

The Phenomenon of Sunday Newspapering in Namibia, with special focus on the Namibia Sunday Express



Assignment presented in partial fulfillment of the requirements for the degree of
Master of Philosophy (Journalism) at the University of Stellenbosch

Study Leader: Professor Lizette Rabe

April 2004

DECLARATION

I, the undersigned, hereby declare that the work contained in this assignment is my own original work and that I have not previously in its entirety or in part submitted it at any university for a degree.

Signature:

Date:

ABSTRACT

Sunday newspapering in Namibia is non-existent from a local perspective, save for the South African newspapers *Rapport* and *Sunday Times*, which have become like household products over the years.

Sunday reporting in Namibia ceased in the mid 1990s when the tabloid *Tempo* closed down. A more recent attempt in the form of the *Namibia Sunday Express* lasted for little more than a year between May 2002 and August 2003. Changing its content to feature business news only (and subsequently changing its name to *Business Express*) proved less successful as the newspaper only appeared once in October 2003. This was also its final appearance.

This study looks at the phenomenon of Sunday newspapering in general; why people read such newspapers; the pitfalls associated with Sunday publications; the possible reasons for failure of Namibian Sunday newspapering; the future of Sunday newspapers in a country such as Namibia; and more particularly looks at the *Namibia Sunday Express* as a case study.

ABSTRAK

In Namibië bestaan daar nie iets soos die Sondagpers nie, behalwe vir die Suid-Afrikaanse koerante *Rapport* en *Sunday Times*, wat so te sê huishoudelike produkte geword het. Hierdie twee koerante vind elke Sondag hul onderskeie weë na duisende Namibiese huishoudings.

Sondagverslaggewing in hierdie land is in die middel-negentigerjare gestaak toe *Tempo* laas verskyn het. Meer onlangs, in die vorm van die *Namibia Sunday Express*, is weer 'n poging aangewend om 'n Sondagblad uit te gee, helaas sonder sukses. Die *Namibia Sunday Express* het tussen Mei 2002 en Augustus 2003 verskyn. 'n Opvolgpoging in die vorm van 'n sake-koerant, *Business Express*, was ook onsuksesvol - net een uitgawe is in Oktober 2003 gepubliseer.

Hierdie studie is 'n bespreking van die Sondagpers in die breë; hoekom mense dié koerante lees; die verskeie slaggate wat normaalweg met Sondagkoerante geassosieer word; die moontlike redes hoekom sodanige koerante nie die mas opkom nie; die toekoms van die Sondagpers in 'n land soos Namibië; en meer spesifiek die geval *Namibia Sunday Express*.

ACKNOWLEDGEMENT

This project is dedicated to my wife, Nazalie, for her endless and much appreciated support; to my children, Ziaan and Sadiya, to serve as motivation and encouragement for their future growth and development; and to my parents for adding some enthusiasm when needed. A big thank you must certainly go to Professor Rabe for her patience and valuable input. A final word of appreciation goes to the spirited newspaper entrepreneur, Floris Steenkamp, for helping to inspire this study.

TABLE OF CONTENTS

	<i>Page</i>
Declaration	ii
Abstract	iii
Abstrak	iv
Acknowledgement	v
List of Illustrations	x
List of Addenda	xii
Chapter: Introduction	1
1.1 Preface	1
1.2 The Namibian newspaper industry	4
1.3 Rationale	6
Chapter: Central Research Question	9
2.1 Aim	9
2.2 Methodology	10
2.2.1 Questionnaire A	10
2.2.2 Data gathering	14
2.2.3 Questionnaire B	15
2.2.4 Sample/Profile of reader	15

Chapter 3: Literature Review	19
3.1 Earlier studies on the Namibian newspaper industry	19
3.2 The global phenomenon of Sunday newspapering	21
Chapter 4: Sunday newspapering in Namibia	28
4.1 <i>Sondag-Republikein</i>	28
4.2 <i>Tempo</i>	29
4.3 The South African Sunday titles	30
Chapter 5: <i>Namibia Sunday Express</i>	33
5.1 Background: The Proprietor	33
5.2 New beginnings	34
5.2.1. Structure of the <i>Namibia Sunday Express</i>	34
5.3 Demographics	37
5.4 Sales Figures	39
5.5 <i>Namibia Sunday Express</i> vs. dailies & weeklies	39
5.6 Turnover	40
5.7 Printing	42
5.8 Business plan	42
5.9 The mistakes	43

Chapter 6: Findings and Analysis	45
6.1. Introduction	45
6.2. Findings	45
6.2.1. Gender spread	45
6.2.2. Age spread	46
6.2.3. Level of education	47
6.2.4. Occupation	48
6.2.5. Employment status	49
6.2.6. Levels of income	50
6.2.7. Regular use of media	53
6.2.8. Best day for reading a newspaper	54
6.2.9. Describing Sunday	55
6.2.10. Most popular activities on a Sunday	57
6.2.11. The ideal newspaper	58
6.2.12. Sections of the newspaper being enjoyed most	60
6.2.13. Favourite Namibian newspaper	61
6.2.14. Size of favourite Namibian newspaper	63
6.2.15. Favourite foreign newspaper	64
6.2.16. Believability of Namibian newspapers	66
6.2.17. Trustworthiness of Namibian newspapers	66

6.2.18. Informative value of Namibian newspapers	67
6.2.19. General perception of contents & reporting after independence	68
6.3. Advertising	68
6.3.1. The Advertisers	73
6.3.1.1. Namibian Ports Authority	73
6.3.1.2. M&Z Motors (Mercedes Benz)	74
6.3.1.3. Bank Windhoek	76
6.3.2. Some inferences drawn from interviews with advertisers	77
6.4. Content Analysis	79
6.4.1. Introduction	79
6.4.2. Findings	81
Chapter 7: Conclusion	84
References	92

LIST OF ILLUSTRATIONS

		<i>Page</i>
Figure 1	Gender of respondents	46
Figure 2	Age Spread	46
Figure 3	Level of Education	47
Figure 4	Occupation	48
Figure 5	Employment Status	49
Figure 6	Levels of Income	50
Figure 7	Regular use of Media use	53
Figure 8	Best day for reading newspaper	54
Figure 9	Describing Sunday	56
Figure 10	Most Popular activities on a Sunday	57
Figure 11	Ideal Newspaper	58
Figure 12	High Priorities	59
Figure 13	Sections of newspaper being enjoyed most	60
Figure 14	Favourite Namibian newspaper	61
Figure 15	Size of favourite Namibian newspaper	63
Figure 16	Favourite foreign newspaper	64
Figure 17	Believability of Namibian newspapers	66
Figure 18	Trustworthiness of Namibian newspapers	66

Figure 19	Informative value of Namibian newspapers	67
Figure 20	General perception of reporting and contents after independence	68
Figure 21	Content Analysis	82

LIST OF ADDENDA

		<i>Page</i>
Addendum A	Questionnaire A	97
Addendum B	Questionnaire B	98-99
Addendum C	Area of Distribution Map	100

CHAPTER 1: INTRODUCTION

1.1 PREFACE

If you want to know about the bishop and an actress,

If you want to know how to be a star,

If you want to know about the stains on the mattress,

You can read it in the Sunday papers.

If you want to know about a gay politician,

If you want to know how to drive your car,

If you want to know about the new sex position,

You can read it in the Sunday papers.

Read all about it, Sunday papers.

Read all about it, Sunday papers.

Read all about it, Sunday papers.

From a song by Joe Jackson (“Radio National Transcripts”, 1999).

“Sunday newspapers give rise to many images: lying in bed, or sipping coffee surrounded by piles of newsprint. In-depth articles, salacious stories, analysis and gossip, it’s all part of a good Sunday read.”

These were the words of Robert Bolton of Radio National in Australia when he introduced a programme called “Sunday Papers” as part of the regular The Media Report slot on 15 April 1999 (“Radio National Transcripts”, 1999).

Joining him on the show were current and former editors of Sunday newspapers who discussed the viability of this sector in the broader spectrum of newspapering. A number of issues pertinent to Sunday publishing were highlighted, and these are discussed in Chapter 3 of this study.

From all the sources consulted for the purposes of this study, it became apparent that Sunday newspapers exist for reasons different to other newspapers and are subsequently produced in a way that make them distinctive in their own right. The brief history of Sunday newspapering in Namibia also highlighted these fundamentals.¹

When the arrival of the *Namibia Sunday Express* was announced in May 2002, excitement and expectation rose among the newspaper-reading public and advertisers while others, most notably those in the newspaper industry itself, passed off-the-record mocking comments on the subject or preferred to remain silent altogether.²

¹ Based on author’s own observations during the research process.

² Based on author’s personal observations amongst the public and members of the newspaper fraternity.

It remains unclear what sort of research had gone into the viability of a Sunday newspaper for the Namibian market before the proprietor, Floris Steenkamp, the Walvis Bay journalist formerly of the *Namib Times*, finally made up his mind that it was the correct decision to launch a Sunday publication. The only other time in Namibian newspaper history when a Sunday publication saw the light of day was in the 1980s and 1990s when *Sondag-Republikein* (later changed to *Tempo*) was an extension of the daily, *Die Republikein* (today simply called *Republikein*).

Steenkamp's *Namibia Sunday Express* (and its successor *Business Express*) operated for less than a year and a half. At the time when this study commenced, and evident during a series of discussions and interviews with the proprietor, the latter was optimistic that his venture was heading for success. The ultimate demise of the *Express* (used loosely to refer to both the *Namibia Sunday Express* and the *Business Express*) is the result of a number of factors. This conclusion is reached after a range of interviews with selected newspaper and advertising personalities; research on the phenomenon of Sunday newspapers in general; research amongst a sample of avid newspaper readers in a targeted area; and a content analysis of the *Express* publications.

The author acknowledges that this is only the beginning of a study that needs further attention and scrutiny in the form of research and debate before another attempt at Sunday newspapering is made in this country. However, the discussions in this study do not just reflect on the concept of Sunday newspapering, but they also touch on a number of issues that are equally critical to the wider newspaper industry as it operates in Namibia.

1.2 THE NAMIBIAN NEWSPAPER INDUSTRY

Considering its small economy and population of just 1.8 million, Namibia is in fact well served by its newspaper industry. Several dailies and weeklies have to survive in a relentlessly tough environment where advertising revenue is hard to come by.

Following is the complete list of newspapers operating in the country:

- *Allgemeine Zeitung* (German daily). 4 500 copies printed Monday to Wednesday, 5 900 on Thursdays and Fridays. Namibia's oldest newspaper (87 years) and said to be Africa's only German newspaper. It is distributed in the main urban centres of Namibia.
- *Namibia Economist* (English weekly). 7 000 copies printed for distribution on Fridays in the main urban centres.
- *Namibia Plus* (free newspaper published once a week in German, English and Afrikaans). Print figures not available; distributed in the main urban centres.
- *Namib Times* (twice weekly, regional paper, Afrikaans & English). 6 800 copies printed, of which 95% are distributed in Walvis Bay and Swakopmund.
- *New Era* (twice weekly). 7 000 copies printed for distribution on Mondays and Fridays, 67% rural, 32.5% urban and 2% international.
- *Republikein* (Afrikaans daily). 13 000 copies printed Monday to Wednesday, 15 000 on Thursdays and Fridays; distributed nationally.

