

# NAMIBIAN MEDIA 2020 HIGHLIGHTS

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JANUARY – DECEMBER 2020  
Media Content Analysis  
Company & Industry Overview

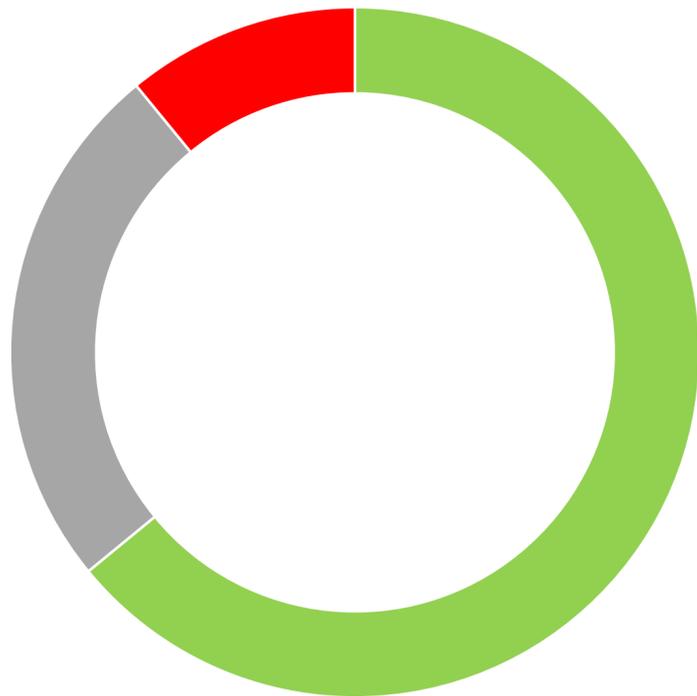
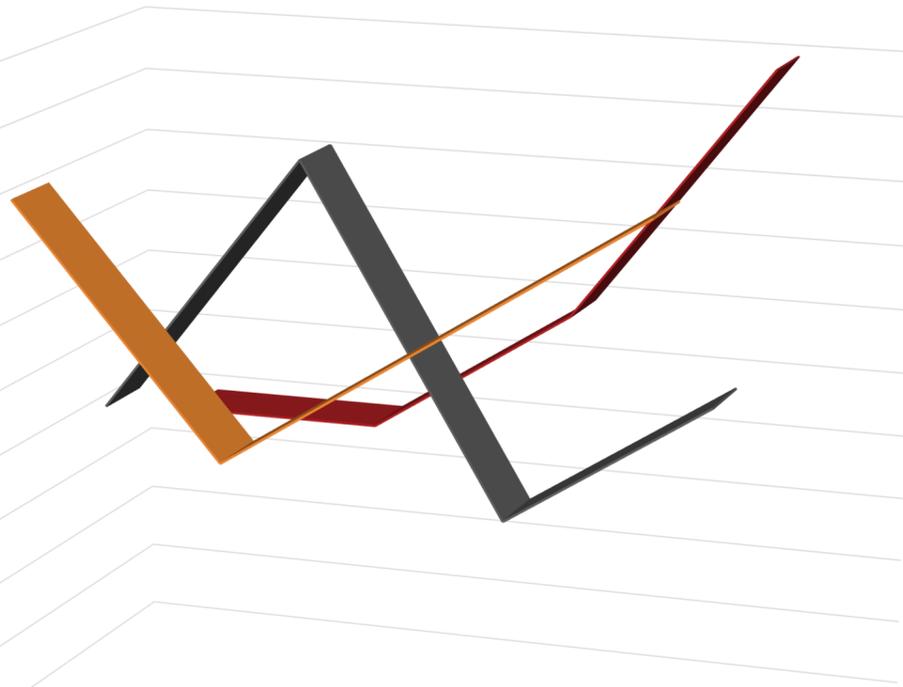


**NaMedia**  
Namibia Media Monitoring

# METHODOLOGY FOR BENCHMARKING

## Volume and Weighted Sentiment

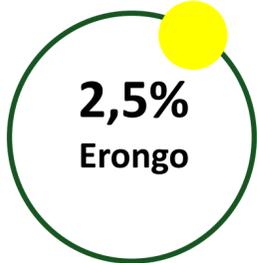
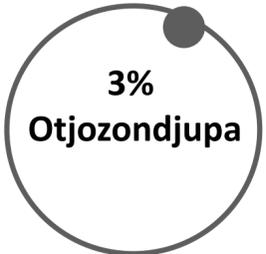
1. Volume coverage indicates the total number of mentions to the protagonist (subject, person, product, brand), relating to editorial (non-paid for) media coverage throughout all media (print, radio, tv news) monitored in 6 local languages. This serves as a platform to benchmark non-paid for media coverage with other protagonists appearing on the public agenda. Volumes are used to track a) are we communicating above the awareness threshold and b) are we relevant in terms of competing for the available media space in our industry, and in comparison, with other industries and companies. This is all non-paid for editorial media coverage.
2. Weighted sentiment is part of measuring the impact of each statement in terms of being negative, positive or neutral. The formula for weighted sentiment is  $(\text{positive}/\text{total} - \text{negative}/\text{total}) * 100$  - in short indicating how much more positive or negative overall volume coverage was. A weighted sentiment of -10% for two consecutive months, indicates a reputation crisis. The target is having at least 20% more positive coverage on a monthly/aggregate basis.
3. Share of Voice is weighed in terms of share of industry coverage - where the target would be to attain at least 20-25% of the available industry space by best positioning own spokespersons as leaders on agenda. Coverage should at least be 60% dedicated to brand/product, with 40% of coverage being shared, or mentioned coverage.



