

HEADLINES



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Editor's Note

Have you ever been in a situation where you went in search of an answer and after hours, days and months of turmoil found, that the answer was staring you in the face all along?

I recall the saga of the young man who was pursuing the quest for truth and when he eventually knew he was on the right path, he came unexpectedly upon a fork in the road. Both roads were kept by their respective guardians of which legend said that one will always tell the truth and the other will always lie. The young man knew at the end of one of the two roads lie the answer to his quest but he could only chose one road. He could of course ask the guardians but he did not know which one would be telling the truth and which one would be lying. What question would he have to ask anyone of the two guardians to establish which road would lead to his destination?

When you figure out the answer you will come to realize that it was so obvious, so in-your-face, and you marvel at others who still cannot "get it".

The same applies to advertising - if you are still wondering how to spend your advertising budget in order to ensure a maximum return on your investment, then the answer should be staring you in the face. With this and future One Africa Television Newsletters you will discover the power of television, the gate-way to cost-effective advertising, the logic of it, and you may even come across the answer to the above riddle?

Greetings
The Editor

What's New?

World class entertainment for Namibia television viewers

A revolution is about to hit free to air television in Namibia.

One Africa Television announced a line up of new programs never before seen on free to air television in Namibia and will be broadcasted from the 2nd of June 2011. This follows the decision earlier this month by the One Africa Television board not to continue broadcasting e-Africa content in Namibia.

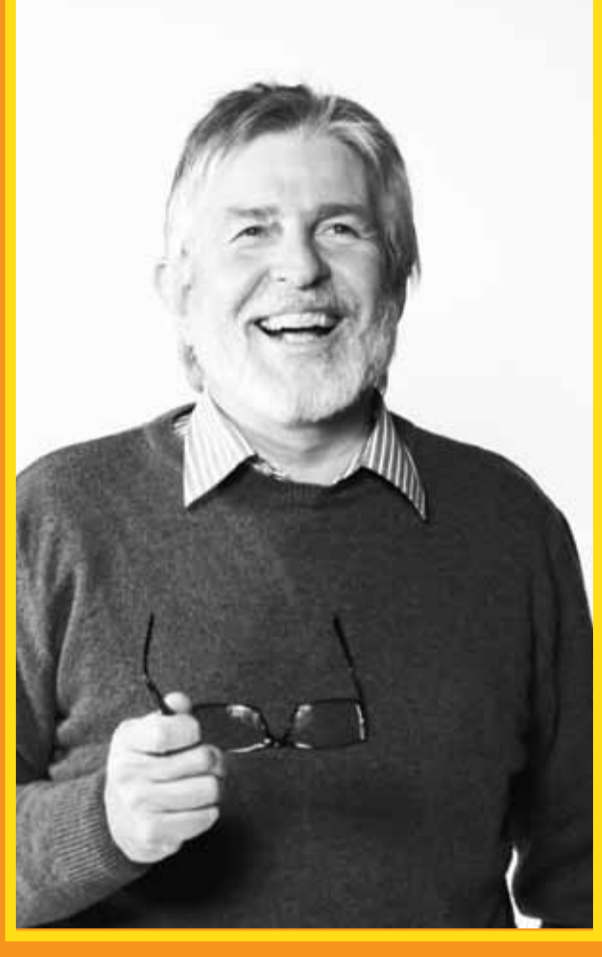
In an interview the Managing Director of One Africa Television, Paul van Schalkwyk, said the decision was a **direct result of feedback** from Namibian television viewers: "The people have spoken and One Africa Television has listened," he said. According to him One Africa Television met mixed responses from local viewers after they started broadcasting e-Africa content since last year. By far the most complaints received were about the long interruptions during programs as well as inappropriate content in some instances," he said.

The new programme line up includes premium content, which previously was only available on paid television. Viewers can look forward to worldwide TV hits such as **Prison Break, The Pretender and 24**.

Mr. van Schalkwyk stressed that the relationship with e-TV, supplier of e-Africa content, is far from over. He explained that the long interruptions in the e-Africa feed were due to technical and contract requirements, which could not be changed at this stage. He stressed that One Africa Television and e-TV is continuing discussions which might bring even more entertainment benefit to One Africa Television viewers in the near future.

One Africa Television is the **only commercial free to air television channel in Namibia**. The station receives no government subsidies or license fees and is entirely funded by private investors. **Currently One Africa Television is the leading commercial advertising medium in Namibia.**

One Africa Television has 28 transmitters around the country providing television coverage to an estimated 90% of the Namibian television audience, from Oranjemund in the south to Oshikango in the north and all the coastal towns, to Katima Milulo in the far east.