- *Namibia Today* (English & Oshiwambo weekly). Appears on Mondays, no figures available. Main distribution focus is on Windhoek and northern regions of the country.
- *The Namibian* (English daily). 11 000 copies printed, 68% urban and 32% rural.³
- *Windhoek Observer* (English weekly). 11 000 copies printed, 45% urban and 55% commercial farming areas.

(McNab, 2003)

The *Windhoek Observer* is Namibia's only newspaper published on a Saturday. Another of Namibia's longest surviving newspapers, the *Namib Times*, has been going strong for 45 years. Published in Walvis Bay, the newspaper covers all the coastal towns except Oranjemund. The latter is simply too far removed from the *Namib Times*' nerve centre to warrant coverage in that area. National newspapers to have emerged after independence in 1990 are the *Namibia Economist* and the government sponsored *New Era*. The only overtly political mouthpiece is *Namibia Today*, published by the SWAPO Party.

According to the American academic L. John Martin the smallest dailies in Africa during the 1980s each served a market of less than 390 000 people, while the average was one daily for every 2.5 million people (Krige, 1989: 6). Considering its small population, this would make Namibia's newspaper industry seem exceedingly out of proportion with what happens in the rest of Africa. Namibia's ratio of inhabitants per newspaper also exceeds that of countries such as the United States and Canada where the average was

³ *The Namibian* claims to print 20 000 with a readership of 200 000 on a Friday (see NAMPS information).

said to be 160 000 people per daily. This is especially true considering the fact that most inhabitants (between 60 and 70%) do not read newspapers (see Chapter 2 for more information on readership figures based on the 2001 National Household and Population Census).

The Namibia All Media and Product Survey (NAMPS), commissioned by the Namibian Broadcasting Corporation (NBC) in 2001, showed that the print media had grown by 43.8% since the previous survey in 1998. A nationally balanced sample of more than 2 800 people was used, indicating that 37% of respondents were readers of *The Namibian*, followed by *Republikein*'s 21%. With a readership of 10 people per copy compared to *Republikein*'s 7, *The Namibian* is the most widely read newspaper in the country. The country's third daily, *Allgemeine Zeitung*, attracted 1% of readers which was down from 2% in 1998 (NAMPS 2001).

AC Nielsen, conductors of the survey, covered all economic segments of the Namibian population. Interestingly, the most understood language was claimed to be English (80%), followed by Afrikaans (56%) and Oshiwambo (51%).

The survey also pointed out that the *Windhoek Observer* was the most popular weekly, followed by *New Era* and *Namib Times*. However, in these cases popularity (within the overall context) constituted only between 3 and 7% of the total number of respondents.

1.3 RATIONALE

Several factors determine the success or failure of newspaper publishing, most of which will apply to Sunday newspapers too, yet there are some factors unique to the latter. There are some crucial matters to be considered before one can attempt to publish a Sunday newspaper.

It is even more important to do so in a country such as Namibia with its hostile environment in which newspapers generally have to operate – a small population, limited advertising possibilities, lack of a reading culture, small economy, vast distances to cover, few reporters with the required skills to drive a newspaper successfully, and many more. There seem to be more challenges than opportunities for potential and existing newspaper publishers.

The Namibian Sunday market presents even more obstacles. These are examined before the ultimate question is asked: Is it really worth the trouble to produce a Sunday newspaper in Namibia? The answer is perhaps less easy to answer than at first anticipated. There are varied opinions on the subject, and this study contributes to this pool of thought in a number of ways. It is not an attempt to either encourage or discourage a would-be publisher of a Sunday newspaper in Namibia, but it should rather be viewed as a useful tool that can be applied before such a decision has to be made.

The research analysis is based on results obtained from focusing on the reading habits, and newspaper perceptions and expectations of a sample of middle class persons earning their living in Namibia's second largest urban area, namely the Walvis Bay-Swakopmund region. The principal reason for focusing on this particular area is because the *Namibia Sunday Express*, as publicly vocalised by its proprietor/editor, genuinely believed that there was a demand for the publication.

The central coastal area of Namibia was the initial target market of the paper, before it eventually expanded its distribution to the capital, Windhoek, and other areas.

Media research in Namibia has not progressed to the level and at the pace evident in other parts of Africa, let alone the rest of the world. This study is a humble attempt to help accelerate that process, which is vital for the future development of the industry in Namibia.

CHAPTER 2: CENTRAL RESEARCH QUESTION

2.1 AIM

The aim of this newspaper research is to determine the factors that will play an important role in how Sunday newspapers will look in the future in Namibia. The reading public will determine to a large extent, at least according to the perceptions of editors or publishers, what the makeup and content of newspapers should be.⁴

Several factors will influence newspaper readership: age, educational and literacy levels, occupation, income, etc. Without readers there cannot be newspapers, so it is important to find out who the readers are, what they want from their favourite newspaper, how many there are, will the business community advertise, and many more questions need to be answered before attempting to run a newspaper successfully.⁵

With these and other questions in mind, it was decided to structure the design of the survey around them in order to find some answers about a specified segment of the reading public in the target area, namely the central coastal area of Namibia, and its media needs.

The research component of this project was conducted as follows:

⁴ Based on researcher's own opinions.

⁵ Based on researcher's own opinions.

2.2 METHODOLOGY

2.2.1. Questionnaire A

The first attempt consisted of the placing of a questionnaire (see Addendum A) by this researcher in the *Business Express*, i.e. the monthly newspaper that was published following the demise of first the *Namibia Sunday Express* and then the *Namibia Express*.

The word ‘Sunday’ was dropped from the original name after it became apparent that long distances were hampering the speedy delivery of the paper to some towns; hence the *You/Huisgenoot* concept was adopted where delivery is spread over a few days. Psychologically readers would be tricked into believing that the *Express* was still a Sunday publication in Walvis Bay and Swakopmund, but a Thursday publication in some towns, or a Wednesday publication in others (Steenkamp, 2003).

The birth of the *Business Express* was meant to be a business decision by the owner and editor, Floris Steenkamp. The *Business Express* was distributed to more than 3 000 businesses in the central coastal towns of Walvis Bay, Swakopmund and Henties Bay free of charge. The research conducted by Yankelovich and Harris (2001) to determine America’s Sunday habits served as a motivation to structure the questionnaire used in this research. The latter was finalised after consultation with Steenkamp to ensure a tailor-made product that would also serve the needs of the *Business Express*.

In a front-page column that appeared in the last Sunday edition of the *Namibia Express*, on 17 August 2003, Steenkamp wrote:

“The *Namibia Express* will in future not be published on Sundays anymore! A sad moment for thousands of coastal and Windhoek residents for whom the newspaper was a favourite past time (sic) on Sundays. It served its readers well the past sixteen months and the decision to change the newspaper’s frequency of publication and day of publication comes amidst a time (sic) – both in advertising income and readership numbers.

“However, after careful consideration of our current position in the printed media market, specifically the coastal market, I have decided that the time is right to make the necessary adjustments in my business strategy. The decision is all about serving the advertising client better and provide (sic) a superior newspaper product that can compete in the printed media market.

“Changing a business’ basic strategy can be an emotional issue very similar as (sic) closing a business all together (sic). In the world of business, where clients always want better (sic) while at the same time it’s your responsibility to meet your financial obligations, there is hardly space for emotions.

“It is with a clear plan in mind that the newspaper will, in future, mainly enter the business related market; published once a month and only for a highly focused audience. I got a clear picture the past sixteen month (sic) of the readership market that supports the newspaper and whom my advertising clientele are interested to reach. I will continue to explore this market and ensure that the *Express* can find it’s (sic) niche in this framework.

“I stay with my conviction that a newspaper is a product that cannot be treated different (sic) from any other retail product. By ignoring market forces and denying that here are important shortcomings, the newspaper will never come to its true potential. I have experienced very serious constraints with the Sunday newspaper which I am convinced I can overcome by shifting and sharpening the newspaper’s focus, whilst continuing to capitalize on the positive aspects the newspaper accumulated in it’s (sic) sixteen months as a Sunday publication.

“Some 3 000 businesspeople (sic) of Walvis Bay and Swakopmund can look forward to the first publication of the *Business Express* some time next month, which will be reaching you by mail at regular intervals. I wish to express my sincere gratitude to the people of Walvis Bay and Swakopmund and since more recently the city of Windhoek, who have

supported us so well and I trust I can count on your continued support for the *Express* in future” (“*Express* enters a new era!”, *Business Express*, 2003:1).

Considering these objectives, the aim of the survey was therefore to establish the reading habits of those falling into the middle and upper income groups of the economically active community in Walvis Bay and Swakopmund, or those with a distinctly middle class lifestyle.

The motivation for concentrating on this group lay in the fact that this is the group most likely to read newspapers in Namibia, as is the case worldwide, and because the *Namibia Sunday Express* had originally set out to target this group.

The questionnaire was structured in such a way to determine people’s perceptions of what they want to see in a newspaper.

The second primary aim of the survey was to determine whether a Sunday market existed for newspaper publishing in the targeted area, and what the areas are that such a publication should concentrate on.

2.2.2. Data gathering

The first attempt at data gathering consisted of an 18 x 40 cm advertisement that appeared in the October 2003 edition of the *Business Express*. The proprietor provided the space in the interests of his own marketing needs. In his words:

“The *Business Express* and its predecessor, *Namibia Sunday Express*, is (sic) the subject of an independent media study, by a student from the University of Stellenbosch. Kindly fill in the Questionnaire below, and submit it to the newspaper’s address below and support this student and us in this way with reliable information. All forms received back is (sic) automatically in line for a mystery gift” (see Addendum A, p. 97).

The idea of enticing readers with a mystery gift was devised by the proprietor to prompt a large enough response from the newspaper’s readers.

Unfortunately, this approach was unsuccessful as only 10 responses were received, representing 0.3% of the total target group. At that time the *Business Express* was distributed free of charge to 3 000 business owners in the central coastal region of Walvis Bay, Swakopmund and Henties Bay. It was also the first and last time that the *Business Express* appeared. The editor/proprietor alluded to the fact that outstanding printing debts prevented the further publication of the newspaper. This researcher does not know whether the editor had in fact honoured the promise of a free gift.

The first attempt at data gathering somehow proved to be a blessing in disguise, as this turned out to be a test run for the real questionnaire. It provided the author with an opportunity to rephrase and add some questions to be used in the final questionnaire that was distributed as indicated on the map (Addendum C).

