

# TUNE IN WITH THE LADIES ON nbc3

## Beulah Bernice Boois



Beulah's full time position at the broadcaster is Public Relations Officer. She adds, "My journey at the broadcaster started in 2009 at Radio Archives. At the time I was studying Dental Technology at the Cape Peninsula University of Technology. I returned to Namibia and enrolled at the University of Namibia in 2010 in Media Studies, majoring in Public Relations and Industrial Psychology. From there on I returned every year to the nbc as an intern." Upon changing courses, Beulah grew an immense passion in the field of media studies stating that she only hopes to broaden her experience in the field. Thus she auditioned for the Sports Presenter position this year. "I decided to study in the field of media as I knew I had a latent passion for that area of expertise. When I sat in my very first media studies lecture I knew I had made the right career change," she smiles.

She interned at various Dental Laboratories before joining the broadcaster as an intern.

She adds, "I officially joined the nbc on 21 July 2014 bringing my length of employment to one year." Beulah states that what she enjoys most about her work is the diversity and various components of her job. "No two days are the same! I love the range from writing articles for internal communications to drafting media releases to recording voice overs to planning corporate events. I love every aspect of public relations and working for a major broadcasting house such as nbc allows me to explore not only my specialization but other aspects of broadcasting too."

She hopes to work closely with nbc employees to help build and grow the image and the brand of the corporation and promote its products to the best of her abilities.

### Getting to know Beulah...

Born and raised in Windhoek, Beulah is the second born of four daughters of parents Seth and Yvonne Boois. Her siblings are recently married Lawyer, Bianca Auala, Yoga Instructor Beauty Boois and the last born and aspiring tennis player, 10 year old Beyonce Boois. She comes from a close-knit family that is now extended by her daughter, Clarissa Yvonne Boois and nephew Dami-an-Lee Seth Boois.

**How was your childhood like?** My childhood was fun; I grew up around my cousins and with working and travelling parents I spent a lot of time with my younger sister. She describes her childhood as playful and full of life and laughter. "I was a happy tomboy that loved soccer and swimming" she remembers.

**What are your hobbies?** My hobbies include reading, yoga and travelling. I am such a huge fan of exploring the world and live by my father's words, "make the world your playground."

**What makes you tick?** My one year old daughter is my biggest inspiration in life and my number one motivation. She makes me want to be the best me I can be. I went through university and working at the same time to ensure that I provide her with the life that she deserves.

**How did you overcome some of the challenges in life?** I learned how to believe in myself and that loving myself opens doors to so much in life. It is only with self-love that I learned to overcome the challenges I faced from my past, and the strength to overcome future challenges.

**What advice would you give to others to succeed like you did?** The best advice I can give is to LOVE yourself first! Self-love provides that platform for confidence, to believing you can do anything you set your mind to! It all begins with you.

## Lucinda Nell



Meet nbc3 Sports News Presenter, Lucinda Nell. Honours student in Marketing, Lucinda has a passion to inspire others with creative ideas. Her working career started off as a sales person in a video shop during the school holidays then she moved on to do brand promotions.

She joined the broadcaster as a part time Sports Presenter in July 2015 after an acquaintance informed her about the auditions that were taking place and she decided to go for it!

Lucinda loves the atmosphere at the nbc and describes it as "cool, calm and collected". She enjoys being in front of the camera and being in control for that moment and further describes it as 'works in progress. "My work is fun but quick, you're in and out of the recording studio. I see myself growing at nbc and also taking on more challenges."

### Getting to know Lucinda...

Lucinda was born in Ondangwa and raised there. She started her pre-primary school at Prof in Ondangwa and completed it at Eros in Windhoek. She then completed her Matric at Windhoek High School.

Her parents, Ester Joseph and Douw Nell share six children together, two girls and four boys. Lucinda blessed them with a beautiful granddaughter aged one named Tiye.

**How was your childhood like?** I grew up as a Tomboy, always liked hanging with boys and doing the rough stuff, like climbing trees (giggle), despite that I was always friendly and loved going to the village to

help my grandfather out. I grew up with my grandmother in Ondangwa (Oluno).

**What are your hobbies?** I enjoy cooking, spending time with my family, dancing, getting to know different people and their characters and I also love being out in nature as well as hiking.

**How did you overcome some of the challenges in life?** By being positive, focused, living life with an open mind, never giving up, always thriving to be better and to learn from mistakes and most importantly I kept the hunger for success alive.

## Ruth Eises



Currently studying towards her Bachelor of Commerce Degree with a specialisation in Marketing, Ruth Eises forms part of the female Sports News Presenters on nbc3.

"It was either going to be Law or it was going to be a Bachelor of Commerce with a specialisation in Law but the Law specialisation was phased out so I opted for Marketing. It was a blessing in disguise," she explains.

She joined the nbc at the end of July, 2015, adding that she nagged and nagged and nagged a friend of hers who is seasoned in the industry by ask him about auditions and vacancies almost every time she saw him until one day he called to tell her that the sports department was auditioning.

Ruth loves the eclectic mix of people at the broadcaster. She also loves how everyone pops in to say hi or to crack a joke or say something weird just before recording. "I find the work extremely exciting. It is actually surreal. I feel like I have a really bright future at the corporation" she says.

