

# NBC AND UNAM SIGN STRATEGIC PARTNERSHIP AGREEMENT

The Namibian Broadcasting Corporation (NBC) joined hands and highlighted areas of mutual cooperation with the University of Namibia (UNAM) on Tuesday, 18 September 2018 in the capital.

The NBC and UNAM both recognized the importance of cooperation between the two organizations with the aim of promoting and developing areas of mutual interest in fields related, but not limited, to media, information and communication technology, public relations and marketing as well as archives.

NBC Director General, Stanley B. Similo stated: "The national broadcaster's key factors highlighted in this agreement includes academic and research information dissemination and co-hosting of Radio and TV educational programmes

that will enhance NBC content, including the corporation's "News 24" initiative. The NBC hopes to gain expertise from an academic perspective as well as increasing internship opportunities and job shadowing for students from the Information and Communication Faculty and others."

Similo said that the NBC wishes to extend its mandate to educate, entertain and inform the nation by exploring broadcasting cooperation with UNAM Radio, by integrating it with the broadcaster's newly launched mobile application, called NBC Plus. With this, the broadcaster can cater for content development not only for radio but also through collaboration on the NBC's EDUTV television platform, to assist part time students

through the university's Centre for Open, Distance and eLearning (CODeL).

The signing of this memorandum should serve as a mutual benefit for both parties and the NBC looks forward to enhancing the relationship between the two parties.

UNAM Vice-chancellor, Kenneth Matengu added that he is delighted by the signing of the Memorandum of Understanding (MOU) and also praised the corporation for its investment in children's programming. He added, "UNAM has a Department of Early Childhood Development and our team is ready to work with NBC in the area of Kiddies Shows development and more. The university herewith avails its resources wholeheartedly to the NBC."



*University of Namibia Vice-chancellor Kenneth Matengu and NBC Director General, Stanley B. Similo at the NBC/UNAM MOU signing ceremony.*

Similo further used the opportunity to thank UNAM and equally recognise the efforts that

the university is doing in ensuring that both the NBC and University of Namibia remain relevant.