2.2.3. Questionnaire B

The final questionnaire, used in the second attempt at data gathering, is offered as Addendum B.

2.2.4. The Sample/Profile of Readers

Altogether 150 questionnaires were distributed in the biggest urban area in the Erongo Region (in Western Namibia). The area comprises Walvis Bay, Long Beach and Swakopmund. This urban area is also the most industrialised after the capital Windhoek. It was an even spread, with no particular preference for any suburb. Questionnaires were personally delivered to businesses and households by the researcher and a small group of volunteers (friends). All areas were covered, and 67 (44.6%) voluntary responses were received from the following areas:

Meersig, Walvis Bay

Walvis Bay Central

Hermes, Walvis Bay

Kuisebmond, Walvis Bay
Narraville, Walvis Bay
Long Beach, Walvis Bay
Swakopmund Central
Hage Heights, Swakopmund
Kramersdorf, Swakopmund
Vineta, Swakopmund
Tamariskia, Swakopmund
Mondesa, Swakopmund

The returned sample showed that most respondents were from the more affluent suburbs, as was expected. The final sample was reduced to 50 after consultation with Intellectual Property Audit CC (IPA), a Johannesburg-based research company. IPA had been doing customer service audits in the area previously for clients such as the Municipality of Walvis Bay and the Ford motor company. Their advice was sought as they had been conducting research for major companies for many years.

After testing, it was found that the final 50 responses represented a more balanced sample (bell curved) as the original 67 would have skewed the results. For instance, there were clear examples where groups of people had supplied exactly the same information, while some responses were too incomplete to warrant inclusion in the research results. The final 50 responses were voluntary and based on the actual information supplied by the

respondents; it is obvious that virtually all of the respondents can be considered middle class working people, fitting the targeted profile.

Walvis Bay and Swakopmund are 30 km apart, with Long Beach almost in the middle, but situated closer to Walvis Bay. For the purposes of this study, the holiday town of Henties Bay (with less than 5 000 permanent inhabitants) was excluded. Henties Bay is situated 70 km north of Swakopmund and 100 km north of Walvis Bay.

According to the 2001 Population and Housing Census of Namibia the combined population of the Walvis Bay and Swakopmund municipal areas should be just below 70 000. The Municipality of Walvis Bay, however, has disputed the official census figure for the town (42 000). Studies conducted by the Town Planning Division of the municipality estimate a minimum of 50 000, while the real figure could be anything between 55 000 and 60 000. The official figure of 26 000 for Swakopmund has not been disputed by the local authority in that town. It is therefore doubtful that the combined figure for the two towns would exceed 80 000. This makes it the second largest urban area in Namibia, after the capital Windhoek with more than 230 000 inhabitants (Population and Housing Census of Namibia, 2001: 21).

According to the 2001 Census report, 34.6% of Namibia's urban adult population read newspapers, with the Erongo Region in Western Namibia topping the list at 39%. It is followed by the Khomas Region, of which the capital Windhoek forms part, at 35.7%, Oshana (23.6%), Karas (18.5%), Hardap (15.1%), Otjozondjupa (14.9%) and Caprivi

(13.9%). There are 13 regions (second tier governments) in Namibia, with the northern regions more densely populated than the rest. The average household in the country consists of five persons, while four out of five citizens above the age of 15 are said to be literate. However, 25% of rural people are illiterate (Population and Housing Census of Namibia, 2001: 34).

It would therefore appear that newspapers in Namibia would generally find it tough to survive in a country where there is obviously no significant reading culture. But looking at some of the country's more prominent newspapers tells a different story as they have been in business for many decades.

Some of these newspapers were not given much hope for survival when they were launched, although it must also be said that in earlier years it seemed to be a tactic of virtually all newspapers to write off the opposition before they had even started.⁶

⁶ Author's own recollection of newspaper reports in the 1980s and 1990s.

CHAPTER 3: LITERATURE REVIEW

3.1 EARLIER STUDIES ON THE NAMIBIAN NEWSPAPER INDUSTRY

The most extensive review of the Namibian newspaper industry to date appears to be contained in Lisel Krige's study conducted in 1998, "SWA/Namibië se koerante in 'n tyd van verandering" ("The newspapers of SWA/Namibia during a time of change)(1988)" (Krige, 1988).

Krige's work is a chronological assessment of the country's newspaper industry at that time and was essentially an overview of the situation in which the newspapers found themselves and to highlight factors that influenced their existence directly or indirectly. The broader aim was to evaluate the chances of survival of the eight newspapers operational in Namibia at the time.

The study concluded that politics and economics were the greatest influencing factors to determine the continued survival of newspapers in Namibia. Krige was of the opinion that the Namibian newspaper industry had probably reached a peak at the time (late 1988, two years before independence) and a sliding period appeared unavoidable. It was thought that the implementation of UN Resolution 435 resulting in Namibian independence would further influence the course of the industry. The author also speculated that some newspapers would merge, while others would disappear. Some of her predictions had indeed turned out to be true.

The late eighties stood out as a period when the Namibian newspaper industry blossomed. The following newspapers were analysed in Krige's study:

Allgemeine Zeitung *

Die Suidwester

Namibia Nachrichten

Republikein *

Sondag-Republikein

The Namibian *

The Windhoek Advertiser

Times of Namibia

Windhoek Observer *

The ones indicated by an asterisk are still in circulation today.

Unfortunately, to the disadvantage of this study, hardly any focus was placed on the role and viability of the Sunday press, as Krige's approach was to consider the *Republikein* and *Sondag-Republikein* as one newspaper. *Sondag-Republikein* was to assume its own identity later by becoming *Tempo*, but the Sunday press ceased to operate in Namibia in the late 1990s.

3.2 THE GLOBAL PHENOMENON OF SUNDAY NEWSPAPERING

One of the most prominent studies on Sunday newspapering, conducted from time to time in the United States by Yankelovich/Harris Interactive,

“probes consumers’ personal goals for Sunday in relation to the benefits of the Sunday newspaper” (Yankelovich & Harris, 2001).

The study, “Sunday in America 2001”, provides a “unique segmentation analysis that offers insights for Sunday newspaper marketing and content development” on how to:

- Grow circulation
- Increase customer satisfaction to retain readers
- Enhance loyalty among core readers
- Attract non-readers (Parade Partners, 2001: 1).

According to Jack Griffin, President of Parade Publications (commissioners of the research mentioned above), the reach and utility of the Sunday newspaper are unparalleled and the newspaper industry has an exceptional opportunity to capitalise on the power of the Sunday newspaper (Parade Partners, 2001: 2). While this may be true for countries such as the United States, the same argument may not carry much weight in a country such as Namibia where conditions are vastly different to those in the developed world.

Nevertheless, a global picture of the Sunday press is necessary in order to assess the situation locally. It is only then, combined with local research, that newspaper entrepreneurs will be able to reach meaningful decisions as they decide in favour of or against embarking on the road to Sunday newspapering.

Some of the key findings emerging from the “Sunday in America 2001” study are the following:

- Sunday still holds a special place for Americans. Most Americans describe Sunday as enjoyable (70%), relaxing (66%), and manageable (55%).
- Most Americans find the Sunday newspaper more entertaining and relaxing to read than the daily newspaper.
- The vast majority of Sunday readers (73%) want to see a greater focus on local people and local events.
- Newspapers are trusted more than other media (Parade Partners, 2001: 5).

In Robert Bolton’s *The Media Report* programme (“Radio National Transcripts”, 1999), the participating editors emphasised that “promotion and marketing is the mantra” in a market where some Sunday papers are losing circulation while others are booming.

In Australia, circulation figures for the country’s only broadsheet Sunday paper, Melbourne’s *Sunday Age*, had been slipping while the figures for Sunday tabloids were on the up. After repositioning the paper, however, the *Sunday Age* turned the tables as the

growth area for newspapers, according to the editor Michael Gawenda, is on Sunday. Some of the growth points identified by Gawenda were (“Radio National Transcripts”, 1999: 2):

- Making the Sunday paper a more relaxed one than the rest of the week
- Making it a younger newspaper (i.e. attracting younger readers)
- Making it more community oriented by covering more local news
- Improving the “travel” section.

Gawenda also realised that the *Sunday Age* had to be a completely different paper to the daily, *The Age*, which is also published on a Saturday. Allan Farrelly, editor of the now defunct Australian *Sunday Herald*, believed that Sunday papers must have a lot of material besides breaking news (“Radio National Transcripts”, 1999: 4):

“They’ve got to have backgrounds and analysis and comment and lifestyle (which is becoming more important) service material, and so on.”

Editors of highly successful newspapers, such as Jenny Cooper of Sydney’s *Sunday Telegraph*, feels strongly about research because

“you have to know what your readers want; you have to be able to offer them an entire package.” (“Radio National Transcripts”, 1999: 7).

Much of the success of the *Sunday Telegraph* lies in the fact that the paper is constantly being changed, so that it becomes virtually a new paper every year.

Kerry Green, journalism lecturer at the University of Queensland, points out that less than 10% of a Sunday newspaper consists of hard news or timely news. The rest is concerned with an overview of society happenings, or softer news referred to her as the “surveillance factor” of society (“Radio National Transcripts”, 1999: 8).

More than 90% of an Australian Sunday paper would be based on infotainment. The difference between European and American Sunday newspapers on the one hand, and Australian newspapers on the other, is probably that the Joe Jackson song would be more applicable to the former than the latter. Australian media are inherently conservative, according to Green, whereas “sensation is deemed to be the route to increased circulation” in countries such as the United Kingdom (“Radio National Transcripts”, 1999: 9):

“If you’re going to look at a scale of, let’s say salaciousness, you’re looking at the UK at the top, Australia at the bottom, and the US somewhere in between”.

Sunday newspapers often set the news agenda for the following week, according to Green’s perceptions of Australian media. TV and daily newspapers often take up front-page stories and in-depth analysis of news that have been broken up by the Sunday

papers. The Sunday papers therefore drive the news agenda and to some extent the political agenda (“Radio National Transcripts”, 1999: 10).

In the United States, Sunday newspapers present somewhat of a paradox. According to many sources, including the Newspaper Association of America (NAA), Sunday papers have been in a circulation decline since the mid-90s. However, the number of new Sunday titles has actually increased (“Radio National Transcripts”, 1999: 11).

There has been a demand by both readers and advertisers for an increase in Sunday newspaper activity. The NAA’s research has revealed that the biggest concern for Sunday newspaper circulation is not so much competition from other media, but simply a matter of time competition, especially in a booming economy when people elect to spend their time with family and other issues on the one day when they are not working. The paradox can be ascribed to the fact that advertisers demand more space, especially in the United States, to advertise their products on a Sunday by way of normal advertisements, the classifieds or inserts (“Radio National Transcripts”, 1999: 11).

