
MEDIA RELEASE

ATKV/Bank Windhoek/NBC 2017 Idiom school competition final announced

FOR IMMEDIATE RELEASE

25 September 2017, Windhoek; Namibia -

The Namibian Broadcasting Corporation (nbc) is proud to announce that the final of the Afrikaanse Taal en Kultuur Vereniging/Afrikaans Language and Culture Association, (ATKV), Bank Windhoek & NBC 2017 Idiom school competition will take place on Wednesday, 27 September 2017.

The final between Gobabis Gymnasium and Edugate from Otjiwarongo will take place at the broadcaster's Studio 7 and will be broadcast LIVE between 14:00-15:00 on the Afrikaans Radio Service.

Finalists from the two schools will challenge each other in various categories, which include completing Afrikaans idioms, forming new idioms with key words and a rapid fire section where the meaning of idioms must be given.

This year, 21 teams from 12 schools across the country took part in the Competition. These schools include Gobabis Gymnasium, Academia, Etosha, DHPS, Tsumeb Gymnasium, Walvis Bay Secondary School, Edugate Academy from Otjiwarongo, Pro-Ed Academy from Swakopmund, Mariental High School, Windhoek High School, Elnatan Private School from Stampriet & Windhoek Afrikaans Private School.

The purpose of the competition is to promote the Afrikaans language and to teach children Afrikaans sayings and idioms. The Afrikaans language has more than 8 000 idioms and sayings that the learners must memorize and use correctly during the competition.

According to Afrikaans Radio Service Manager, Franlin Thomas, more and more schools across the country are taking part in this competition and it is really inspiring to still see young people proud of and embracing their mother tongue'.

Thomas says, "The involvement of the Afrikaans Service of the NBC with our partners, Bank Windhoek and ATKV in the Idiom school competition has also given us the opportunity to interact more often with young people, so that they tell us what they want to hear on our station rather than us shoving products down their throats'. According to Thomas 'this is in a quest to modernize radio on all multi-media platforms, not only for our station but NBC Radio as a whole."

It's Ours

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Director-General of the Namibian Broadcasting Corporation, Stanley Similo, says 'because more than 50 per cent of our country's population consists of the youth, is the nbc making a concerted effort to produce programming suitable for Namibia's young people'. Similo adds 'our young people must not be left out and that is why it is heartwarming to hear the voices of our youth in their mother tongue on the broadcaster's platforms'.

Gobabis Gymnasium was the winner of the 2016 Idiom school competition. Up for grabs is a trophy and cash prizes sponsored by Bank Windhoek. The runners-up will also receive cash prizes. The Idiom challenge is being held for the 15th consecutive year.

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ABOUT nbc (www.nbc.na)

nbc's Purpose is to become a leading Multimedia Public Broadcaster of Choice in the world. It is the only Namibian broadcasting house that runs radio broadcasting in ten (10) Namibian languages and three (3) Public Service TV channels. nbc offers local, SADC and international news, current affairs and entertainment programming and covers more than 74.5% of the Namibian population. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at www.nbc.na

ABOUT Digital Terrestrial TV (www.nbc.na)

Digital television is a new way of broadcasting television. Although digital terrestrial television changes the way pictures are sent to your TV, it won't change the way you watch television.

Since the beginning of television, we've been watching what is known as 'analogue television': TV signals are broadcast using radio waves, which are picked up by an aerial and sent down a wire to your TV, the analogue television receiver. Your set then changes the analogue signal into pictures and sound. nbc boasts altogether with Eight (8) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN and EduTV (nbc4), Music on 5 (nbc5) and Kwese Free Sport on 6 (nbc6).