

January 2011 – May 2016  
Labour Issues Content Analysis  
Snapshot Report



Graham Hopwood, Executive Director, Institute for Public Policy Research: “It would be good to see some of Namibia’s leading companies adopt some of the ideas [Encouraging Equal Opportunities in Namibia] regarding equality in the workplace and actively promoting family-friendly workplace policies. Companies should set out to adopt best practices in this area. Umbrella organisations like commerce and industry bodies can also promote the suggestions in the pamphlet to their members.” (Feb’16, Namibia)

### Print Media

New Era

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

### 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

### Television

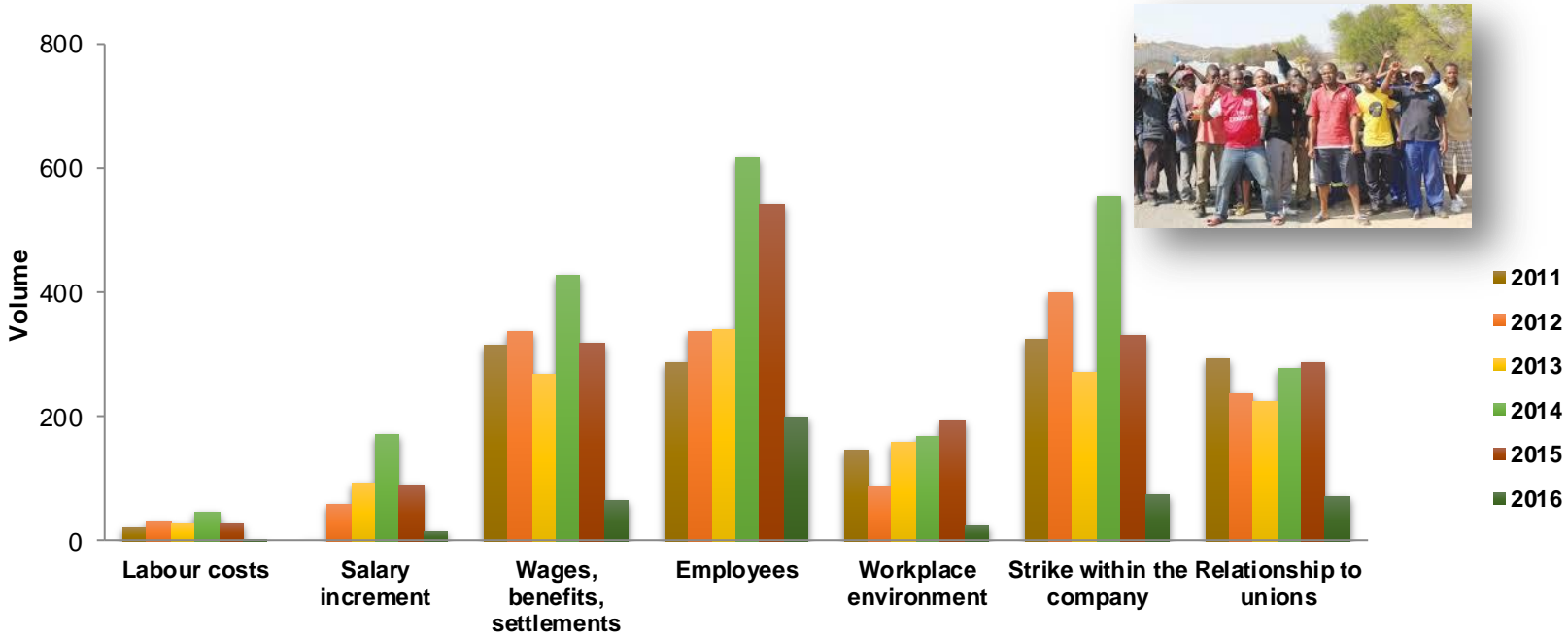
NEWS: NBC, One Africa, NBC Business Today,