Ruth had auditioned to be a presenter for the Namibia Annual Music Awards (NAMA) but did not make the cut. But she was determined as presenting was something she really wanted to pursue.

With her new role, Ruth hopes to set a new standard for sports news and bring the public the best local and international sports news in Namibia.

### Getting to know Ruth...

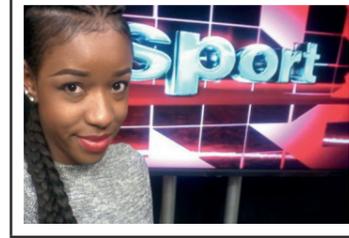
Ruth was born at Katutura State Hospital and raised in Windhoek by parents, Ebenhardt and Naomi Eiseb

**What was your childhood like?** I was convinced that I was a boy in a skirt for the most part of it.

**What makes you tick?** God, my family, my dreams and my ambitions.

**How did you overcome some of the challenges in life?** What I do know is that God has an active hand in my life, that my mother remains on her knees for me and that I have a support system that prays for me when I can't speak for myself.

## Happy Auala



Happy Auala joined the Namibian Broadcasting Corporation (nbc) in August 2015 as a Sports News Presenter. She says, "In my younger years I used to imitate the BBC and CNN news presenters in front of the mirror with a brush in hand, pretending I was one of them. So when I was given the chance to do just that, I had to give it a shot."

Happy holds a Diploma in Visual Media and Desktop Publishing and studied in the field to follow her childhood dream. "Ever since I was a child, art and the different depictions thereof, always captivated me. I started out by drawing and painting and after high school I knew I wanted to continue doing so but wanted to turn it up a notch and decided to learn the art of graphic designing using computer software."

Her first job was as a Graphic Designer at Emergo Communications. She was then approached by a friend about a vacancy in presenting the Sport News for the nbc; went for the auditions and the rest is history. She adds that the nbc team is friendly, helpful hard working and is thus far enjoying her two months at the corporation.

"The excitement of being in front of the camera, putting on my best accent and reporting to the whole nation, can be nerve racking but it gets the adrenaline flowing," she says" In addition to reporting, Happy does voice overs for the Sport News.

"You get the script - head into the studio - try your best not to stutter or get caught in a tongue twister - put on your composed face - report to the nation and you're done!" She explains.

### Getting to know Happy...

Windhoek born and raised, the savvy 21 year old describes herself as "down to earth" and loves seeing and trying new things. She says she always tries her best not to follow the crowd and appreciates great company, good food and art. Her parents, Hileni and Nande Auala have four daughters of whom Happy is the youngest.

**How was your childhood like?** I grew up in a Christian household where hard work, perseverance and staying true to your principles was always key. I was quite shy yet observant as a kid. From a very young age I developed a passion for drawing and creating new things, art and crafts was a way of expressing myself. I eventually grew out of the whole "shy" thing though.

**What are your hobbies?** Drawing, travelling, listening to music, swimming, playing the keyboard and spending time with the people I love.

**How do you see your future at the corporation?** I definitely wish to grow and advance as I perfect the art of presenting and will hopefully be

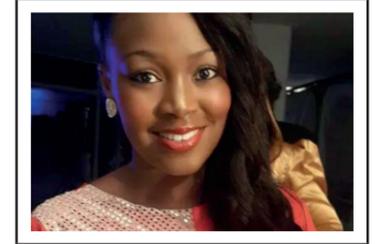
part of many more productions of the nbc.

**What do you/your department hope to achieve in 2015?** Excellent, accurate and up to date news reports across the entire country and beyond.

**How did you overcome some of the challenges in life?** By believing in myself, by remembering to be gratefully for the many blessings I have, and by having a true support system and few FRIENDS!

**What advice would you give to others to succeed like you did?** Always stay true to yourself and if you have a dream, let nothing and nobody come in your way of reaching it.

## Innocent Tjimbundu



Innocent Tjimbundu is the nbc's Interactive Presenter on the Soccer Pitch program and now Sports News Anchor as from earlier this year. She completed her high school at Concordia College in Windhoek and went on to obtain her Bachelor's Degree in Marketing.

She says she decided to pursue Marketing because of its engaging, evolving, entertaining, empowering and exciting nature. Innocent believes her future looks remarkably bright at the national broadcaster and hopes to keep viewers up to date with sports news. She adds, "I am a huge sports fanatic. My Passion to thrive drives me to excel in everything that I do."

Innocent joined the nbc for the love of sports and for the love of being a newscaster as well as the interaction with the spectators. Through intense castings, she was amongst the five other female presenters chosen. She likes most the skills she acquires on a daily basis from the nbc and how whimsical her colleagues are.

She describes her work in three words; fun, challenging and astonishing!

### Getting to know Innocent...

Innocent was born in Gobabis, better known as the 'Cattle Country' and raised in Grootfontein by her grandparents. She has always been a strong believer in chasing her dreams and never stopping until she is proud of what she achieved. Born of parents Alexia Tjimbundu and Kae Kuzatjike, Innocent has one brother and six sisters.

**How was your childhood like?** I had the most awesome childhood because I have the most awesome parents.

**What are your hobbies?** Reading, sight-seeing and horse riding.

**How did you overcome some of the challenges in life?** Prayer, I turn to God first, always.

**What advice would you give to others to succeed like you did?** You are going to want to give up, DON'T.