

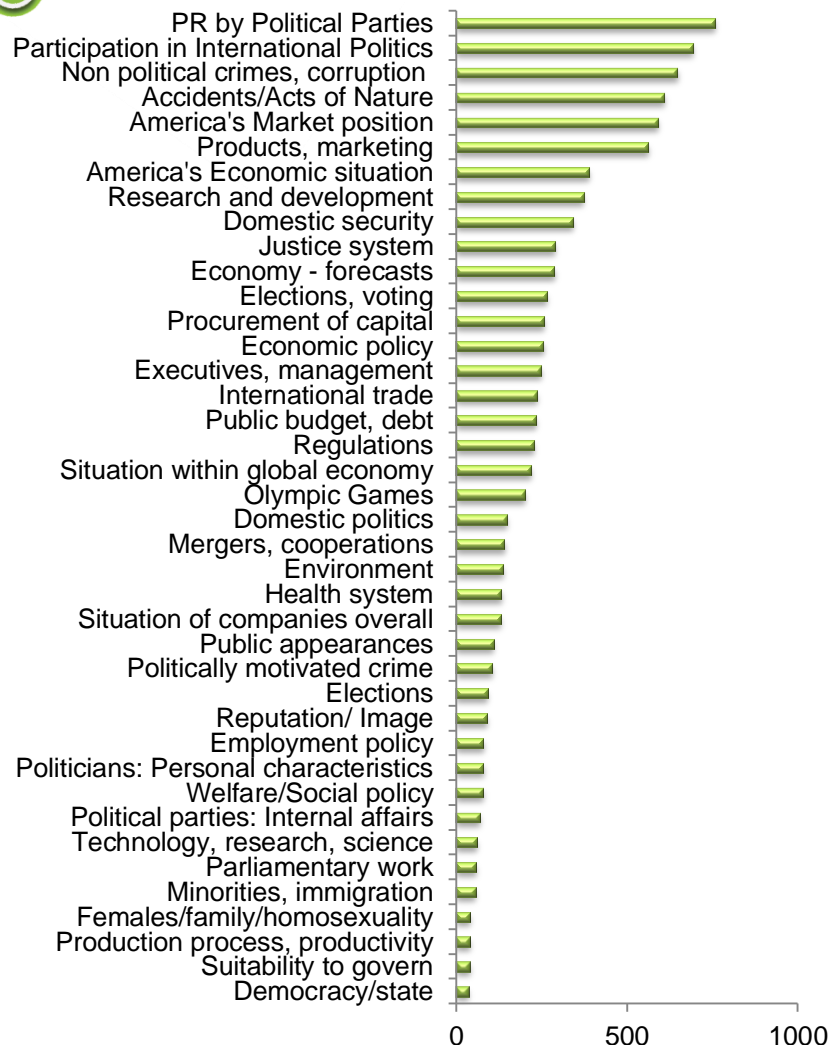
Namibian Mainstream Media Coverage on American Politics 2016





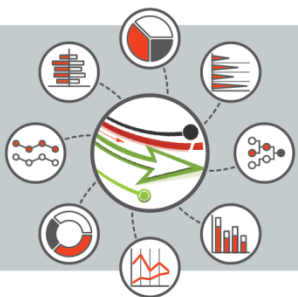
Namibian Media's Coverage on America: 2016

Political Campaigns (PR), Elections, Voting, Political Parties, Domestic Affairs, Political Party Internal Affairs, Democracy/State contribute 14% of Namibia's media coverage on America. Negative coverage towards 'political system/ parties' but with positive coverage on actual elections/ voting.

