, with clear sound, blend and balance.
- Should be original works, not covers or adaptations of existing hymns or songs.
- Positive reception (feedback) from critics and peers.

Artist of the Year (Male)

This category shall honour and recognize male artists who have exhibited exceptional talent, skill, positive influence and representation of Christian values and beliefs. Should have high ability to perform live shows accompanied or unaccompanied where; stage presence, creativity and versatility are paramount. The style, content, mood, lyrics, and flair should be highly uplifting and inspiring. Other considerations include;

- Consistency in the quality of music they produce (songs and videos) throughout the eligibility period.
- Sales, airplay, online streams, chart performance of their music and indeed the positive reception from critics and peers.
- Most requested for performances, features and international tours in that awards year.
- Considerable impact on the fans, evidenced by testimonials, widespread use of their songs in worship settings.
- Contribution and impact on the overall growth of Christian music through tours, performances, engagement with fans and support to up-and-coming artists.



Artist of the Year (Female)

This category shall honour and recognize female artists who have exhibited exceptional talent, skill, positive influence and representation of Christian values and beliefs. Should have high ability to perform live shows accompanied or unaccompanied where; stage presence, creativity and versatility are paramount. The style, content, mood, lyrics, and flair should be highly uplifting and inspiring. Other considerations include;

- Consistency in the quality of music they produce (songs and videos) throughout the eligibility period.
- Sales, airplay, online streams, chart performance of their music and indeed the positive reception from critics and peers.
- Most requested for performances, features and international tours in that awards year.
- Considerable impact on the fans, evidenced by testimonials, widespread use of their songs in worship settings.
- Contribution and impact on the overall growth of Christian music through tours, performances, engagement with fans and support to up-and-coming artists.

Choir of the Year

This category shall honour and recognize a musical ensemble of singers (group) that qualifies to be called a choir (chorale or chorus). A choir is a body of singers who perform together as a group consisting of four sections (soprano, alto, tenor, bass) intended to sing in four-part harmony, but there is no limit to the number of possible parts (could be more or less) as long as there is a singer available to sing the part. Choirs can sing with or without instrumental accompaniment. Inclusion of solos or descant parts within the song(s), hymns or anthems is an embellishment to the performances. Issues of tone colour, blend, balance, diction, breath management, phrasing and dynamics in all performances shall be important to the quality/standard of the group;

- Excellence in vocal performance, harmony, and musical arrangement.
- Impact on the worship experience and spiritual growth of congregations.
- Recordings and live performances that showcase the choir's talent and dedication.
- Outreach and community involvement through music ministry.
- Considerable impact on members of the public (listeners/viewers), evidenced by testimonials, widespread use the choir's songs in worship settings.



Up and Coming of the Year (Male)

This award shall honour and recognize male solo artists or groups (duets, quartets etc) that have recently made a notable appearance into the music market and received overwhelming public commendation. The extent of airplay of their music, online streams, public performances, stage craft, record (album or singles) sales and media write-ups shall be taken into consideration;

- Emerging talent with promising potential for future success in the Christian music industry.
- Quality of musical output and performances during the eligibility period.
- Positive reception from audiences, critics and industry professionals.
- Demonstrated commitment to Christian values and principles
- Engagement with fans and participation in industry events and initiatives.

Up and Coming of the Year (Female)

This award shall honour and recognize female solo artists or groups (duets, quartets etc) that have recently made a notable appearance into the music market and received overwhelming public commendation. The extent of airplay of their music, online streams, public performances, stage craft, record (album or singles) sales and media write-ups shall be taken into consideration;

- Emerging talent with promising potential for future success in the Christian music industry.
- Quality of musical output and performances during the eligibility period.
- Positive reception from audiences, critics and industry professionals.
- Demonstrated commitment to Christian values and principles
- Engagement with fans and participation in industry events and initiatives.



RCV - Most Requested Artist

This category shall honour and recognize any male or female artist who is on popular demand; whose music is the most requested for on RCV, has demonstrated consistency in the quality of music being requested for by fans throughout the eligibility period as monitored by RCV. Consideration criteria include;

- Airplay, online streams, RCV chart performance of their music and indeed the positive reception from critics and peers.
- Considerable impact on the fans; evidenced by testimonials, frequency of call-ups, widespread use of their songs in worship settings as monitored by RCV.
- Contribution and impact on the overall growth of Christian music through tours, performances, engagement with fans and support to up-and-coming artists as monitored by RCV.

Hip Hop song of the Year

This category shall honour and recognize a high-quality recorded hip hop song, released for public consumption on either hard/soft copy or online. The central feature of Hip hop genre is the interplay between the rapper and the beat. Hip hop can therefore be described as music which is heavy beats and electronic sounds, with strong rhythm in which the words are spoken rather than sung, with expressions like rap. Consideration criteria will include;

- Creativity and originality/authenticity in crafting lyrics and melodies.
- Considerable impact on the fans, evidenced by testimonials (public acclaim and recognition), widespread use of the song in worship settings.
- Strong vocal performance with a strong lyrical message that uphold Christian values and teachings.
- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Contribution to Christian music in terms of outreach and influence.
- Excellence in storytelling and message delivery.



