

NBC NEW BUSINESS EXECUTIVE PRODUCER ELSIE SHINEDIMA – BUSINESSWOMAN OF THE YEAR FINALIST

nbc New Business Executive Producer, Elsie Elizabeth Shinedima also known as “Senior Citizen” amongst the nbc staff, was nominated for the Business Woman of the Year Award in the category ‘Community and Government’. Shinedima was nominated mostly as a result of the New Business Unit which she founded and currently manages. This unit generates revenue for the broadcaster.

Shinedima who holds a Diploma in Journalism joined the national broadcaster on 01 September 1990. Her journey with the nbc started when she was employed as a Junior Video Editor for News and Current Affairs. She remained in this position for a year before applying for a Video Editor position in the same department. She then moved up the corporate ladder to Assistant Producer at

Television Domestic Programs. After this, she became a Producer with the Religious department where she stayed until the department was dissolved.

In 2003, Shinedima was promoted to Senior Producer. Whilst occupying this position, in 2006, she boldly approached management to establish a production unit within the Sales Department which would solely generate revenue for the nbc.

She recalls: “The New Business Production Unit came into being with the help of Acting Director-General Matthew Gowaseb in 2009. The unit’s first project was to cover the Ministries and Directorates for Vision 2030. I was then promoted to Executive Producer in 2014 by the former Director-General, Albertus Aochamub. “This is the position I current-

ly hold with ten subordinates,” she adds.

Shinedima has been at the national broadcaster for twenty-seven years and adds that, “I have adopted various leadership skills through my 27 years of work experience. I am confident to say that the leadership approaches that I practice mostly on a daily basis include team leadership, democratic skills and strategic leadership. My expectations are based on the fact that I am very strict when it comes to quality of the end products.”

When asked how she feels about being a 2017 Business Woman of the Year nominee and finalist she states that it was not an easy journey and she feels honoured to have made it to the final round in the Community and Government category as well

as overall 2017 Businesswoman of the Year category. “It was a good experience and I feel proud to be recognised on a national level. It is a great achievement in my life as I am equally proud to have placed nbc on the map as my achievements are not mine alone.”

Shinedima concludes by adding that she formed part of Namibia’s Liberation Struggle as Chairlady and a political commissar at the Tobias Hainyeko Military Training Centre. She also served the nbc as NAPWU Shop Steward and is currently a Board of Trustee Member for the corporation’s Retirement Fund.

She states: “I want young women to know that they can do and be anything they want to be! With diligence and hard work, anything is



possible. And I would like to thank the Heavenly Father who has carried me this far, my grandmother Ester Mateus, who is 115 years old, my children Ndeshi and Blessed, the nbc, the New Business Unit in particular and lastly the organisers of the Namibia Economist Business Woman of the Year Award, especially Desere Ludon-Muller, my nominator, contesters and judges who made it possible for my voice to be heard.”

nbc Bids Farewell to Setswana Radio Manager – Boniface Mokhatu



Younger Days: Boniface Mokhatu working as a presenter at the then South West African Broadcasting Corporation

The Namibian Broadcasting Corporation (nbc) bids farewell to nbc Setswana Radio (Tirelo Ya Setshaba) Manager, Rre Boniface Dineo Mokhatu after 36 years of broadcasting.

Mokhatu joined the broadcaster – then known as the South West African Broadcasting Corporation (SWABC) - on 01 February 1981. He did so at the request of the Batswana Community to implement and commence with Setswana Radio. He was the very first presenter and producer to start the radio service and worked for three (3)

months without any assistant. The main purpose of establishing the radio station was to revive the language and culture of the Batswana people in Namibia and to unite the people in culture and language.

Mokhatu reflects on the change-over from SWABC to nbc during the Independence of Namibia and recalls: “The transition to nbc was surprisingly smooth. The new leadership took over and they immediately made changes within the corporation to suit the newly independent Namibia.” He added that the quality of journalism also changed when Apartheid was declared dead as all employees were now equal and remunerated according to their job grades and qualifications; they could enjoy the same benefits and rights and were all allowed to participate in the affairs of the company.

The quality of radio presenters and producers also improved tremendously and is still being perfected by the day. “nbc Radio has embarked on a Radio Modernisation Strategy (RMS)

to make radio more relevant and competitive and to remain the number one medium of information in Namibia.”

Mokhatu’s duties at the broadcaster included ensuring on a daily basis that the radio station informs, educates and entertains listeners, that strategic planning takes place and that programmes are of high quality and meet the needs of the listeners.

Qualified with a Diploma in Human Resources. Mokhatu says that although more focus was based on programing on a daily basis, as Manager, he also dealt with human beings and their needs and therefore wanted and needed to know how to deal with people and understand them.

He added that he enjoyed informing, educating and entertaining the listeners for the past thirty-six (36) years and keeping them informed on the latest happenings around the world and in Namibia. He stressed that daily planning is so vital when reading news and empowering the nation with knowledge of

events taking place.

He concluded: “I thank the Almighty Father for his grace that allowed me to start this radio station and lay the foundation on which it now stands. At the age of 60, I can retire with pride as I feel that I have trained all the current presenters and producers and I am satisfied that they will be able to carry forward with diligence and proud name of Tirelo Ya Setshaba.”

He added that he entrusts the responsibility to the Setswana Radio staff to continue to inform, educate and entertain the Namibian nation at large whilst continuing to put emphasis on preserving the language and culture of the Batswana people, serving them with humility and humbleness.

Lastly, he thanks the nbc for the opportunity bestowed upon him that shaped him into the person that he is today. A person with dignity that will continue to make the broadcaster proud in his community activities and will always be available to the broadcaster at all times to plough back.

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