



MISA NAMIBIA E-Newsletter

MEDIA OWNERSHIP AND LEGISLATION SINCE 1990



Martin Buch Larsen: Master's degree student at the University of Roskilde in Denmark.

MISA Namibia has once again welcomed an international student to its office – this time from Denmark.

Martin Buch Larsen, a final year Master's degree student in Communication and International Development Studies at the University of Roskilde in Denmark, is currently doing his internship in Namibia.

Larsen is doing a research paper on the media ownership and the legislation therein since 1990 in Namibia. "The idea is to give a historical perspective on how the issue of media ownership has developed since 1990", he says.

The 26-year-old explains that he decided to come to Namibia because the Regional offices of the Media Institute for Southern Africa, MISA, are based in Namibia. He adds: "I wanted to engage myself with MISA because it works with my key interests which are freedom of expression, media pluralism and diversity."

Larsen notes that as part of his research, he is expected to present a draft document on media ownership and the legislation in Namibia since 1990. He elaborates that this will involve conducting interviews with media owners and stakeholders as well as to enquire about and visit various media houses in Namibia.

The results of the research he says will be used during a National Conference that MISA Namibia is scheduled to have towards the end of June this year.

Asked how he finds Namibia thus far, the upward curves on the sides of his mouth seem to be inevitable. Laughingly he relates that he likes the people and loves the weather.

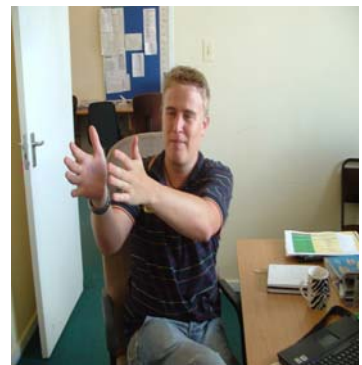
Denmark has an average of 170 wet days a year. In the Summer, sudden and powerful showers are common but the downpours rarely last long. The Danish climate is determined by the country's position on the edge of the continent of Europe close to large sea areas and in the zone of prevailing westerlies.

This position results in cool summers with a mean temperature of around 16° C and winters with mean temperatures of around 0.5° C. Denmark is thus placed in the temperate climate zone.

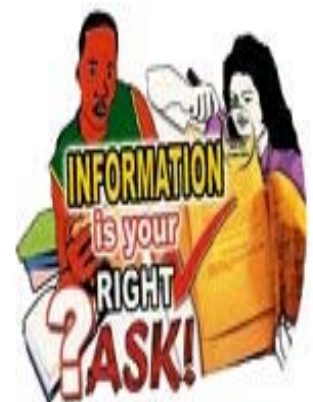
We don't blame him!

Last year MISA Namibia welcomed two soon-to-be Masters Degree graduates from the University of Kalma in Sweden. The students were doing their thesis on the media landscape in Namibia by comparing two daily newspapers, one privately owned and the other state-owned.

They have finalized their report and have sent MISA Namibia their findings, which were made available to all MISA Namibia paid-up members.



Martin showing the MISA Namibia staff how he wants things done!



EMANCIPATE YOURSELF...WITH

Emancipation

Emancipation is a newly introduced Namibian newspaper with a new initiative that specialises on job advertisement and related advertorials. The paper will not report on news or any other articles not related to its specialty nor will it recruit staff on behalf of companies.

Emancipation will focus on employment advertisements, corporate promotions and organization profiles, and editorials. Other areas to be covered are: Career guidance, preparing winning curriculum vitae, application for employment and interviews.

The Emancipation's mission statement is to be the leading advertising newspaper and to pave the path for eradication of social vices, thereby improving the living standard of Namibians.

The paper aims to increase transparency in the job market, and hence make job opportunities

available to the rightfully qualified individuals. Another objective is to help narrow the country's unemployment gap in order to improve social-economic status of Namibians.

Emancipation includes a career guidance column in each publication. A lot of young people haven't found their career niche yet. In relations to that, we've included this concept to guide the target clients opting for the right careers. We aim to sensitize them about what entails a specific career and what it takes to qualify for that specific field in terms of qualification, attributes, and skills.

Areas of distribution include :
Windhoek, Okahandja, Otjiwarongo, Otavi, Tsumeb, Ondangwa, Oshakati, Oranjemund, Swakopmund, Walvisbay, Gobabis, Mariental, Rehoboth, and Rundu.

