

Foreign agreements to improve NBC's service delivery

Namibian Broadcasting Corporation (NBC) has signed two separate agreements to co-operate with Radio France International (RFI) and Japan Broadcasting Corporation in a bid to renew existing agreements and improve service delivery.

By [Francis Mukuzunga](#) 28 Nov 2007

The original co-operation contract with RFI was signed in 2002 and renewed at the Franco-Namibian Culture Centre (FNCC) in November 2007.

During the signing of the co-operative agreement, the French ambassador to Namibia, Philippe Bossiere commended the NBC and RFI for the partnership and said "...the two broadcasters have entered into a very exciting exchange programme for journalists, beneficial to both parties."

According to Bossiere, the renewal of the contract is very good news for the French as well as the Francophone communities in Namibia.

"RFI is not only a French radio. It is an international radio with a multicultural staff, primarily focusing on Africa in which the majority of its listeners live. The station also broadcasts in English and has more than 45 million listeners worldwide with a sense for quality news," he said.

Meanwhile, the NBC Board member Mvula ya Nangolo, who was also at the signing ceremony, said the renewal of the contract was a step in the right direction and will foster greater ties between the RFI and NBC.

"I am delighted to acknowledge that so far it has been a mutually beneficial relationship. In May 2001, RFI and NBC established a company called Windhoek-Paris FM that would allow the French language to be broadcast in Namibia," he said.

"To this end, RFI has provided broadcasting equipment to the value of N\$250,000 which the NBC can keep at the termination of the contract," Ya Nangolo said.

He also said that training for radio production and presentation will be provided by RFI periodically.

The agreement allows for an exchange of journalists from both broadcasters to spend time in each other's country to promote cultural and technical exchange skills between the two organisations.

Furthermore, the "RFI currently leases NBC facilities to the tune of N\$80,000 per year," said Ya Nangolo.

Meanwhile, the Japanese Broadcasting Corporation, NHK International, has also signed an agreement with the NBC that is aimed at improving the programme content on both NBC radio and television stations.

Of the 528 programmes funded to the tune of N\$3 million, 367 are educational programmes on mathematics, science and puppet shows for the young, while the rest are lifestyle, technology and cultural programmes.

The General Manager of NBC Radio Services, Umbi Kauraihe-Upi, said the NBC had already decided which

programmes were suitable and relevant to Namibian viewers and it was only a matter of time before they would be screened countrywide.

"I am certain the programmes available for selection can add a great deal of diversity to NBC's total foreign made programming, particularly in the information and education section, health and technology, entrepreneurship and nature conservation," she said.

The NBC has been facing many technical challenges lately, and has lost value in terms of content, advertising and skilled personnel to private stations such as One Africa TV, TV and DSTV.

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