# FOCUS OF COVERAGE & CONTENT

NAMIBIAN PRINT AND BROADCAST MEDIA CONTENT ANALYSIS 2020: THE IMPACT OF COVID-19  
RESTRICTIONS ON BUSINESS AND EMPLOYEES WERE WIDELY COVERED, AS WAS THE ELECTIONS,  
AGRICULTURE, AND THE FISHROT SAGA

South Africa (6% of all Namibian print and broadcast media coverage) received high volumes of negative coverage in Namibia, relating to stock markets, international trade, politics, and COVID-19.



**Walvis Bay**

Impact of Covid-19 on employees and business operations, Fishing Rights Allocation, Fishrot

**Erongo**

Seats at regional council, government appointments, elections, voter registration, Bank Windhoek NIIHA Championship

**Kavango**

Oil exploration, procurement policy, compliance to government regulations, Hydrofracking, relations with farmers / support

**Swakop**

Sport awards, political relations, administrative costs (Covid-19), cooperation of companies, Swakop Food Festival

**Windhoek**

Social environment & community engagements, use of Social Media (Covid-19), service delivery (political, corporate), Fishrot saga

**Otjzondjupa**

National Youth Games, number of seats in regional council, sports development, farmer relations, poultry farming

In 2020, Namibian politics made headlines for several reasons, particularly during the November elections. Despite some controversial headlines during the year, it could be agreed that the political agenda would have massive impact on the state of the economy, especially amidst the global impact of Covid-19.

## STRUCTURE

### STRENGTHS

First Lady Monica Geingos and information Deputy Minister Emma Theofelus made the cut as the only two Namibians on the 2020 100 Most Influential African Women list

### MAIN THEMES

- Engagements with society
- Government regulations
- Relationship to political actors / parties
- Economic growth
- Leadership

### TOP OF RECALL PROTAGONISTS

- Mujoro, Theo
- Geingob , Hage
- Swartbooi, Bernardus
- Venaani, McHenry
- Shaningwa, Sophia
- Tjipueja, Notemba
- Hengari, Alfredo Dr.

### POLITICAL PARTIES SHARE OF VOICE

- PDM
- LPM
- IPC
- NUDO
- SWAPO
- AR
- RDP

### MOST NEGATIVELY COVERED

- Impact of political situation on economy
- Favoritism/Nepotism
- Medical Benefits
- Compensation payouts
- Tender award irregularities

Media Coverage across Print and Broadcast Outlets 2020

According to the Bank of Namibia, the Namibian economy was to grow by at least 1,5% in 2020 and 1,4% in 2021. However, as a result of Covid-19, economic analysts revised this positive outlook to negative for 2020. Ongoing job losses, wage cuts, uncertainty regarding future income, and a decrease in consumer-spent - continued despite ongoing repo rate cuts during the year.

## STRUCTURE

### STRENGTHS

- Economic situation
- Impact of crisis on economy
- Economic conditions
- Development: Infrastructure
- Labor legislation
- Economic growth

### MAIN THEMES

- Impact of crisis on economy: Coronavirus
- Economic growth
- Budget policy
- Stimulus packages
- Trade policy
- Indebtedness of private households

### TOP OF RECALL PROTAGONISTS

- Shiimi, Ipumbu
- !Gawaxab, Johannes
- Schlettwein, Calle
- Geingob , Hage
- Likukela, Mally
- Ipumbu, Lucia
- Kirchner, Barbel
- Shimuafeni, Alex