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

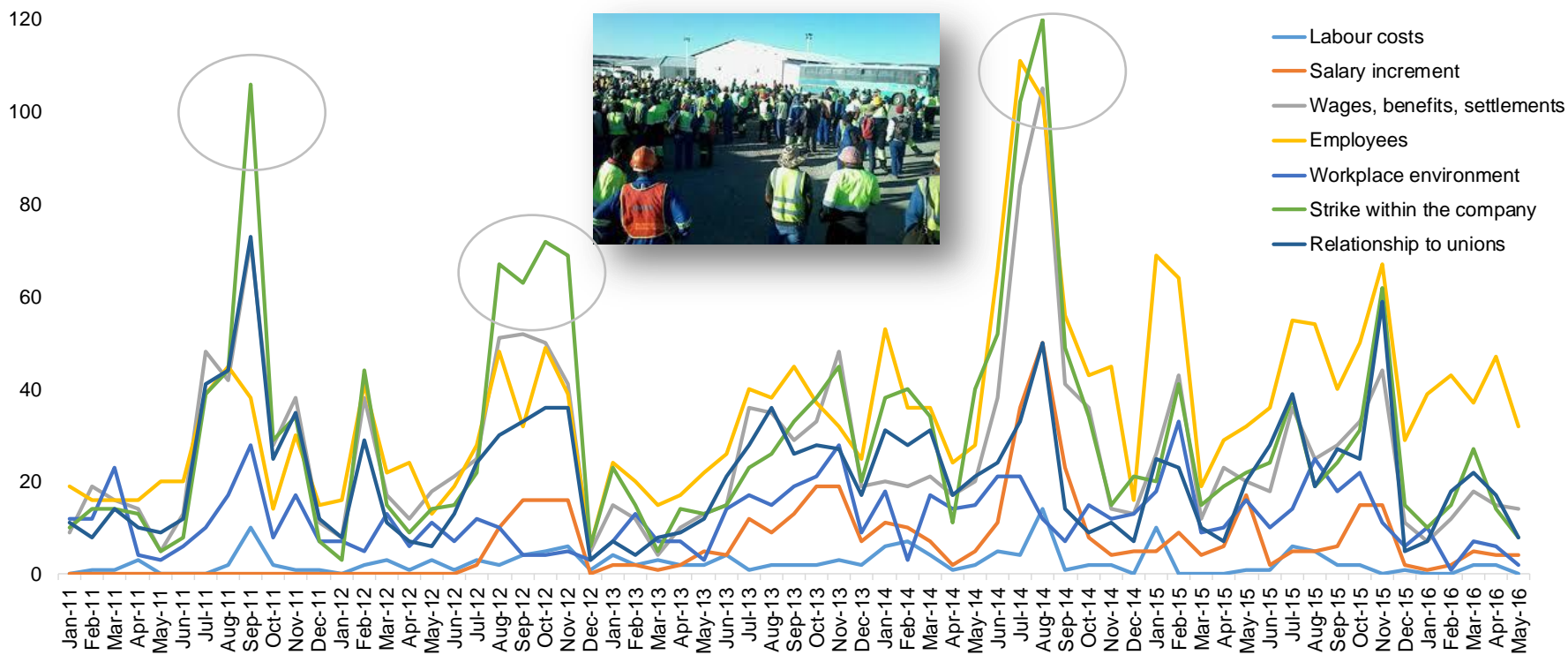


The year 2014 generated most negative coverage concerning the Namibian labour agenda. Deteriorating employee relations as coupled with unsuccessful labour union negotiations generated most coverage across media. Minimal reference to cost of labour or productivity during these periods, with most coverage relating to employee benefits (not employer costs).