Joe Strupp of New York’s *Editor and Publisher Magazine* explains (“Radio National Transcripts”, 1999: 12):

“... if they’re going to pick a day when they read the paper, it’s going to be Sunday. On the other hand, the Sunday reader today doesn’t have as much time on Sunday as they might have had 10, 20 years ago.”

Competition from other media, however, remains a deciding factor as there are so many other news and information outlets on the market, such as the internet, 24-hour TV news channels and the music industry, which captures a big chunk of the youth market, according to this researcher.

Middle class working people, according to the results of this study (see “Most popular activities on a Sunday”, Chapter 6) spend a considerable amount of time on a Sunday to prepare for the week ahead, followed by watching TV and religious activities. Reading the Sunday paper enjoys priority only after these activities.

In the British media market, much of the success of the *Sunday Times* (of London) is apportioned to Rupert Murdoch’s way above average spending on promotion and marketing, believed to be in excess of £20 million a year. In a tight market where London boasted as many as nine major Sunday newspapers, the *Sunday Times* has been selling consistently close to 1.5 million copies per edition. The number of English Sunday papers is now listed as six, according to the website “WhyWaitForever” (2003).

Several internet search engines were consulted for an African perspective on Sunday newspapering, but the search proved unsuccessful. The author is therefore of the opinion that it is indeed a subject that needs further attention among African scholars.

As pointed out above, there are conflicting signs suggesting that Sunday readership has been sliding, while the number of Sunday publications has been increasing the past few years, mainly due to the demands of advertisers. Research on Sunday newspapers proves that one of the critical factors that will ultimately determine the long-term survival of these publications is the size of the market. Not even the best of goodwill amongst willing advertisers will save a newspaper that has no market to support it.⁷

The good news for the average Sunday newspaper around the world is that generally more people read newspapers on Sundays than any other day of the week. The disturbing news, it seems, is that every year that pool of diligent readers is getting smaller.⁸

⁷ Author's own observations based on variety of research material consulted.

⁸ Author's own observations based on variety of research material consulted.

CHAPTER 4: SUNDAY NEWSPAPERING IN NAMIBIA

As far as could be established only two titles preceded the *Namibia Sunday Express*. They were *Sondag-Republikein* and *Tempo*.

4.1. SONDAG-REPUBLIKEIN

The era of Sunday newspapering in Namibia started in April 1986 with the launch of *Sondag-Republikein*. It ended in 1997 when *Tempo* ceased production. Although *Sondag-Republikein* was initially considered an extension of *Die Republikein*, it soon established its own character with the emphasis placed on sport and articles written in typical Sunday style (Krige, 1989: 3).

A substantial part of editorial space was awarded to reports and articles in English and German, but the main content was in Afrikaans. *Die Republikein* (and subsequently *Sondag-Republikein*) was originally designed in 1977 to serve the interests of the Republican Party (Krige, 1989: 38). In 1978 the party (better known by its Afrikaans name Republikeinse Party), became a member of the Democratic Turnhalle Alliance (DTA), a loose alliance of several political parties.

Sondag-Republikein, a tabloid newspaper, was read by 10% (compared to 20% for the daily) of the total urban population according to a reader survey conducted in 1986. About 7 000 copies were printed (Krige, 1989: 45).

Des Erasmus, who is now in charge of *Republikein*'s Swakopmund office, took over from Jan Spies in 1986 and served as editor for both publications. Fourteen months after its launch, *Sondag-Republikein* started showing a profit (Krige, 1989: 68).

4.2 TEMPO

Tempo came into being in the early nineties after a reshuffling of the newspapers within the Democratic Media Holdings, owners of several newspapers associated with the cause of the DTA. The transition from *Sondag-Republikein* to *Tempo* was purely academic – nothing but a name change, according to Des Erasmus (2003).

It became more apparent to the owners that *Tempo* was now competing directly with *Die Republikein* and made inroads into its advertising cake. Sooner, rather than later, this was going to hurt the daily (Erasmus, 2003).

With the same group of reporters working on both the daily and the Sunday edition, it was inevitable that reporters would hold back some of the stories that did not appear in the daily. While this was bad for the daily, reporters had to hope simultaneously that such angles would not be snatched up by the opposition media (Erasmus, 2003).

Tempo, according to Erasmus, started with a non-political approach, as well as an independent image that would be separately identifiable from the daily. Erasmus is of the opinion that in many ways the publication was leading the pack in terms of reporting,

having published in-depth articles on affirmative action and other thought-provoking subjects (Erasmus, 2003).

Chris Jacobie, current editor of *Republikein*, pinpointed the problem of reporters of the same group having to align themselves with either the daily or the Sunday publication as one that affected the credibility of both newspapers (Jacobie, 2003).

The inevitable closure of *Tempo* appeared to be based primarily on the realization that the Sunday paper simply could not function independently enough from its sibling within the same stable (Erasmus, 2003).

At the same time, economic sense also indicated that it was not going to be viable for the daily to receive such healthy competition from its stable mate to attract the same pool of advertisers (Erasmus, 2003).

4.3 THE SOUTH AFRICAN SUNDAY TITLES

Although a wide variety of international newspapers are readily available at prominent outlets such as CNA, the South African Sunday newspapers *Rapport* and *Sunday Times* have always seemed to be the most popular choices amongst Namibians, which this study confirms.

From his own observation and analysis as a keen reader of both these newspapers, the author is of the opinion that the two newspapers' popularity in Namibia is largely a result of there being no Namibian equivalent; and that the news reading public have turned to these newspapers over the years to satisfy their need for news and information on a Sunday.

Both newspapers are distributed in the main urban centres of the country, and circulation figures are believed to mirror those of the local newspapers. In the case of *Rapport*, 4 000 copies are sold, according to circulation manager Japie de Goede (2004). The target, however, is 10 000 (de Goede, 2004).

In the case of *Sunday Times*, just under 1 000 copies of the African edition are sold. These copies are airfreighted to Windhoek on a Saturday, while distribution is limited to Windhoek and Walvis Bay. It was confirmed that a shortage of space on the airline may cause the newspaper to be late (Henry, 2004).

There is reason to believe that the actual sales figures for both newspapers have the potential to increase since the papers are now available early on a Sunday morning, compared to late afternoon which used to be the norm for many years.

Since the introduction of an African edition (*Sunday Times*) and the fact that *Rapport* is now printed locally, there is a greater chance for circulation figures to grow.⁹

⁹ Author's own impressions.

However, neither newspaper contains any local news, except for an exceptional story from time to time. Unless local news enjoys more space, the author is of the opinion that these two newspapers will struggle to make any significant inroads into the Namibian market.

CHAPTER 5: *NAMIBIA SUNDAY EXPRESS*

5.1 BACKGROUND: THE PROPRIETOR

The proprietor of the *Namibia Sunday Express*, Floris Steenkamp, started his journalistic career in his early twenties with *Republikein*, the Windhoek-based Afrikaans daily, in November 1996 as a junior reporter. He gave up his law studies and fell in love with the newspaper industry. Nothing, he thought, would give him more pleasure than working with a newspaper (Steenkamp, 2003).

He moved through the ranks quickly, from junior reporter to senior reporter. In 1997, as a recipient of the Sanlam Community Media Awards, he was among the Top Ten Investigative Community Journalists in Southern Africa. Steenkamp and his father, Pedro (who also happened to be a journalist) were transferred to Swakopmund to open a coastal branch for *Republikein* where, according to Steenkamp jr.

“we soon became a thorn in the side for the main regional newspaper, the *Namib Times*” (Steenkamp, 2003).

When invited by the then editor of the *Namib Times*, Paul Vincent, to join the rival newspaper, Steenkamp accepted. He worked for the *Namib Times* for the following five years. It was a period of many difficulties for him. There were certain things that he wanted to see in a newspaper that he had learnt and observed the past seven years, but

was unable to introduce into the *Namib Times*. His disillusionment with the management caused him to pack his bags in early 2002, ready to start out on his own (Steenkamp, 2003).

5.2 NEW BEGINNINGS

Steenkamp was left with the following choice: If he were to have any chance of surviving in a well-served Monday to Saturday newspaper market, he would have to fill the vacant Sunday slot. There was no visible threat as the new publication, *Namibia Sunday Express*, was to become the first Namibian Sunday newspaper in more than half a decade. Steenkamp started publishing in May 2002, having done no formal market research on the subject, but confident that his experience of the media industry would help him survive (Steenkamp, 2003).

5.2.1 Structure of the *Namibia Sunday Express*

According to Steenkamp, the newcomer boasted the services of three of Namibia's most seasoned journalists, namely himself, his father Pedro Steenkamp (since passed away in the spring of 2003), and Henriëtte Lamprecht (also previously from *Republikein*). Taking charge of the Financial and Administrative Departments was an old hand in the tourism and hospitality industry, Chris de Villiers, who Steenkamp thought was one of the best in the business to design administrative systems (Steenkamp, 2003).

Namibia Sunday Express employed three marketing officers, who came in both young and experienced formats. The more experienced marketers had been “stolen” from other newspapers, a practice Steenkamp supports:

“How else will you secure experience in this competitive market?”

(Steenkamp, 2003).

There was a predicament at first. What weighed more heavily: Giving priority to the administrative and financial systems, or the newspaper itself? In true journalistic fashion, Steenkamp preferred the latter option and this paid quick dividends in terms of public acceptance of the new publication.

“In fifteen months people grew fond of the paper,” (Steenkamp, 2003).

He maintained that the newspaper was aesthetically pleasing, contained good editorial and attracted the advertising market it had targeted in the first place. This paved the way for proper attention to be given to the development of successful administrative and financial systems (Steenkamp, 2003).

Steenkamp identified four “cycles” according to which a newspaper should be run:

- Editorial Cycle
- Advertising Cycle

- Distribution Cycle
- Finance/Administrative Cycle

(Steenkamp, 2003).

After the first year, the financial system was upgraded to Pastelle Accounting 6.5. Simultaneously a new advertising booking system that is responsive to customers' needs was introduced (Steenkamp, 2003).

In terms of distribution, the "constant supply" rule applied. In other words, every Sunday the newspaper would arrive at the same time; ready for distribution at the time expected by all the customers (Steenkamp, 2003).

The *Namibia Sunday Express* was initially run as a close corporation¹⁰ with Floris Steenkamp being the only person with an interest in the business. He then sold 40% of the business, changing its status to a private company.¹¹

¹⁰ A close corporation is easier to establish than a private or public company. It can have a maximum of 10 members, each member holding a specified interest that is expressed as a percentage of the total. This interest can only be disposed of with the consent of all the other members. Members are afforded the advantages of a company without having to register as a fully-fledged company under the Companies Act. A close corporation must display the letters CC after its name (Mohr & Fourie, 1995: 72-73). These legal conditions also apply in Namibia.

¹¹ A private company is limited to a maximum of 50 members and the right to transfer its shares is restricted. It can have only one shareholder and can be identified by the abbreviation (Pty) Ltd after its name. The abbreviation stands for "proprietary limited". A company, whether private or public, is a business whose identity in the eyes of the law is separate from the identity of its owners or shareholders. The liability of the owners or shareholders is usually limited to the value of the shares they own (Mohr & Fourie, 1995: 72-73). These legal conditions also apply in Namibia.