### COMPANIES SHARE OF VOICE

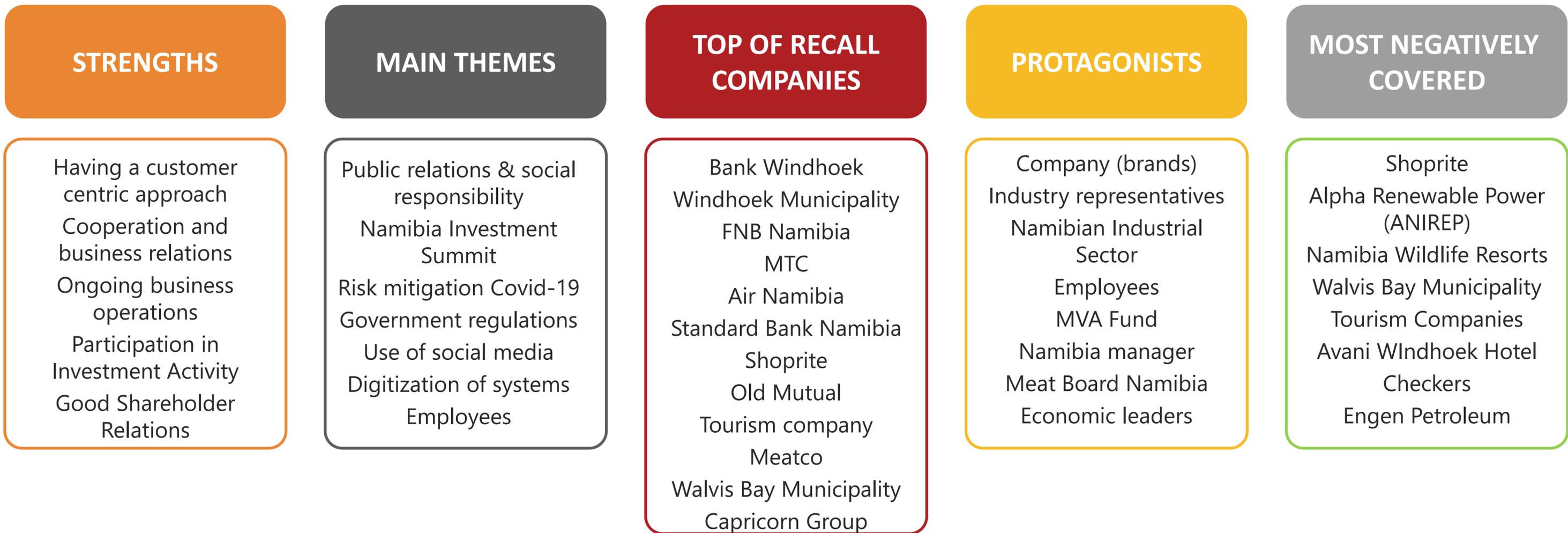
- Bank of Namibia
- Agribank of Namibia
- Development Bank of Namibia
- FNB Namibia
- Namdeb
- Social Security Commission

### MOST NEGATIVELY COVERED

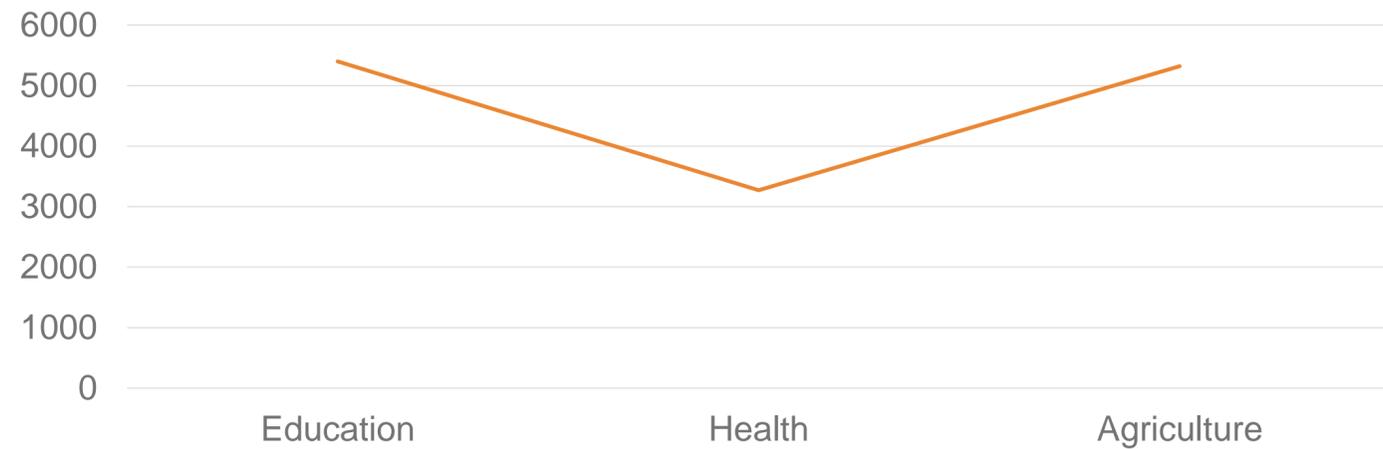
- Economic performance
- Risk mitigation: impact of Covid-19 on economy: Coronavirus
- Employee relations
- Redundancies

