
MEDIA RELEASE

Menesia Muinjo Appointed as Chief News and Programming

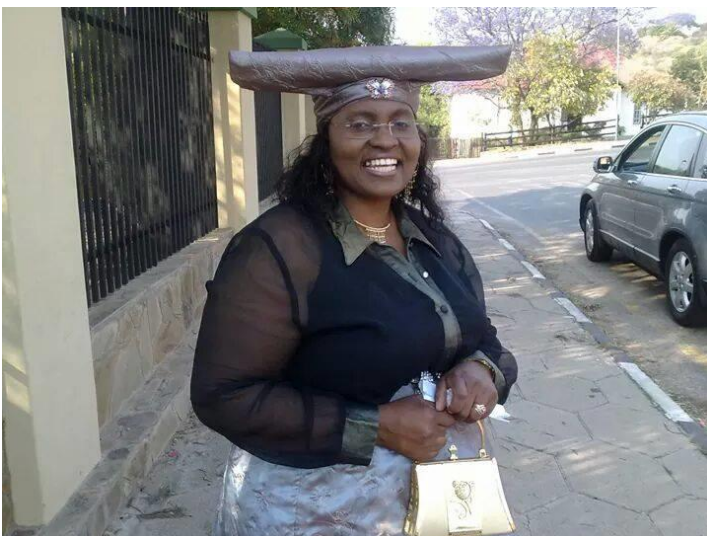
PRESS RELEASE

21 August 2014, Windhoek; Namibia. The nbc Board has appointed Ms. Menesia Muinjo as Chief News and Programming Officer, effective from first (1st) September 2014 on a five year contract. The position effectively increases women representation at executive level to 40% in equivalence with the National trend of 50-50 women representation.

Welcoming Ms. Muinjo on board, the nbc's Director-General, Mr. Albertus Aochamub said that this appointment comes as recognition of her contribution over a number of years to nbc specifically and the broadcast industry, generally. "She has also seen tremendous personal growth herself during the past few years which we trust will benefit those she will be interacting with in her new role. We are supremely confident that Menesia is an asset to nbc and will help us move closer to becoming a multimedia public broadcaster of choice in Africa much faster than we anticipate. She is warmly congratulated," he added.

Muinjo will be amongst others responsible for the strategic positioning of the corporation's core business in the following departments:

1. News and Current Affairs (TV and Radio and Online/Multi-media platforms),
2. Content Hub,
3. TV Services and Radio Services,
4. She will provide overall leadership to the teams in the News and Programming Division.



Muinjo was amongst the first young journalists at the nbc that was awarded bursaries at the dawn of independence to study journalism and be part of the broadcasting transformation in Namibia. She grew through the nbc Newsroom ranks from the position of student reporter in 1991 to General Manager (GM) News and Current Affairs in 2003, a senior leadership position she held for six years before she was appointed as GM Commercial Services in 2009. She was later appointed Head of Sales, the position she held till her new appointment. Muinjo possesses a combination of practical (content) and airtime and programme sales knowledge which makes up a good mix to balance both the audiences and buyers (advertisers) needs and preferences. Her passion for broadcasting has been the driving force for her profession. Muinjo's appointment brings to two (2); the number of total female leaders in the nbc's Senior Leadership Team (EXCO) which is 40% in terms of gender representation at the top leadership level.



Professional experience:

As one of Namibia's well-known former journalists and Prime Time News Anchor on nbc TV, Muinjo boasts 23-years of broadcasting experience as a media practitioner and leader. She reported for the CNN World Report Programme.

Academic career:

1. Teaching Certificate from the then Ongwediva Teachers' College in Ongwediva, now University of Namibia's Hifikepunye Pohamba Northern Campus.
2. National Diploma in Journalism from the Cape University of Technology, CPUT in South Africa
3. Recently completed her MBA from the Institute of International Business Relations (IBR) at the University of Steinbeis, Berlin, Germany
4. PhD candidate at the Governance School, University of Witswatersrand (Wits), South Africa.

As part of her professional contribution to the media industry and Namibia in general, Muinjo has been ploughing back by sharing her accumulated knowledge with various sectors.

1. Founding member and Vice-Chairperson of the Editors' Forum in Namibia.
2. Advisory Committee Member for the Information & Communication Studies Department in the Faculty of Humanities and Social Sciences at the University of Namibia.
3. Advisory Board Member of the Communication and Technology Department at the Polytechnic of Namibia.
4. Member of the recently formed Information Ethics Network in Namibia.
5. External Moderator of the Radio and Audio Production of the Media Studies Students of the Polytechnic of Namibia and the Business and Marketing Management Students at the same institution.
6. Current Vice-President of the Africa Network for Environmental Journalists, ANEJ.
7. Cape Peninsula University of Technology, CPUT Alumni-Namibia Chapter Coordinator.
8. Member of the Agricultural Research in Africa (FARA) Network Round Table which consists mostly of individual experts in agriculture, decision-makers from both private and public sector, investors, farmers, NGO's etc. who formed part of the 2014 pre-event to the 10th Comprehensive Africa Agriculture Development Programme, CAAP to assess CAADP's decade of existence and planned for the next 10 years. This group, during the CAADP Partnership Platform deliberated on the alignment for the Science Agenda for Africa to CAADP's Framework Results for the next 10 years.
9. Member of AFAPP – Africa Forum for Africa Food and Agriculture Policy Platform established under FARA (Forum for Agricultural Research in Africa which is the technical Arm for the African Union on mainly rural agriculture development.

Family life:

She is married to Baby Muinjo. They have daughter, Nancy Chi-Chi Kokuakupi Vevangaune and a lovely son, Clinton Fluksman Kapangurua Muinjo as well as another handsome boy, Kevin Magnus Tendai Kadhila, her younger sister's son the family raised from childhood. "My family contributed immensely to where I am today and I am sure they will continue to support me as I take on the challenge of strategically advancing the News and Current Affairs Division. She thanked the nbc Board and Senior Leadership Team (Executive Management Team) for the trust to appoint her to one of the most key and challenging positions at the Namibian Broadcasting Corporation.

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ABOUT NBC (www.nbc.na)

NBC's Purpose is to become a leading Multimedia Public Broadcaster of Choice in Africa. It is the only Namibian broadcasting house that runs radio broadcasting in Ten (10) Namibian languages and three (3) Public Service TV channels. NBC offers local, SADC and International news, current affairs and entertainment programming. It covers more than 98% of the Namibian population with a radio (FM) signal, 67% Analogue TV - and 62% with a digital TV signal. It further broadcasts beyond the Namibian borders on the DSTV audio bouquet and online at www.nbc.na
