

The nbc Radio and Television Coverage on Ohamakari



The Namibian Broadcasting Corporation (nbc) has a clear mandate to inform, educate, and entertain the Namibian public. In addition, the national broadcaster has to promote and maintain peace and unity in the country.

The corporation adds tremendous value by playing a crucial role in providing and disseminating information relevant to the socio-economic development of the nation. It is a fact

that the nbc promotes free speech and freedom of expression through all its multi-media platforms. This is evident in the types of programming the nation can access via radio, television and on social media.

The public is afforded time and space through our various talk shows, news bulletins and call-in programmes to express themselves freely. Furthermore, the nation is accorded the unique opportunity to enjoy radio broadcasts in their respective languages. This means that nbc continues to promote the traditions and cultures of all Namibians in and through its platforms. Also unprecedented, the nbc caters for minority Namibians through the German and Tswana Radio Services as well as to marginalized groups such as the SAN through the !AH Radio.

Just like any law abiding organization, the national broadcaster operates in the framework of the laws that regulate the country. Hence, it is against this background, that the corporation developed its own rules, regulations and editorial policies to be fair to each and every Namibian. "Since its inception nbc takes pride in that it has never been prescribed to by the minister,

government and/or outsiders how to conduct its daily operations, particularly the news output. nbc is NOT a puppet organization of anyone and will never be", says Director-General, Mr Stanley Similo.

In keeping with the laws that govern Namibia and to ensure its impartiality, the nbc has made a conscious decision for its producers, announcers and reporters to use officially recognized titles only when referring to chiefs in its programming. As a national broadcaster, the corporation wants to guard against the impression that it is singling out one particular tribe and/or promoting another. The nbc management has further resolved that should anyone call in to air a comment on radio or TV they are free to call the chiefs whatever title they prefer. These measures are aimed at maintaining peace and harmony amongst all the people of Namibia.

In reference to further concerns raised by members of the public, the nbc would like to emphasize that its radio and television crews did indeed cover the Ohamakari event as part of its normal radio programming. Programming to this effect was already broadcast on the radio on

Monday 15 August 2016, with the TV coverage being scheduled for 16 August 2016. On the issue of live broadcasts: these can only be done when resources are available and they are at the discretion of the news management. Therefore the issue around live broadcasts and recorded programming isn't something new within our business, it all depends on resources available. Comments made to the effect that the nbc is a puppet of Government are devoid of any truth and must be condemned in the strongest terms. There is also no truth in the matter that the Government of the Republic of Namibia is listening into news and programmes material gathered by the nbc in the course of it executing its mandate. Comments aimed to suggest such are very mischievous in nature and can be likened to scare-mongering.

Obviously each and every media organization has its own code of conduct, reporters/producers guidelines and editorial policy. nbc's policy is crystal clear on freedom of expression and potential hate speech. It is at the discretion of the news management to prevent potential hate speech that will disturb the peace in the country.

nbc Audience Research Panel a vital tool

The Namibian Broadcasting Corporation (nbc) currently has three (3) television channels and ten (10) Radio stations. The radio services and television channels are the platforms available to clients for advertising. Audience research conducted in Namibia this far puts the national broadcaster, nbc, in a leading place as the broadcaster with the biggest footprints in Namibia. The nbc boasts an audience of about 1.3 Million per day on both Radio and television platforms.

The nbc News Business Manager and Research specialist Nico Mwiya emphasized the need to have a periodic audience research as a vital exercise for the nbc, as it seeks to increase its revenue generating potential through advertising and program sponsorships. Mwiya adds that: "It will be essential for the national broadcaster to know the value of time slot costs for the advertisers. It is with this knowledge that the nbc will be able to pitch better to its prospective clients and present a proper business case."

Mwiya is adamant that audience research is important as it helps to determine the size of the audience, how many people are watching and what kind of people are watching nbc television and listening to the various radio stations. This allows the broadcaster to determine the best times to advertise a given product, if anyone wants to reach a specific target market or target audience.

Mwiya states that as this type of study indicates which channel or channels are listened to and viewed by most, what type of people within a given society listen to, view or prefer to consume what type of programme content, the broadcaster will be in a far privileged posi-

tion to provide the desired content to the right audience.

"Audience research will not tell the program makers what to do but will instead assist the program makers to do their jobs better," added Mwiya.

With regard to the recently launched nbc Audience Panel, the researcher is overwhelmed by the response from the public and calls for more people from all over the country to register for panel, as the nbc will need diverse views representing the interests of the Namibian people. The vocal researcher also added that participants who register on the website and complete the online surveys are incentivized as panelist. The incentive model was developed by means of the panelist collecting points for the number of surveys they have answered. This will aid researchers in determining whether panelists have reached a certain level of points. Only then can participants redeem one voucher in the format of data bundles and airtime. Mwiya smilingly invites more names to the panel.