Media Coverage across Print and Broadcast Outlets 2020

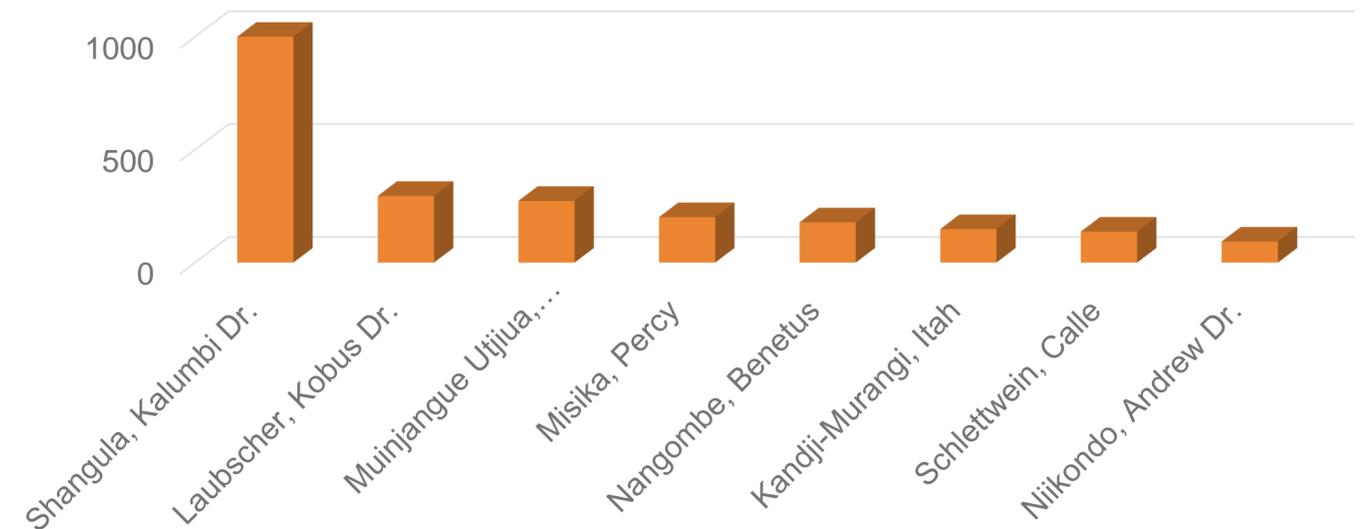
2020 again proved that the most value stakeholder remains to be employees, and customers. Companies with a clearly customer centric business plan and approach, by far received more positive media exposure. More than ever before, smart collaboration between companies (innovation, growth, sponsorships, alliance) were communicated during Covid-19.



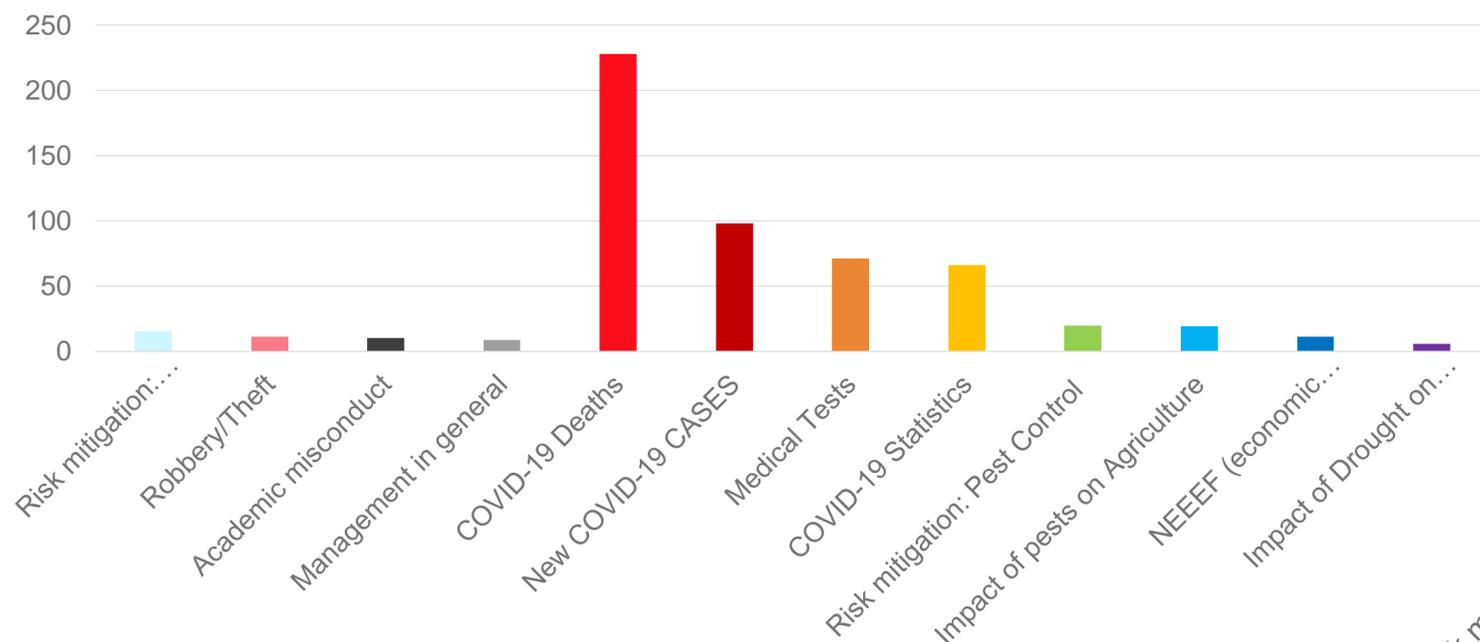
## COVERAGE ON INDUSTRIES/MINISTRIES 2020