Two local executives obtained 20% each in the company. Steenkamp himself assumed the role of editor, with Pedro Steenkamp responsible for the editorial division, Adam Hartmann for designing, and Chris de Villiers in charge of financial systems.

5.3 DEMOGRAPHICS

Steenkamp strongly believed that the newspaper would attract the more intellectual person. The main reason for this is that:

“... we do not wash dirty laundry in public, we do not publish divorces, we do not write about people being dragged before court – we are simply not in the laundry business. Instead, we write for those who want to be in touch with their lives” (2003).

Steenkamp grouped his readers as follows:

- Intellectual workers who had been to university and found it necessary to improve themselves all the time;
- Middle managers who needed information to make it easier for them to interpret their everyday environment;
- Top management “most definitely” (2003).

There was also a significant market for the newspaper within the fishing industry – also up to top management level. In the general business sector there also seemed to be great interest (2003).

Steenkamp acknowledged during a personal interview that his distribution and marketing efforts had not made the desired impact on the government sector. However, at local authority level, he said, the *Namibia Sunday Express* was perceived to be a popular newspaper (2003).

Steenkamp was also confident that a significant number of *Namib Times* readers would be looking at the *Namibia Sunday Express* as an alternative source of information, simply because he had become well-known during his five-year stint with the former.

Even the ordinary person, he claimed, would qualify as an ardent reader of the *Namibia Sunday Express* (2003).

Commercial companies and parastatals also contributed to readership, for example Namport, TransNamib and Air Namibia. In the capital city Windhoek, business people from the banking and insurance sectors were said to be increasing their interest in the paper (Steenkamp, 2003).

5.4 SALES FIGURES

When questioned about sales figures, Steenkamp was quick to point out that in Namibia most newspaper owners would release distribution figures rather than actual sales figures.

Distribution at the time the first interview took place amounted to 20 000 copies per month, of which 8000 – 10 000 (40 to 50%) were sold. This translated into 2 000 to 3 000 per edition per week (Steenkamp, 2003), but was later increased to 5 000 per edition when the paper started to break even (Steenkamp, 2004).

5.5 THE NAMIBIA SUNDAY EXPRESS VERSUS DAILIES AND WEEKLIES

The Namibia Sunday Express competed against the following weeklies, bi-weeklies and dailies:

Windhoek Observer (published on a Saturday)

Namibia Economist (published on a Friday)

Namib Times (published on Tuesdays and Fridays)

The Namibian, Republikein, Allgemeine Zeitung (dailies)

All of these papers, according to Steenkamp, found it relatively easy to be visible to the target market. For example, consumers en route from work to home (or vice versa) must

stop at a shop to buy daily essentials (of which the newspaper might be one), whereas the Sunday newspaper does not enjoy the same benefit (Steenkamp, 2003).

People have predetermined programmes on a Sunday, for example going to church, or having lunch with friends or relatives. The *Namibia Sunday Express* had to vie for attention on many fronts; but despite the odds, it had been remarkably successful to reach the figures it had aimed for within 14 months. Advertisers were said to support the publication because the figures Steenkamp (2003) cited were impressive for the Sunday market, and especially for such a new publication.

5.6 TURNOVER

Monthly turnover figures of the *Namibia Express* varied between N\$50 000 and N\$55 000 (where N\$1 = R1). Breakeven occurred in the ninth month. Advertising made up between 25 to 35% of the newspaper. Steenkamp's ideal was a maximum of 35%. Beyond that, especially above 40%, the situation would become untenable he argued.

“Who can keep his focus on two successive pages of advertisements only?

Both advertisers and readers would be quite tolerant of a 40:60 advertising/editorial ratio.” (Steenkamp, 2003).

Steenkamp was positive that news coverage by the *Namibia Sunday Express* would focus strongly on local news. Disappointingly, however, as the chapter on content analysis will

show, this was not to happen as foreign news dominated at first. It was only in the final stages of the *Business Express* that local news dominated the entire newspaper. Furthermore, Steenkamp's promise of a well-balanced newspaper in terms of content also never materialised, as the content analysis carried out by this researcher will indicate.

The *Namibia Sunday Express* editor saw no major threat from rival newspapers; at least not as far as news content was concerned. There would however be opposition in terms of fighting for advertising. Steenkamp was confident though that he would be able to make his advertisers' money work better for them than competing newspapers would manage. A quality product, he said, would be delivered on the following grounds (Steenkamp, 2003):

- Clean, non-misleading and honest advertising
- Print quality of the highest order
- Good service delivery in terms of finance and administration
- Superb writing skills
- No "comebacks" or corrections
- Goodwill from the public would be an indication that the product is good.

As part of his relationship building efforts with fellow newspaper operators, Steenkamp entered into an agreement with the *Namibia Economist* to distribute that newspaper free of charge by including it as an insert, provided of course that the favour be returned in areas where the *Namibia Sunday Express* would have difficulty with distribution. The

Namibia Sunday Express would then also be distributed as an insert in the *Namibia Economist* (Steenkamp, 2003).

5.7 PRINTING

Web Offset Printers in Windhoek printed the *Namibia Sunday Express*. The pre-printed product was e-mailed on a Saturday afternoon before 16:00 and by 20:00 the evening the printed newspaper was available. The delivery van would have left Walvis Bay for Windhoek by noon that day and return just before midnight. Distribution started at 06:30 on Sunday mornings (Steenkamp, 2003).

Printing 5 000 copies cost the owner N\$ 4 800, which represented about 40% of the monthly printing and distribution expenses. Another N\$25 000 was spent on salaries, while the total operational expenditure amounted to more than N\$50 000 per month (Steenkamp, 2003).

5.8 BUSINESS PLAN

The business plan made provision for the *Namibia Sunday Express* to develop along the following lines (Steenkamp, 2003):

First Year: Establish itself in Walvis Bay and Swakopmund
 Penetrate the Windhoek market.

Second Year: Expand by establishing a presence in Okahandja, Lüderitz, Keetmanshoop, Rosh Pinah/Skorpion Zinc and Oranjemund.

Third Year: To be a truly national newspaper, having covered the northern regions as well. Black empowerment shareholding was also mentioned as a possibility.

Fifth Year: To be entirely independent as a financial concern.

At the time of conducting the research, and before the *Namibia Sunday Express* had to close down, the newspaper seemed to be on its way to fulfilling its first and second year ideals.

5.9 THE MISTAKES

In a final interview Steenkamp spoke frankly about some fundamental mistakes he should have avoided (2004).

To begin with, his capital (contribution) ratio should have been 4:6 instead of 7:3. In other words, for every N\$4 borrowed, he should have had N\$6 available to invest in the business.

The *Namibia Sunday Express* was therefore started with a high bank overdraft, which resulted in cash flow difficulties during the first three months. The classified section had

to be established in record time in order to compete with the opposition *Namib Times*, whose strength is its classified section (Steenkamp, 2004).

As far as financial management is concerned, Steenkamp said, he would do it differently should the opportunity arise again. In this case a debtors clerk would be essential in order to monitor the rate at which money is flowing into the business. He would also avoid what he termed the “statement pothole” (2004).

For example, advertising buyers would request statements towards the end of a month after having placed advertisements in the beginning of that month, only to settle payment a month later. This meant that the *Namibia Sunday Express* had to wait on average 60 days before receiving payment, while salaries and creditors had to be paid within 30 days (Steenkamp, 2004).

Despite the problems, according to Steenkamp, he was able to close the final chapter on the *Namibia Sunday Express* without any significant debt (2004).

CHAPTER 6: FINDINGS AND ANALYSIS

6.1 INTRODUCTION

With the aims and methodology as described in Chapter 2, this researcher was able to arrive at the following findings and analysis.

6.2 FINDINGS

6.2.1. Gender spread:

The study confirms that more men (58%) than women (42%) are regular newspaper readers. It is to be expected in a country such as Namibia where gender equality must still make considerable progress. Although care was taken to avoid a gender bias in the distribution of the questionnaire, it must also be assumed that in many traditional households men would naturally take the lead, or would be expected to take the lead, in filling out questionnaires.

This would further tie in with the assumption that women are still performing “traditional” female roles and men “traditional” male roles. A challenge for newspapers in the country in general would be to attract more female readers. Most newspaper coverage seems to favour male readers, so attracting female readers through more balanced articles should be a foregone conclusion.

Gender of Respondents

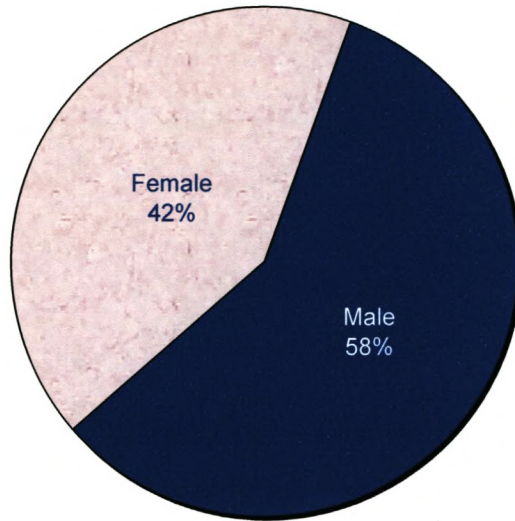


Figure 1

6.2.2. Age Spread:

Age Distribution of Respondents

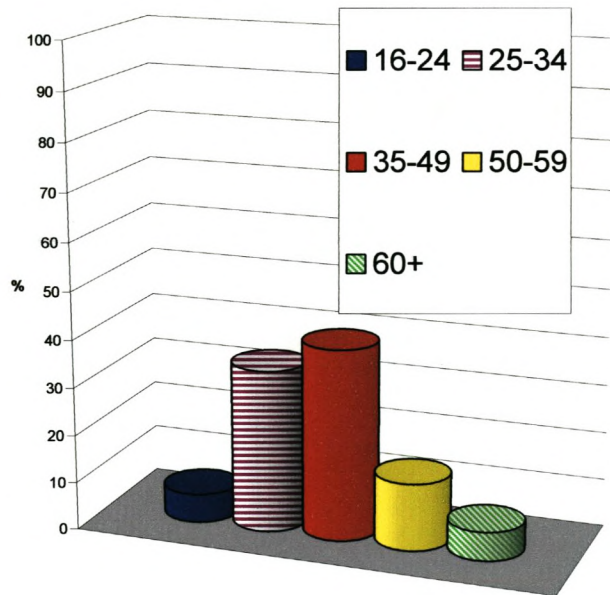


Figure 2

The median age group was found to be between 25 and 49, comprising 74% of the total number of respondents. The 50-59 age group constituted 14% of the sample, while young readers (16-24) and pensioners (60+) made up six percent each of the number of respondents. The highest concentration was found to be between 35 and 49 years old.