New Business Development Unit

Does the ox pecker need the buffalo or does the buffalo need the ox pecker? In a symbiotic relationship such questions are rhetoric. Similarly the function of our newly established **"New Business Development Unit"** requires no further justification other than serving One Africa Television's client base. Heading up the unit is Willem Snyman whose personal motto is to exceed customer expectations. Willem and his team are ready to discuss with you the script, the look, and the affordable cost of producing **YOUR OWN TV AD!!** Why not give him a call, set up a meeting, and come to realize that the answer to your advertising needs has all along been staring you right in your face.

Head of New Business development: Willem Snyman



New Shows on One Africa Television

Monday Tuesday Wednesday Thursday Friday

My name is Earl Genre: Comedy Starring: Jason Lee; Jaime Pressley; Ethan Suplee	Dharma & Gregg Genre: Comedy Starring: Jenna Elfman; Thomas Gibson	Bernie Mac Show Genre: Comedy Starring: Bernie Mac, Kellita Smith and Camille Winbush	Street Court Genre: Drama Starring: Eric Bright, Monifa Fola Brown and Yvette Clark	Beach Patrol Genre: Reality TV
The Pretender Genre: Science Fiction Starring: Michael T. Weiss, Ryan Merriman & Patrick Bauchau	24 Genre: Action Adventure Starring: Kiefer Sutherland, Cherry Jones and Bob Gunton	Boston Legal Genre: Drama and Comedy Starring: Wentworth Miller; Dominic Purcell.	Prison Break Genre: Action drama Starring: Wentworth Miller; Dominic Purcell.	The Unit Genre: Action drama Starring: Dennis Haysbert, Scott Foley, Robert Patrick, Regina Taylor, and Audry Marie Anderson.

Media buyers: New Programme Sponsorships

18:30 Programme Sponsorship

Create an opportunity where clients can communicate to viewers through a half hour light-hearted entertainment programme.

Frequency:
Opening and Closing Billboard.
1 x 30" Commercial during program.
7 x 30" Branded Programme Shows per week minimum.
Ad break bumpers.

Marketers should capitalize on the trend with the new programmes offering a big variety of choice for strategic ad placement of products. One Africa Television has a flexible and accommodating approach to sponsorships. Sponsorships are subject to cost acquiring shows and each proposal or request will be investigated individually.

N\$25 000
per month for
13 weeks
(Three Months)

20:30 Programme Sponsorship

Create an opportunity where clients can communicate to viewers through serious one - hour action or drama-type programmes.

N\$40 000
per month for
13 weeks
(Three Months)

Client Profile - Patricia Pickering - Kalahari Sands Hotel & Casino

Q: Tell me how you first got involved in with OATV?
A: Professional, good service

Q: What was your first impression of OATV?
A: The quick turnaround in terms of service. Also that they are accommodating them it come to giving the client what is best for their product.

Q: What do you find most challenging about OATV?
A: It's given us exposure for our brand, that we have not had on this level before.

Q: What's the best thing to happen since you started working with OATV?
A: That they have the ability and skills to assist you in growing your brand.

Q: The interest in OATV seems to be growing. Why do you think that is?
A: People are looking for variety, and also additional platforms to market their products



Meet the One: Wiets Coetzee - Head of News

Q: Give us a little background on your work experience?
A: I worked in the media industry for 24 years. Started in 1989 at the former SWABC now (NBC) studied part-time at UNISA worked for SWABC, NBC, media, Republikein News Paper.

Q: You were recently appointed as the New Head of News on One, what impact did this have on your work life?
A: It is a great new challenge and it is awesome working with a great team that surprises all of us every day with their great abilities and creativeness.

Q: What are the duties performed during a typical day?
A: Assigning stories, subbing scripts, final checks on news inserts, compiling presenter scripts, produce & direct news, administration and news staff management.

Q: Which skills are most important to acquire?
A: Creative, leadership, open mind ness, honesty, guts, discipline and most of all in this line of work willing to go the extra mile to get the story behind the story.

Q: Name any highlights in your career thus far.
A: First African (except South African) photographer at a Rugby world Cup - France 2007 Live directing and video mixing Namibia Independence celebrations 1990.

Q: What are the demands and frustrations that typically accompany this type of work?
A: News events happen at no fixed time. Frustrations - people with the best skills not utilizing it, time management of both newsmakers and reporters.

Q: What types of technology are used and how are they used?
A: We have the best in editing and filming technology for our specific needs, while now as communication technology such as cell phone, 3g, internet and social networks develop it open up a whole new world with almost no limitations. The community is becoming the journalist telling the story as it is and from the heart.

Q: What do you enjoy most about your work?
A: News on One has the best in the industry and as a team they are simply unbeatable!



Meet our sales team

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Free to choose. Free to change. Free to be.