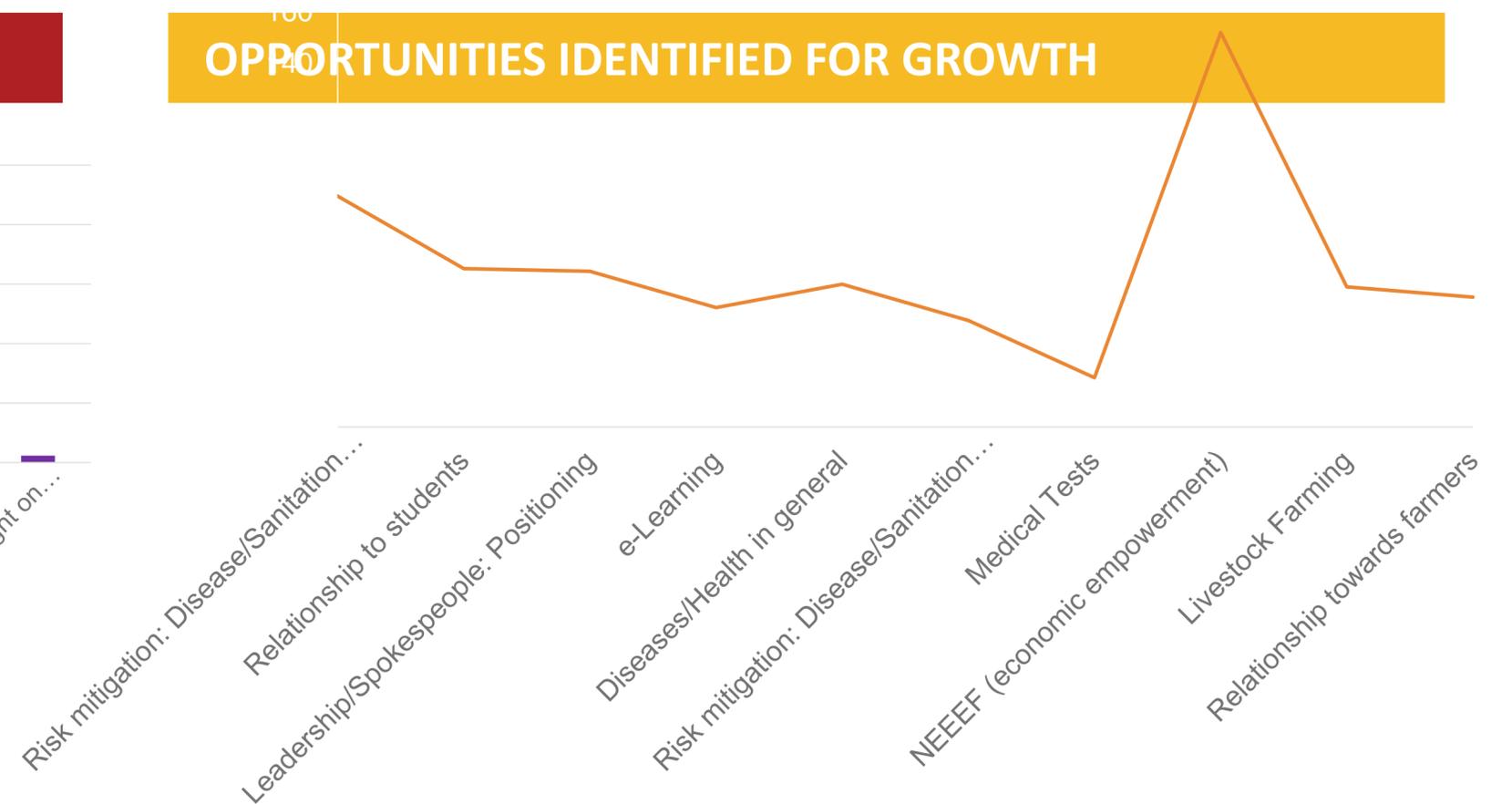
## TOP MENTIONED PROTAGONISTS & LINE MINISTRIES



## MOST NEGATIVE TRENDING MATTERS OF CONCERN



## OPPORTUNITIES IDENTIFIED FOR GROWTH



#	HIGHLIGHTS	RISK MITIGATION OPTIONS
1	As of 6:44pm CET, 19 January 2021, there have been 94,124,612 confirmed cases of COVID-19, including 2,034,527 deaths, reported to WHO.	Community transition remains to be effectively managed by risk mitigation measures.
2	Governments worldwide face a tremendous challenge in building up the logistics needed for mass vaccination against COVID-19 and providing clear messaging to their citizens to boost confidence in the shots.	Trustworthy sources need to lead the narrative in order to change perception, and to calm fears surrounding the safety of vaccines. Micro-level communications to communicate in a more relatable tonality.
3	Operational discipline and competency needed to design and implement a vaccination program amidst virus mutations emerging in new variants.	Funding and implementation at public health infrastructure, clearly articulated messaging to manage hyper-uncertainty.