This correlates with the group targeted by the *Namibia Sunday Express/Business Express* as it is also the group that would be associated with decision-making within most business sectors. However, a big question mark concerning the readers of tomorrow remains. No editor or publisher will feel comfortable knowing that the reading public is getting older, while there are no plans in place to cater to the needs of the youth.

6.2.3. Level of Education:

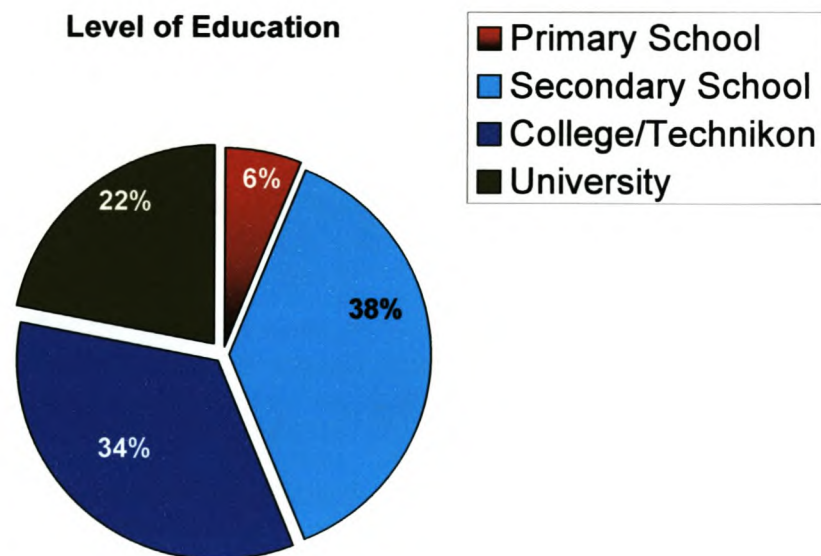


Figure 3

Most respondents (38%) completed secondary school, followed by 34% with a college or technikon education, while 22% completed a university education. Only six percent failed to advance beyond a primary education.

An important consideration here is not to underestimate the intelligence levels of one's readers, while provision should also be made for those who are less inclined to have a post-school qualification.

6.2.4. Occupation:

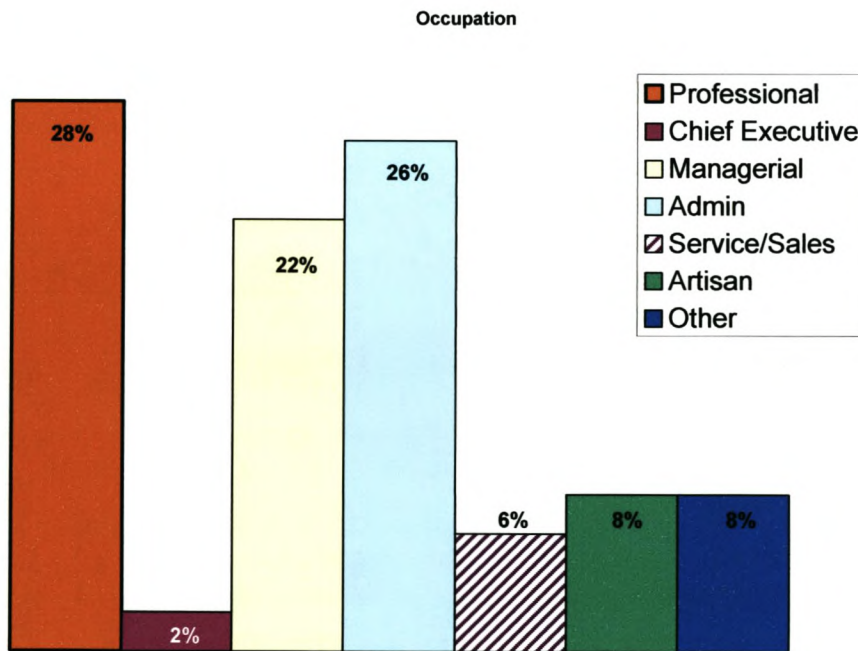


Figure 4

Most respondents considered themselves professionals (28%), excluding those occupying managerial positions (22%). By adding the number of Chief Executives (2%) to these two groups, the total of 52% correlates with the total number representing those who have received a post-secondary education (56%). Other occupation groups were:

- Administrative: 26%
- Artisans: 8%
- Service/Sales: 6%
- Other: 8%

The challenge here would lie in attracting a wider range of occupation groups to reflect the makeup of the community at large.

6.2.5. Employment Status:

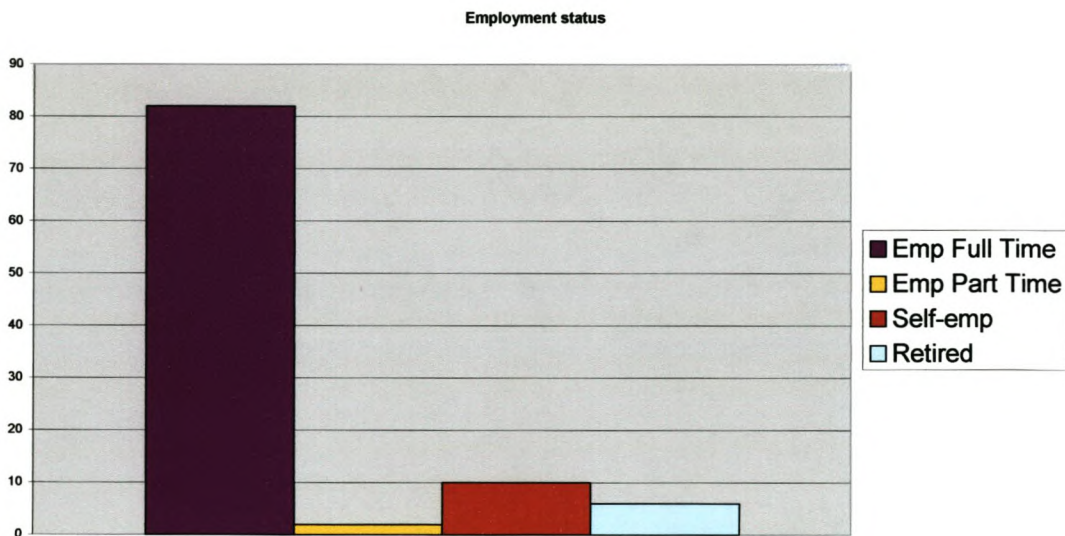


Figure 5

The vast majority (82%) of respondents enjoyed fulltime employment, including 10% who owned their own businesses. Six percent were retired, while two percent were employed on a part-time basis only.

Perhaps what should enjoy closer examination here is why retired people constitute such a small percentage, while it is taken for granted that they are the group least likely to be time challenged when it comes to reading a newspaper.

6.2.6. Levels of Income:

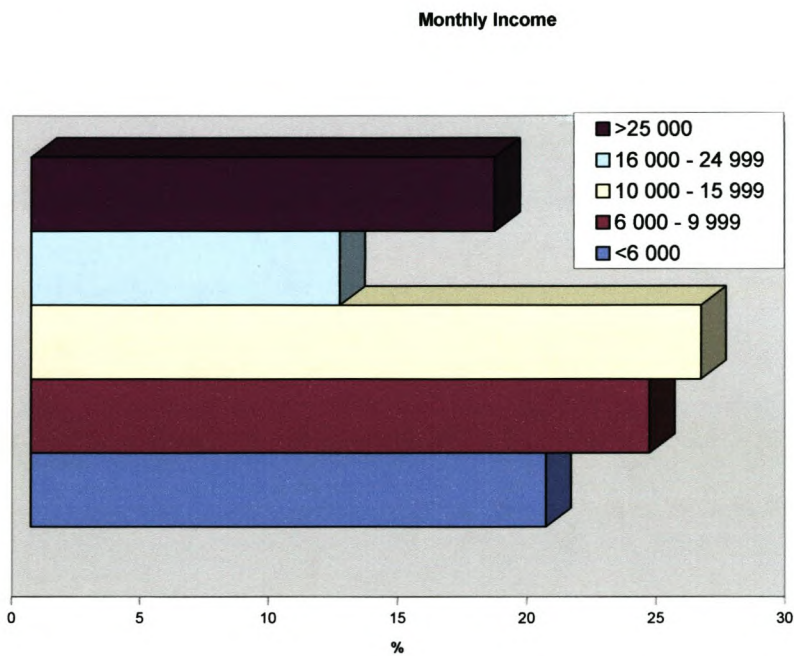


Figure 6

Household incomes were distributed as follows (*where N\$1 = R1*):

Less than N\$ 6 000:	20%
N\$6 000 - N\$9 999:	24%
N\$10 000 - N\$15 999:	26%
N\$16 000 - N\$24 999:	12%
Above N\$25 000:	18%

It must be borne in mind that the figures above are not representative of the average household and income expenditure of the towns of Walvis Bay and Swakopmund. For example, the 1997/8 Housing Demand and Affordability Study conducted by the Municipality of Walvis Bay determined that nearly half the households in Walvis Bay earned less than N\$1 000 a month, while less than five percent earned more than N\$10 000 a month (1997/8: Vol.2: 3).

As the Namibia Household Income and Expenditure Survey 2003/2004 (a separate survey from the National Census) had not been concluded at the time when this study was being undertaken, the previous national survey on income and expenditure conducted in 1993/94 was consulted for a comparison between the incomes stated above and the national equivalents (as stated in the Namibia Household Income and Expenditure Survey). However, the national survey cites an average household income (N\$1 433), making the comparison somewhat unfair. This author is in fact of the opinion that the average household income in Walvis Bay is higher than the national average, simply because of the higher levels of industrialization and employment evident in the harbour town.

In 1998 the Primary Household Subsistence Level (PHSL), which refers to the income required to satisfy one family's food, clothing and energy needs, was estimated at around N\$1 200 for Walvis Bay as a whole. In Kuisebmond (the traditional black township), the average monthly incomes were lower than the PHSL. Residents of Narraville (the traditional coloured township) earned an average of N\$2 300, while those of Walvis Bay Central, Hermes and Meersig earned approximately N\$3 500 a month. In Long Beach, the most affluent of Walvis Bay's suburbs, the average income exceeded N\$10 000 a month (Billawer & Ekobo, 2002: 42).

Although figures for Swakopmund could not be verified, it was to be expected that a similar picture would emerge with Mondesa (former black township) and Tamariskia (former coloured township) mirroring the situation in Kuisebmond and Narraville respectively. Swakopmund Central and Vineta would show some similarities with Walvis Bay Central, Hermes and Meersig, while Kramersdorf and Hage Heights would show similarities with Long Beach.

