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**MEDIA RELEASE**

**SABA re-elects Albertus Aochamub as President for 3<sup>rd</sup> time and appoints First Female Secretary-General Ellen Nanuses**

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**FOR IMMEDIATE RELEASE**

**21 August 2014, Windhoek; Namibia.** The Southern African Broadcasting Association (SABA) has re-elected Albertus Aochamub for the 3<sup>rd</sup> consecutive term as President during its 2<sup>nd</sup> Annual Digital Summit and 22<sup>nd</sup> SABA Annual General Meeting (AGM) that took place from 27-29 August 2014 at Ezulwini, Swaziland. In a historic and unprecedented move the SABA board appointed for the first time in its twenty-two years existence, a woman as Secretary-General, in the person of Ellen Nanuses. Furthermore, the newly elected SABA Board has now a 50-50 representation and gender balance with the election of four women and four men to the Board, in accordance with the gender parity target of the SADC Gender Protocol. This historic breakthrough follows a long history of a one hundred percent male Board.

Aochamub welcomed Nanuses on board stating that, "Women are usually known for being better at multi-tasking." At the same time, he acknowledged outgoing SABA Secretary-General, Cecil Nguvauva, for his valuable contribution to the growth of the regional body. He also commended the Secretary-General of the Commonwealth Broadcasting Association (CBA), Sally-Ann Wilson for her professionalism and immense input to public broadcasting in member countries over the years.

The summit was officially opened by Swaziland's Minister for Information, Communication and Technology, Hon. Christopher Ndlangamandla representing the Hon. Prime Minister, Dr. Sibusiso Barnabas Ndlamini. He said that SABA was started by broadcasters of SADC member countries to add voice to the voiceless citizens of Southern Africa and to ensure positive and realistic representation of African images on the broadcasting platforms. He reiterated that SABA was created to provide solutions to their broadcast and media challenges. "I was impressed by the solutions SABA currently sits with, in terms of the digital broadcast challenge. The current leadership of this association has the regional media matters at heart. They are indeed ready to address our digital media challenges. All we need to do is to align the vision of this association to tie in properly with our expected deliverables," he added.

The theme of the summit was *Promoting African Heritage through Content for Digital Media*. "Content is King. Africans should not look at their television screens ten years from now and see aliens. Instead, they need to take the responsibility to set the agenda on how they want to be perceived by themselves and the world," said SABA President, while emphasizing the importance of being at the forefront of showcasing African stories first hand and not allow third parties to tell the African Stories.

The SABA AGM and Summit was attended by close to one hundred-and-fifty media industry role players including Director-Generals, Chief Executive Officers, Regulators, Chief Operation Officers, Media Managers and Journalists. Most of the topics covered accentuated the theme that *content is king* such as, the effective content regulation in the digital environment; DTT switchover – distribution and monetization of content; delivering high quality content; content preservation; pan Africa content development and

management; local content development; convergence of digital television and mobile network ecosystems in Africa; digital radio management, gender mainstreaming amongst others.

SABA has also ensured that the SABA Gender Committee is revived and strengthened. To show SABA's commitment to Gender, the regional body has collaborated with UNESCO to hold a parallel workshop on Gender Mainstreaming at the 2<sup>nd</sup> SABA AGM. The meeting, facilitated by Gender-Links reviewed research findings showing that women are still missing from top management and leadership in the media. The most recent monitoring shows that women constitute a mere 22% of news sources in the Southern African media. Public broadcasters have a critical role to play in advancing gender equality and women's empowerment in and through the media, in accordance with the SADC Protocol on Gender and Development. Case studies presented by Swazi TV and the Mauritius Broadcasting Corporation – both Centres of Excellence for Gender in the Media – showed how women sources now exceed 33%, underscoring the fact that with political will and deliberate effort change is possible.

As we count down to 2015, the deadline for the Millennium Development Goals, and the 28 targets of the SADC Gender Protocol, SABA commits to:

- Play an active role in the UNESCO-led Global Alliance on media and Gender (GAMAG), where SABA is the nominee for Vice- Chair of the International Steering Committee.
- Support the Centres of Excellence for Gender in the Media coordinated by Gender Links. Currently seven of the fifteen public broadcasters in SADC have elected to join this process that involves adopting and implementing a gender policy and capacity building for media practitioners, as well as monitoring improvement and sharing good practices. SABA encourages all its members to become COEs.
- Agree on Gender Sensitive Indicators for all broadcasters in the 15 member states of SADC.
- Support gender in media training.
- Sponsor annual awards on Gender and the Media, recognizing gender aware reporting, programming, and work place practice.

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