R&B Song of the Year

This category shall honour and recognize a high-quality recorded RnB song, released for public consumption on either hard/soft copy or online. Contemporary R & B is often driven by keyboards, synthesizers, strong bass lines, and looped drum beats depicting Rhythm and Blues with lyrical themes on love, longing, betrayal etc. Consideration criteria will include;

- Creativity and originality in crafting lyrics and melodies.
- Considerable impact on the fans, evidenced by testimonials (public acclaim and recognition), widespread use of the song in worship settings.
- Strong vocal performance with a strong lyrical message.
- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Contribution to Christian music in terms of outreach and influence.

Kalindula Song of the Year

This category shall honour and recognize a high-quality recorded Kalindula song, released for public consumption on either hard/soft copy or online. The common characteristics of this genre include the use up-tempo rhythms, bass guitar prominence and songs with local themes, accompanied by traditional or western instrumentation. Consideration criteria will include;

- Creativity and originality/authenticity in crafting lyrics and melodies.
- Considerable impact on the fans, evidenced by testimonials (public acclaim and recognition), widespread use of the song in worship settings.
- Strong vocal performance with a strong lyrical message that uphold Christian values and teachings.
- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Contribution to Christian music in terms of outreach and influence.
- Excellence in storytelling and message delivery.



Rumba Song of the Year

This category shall honour and recognize a high-quality recorded released for public consumption on either hard/soft copy or online. Rumba is a Cuban word to mean party. Rumba music typically features intricate guitar work, percussion, and smooth vocal harmonies. It is also known for its energetic and syncopated lively rhythms that encourage dancing. Consideration criteria will include;

- Creativity and originality in artistic crafting and integration of rumba elements with Christian worship style.
- Lyrical content that is edifying and in line with biblical principles.
- Considerable impact on the fans, evidenced by testimonials (public acclaim and recognition), widespread use of the song in worship settings.
- Strong vocal performance with a strong lyrical message that uphold Christian values and teachings.
- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Contribution to Christian music in terms of outreach and influence.

Acapella Song of the Year

This category shall honour and recognize a purely vocal song which by its great storyline, arrangement, creativity, melody, message and impact has been considered an outstanding song in that particular year. For purposes of RCVMA's, we shall define acapella as music performed by a singer or group of singers without instrumental accompaniment, purely vocal performance (in the style of the chapel). The criteria for consideration will include;

- Well-crafted impactful Christian message (lyrics) that get the story and the depth of feelings across in a clear and accessible manner.
- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Considerable impact on its listeners/viewers, evidenced by testimonials, widespread use in worship settings, or other measurable means.
- Quality of recording which should be of high quality, with clear sound, blend and balance.
- Should be original works, not covers or adaptations of existing hymns or songs.
- Positive reception (feedback) from critics and peers.



Album of the Year

The category shall honour and recognize a collection quality recording of songs released or available download, or as a CD or record. The quantity of recording and nature of songs should be catchy and impactful melodically, vocals and in message (lyrics). Further, the pieces (songs) should display artistic prowess in style; variety in arrangement and instrumentation. The key adjudication criterion will include;

- Sales, airplay, online streams, chart performance, and indeed the positive reception from critics and peers.
- Artistic excellence and creativity demonstrated in songwriting, production and packaging.
- Critical acclaim and recognition within the Christian music community.
- Chart performance and commercial success.
- Diversity and depth of musical styles, lyrics and variety of themes represented on the album.

Collaboration of the Year

This category shall honour and recognize skills and talent blend among artists. Collaboration is when artists come together (in association) to share in artistic blend to compose or and produce a song, video or album. Each artist irrespective of the number, contributes distinctively to the overall production;

- Creativity and innovation in combining different musical styles and voices.
- Chart performance and commercial success of the collaborative project.
- Positive reception from fans and critics alike.
- Contribution to the promotion of Christian unity and cooperation through music.



Songwriter of the year (artist)

This category shall honour and recognize an artist who is highly talented and skilled in composing songs; melodies, harmonies, and writing lyrics for themselves or for other artists. Key benchmarks for this award will be composition techniques in variety of styles and genres, catchy melodies, creativity and selection of diverse but appropriate Christian themes and lyrics with the knowledge of the audience in mind. Further to the consideration criteria are;

- Considerable impact on the fans, evidenced by testimonials (public acclaim and recognition), widespread use of the songs in worship settings.
- The number of songs, including hit songs the artist has written in that awards year.
- Chart performance and commercial success of those songs.
- Diversity and depth of musical styles and themes represented in the songs.
- Consistency and lasting impact and relevance beyond the eligibility period.
- Creativity and originality/authenticity in crafting lyrics and melodies.