**Negative Labour Issues: Jan'11-May'16**

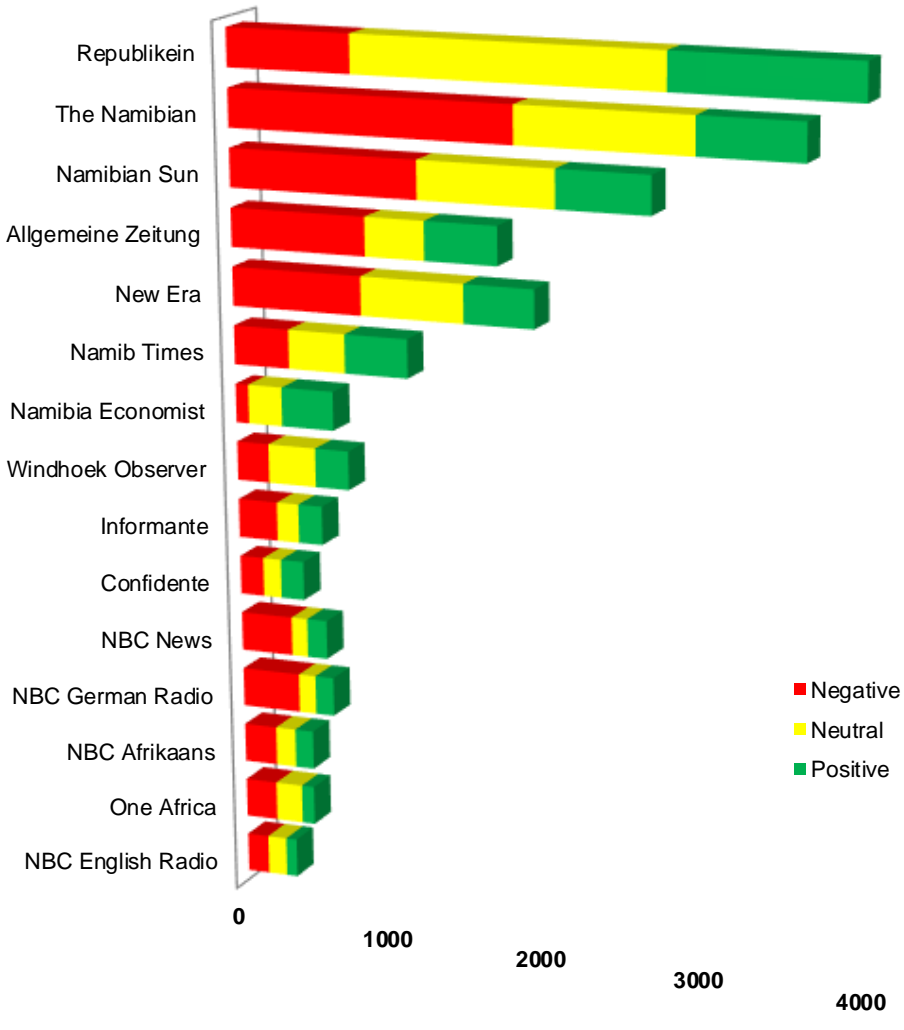


Coverage on strikes peak annually during August. Namibia can expect the same in 2016 given the drought, increased food, energy and fuel prices; and the anticipated interest hikes by the bank of Namibia



Daily print media generate most in-depth and investigative coverage. Industries most affiliated with labour crisis are mines, airlines, fisheries, food, and transport.

**Top Media Driving Negative Laour Issues: Jan'11-May'2016**



Media Outlet	Volume	Weighted Sentiments
NBC English Radio	328	-20
Confidente	418	-29
One Africa	454	-20
NBC Afrikaans	456	-55
Informante	548	-37
NBC News	563	-1
NBC German Radio	600	-16
Namibia Economist	636	2
Windhoek Observer	729	35
Namib Times	1122	4
Allgemeine Zeitung	1699	-23
New Era	1926	-21
Namibian Sun	2646	-23
The Namibian	3569	-32
Republikein	3917	10