Emancipation will publish 7000 newspapers once a week on Fridays. However, how frequently the paper will be published, will be determined by the availability of advertisements as that is its main source of revenue.

You should advertise in the Emancipation because:

- Your advert has a life span of 7 days
- Your advert is placed for free on the company website:
www.empancipation.com
- The first ever newspaper that will be distributed to all Namibian embassies abroad, that means your advert is reaching the international market.

The newspaper won a 2006 Sam Nujoma entrepreneurship Award in the category of Upcoming Entrepreneur with Bright Ideas.

CANADIAN INTERN OFFERS TRAINING IN NAMIBIA

Danny Glenwright is a Canadian intern, currently working at MISA's regional secretariat.

He is offering his services in conducting short on the job training for media houses in Namibia

Danny is employed in Canada by, Journalist for Human Rights, an NGO devoted to improving human rights reporting in African media. He is among the twelve interns

chosen by the above-mentioned organization to come to Africa. Danny says he could go to other countries such as , South Africa, Namibia, Senegal, Ghana and Nigeria but opted to come to Namibia because of the country's stable media environment.

Besides bringing pertinent issues to the fore, Danny's training services are aimed at improving African media reporting on

human rights but focusing on Namibia in particular.

He is currently involved in training staff and interns at MISA Namibia and Katura Community Radio (KCR) to mention a few.

Danny thinks that Namibian media should report

more on gender related issues, religion and HIV/AIDS.



Interns and staff at MISA Namibia during Danny's training sessions.

FROM 16 DAYS TO 365 DAYS OF ACTIVISM

The Human Rights Advisory Committee wants to graduate from 16 to 365 days of activism to intensify the campaign against gender-based violence.

The days of activism, which start in November and end on December 10, which is Human Rights Day every year, is an international campaign aimed at stopping violence against women and children. But the committee which met recently to evaluate last year's campaign and plan for projects and programmes for 2007 felt not much is done within the 16 days.

Ombudsman John Walters said the campaign should not be seen as a one-off event but a year-long one that culminates in the 16 days

of activism towards the end of the year.

With the announcement that the Ministry of Gender Equality and Child Welfare will hold the first-ever national conference on gender violence in July this year, the committee felt that many other activities should run throughout the year to also sensitise society about the problems at hand.

Some of the concerns raised that the committee feels need particular awareness are granting of protection orders, traditional norms and values that are taught to children and assault on women by their partners.

Mathew Haikali, MISA Director said even though the worry was about resources, programmes should be put on the agenda and incorporated in other events if organisations decided that they are priorities.

The 16 days for instance, said Haikali, could be used to highlight the successes of the campaign throughout the year. Statistics indicate that 2 000 cases of domestic violence are reported every year.

Research also indicates that about 600 rape cases and an additional 150 attempted rape cases are reported annually.

This story was compiled by Wezi Tjaronda of the New Era.

THE WEEKLY ADVERTISER

Toti Consultants cc (Reg no) 2006/2302) TIA The weekly Advertiser is launching the first edition of its free publication. Initial circulation will target Windhoek, Walvis Bay and Oshakati (Namibia and Harare and Beltways (Zimbabwe).

The tabloid offers businesses an alternative and unique marketing forum to enhance their viability.

The weekly Advertiser has various options for specialized display adverts and diverse classified sections.

Our advertising rates are customer-friendly and they guarantee maximum returns.

Distribution will be at popular malls, supermarkets and public facilities in the cities.

The Weekly Advertiser is surely an ultimate shoppers' guide that must not be missed.

It will be printed on a 390mm x 260mm (A3 printed area) using 48, 8gram newsprint paper from Mondi.

Designed by DBS (Pty) Ltd, Printed by newsprint Namibia (Pty) Ltd and run by a team of seasoned Marketers and Publishers, who will ensure value-for-money and life-long service.

Acting Advertising Manager, Heinrich Katjimune says, they decided to start the paper, which targets the public at large, to put emphasis on advertising, as opposed to the other papers which focused more on news and events.

