

A New Image For *Unam Radio*

• Netumbo Nekomba

Many may not know this, but the University of Namibia's radio station Unam Radio has been in existence since 2000, with the aim to "increase practical student involvement with media and highlight Unam's activities to a wider community".

So far, it has done an incredible job. Producing some of Namibia's top talent who have hosted a variety of shows at the station, it's safe to say that Unam Radio is still doing quite well. The station is well-known for getting the youth talking about topics such as domestic violence, politics and relevant societal issues which have been highlighted on the show.

Officially under new management, the radio station wants to rebrand and urge more stakeholders to be inclusive.

YouthPaper visited the station at Unam's main campus in Windhoek to understand more about the radio station and the improvements it has made.

Life As a Presenter

Paulina Fillemon has been working at the radio station for some time, and uses her voice as a tool for change in her society. Speaking on air, however, can become quite stressful.

"It's a bit harder when you're working with students because there is a clash of personalities," she said. "The experience is good, though. It's a good space to let your voice shine. On radio, you're just like everyone else."

Often, Fillemon and her co-hosts are accused of producing an accent for the show, but she maintains that the presenters are truthful to who they are.

"I've been told that I was trying to be fancy. But I shine in speaking."

On how she entered the media industry, Fillemon said her passion was sparked after she was on television. "I found radio to be more genuine," she said. "I fell in love with it about three years ago."

The final-year student's main challenge when she first started as a presenter was the schedule, which saw her working from 21h00 to midnight.

"It's so much better now," Fillemon

said, as she now works from 12h00 to 15h00. Because of the new rules, students now have the freedom to choose which programming hours suit them best to avoid clashes with their education.

"I stay on campus, but there was a time when people were being stabbed and robbed. It was a challenge. But us being able to choose makes it better."

Payments are still being arranged for the presenters, however, contracts have stipulated that some receive a stipend for their efforts.

Fillemon hosts 'The Millennial World', and doesn't believe in holding back when she speaks. "We love to talk about controversial topics like body shaming and racism. It's not just about having a discussion but about educating people."

Under New Management

The new station manager at Unam Radio is Hiskia Nashuuta, whose office comfortably rests next to the radio's headquarters. He officially began in this position last November, and he states that he was left with a lot of problems to fix within the station.

"We didn't have content and the presenters didn't know how to translate it to the radio station," Nashuuta told *YouthPaper*.

Since he began, Unam Radio rebranded the programmes and renamed several shows. "We wanted to make ourselves relevant to the youth," he said, adding that the radio has also got a new logo.

Recently, Unam Radio, along with the Konrad-Adenauer-Stiftung, embarked on a trip that involved civic education and media training.

"For three days, we received training on subjects like human rights and democracy. It was really good."

Unam Radio has been involved in fundraising activities as well such as a *braai* on Fridays. "The funds are there for petty cash and to assist with taxi money for the presenters. They are really doing their best to get content and information."

Unam Radio is also looking to go digital with their radio station. "There are a few hiccups, but we're trying to have a live stream. We would like to link with other campuses to coordinate the information flow," Nashuuta said.



RADIO PERSONALITY ... Paulina Fillemon is a radio presenter at Unam Radio.

"There's so much we can still do."

He added that it's important to motivate the students, and as such, the station adjusted its rates.

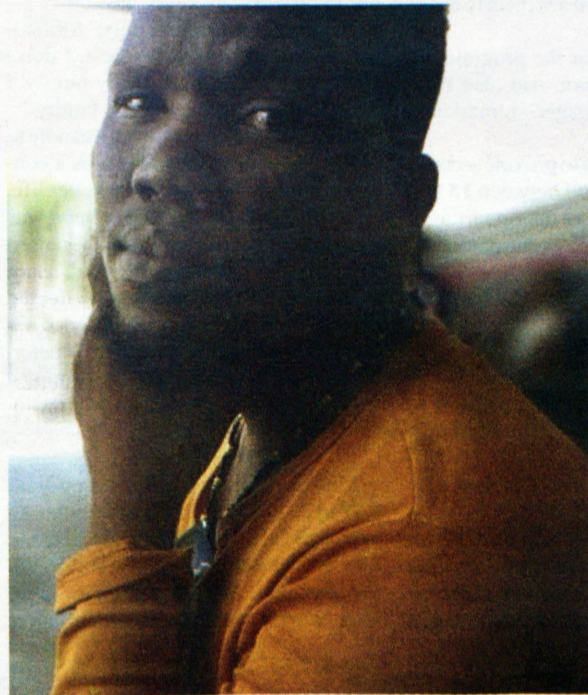
In future, Unam has decided to have more events so they can network and market the station. "Why should we be excluded from the mainstream media? We have many artists coming to our offices – the talent is also within the students."

Starting off with sponsorships, Nashuuta has taken it upon himself to encourage the presenters, recruit students living on campus for the night shows and expose the public to good content.

He also wants to include a segment for upcoming artists to introduce their music.

Follow the station on Twitter, Facebook and Instagram.

– Mickey Nekomba on Facebook; @MickeyNekomba on Twitter



TAKING CONTROL ... Hiskia Nashuuta is the new station manager at Unam Radio.



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