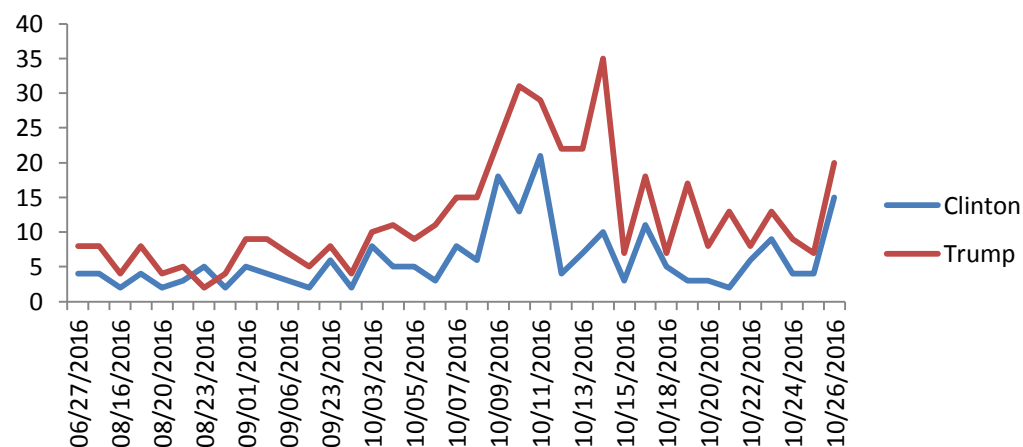
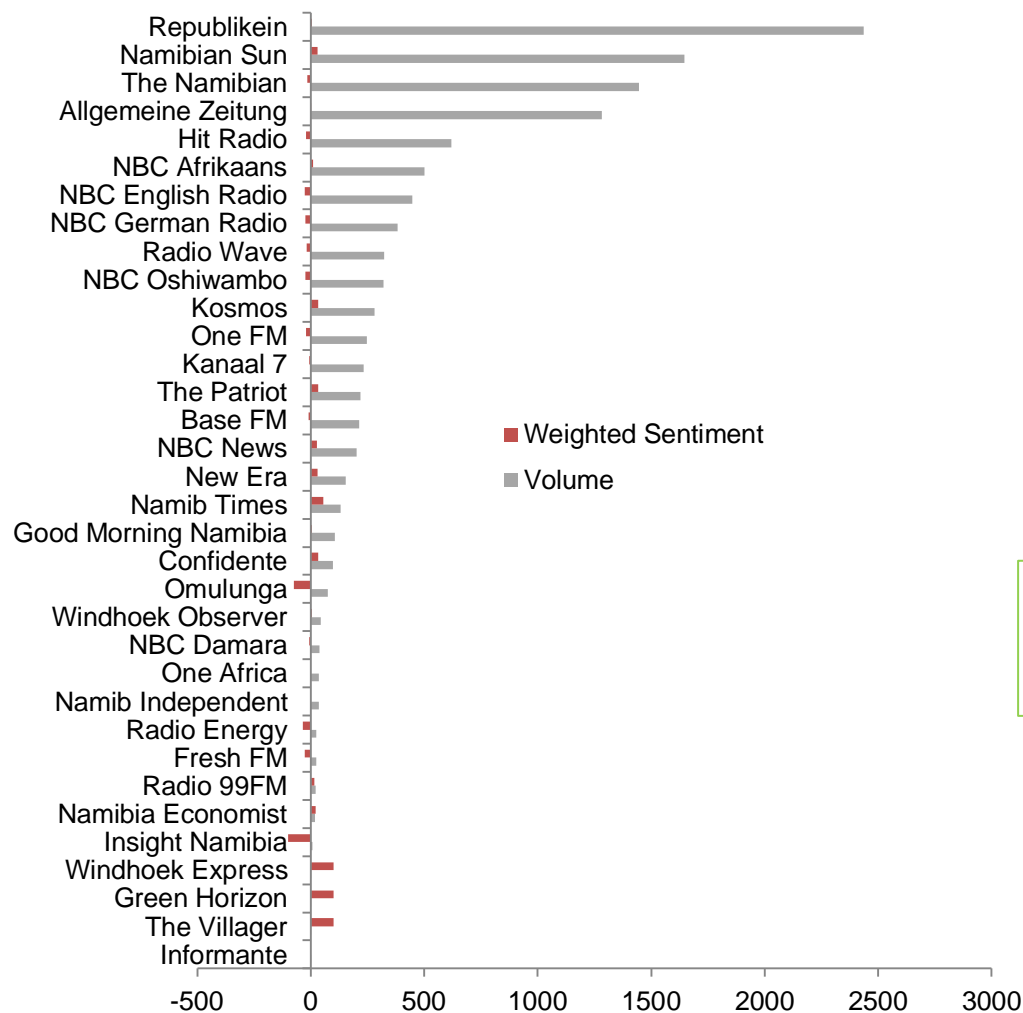