## COVID-19 MEDIA AWARENESS

**Risk and Awareness**

		Decrease in Covid-19 cases, removal of strict lockdowns, ongoing education & health services,	Risk management: sniffing dogs, testing kits, sanitization, lockdown, compliance and enforcement of safety regulations
	Reports on new cases, Wearing masks in public, access to computers for remote learning, Covid-19 symptoms, closure of businesses, loss of jobs, food security, vaccines		Covid-19 exit and recovery plan, sustainability management, operating businesses
	Poverty & access to health, state of public hospitals, availability of ventilators, Covid-19 second wave, international news on Covid-19, deaths/new cases increasing	Covid-19 test results waiting period and access, Covid-19 results for travelling, fake news on social media, lockdown in poor communities	

Risk Level:



More Negative

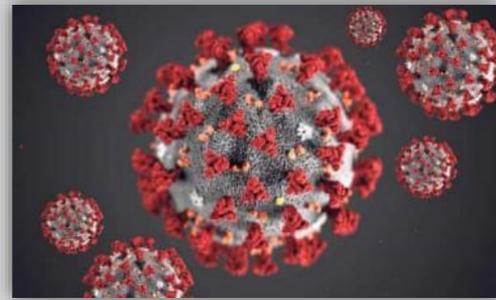


More Positive

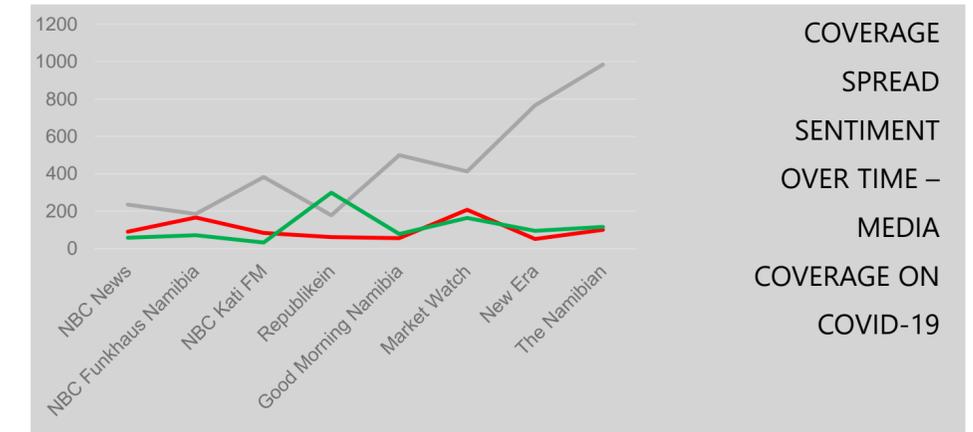
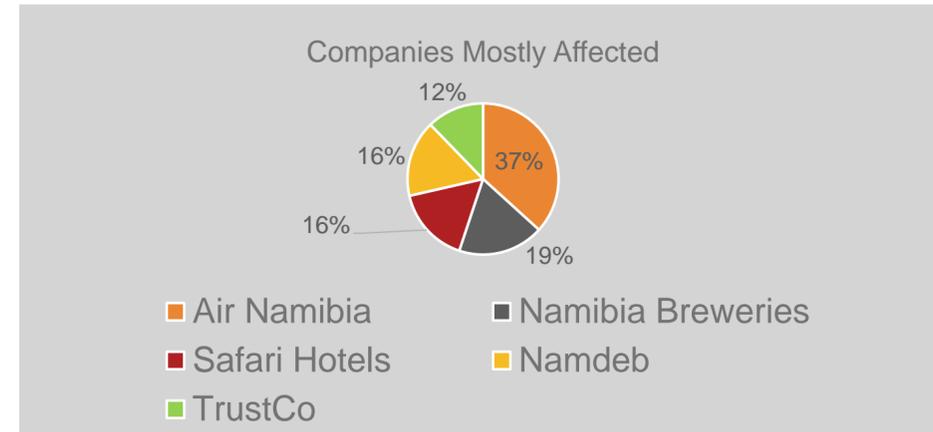
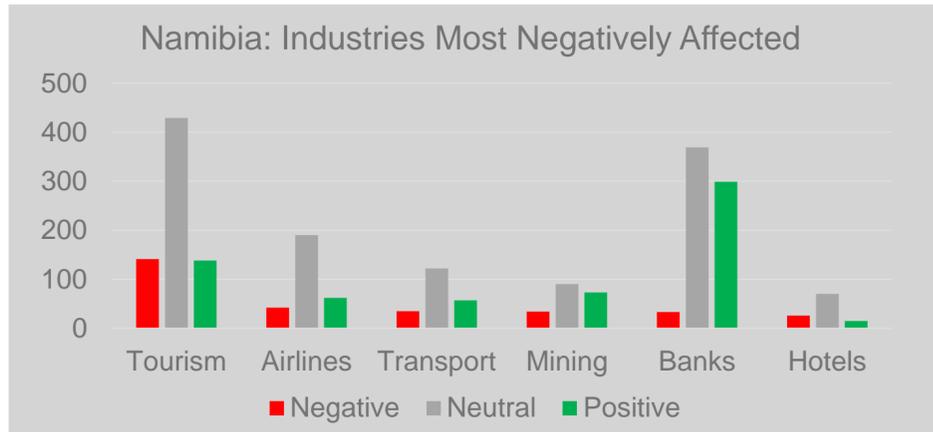
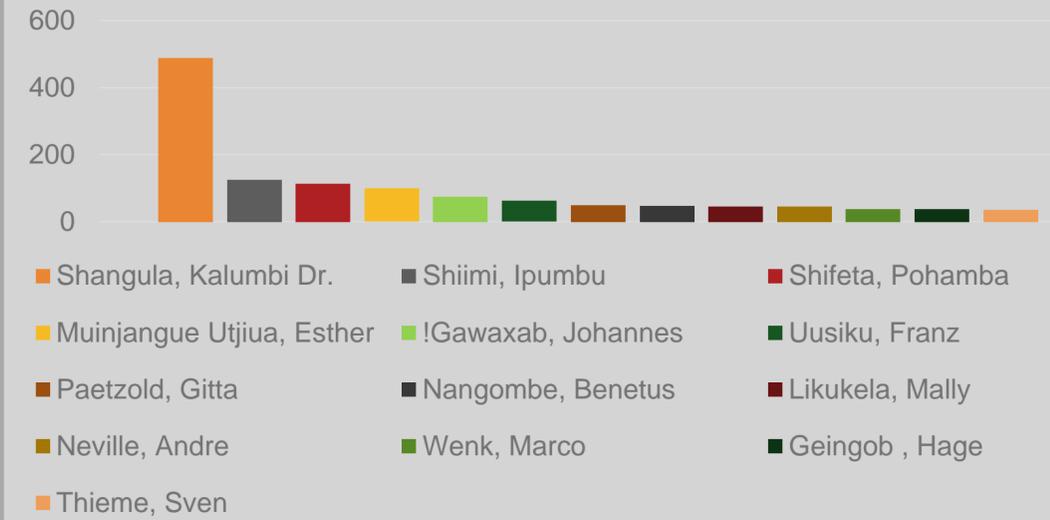
# COVID-19 IMPACT ON NAMIBIAN BUSINESS CLIMATE

