

MEDIA RELEASE

nbc Appoints Female Executives and continues to encourage equal opportunity in the work place.

FOR IMMEDIATE RELEASE

03 March 2017, **Windhoek; Namibia** - The Namibian Broadcasting Corporation prides itself not only in being a broadcaster of choice and providing relevant and the highest percentage of local content, but the nbc is also an exemplary organisation when it comes to gender equality in the work place. Recently the nbc board appointed two seasoned executives as part of the company's Senior Leadership team.

"On behalf of the nbc board, management and staff, I am delighted to announce the appointment of Umbi Karuaihe-Upi and Sadia Brendell as Chief Officers and we warmly welcome them to the nbc family", said Stanley Similo, nbc Director General.

The appointment of the two female executives come almost a year after the previous incumbents resigned. The former Chief Commercial Officer was current Statistician General of the NSA, Alex Shimuafeni and Chief Financial Officer was occupied by Jantje Daun, currently the Financial Advisor to the Minister of Public Enterprise.

Similo further stated that: "It is important that we allow for equal opportunity within the nbc, regardless of your gender, we are interested in the individual with the best skills"

As at 01 March 2017, nbc's gender representation statistics within executive management shows that female executives occupy 60% versus 40% for male executives. Within its senior management, the nbc has a 50:50 employment ratio on male and female senior managers, whereas within its middle management it stands at 60:40 in favour of male managers.

Karuaihe-Upi has worked for the nbc for the past 27 years as a radio and television journalist, producer, director, executive and has been the nbc spokesperson for over a decade. Prior to her appointment, she was the Acting Chief Commercial Officer and also held various senior management positions ranging from Head: Corporate Affairs and Marketing and GM: Radio Services (2003-2017). Between 1990 and 2003 she served the nation in her capacity as Chief Reporter, and Senior Producer in the News and Current Affairs department. She has also been an adjunct faculty member at both UNAM and NUST and was nominated and elected to various Boards, of which she also served at the President of the Southern African Broadcasting Corporation (SABA).

It's Ours

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Directors

Stanley B Similo
Director General

Sven Thieme
Chairperson

Andrew Kanime
Director

Inonge Mainga
Director

Moses Matyayi
Director

Wihencia Uiras
Director

Company Secretary
Steven Yarukeekuro Ndorokaze

Karuaihe-Upi holds a Master's Degree in Communications from the University of Tennessee, United States (1997), Bachelor's Degree Television and Radio Broadcasting from Wayne State University, United States (1987). She also attended specialised training by completing a Diploma in Management Development at the University of Cape Town (2000), A Diploma in Television Production and Engineering from Senders Freies Berlin, Germany (1992), a Diploma in Creative Business Communication through the University of Stellenbosch (2000). She further attended a wide range of specialized short courses from world acclaimed institutions.

Brendell's career in spans over a period of 28 years in Auditing and Finance. She held various positions at the Polytechnic of Namibia ranging from Assistant Bursar, Bursar and Chief Financial Officer (1998-2012). She was also employed in the office of the Auditor General and her duties were vested in the positions of Assistant Auditor, Auditor and Chief Auditor (1989-1998). In addition to her executive experience, she also served on Boards amongst which she was a board member of NamibRe and a Trustee board member of the ReDiamond Fund.

Her qualifications include a Bachelors of Administrations degree (Accounting) from the University of Namibia (1999), a National Diploma Public Administration (Accounting) from the Technicon of Namibia (1989). Mrs. Brendell is currently pursuing her Master's Degree in Business Leadership through the Regent Business School and is about to complete her ICSA chartered accreditation.

The nbc Board and Director General further want to extend a warm broadcasting welcome to the new Executives and wish them all the best in their areas of responsibility.

nbc, inspiring a growing nation.

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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 Six (6) channels on its DTT bouquet – nbc1, nbc2, nbc3, One Africa, TBN and EduTV (nbc4).