What is clear is that most of the respondents in this study would reflect the current economic status of the suburbs in which they are resident. Since the levels of readers' income in this survey can be considered reasonably high compared to the average salaries earned by blue collar workers in the area, it could be a useful tool to encourage advertisers to showcase their products and services more aggressively.

6.2.7. Regular Use of Media:

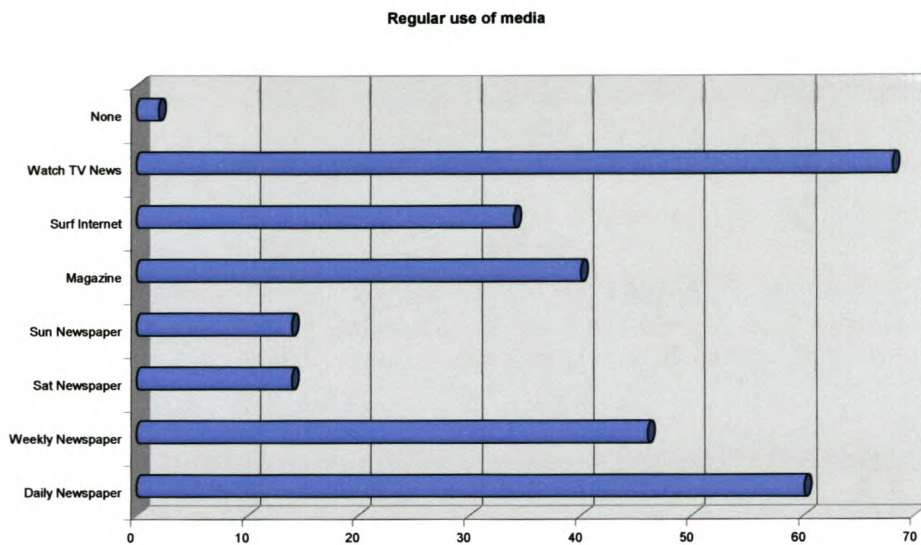


Figure 7

The graph clearly illustrates the popularity of television news (68%) over other media. The closest rival competing for news is the daily newspaper (60%), followed by the weekly newspaper (46%), magazines (40%), surfing the Internet (34%), and Saturday and Sunday newspapers at 14% each.

The low score for the Sunday newspaper can possibly be ascribed to the fact that currently no Sunday newspaper is published in Namibia. The results of this survey do not reflect the period when the *Namibia Sunday Express* was published. The only deduction therefore is that the Sunday papers being read by the respondents are foreign newspapers, and more likely South African newspapers (see section on “favourite foreign newspaper”).

6.2.8. Best day for reading a newspaper:

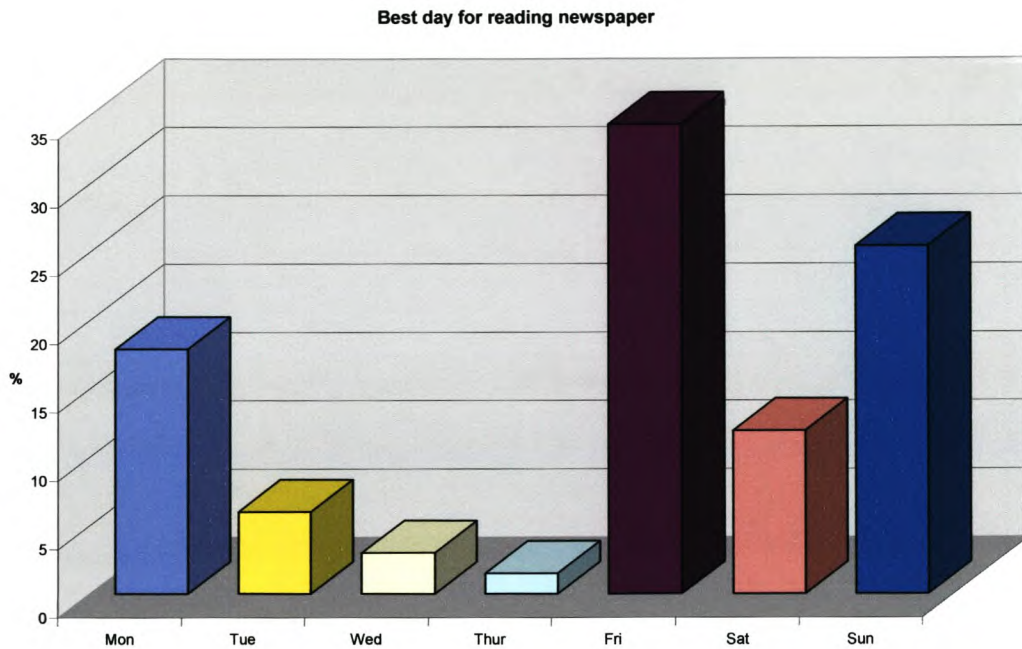


Figure 8

The fact that people in this survey chose Friday as their best day for reading a newspaper is probably indicative of their lifestyle and does not come as a big surprise. During the week they would appear to be too occupied with work related and other activities. Times have certainly changed since a few decades ago. Technological advancements are probably largely responsible for the fact that there is a lot more fierce competition now as to how people should divide their time.

Weekend readers make up 71% of the total (Friday = 34%, Saturday = 12% and Sunday = 25%). During the week Monday is preferred (18%), followed by Tuesday (6%),

Wednesday (3%) and Thursday (2%). The apparent paradox between the popularity of daily newspapers as a news medium (as discussed under ‘Regular Use of Media’) and the low scores for weekdays (under ‘Best day for reading a newspaper’) could be interpreted in a number of ways. The strong preference for weekends to read newspapers does not necessarily mean that only weekend newspapers are read over a weekend. It could well be that one or more dailies are also read during weekends. What does seem more than plausible is that there is definitely a very high demand for satisfying a newspaper reading habit over weekends, particularly on Fridays and Sundays. The low demand for Thursdays probably needs further analysis. *Republikein* editor, Chris Jacobie, is of the opinion that Thursdays are a popular choice in the capital city, Windhoek.

“People want to know on a Thursday what to expect on the weekend. They want to form a general picture of what’s happening at the coast, for example, and how to plan appropriately in terms of accommodation or fishing possibilities” (Jacobie, 2003).

What is clear, therefore, is that reading habits within the same country can differ from urban centre to urban centre, or from region to region.

6.2.9. Describing Sunday:

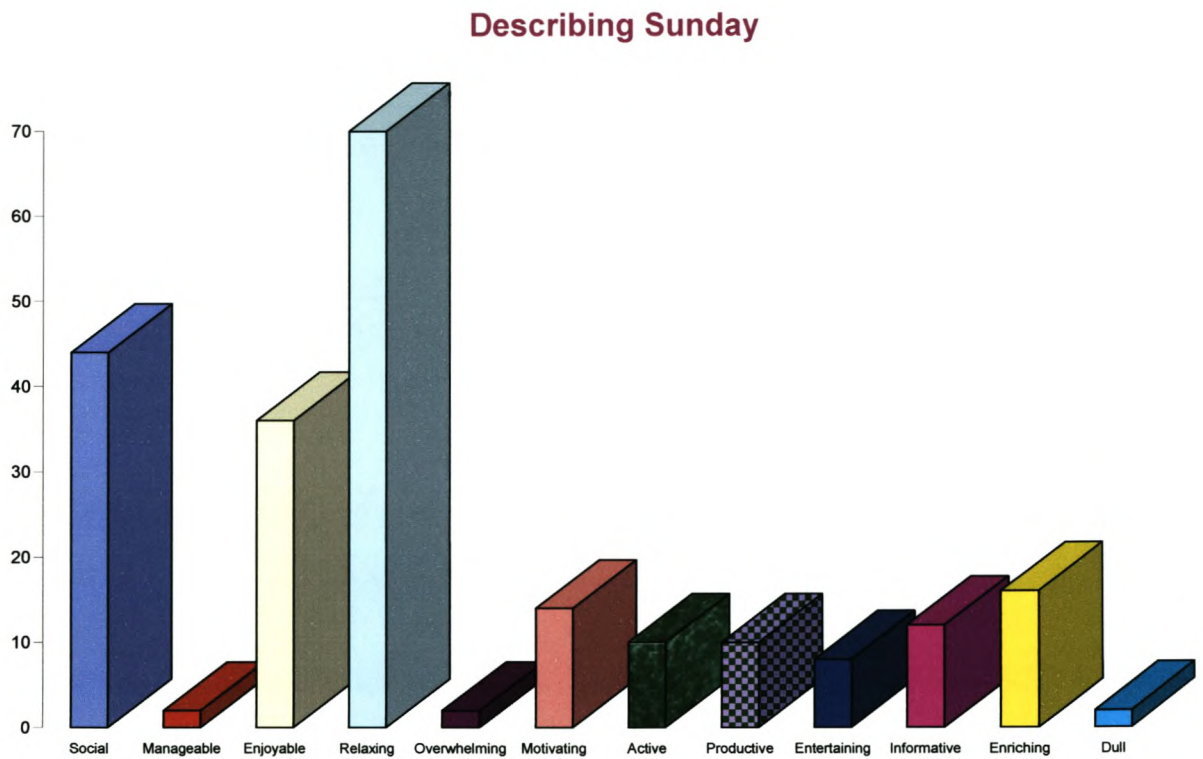


Figure 9

In this section the intention was to determine people's mood on a Sunday, and whether the introduction of a Sunday newspaper would blend in with their routine.

Standing out above all descriptions of the ideal Sunday, are the words *relaxing* (70%), *social* (44%) and *enjoyable* (36%).

Negative descriptions such as *overwhelming* and *dull* were virtually non-existent.