14%

OF BUSINESSES MENTIONED COVID IN THEIR PUBLIC COMMUNICATIONS EFFECTING THEIR BUSINESS



POLITICAL AND CORPORATE LEADERS MOST INVOLVED IN COMMUNICATING THE IMPACT OF COVID-19 ON NAMIBIA'S BUSINESS CLIMATE



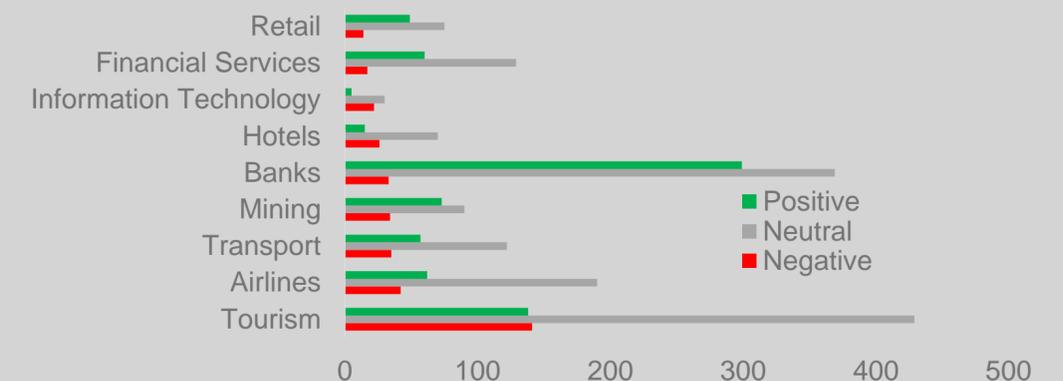
## MEDIA HIGHLIGHTS – TOP STORIES COVID-19 LEADING TO PEAKS IN AWARENESS

**State doctors, medical staff give up leave as pressure mounts** Namibia to close schools, limit public gatherings as COVID-19 cases surge