Topics most negatively covered (Namibia on America):

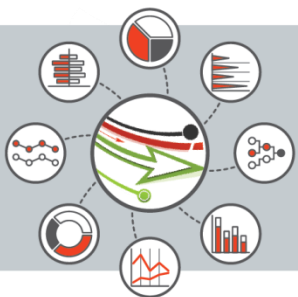
- Politicians' leadership qualities (rated -71% negatively; mostly towards President Trump)
- Political/civic culture
- Political parties: Competence
- Participation / Initiation of Warfare
- Revenue, tax policy
- Democracy/state
- Suitability to govern
- Statements on Females/family/homosexuality (Trump)
- Minorities, immigration (Trump)
- Politicians: Personal characteristics
- Politically motivated crime/corruption (Clinton)
- Domestic politics
- Public budget, debt
- Economic policy
- America's Economic situation
- America's Market position
- Non political crimes, corruption
- PR by Political Parties



NMH Media and The Namibian generated most coverage on the USA. The Republikein, and by far The Namibian Sun, reported with positive sentiment. The Namibian, Hit Radio, and NBC Radio generated mostly negative coverage.

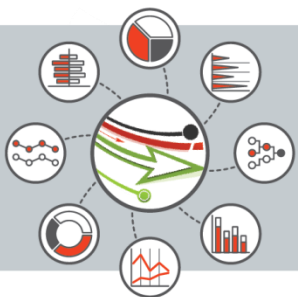


Namibian media generated higher volume coverage on Donald Trump, although coverage were more dispersed from October 2016



The Namibian directed more coverage towards the voting process, and the impact of the elections on the American economy and market position (globally). The Republikein emphasised economic policy, market positioning, and campaigning. The Namibian Sun related most to R&D and opportunities for Namibia.

	Republikein	The Namibian	Namibian Sun	Allgemeine Zeitung	Hit Radio	NBC English Radio	NBC Afrikaans	NBC Oshiwambo	NBC German Radio	Radio Wave
■ Democracy/state	0	31	3	0	2	2	0	3	1	0
■ Human Rights	2	4	12	2	1	5	0	5	0	1
■ Political parties: Internal affairs	61	0	0	0	0	0	6	0	0	3
■ Elections, voting	61	152	25	27	119	44	11	32	14	39
■ Suitability to govern	7	4	1	1	6	20	0	18	4	5
■ Public appearance	45	52	21	16	10	10	12	4	20	4
■ Domestic security	68	38	25	39	43	29	37	27	7	22
■ Politically motivated crime	14	28	5	11	8	3	9	4	8	7
■ Non political crime	70	87	94	90	79	46	32	40	37	52
■ Official: Position within organisation	6	9	3	0	0	6	20	9	0	0
■ Justice system	49	47	24	5	28	42	32	30	23	16
■ Minorities, immigration	5	21	1	1	2	3	8	2	3	6
■ Elections	25	8	15	7	7	20	16	8	5	3
■ Domestic politics	5	27	17	8	29	27	10	25	8	4
■ International politics	119	46	35	50	39	79	140	56	54	8
■ International trade	23	24	70	2	17	28	16	19	5	0
■ Public budget, debt	109	40	21	7	6	1	1	1	0	0
■ Economic policy	221	18	6	1	10	0	2	0	0	2
■ Economic situation	86	145	56	75	1	0	8	0	0	0
■ Situation within global economy	27	45	76	26	8	0	1	0	5	10
■ Situation of companies overall	15	28	0	0	0	19	45	0	5	0
■ Market position	267	42	103	129	8	4	13	4	0	0
■ Regulations	46	32	11	39	13	0	1	0	0	1
■ Procurement of capital	152	8	59	29	0	0	0	0	0	0
■ Mergers, cooperations	74	20	12	24	0	5	0	0	0	0
■ Executives, management	121	51	39	38	8	0	0	7	0	0
■ Research and development	19	0	286	32	9	4	0	0	2	27
■ Public relations / communication	212	68	95	159	109	18	6	4	44	33