What is critical at the moment for the nbc is to conduct the audience research before venturing into other research fields. The Audience research will be done in a 3 phased approach:

- Phase 1 being: The Media outlook; including Print media (newspaper, books and Magazines),
- Phase 2 focusing on: Program specifics (looking at the content for both TV and Radio) while
- Phase 3 will look at: Customer Satisfaction Survey (to measure if the nbc Audiences are happy with the current services there getting from the broadcaster).

the Olufuko Festival on nbc Radio Oshiwambo service and nbc TV start at 9H00 on the 27 August 2016 from Outapi in the Omusati region.

From the 29th August to 2 September, the following programmes will be broadcast from the NBC studios in Oshakati:

- Good Morning Namibia
- 1on1
- Talk of the Nation
- Business Today

National Radio and Oshiwambo will broadcast the official opening of the Ongwediva Trade Fair on the 30th August 2016.

Women's voices and representation in and through the Media

Prime Minister Saara Kuugongelwa-Amadhila officiated at the official opening of the fifth Gender and Media Summit that took place in Windhoek.

The summit was co-hosted by SABA, Gender Links (GL) and the Gender and Media Diversity Centre (GMDC) under the banner - *Empowering Women in and through the Media- Providing a Voice for Gender Equality.* Preceding the summit was a well-attended three-day gender and media training workshop for journalists.

The week long media indaba awards successful journalists and other media leadership, while bearing testimony to the launch of the Southern Africa branch of the Global Alliance for Media and Gender (GAMAG).

President of the Southern Africa Broadcasting Association (SABA) and nbc Director General, Mr. Stanley Similo remarked on gender and media focusing on women's voices and representation in and through the media, "Women's Rights are Human Rights".

In his address he stated that the aspect of women empowerment and gender equality still remains a thorny issue all over the globe. The media, as needed partners in shaping the minds and hearts of the public hasn't been very helpful in this regard even though some progress has been made in some areas.

He said, "If we take time and reflect on the 1995 Beijing Declaration and Platform for Action, that gathering clearly stipulated what was needed to embrace the voices and influence of women in all spheres of society. Marianne Schnall who is a widely published writer and interviewer, recently reflected on twenty years (20) after the Beijing Summit and made the following observations and I quote; "On matters where governments have committed resources and political will—such as health, education, and legal rights—conditions have vastly improved for women worldwide, with the maternal mortality rate halved since 1995 and attendance at primary school nearly equal among boys and girls, as well as an increase in laws protecting women's rights. However, in the areas of security, economic opportunity, and political leadership, the pace of change has been much too slow (unquote)."

Similo also touched on the role the media plays in being a catalyst in helping shaping and doing away with innuendoes in relation to wom-

en and the girl child in particular. He indicated that the media is indeed a very powerful tool and is very much part of respective cultures and societies and through its power, it can shape the thinking of many of us. This medium is very crucial in influencing people's thoughts, attitudes and perceptions on women and men.

The continued notion of the media to reflect and maintain discriminatory attitudes towards gender and its failure to represent women's voices in important topics such as politics, economics, agriculture and so forth is a far cry towards bringing equity into the equation. The latter view is evidenced still today in that women still have relatively little decision-making power inside media organizations globally.

It is therefore incumbent on appointing authorities to make sure that they have precise and obtainable objectives which will seek to broaden and grow the participation of women in these institutions. It is therefore our duty as executive to have deliberate plans and targets which are aimed at growing the pool of representation of women on these structures. Given that the media is the main source of information, opinions and ideas to most people, we as media leaders have the obligation to responsibly and positively influence women empowerment and gender equality in and through the media. We have to look at the extent our codes of ethics prescribes to the integration of women empowerment and gender equality in media practice. We have to look at the position of women in the production chain of information and media content. We have to look at the representation of women in the structures and management teams of media organizations. We have to look at the media regulatory frame work and national gender policies.

"That is why I am delighted to have all of you important stakeholders together at this significant gender summit to promote gender equality in and through the media. We have to put our heads together to make sure that Agenda 2030 is realized. It is indeed a privilege for me as the Director-General of nbc and the President of SABA to be part of this gathering that will work towards women and men benefitting equally from freedom of expression as a basic human right. That together, we will look at ways to curb imbalanced access to information, media and technology, under – representation, insufficient media coverage and stereotypes on media and gender" he concluded.

HEROES DAY LIVE BROADCAST

Date: 26 August 2016

Venue: Kuisebmond Stadium

Time: Good Morning Namibia at 6H00 – 8H00 in the morning (LIVE)

The Live broadcast of the Heroes' Day Commemoration will start at 9H00 until 13H00 on both nbc Radio and Television. The event will also be streamed Live on the nbc website at www.nbc.na

OLUFUKO FESTIVAL & ONGWEDIVA TRADE FAIR

The live broadcast of the official opening of