**Kuugongelwa-Amadhila, Haufiku butt heads** Economic recovery hampered by coronavirus - Geingob

**Namibia announces travel ban, partial lockdown after seventh coronavirus case**

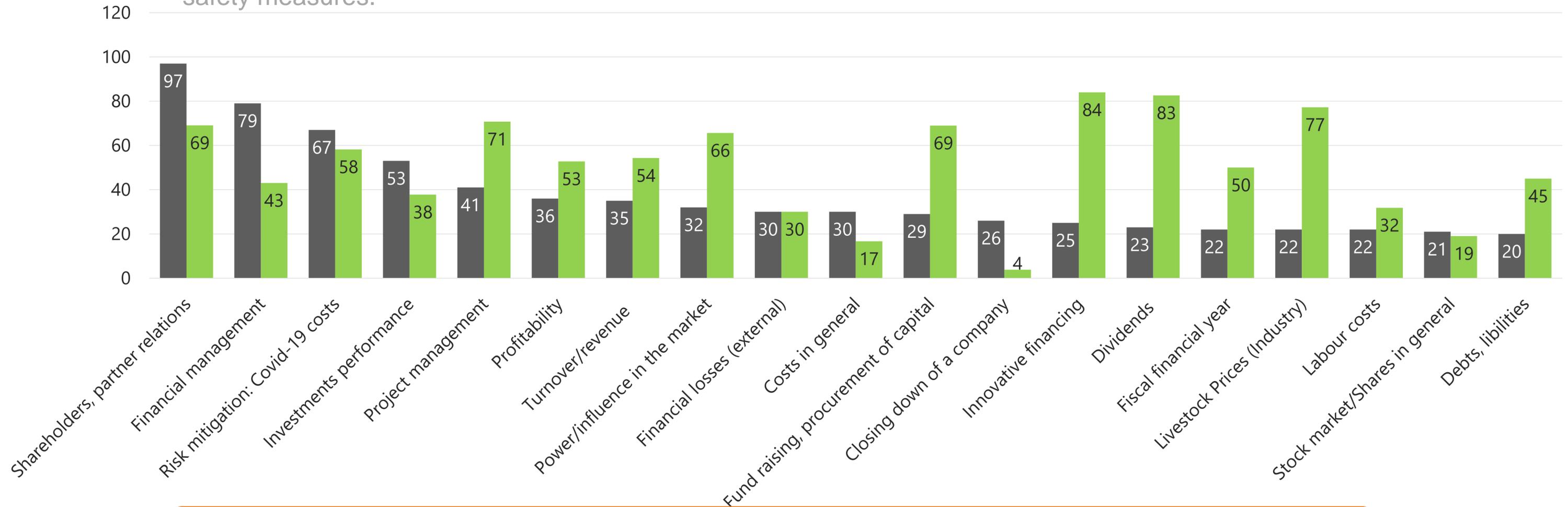
## Namibia: Industries In Focus



# FINANCIAL MANAGEMENT AMONGST INDUSTRIES

NET SENTIMENT (NEGATIVE STATEMENTS AS % OF TOTAL) ACROSS LEADING INDUSTRIES PERTAINING TO FINANCIAL MATTERS

PEAKS OVER TIME: INDUSTRY AND SENTIMENT - Effective project management, innovative financing, managing dividends, and effectively managing livestock prices generated favorable media sentiment. A good financial reputation was linked to maintaining good stakeholder relations (and interest), whilst spending responsibly amidst Covid-19 regulations & safety measures.



Positively recalled for financial management and innovative solutions: Nampost, FNB, MTC, Bank Windhoek, Standard Bank, Old Mutual

Negatively perceived amidst challenging business environment: Air Namibia, Shoprite, Tourism companies & SMEs, Nictus, Seaflower Pelagic, NWR, Okahandja Municipality, Transnamib, NBC, AMTA

# METHODOLOGY

PRINT, RADIO, TV, ONLINE, SOCIAL MEDIA



## PRINT MEDIA, 6 LOCAL LANGUAGES

New Era; The Namibian; The Republikein; The Namibian Sun ; The Allgemeine Zeitung  
(Including all inserts); Informante; The Patriot; Windhoek Observer ; The Villager; Confidente; Namib Independent; Prime Focus, Agriforum ; Kundana; Namib Times; Namibia Daily news; The Economist

## RADIO

NBC English; NBC Omurari FM; NBC Funkhaus Namiba; NBC Kati FM; NBC Kaisames FM; NBC Nwanyi FM; Hit Radio; NBC Hartklop FM, EagleFM, Radio Wave; Fresh FM  
99 FM; Base FM; Kanaal 7; Kosmos; Energy  
Omulunga FM

## TV

NBC NEWS: NBC, One Africa, NBC Business Today,  
Good Morning Namibia, Talk of the Nation, One on One, Focus 2030

## DATA FROM MILLIONS OF SOURCES

Blogs, forums, online news, social media, dark web, Youtube