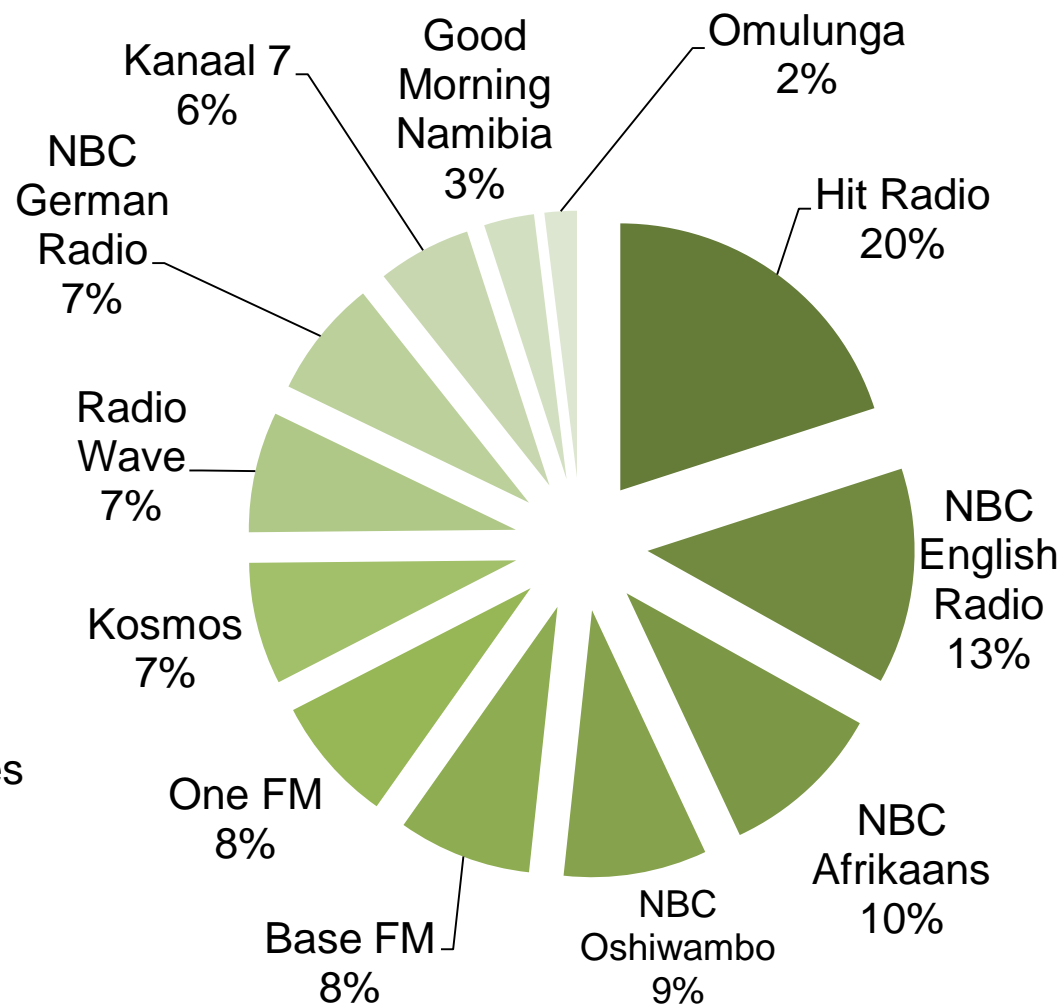
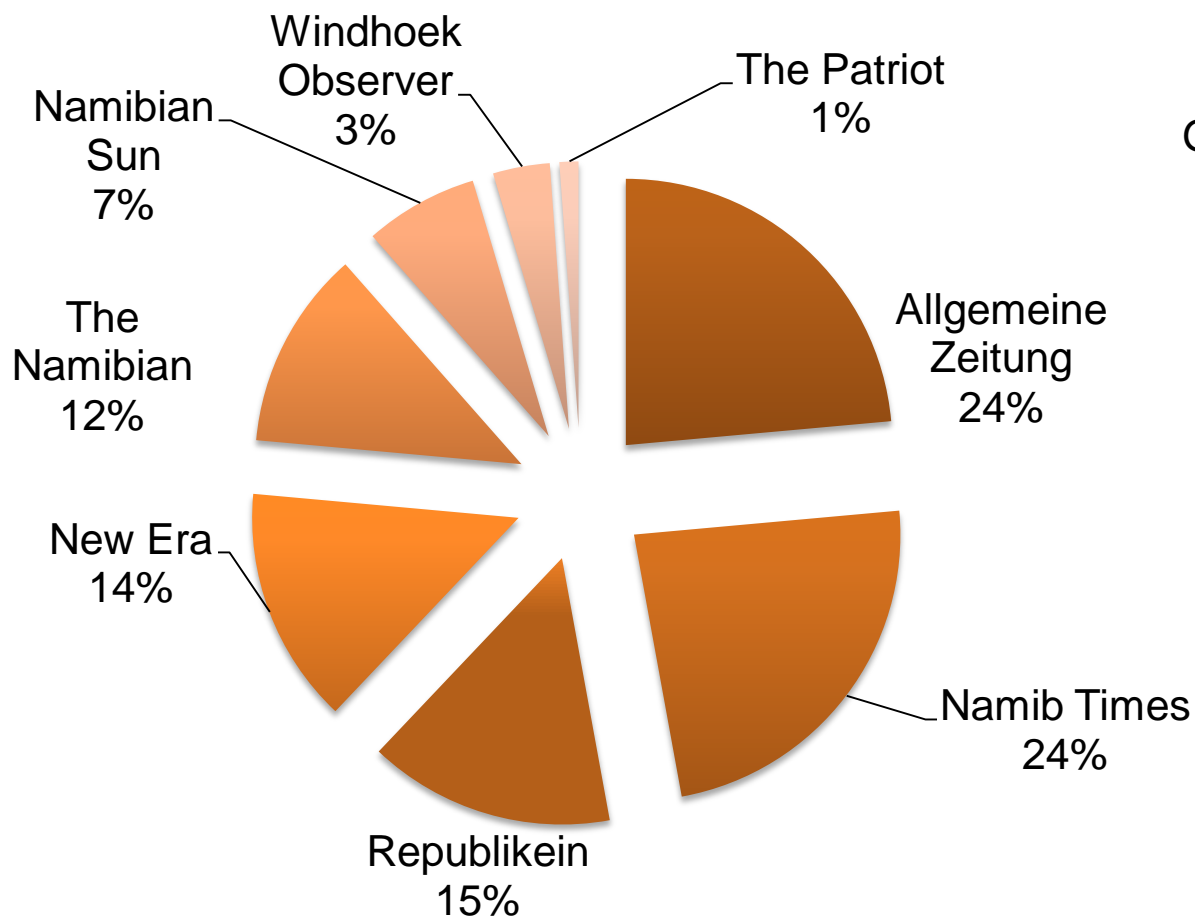


Print media featuring most front page articles relating to American Politics

(Graphs indicate relation to each other in terms of front page volumes)

Front page articles featured negative weighted sentiment (-11% more negative); indicating 144% more negative than positive statements.

***Negative coverage was mostly driven via Namibian radio outlets' main news bulletins.*





Methodology

Print Media

New Era + New Era Weekender

The Namibian, Indi Post

Republikein (WE, B7, Die Boer)

Allgemeine Zeitung Namibian Sun

Namibia Economist Windhoek Observer

Namib Times, Southern Times Informantè Villager Confidente

Kundana The Patriot Namib Independent, Elegance Magazine

Insight Namibia, Consumer News Prime Focus, Leadership Magazine



TV

NEWS: NBC, One Africa, NBC Business Today,

Good Morning Namibia, Talk of the Nation, One on One, Green Horizon



Radio

NEWS: Base FM; Fresh FM, Hitradio, Kanaal 7, Kosmos; One FM (Old Kudu); NBC Afrikaans; NBC Damara; NBC English; NBC German; NBC Oshiwambo; Omulunga; Radio 99; Energy; Radio Wave, NBC Silozi



Data from millions of sources

Online, Social Media (excluded from this study)