For advertising requirements contact the sales team:

**Heinrich: 081 331 8722
(Windhoek)**

**Paulus: 081 331 8718
(Oshakati)**

Simon: 081 332 9999 (Walvis Bay/Swakopmund)

Office Zambia House, first floor, Office No: 10

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*Committed to promoting and
advancing media freedom*

www.misanamibia.org

EDITOR'S NOTE

Access to information! The key phrase of the day, month, year, and centuries to come. In an effort to create more awareness on the Draft Information Policy by the Ministry of Information and Broadcasting, MISA Namibia invited members of the media for a discussion forum on the policy at the Constituency Channel at Parliament, on Friday, 16 February. Now, despite the low turn-out, many issues were raised, while even more suggestions were made to better the policy to suit the needs of all Namibians with regards to access to information.

Most importantly, was feedback received from the Commonwealth Human Right Initiative (CHRI) on the policy this month. In its document, the CHRI states that overall, the Policy Paper is a highly progressive and commendable step by the Namibian Government. CHRI's primary concern is that the right of people to access information held by public bodies in Namibia is addressed within the overarching scope of Namibia's information policy.

It further states: Although access to information is an effective means of ensuring that a country's media remains informed and independent, it is crucial to recognise that the right to information is much broader than this. If well drafted and implemented, a right to information law can be a key tool for the public at large to participate directly in the democratic processes of their government and hold public bodies and their functionaries accountable to their actions.

MARBELINE /GOAGOSES
EDITOR

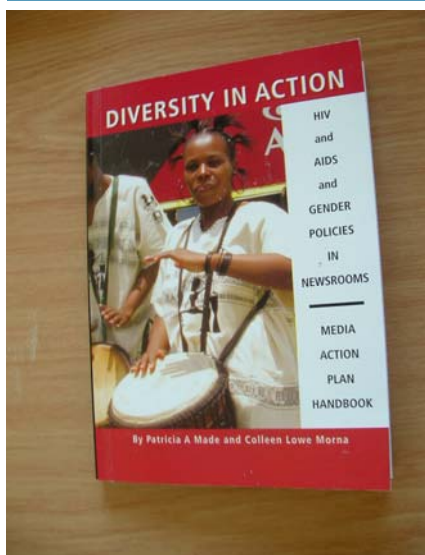
UPCOMING EVENTS

- 5thWorld Summit on Media for Children -South Africa
March 2007
- **08 March:** UN Day for Women's Rights and International Peace
- **09 March** is International Women's day
- **21 March:** Independence Day
- **21 March:** International Day for the Elimination of Racial Discrimination
- **22 March:** World Day for Water
- **23 March:** World Meteorological Day
- **24 March:** World TB Day

Tim Knight's Ten Commandments for Journalists

- Thy first loyalty as a journalist is neither to thy god nor thy tribe. Nor is it thy employer or thy union. It is to the people.
- Thou shalt have no other church than the people's Free Marketplace of Ideas. So guard it, cherish it and keep it holy.
- Respect the powerless and tell the true stories of their lives for it is thy great honor to be their humble servant.
- Thy storytelling shall not always be balanced – for truth is more important than facts and democracy and human rights are more important than whatever objectivity might be.
- Afflict the comfortable, comfort the afflicted and if you honestly believe the story to be true and fair – publish and be damned.
- Thou art not a stenographer, so question the words and motives of institutions, organizations and spokespeople since institutions, organizations and spokespeople speak only for others and have no soul.
- Thou shalt question political correctness, accepted wisdom and conventional knowledge and accept whatever the consequences may be.
- Thou shalt have the courage without recklessness, confidence without arrogance, modesty without servility and skepticism without cynicism.
- The truth shall make people free.
- Remember thy deadline and keep it holy.

MEDIA ACTION PLAN HANDBOOK



This report covers the regional findings of the HIV and AIDS and Gender Baseline Study carried out as part of the Media Action Plan on HIV and AIDS and Gender (MAP) led by the Southern African Editors' Forum (SAEF).

The research sought to:

- Develop a standardised HIV and AIDS and gender media monitoring methodology;
- Undertake a regional baseline media monitoring project, which will result in baseline data on the coverage and representation of HIV and AIDS, and the gender dynamics that underpin the pandemic;
- Use the monitoring process to help develop situation analyses of countries and media houses, which will inform the roll-out of policies as part of MAP;
- Gather case materials that can be used for training as part of the rollout of the policies.