Namdeb  
Rossing  
Lonmin Plc  
Anglo American Platinum



- Air Namibia
- Luftansa
- Air France
- Deutsche Bahn



- Etale fishing
- Seaflower Fishing
- Namsov fishing
- Tunacor fishing

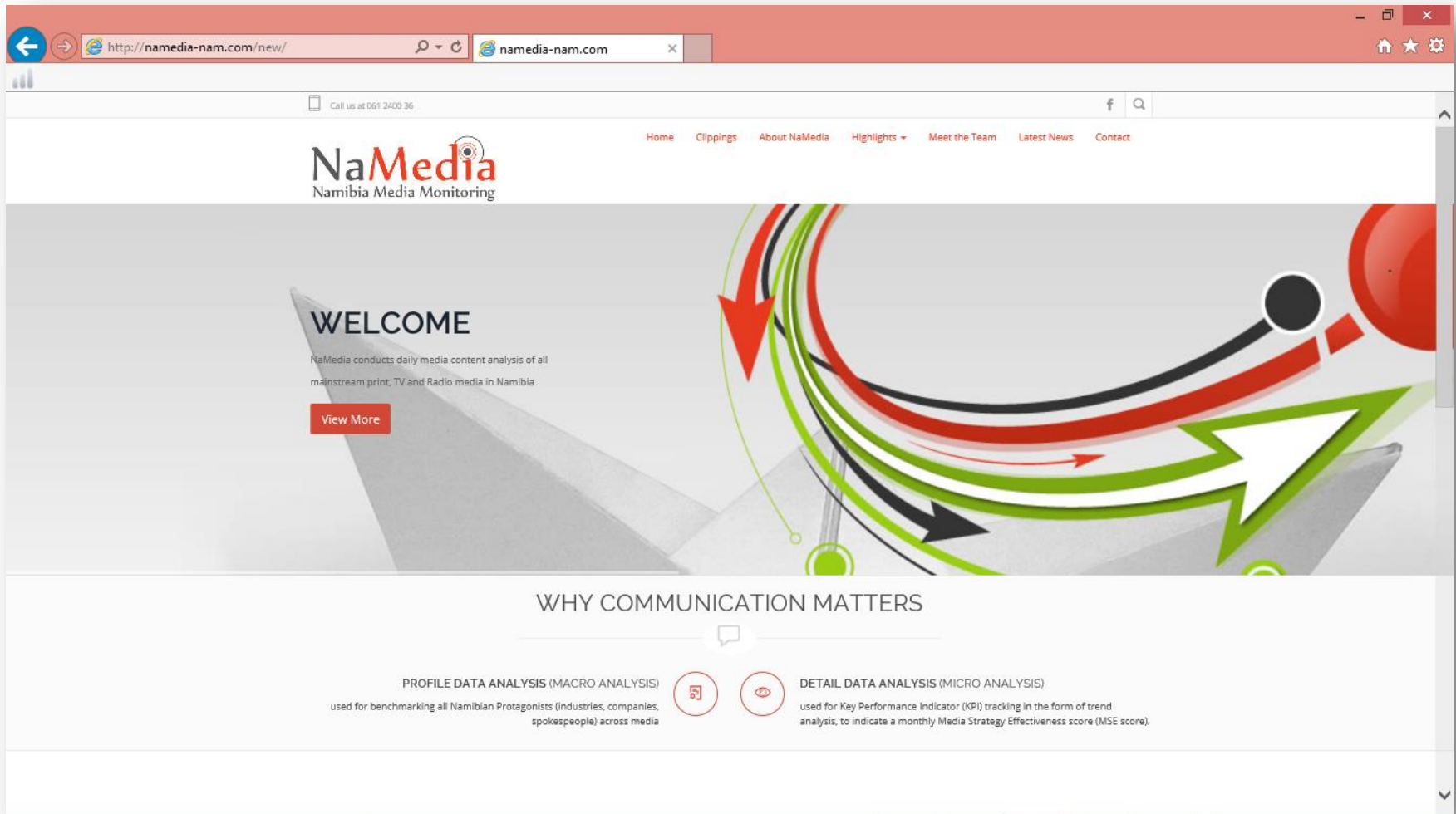


- Namib Mills
- Namib Dairies
- Feedmaster
- Clover SA



- TransNamib
- Stevedoring Services of America
- Unitrans Ltd

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