

MEDIA STATEMENT

NBC/ECN ELECTION COVERAGE

In the forthcoming Presidential and National Elections 2014, the Namibian Broadcasting Corporation (nbc), in unification with the Electoral Commission of Namibia (ECN) have devised a policy of free and fair media coverage of the election process including the registration of voters, the registration of political parties, supplementary registration of voters, rallies of participating political parties, the voting process, counting as well as the final announcement of the results.

The objective is to inform and educate voters of the importance of the election process, to encourage eligible voters to participate and exercise their democratic rights. The nbc has prepared effusively and plans to broadcast election related panel discussions on both radio and television mediums. One on One interviews are to be conducted with Presidential candidates, using the 1on1 slot. In addition, the nbc will cover media conferences by the Electoral Commission and political parties.

nbc radio's Current Affairs are to conduct live telephonic interviews with reporters in the field in the various regions, as well as political party representatives and polling officials on both the World At Six and Update Namibia programmes. The same will apply in Windhoek with colleagues stationed at the Electoral Commission of Namibia. The broadcaster has also organized studio interviews with political analysts on the performance of participating political parties from the first elections to date as the vote results stream in. Television and radio interviews will review the Election manifesto's of the different political parties with representatives and political analysts as well as the electorate on the promises political parties have made to them.

The national broadcaster has various teams in the regions that will look at region-specific issues of achievements and challenges with regard to development. These teams are to liaise with political, traditional and civic leaders, professionals and ordinary people on those achievements and challenges.

nbc has enlisted the aid of Robin Tyson to train and prepare its reporters and producers in matters of professionalism, ethics and in the regulation of news stories. Social media tools are to have a strong presence in this year's election.

The national broadcaster is set to broadcast live from the ECN centre for a minimum duration of three days, namely; the voting, counting and announcement of result days. To set the tone of this important event, the nbc will also have a two hour-live broadcast from the ECN centre a day before the voting day.