KEY FINDINGS

The monitoring included 132 media houses in eleven Southern Africa countries, for a total of 15 days staggered between the months of October and November in 2005.

The coverage of HIV in the media is extremely low: Of the 37 001 items monitored in the region, only 3% focused on or mentioned HIV. Mauritius had the lowest proportion of coverage (1%) and Lesotho the highest (19%). The study also showed that there were considerable differences between media houses in each country in their coverage of HIV and AIDS, with the weekly newspapers having higher coverage of the subject.

HIV and AIDS is still not well mainstreamed into coverage: Almost two thirds of all items monitored focused specifically on HIV and AIDS while the remaining 36% only mentioned HIV and or AIDS. This suggests that HIV is being covered mainly as a stand-alone health issue and that it is not being adequately mainstreamed in all coverage. There were, however, variations between countries with 80% of the items in Mauritius focusing specifically on HIV and AIDS, compared to 36% in Botswana and 37% in Lesotho.

Male voices still predominate: Although there are significantly higher proportions of women who speak on HIV and AIDS (39%) than in general coverage (19% in the recent Global Media Monitoring Project) male voices still predominate in all areas of HIV coverage, except for care work.

Voices of people with HIV are hardly heard in the media: People with HIV constituted 4% of all sources, but with considerable

differences between countries.

Most coverage of HIV and AIDS is on prevention: Out of the six topic categories (prevention, treatment, care, general, impact and other) prevention accounted for 41%; followed by general stories about HIV and AIDS (19%). Care and impact received the lowest proportion of coverage, at 13% and 5% respectively. This suggests that care, which has a major bearing on the lives of women, is still regarded as a marginal issue in the media; and that the long term consequences of the pandemic are not being sufficiently analysed.

There is a relatively high level of original stories being produced. A positive finding of the study is that the majority of stories on HIV and AIDS in the region (77%) are original stories written or added to by journalists, as opposed to those obtained from agencies and guest writers.

Policies, training and access to information can help to improve the quantity and quality of coverage: Through the collaborative efforts of a number of organisations, MAP offers support to media houses that wish to develop HIV and AIDS and gender policies and integrate these into workplace as well as editorial practices.

PEACEFUL PROTEST AGAINST ZIMBABWE'S ROBERT MUGABE



The arrival of a two day state visit by the President of Zimbabwe, Robert Mugabe to Namibia, sparked some Namibians to hold a peaceful protest in front of the Zimbabwean embassy in Windhoek on Tuesday, 28 February.

The protest was organized by the National Society for Human Rights.

Speaking at the event, Human Rights defender at the National Society for Human Rights, NSHR, Miriam Sakaria informed the crowd that the main reason for the protest was to add to the ever-growing international outrage over the dangerous human rights, prevailing in Zimbabwe.

"We are also here to express solidarity with the oppressed people of Zimbabwe, she said.



Sakaria stated that the Zimbabwean situation has been deteriorating unabatedly ever since the early 1980's starting with the genocidal massacres of more than 7 000 people in Matabeleland. "This situation assumed another dimension in the year 2000 and deteriorated even further following Mugabe's ill-advised and opportunistic land reform process."

In addition she noted: "We strongly believe that President Mugabe and his cohorts have qualified to appear before the International Criminal Court to face multiple criminal charges, including crimes against humanity and war crimes.



President Mugabe has become pariah and eyesore in the eyes of the International Community".

Some of the protestors, carrying the same sentiments, were seen holding up posters to express their concern of what they felt was inhuman treatment towards the Zimbabwean people in their own country.

One of the protesters Jinna Tibinyane said that she felt that Mugabe should not be here at all. "If the rest of the world doesn't want him then why should we?"



On her part, Carola Engelbrecht said: "I think it is outrageous. If the EU has banned Mugabe, how can we allow him to come visit us? He is doing nothing that our country should emulate!

She also expressed disappointment in the SWAPO Women's Council because they did not support the protest, because Namibians were turning a blind eye to their neighboring countries misery.

The NSHR called upon Mugabe and his government to respect the work of human rights defenders as envisaged in the 1998 UN Declaration on Human Rights Defenders (HRD) . It also called for the creation of an enabling environment, which would allow such HRDs to operate without fear of harassment, detention or torture.