Songwriter of the year (non-artist)

This category shall honour and recognize a non performing artist who is highly talented and skilled in composing songs; melodies, harmonies, and writing lyrics for performing artists. Key benchmarks for this award will be composition techniques in variety of styles and genres, catchy melodies, creativity and selection of diverse but appropriate Christian themes and lyrics with the knowledge of the audience in mind. Further to the consideration criteria are;

- Considerable impact on the fans, evidenced by testimonials (public acclaim and recognition), widespread use of the songs in worship settings.
- The number of songs, including hit songs the artist has written in that awards year.
- Chart performance and commercial success of those songs.
- Diversity and depth of musical styles and themes represented in the songs.
- Consistency and lasting impact and relevance beyond the eligibility period.
- Creativity and originality/authenticity in crafting lyrics and melodies.



Producer of the year

This category shall honour and recognize the works of studio producers/engineers who has worked with and produced for many local and/or foreign gospel musicians. Vast knowledge of the studio/recording, sound and music equipment is key. He/she should have produced a considerable list of hit works done by gospel artists, with;

- Skill and innovation demonstrated in production techniques and arrangements.
- Notable contributions to the sonic quality and artistic vision of Christian music releases.
- Critical acclaim and recognition within the Christian music community.
- Influence on the overall sound and direction of contemporary Christian music.

Music Video of the Year

This category shall honour and recognize music videos with a unique and innovative blend of the music track(s) and the visual materials, performance, choreography and the use of close-ups. The picture quality, rhythm, message/lyrical content, sales, online streams and airplay shall also be a key consideration criterion. Further;

- Visual creativity and storytelling that enhances the message in the song.
- Production quality and technical excellence demonstrated in the video.
- Representation of Christian values and themes in the visual content.
- Massive engagement with viewers on online and other digital platforms creating impact that leaves a lasting impression.



Music Packaging of the Year

This category shall honour and recognize music packaging that is eye-catching, and grabs potential buyers' attention. Music packaging showcases a brand's personality and style. It is important that the artist has seized the opportunity to visually communicate what they stand for and help people remember their music.

- Visual appeal, bend of colours and overall design of the album or single cover.
- Creativity, originality and uniqueness in the presentation and packaging concept.
- Alignment of the packaging with the Christian themes of the music.
- Quality and suitability of any additional materials included (e.g., booklets or brochures).

Lifetime Achievement

This category shall honour and recognize individuals (artists or non-artists), companies/institutions that have successfully accomplished an outstanding life record of positive and significant contribution to the growth and development of the gospel music subsector. This award is honorary in nature administered by the management of Radio Christian Voice after a thorough scrutiny by the appointed judges in consultation with other industry gurus, on consideration that such individual, or institution has had;

- Significant and enduring contributions to the Christian music industry over the course of a career.
- Influence on the development and evolution of Christian music in Zambia.
- Contributed to the growth of gospel artists in Zambia.



15. CODE OF CONDUCT

This code shall constitute the values that all stakeholders (the adjudicators, sponsors and competitors) shall abide by in the administering of the whole Awards process. Below are the summary points of the code;

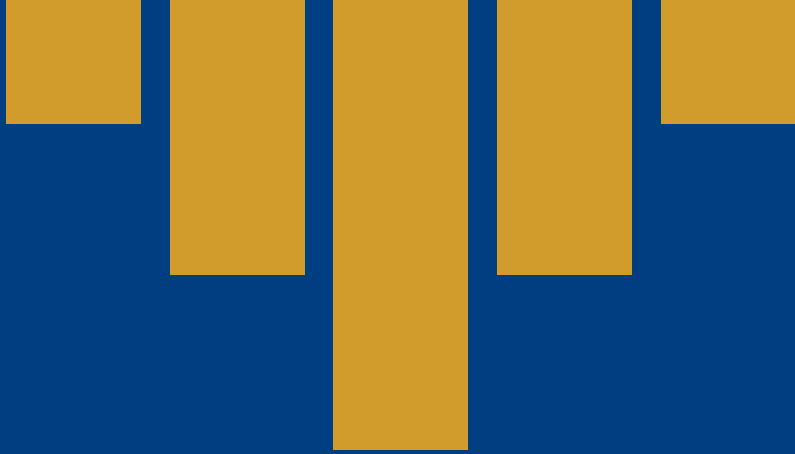
- **Professionalism**
- **Integrity**
- **Confidentiality**
- **Adherence to the guidelines**

16. THE AWARDS CALENDAR

- Awards launch – Sensitization and publicity around the guidelines, terms and conditions. May 23
- Call for entries (nominations) – Aug 07
- Close of nominations. Aug 30
- Announcement of finalists (the shortlist) – opening of voting – Oct 13
- Close of voting – Nov 10
- The panel of adjudicators to monitor, adjudicate and decide the winners – Nov 04 – 08
- Finalize winners and communicate with them – Nov 12
- Awards Ceremony, November 30, 2024

Venue, Music Club, East Park

The Awards shall be streamed on various social media platforms and carried on national and continental TV days later



17. CONCLUSION

The RCVMA's place great value on the role of music's contribution to the spread of the Gospel, and the need for constant innovation and growth within the industry. Thus, as Radio Christian Voice, we are honoured to continue to support the growth of the Zambian gospel music industry by honouring and setting professional benchmarks.

These guidelines may, as and when necessary be reviewed to allow for innovations and improvements.



RCVMAs