6.2.10. Most popular activities on a Sunday:

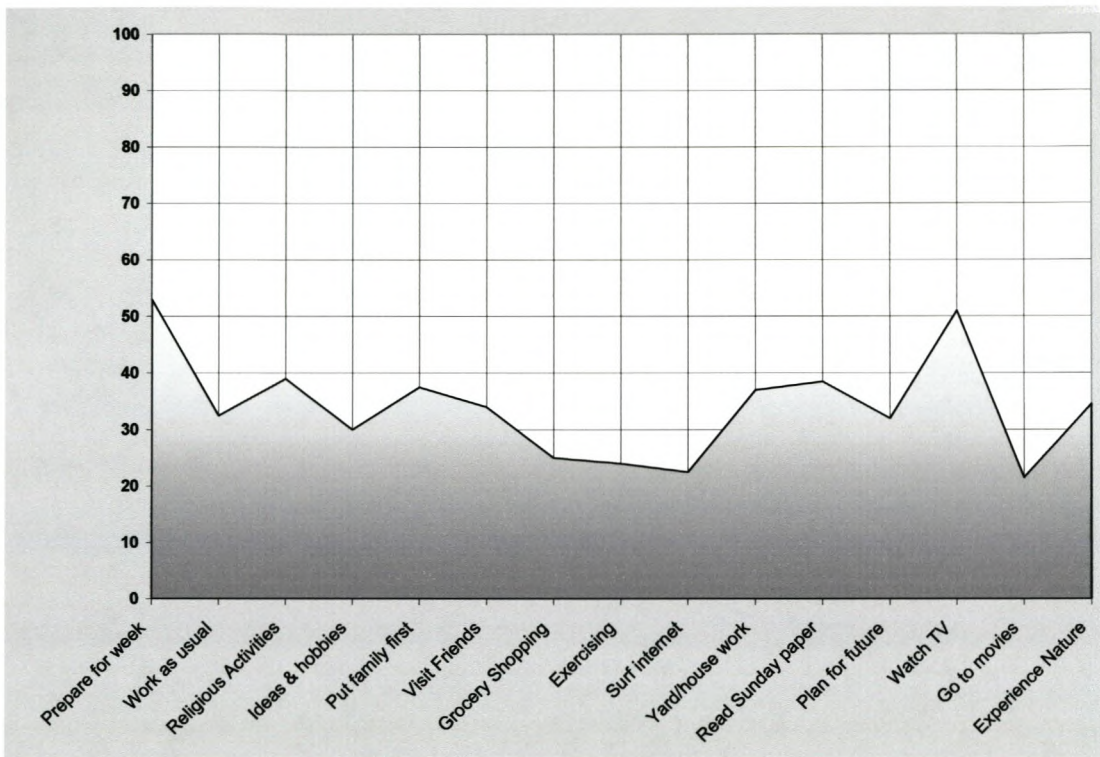


Figure 10

Most time on a Sunday is consumed by preparing for the week ahead, followed closely by watching TV and going to church. Reading the Sunday paper also features prominently just after religious activities, as well as “putting the family first.”

At the bottom end are surfing the internet and going to movies.

6.2.11. The Ideal Newspaper helps to:

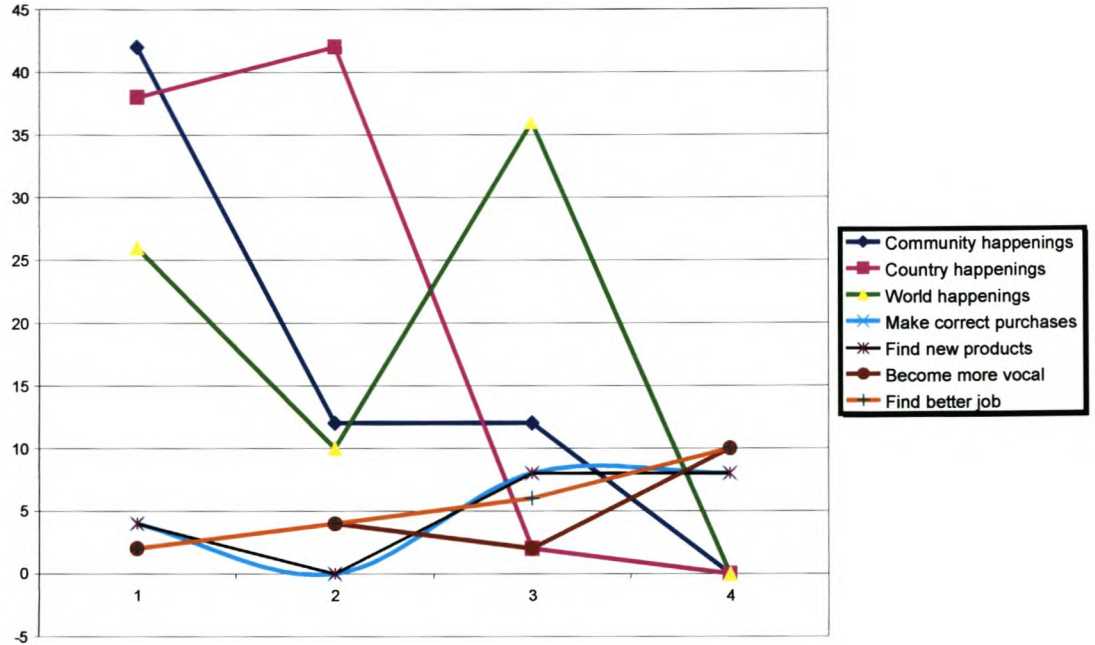


Figure 11

Helping to find out what happens in one’s community is the highest expectation that 42% of respondents would have of their ideal newspaper. The same percentage placed “country happenings” as the second highest expectation, while “world happenings” was placed as the third highest expectation by 36% of respondents. The (Y) axis represents the percentage of respondents, while the (X) axis represents the level of expectation. Another example would be that less than five percent of respondents would regard making correct purchases as a high priority (scoring a 1), while just below 10 percent would regard it as a low priority (scoring a 4).

Viewed differently, the following graph also shows the priority areas, although not necessarily in the same order of importance as the above illustration.

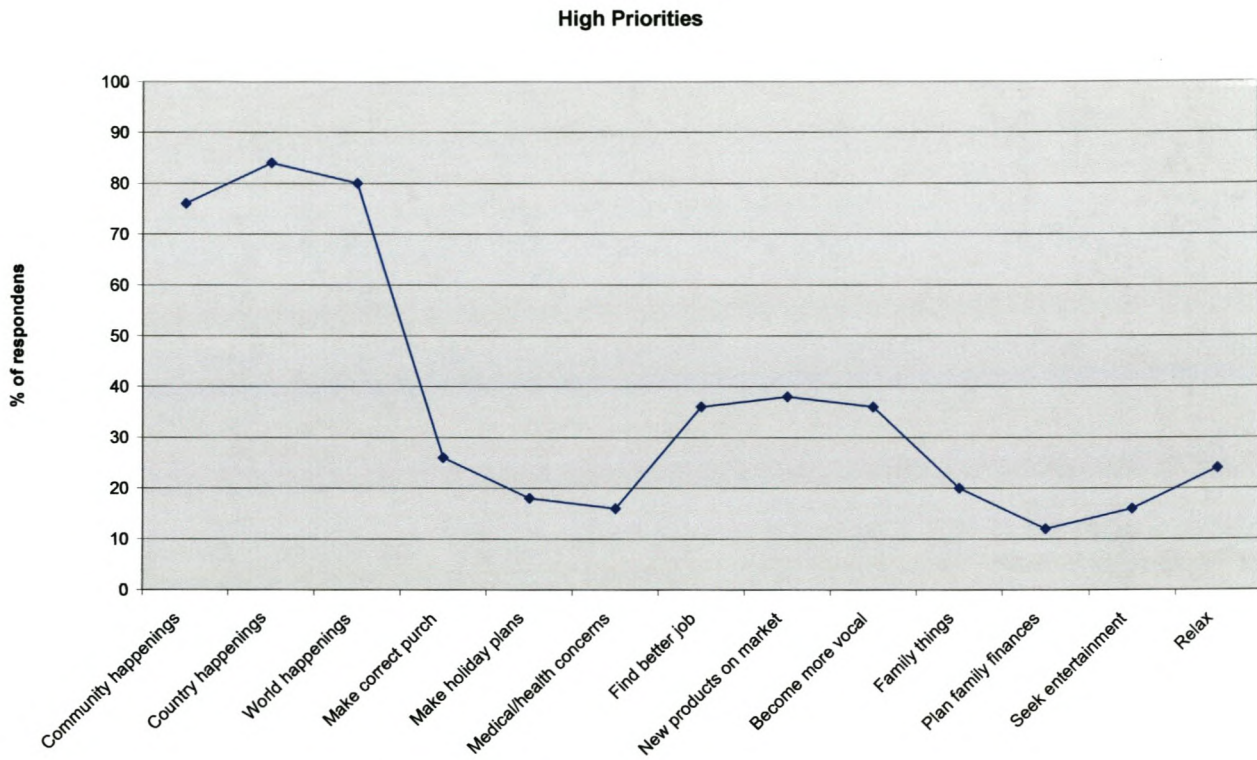


Figure 12

6.2.12. Sections of the Newspaper being enjoyed most:

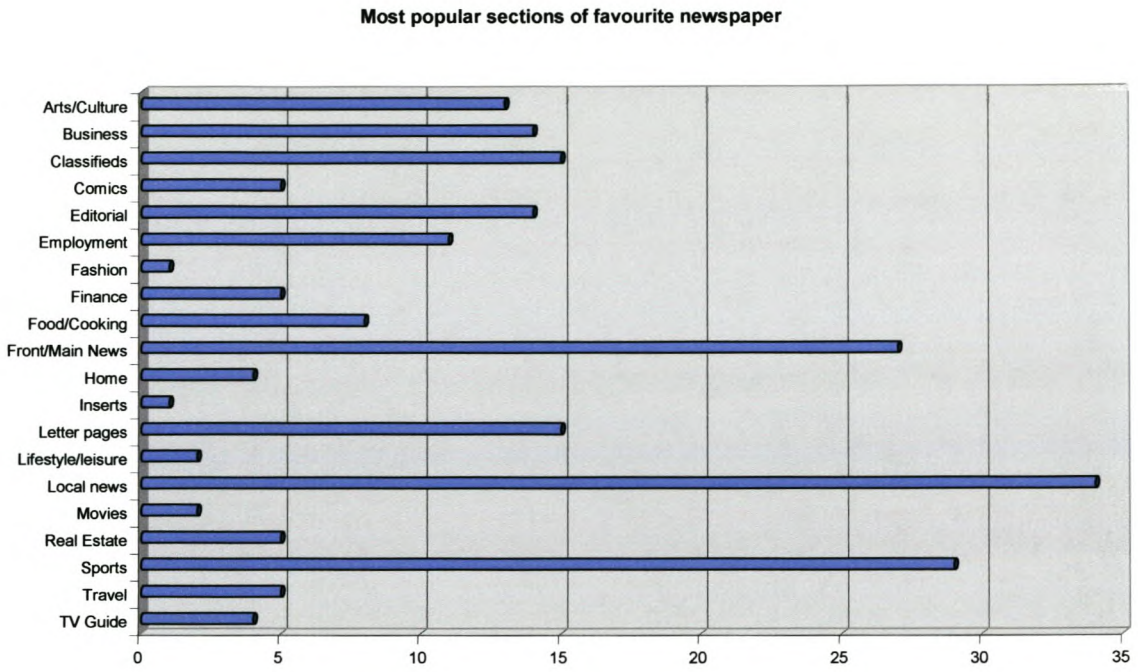


Figure 13

The worldwide trend is that people want to read about themselves; hence it comes as no surprise that local news tops the list in this survey. It further strengthens the notion that “your ideal newspaper helps you to find out what happens in your community” as the first priority for respondents.¹²

Respondents listed the following five sections as the most enjoyable:

- Local News (for 70% of respondents)
- Sport (58%)

¹² Author’s quote.

- Front/Main News (54%)
- Classifieds (30%)
- Letter Pages (30%)

The least enjoyable sections are Fashion, Inserts, Home, Movies and TV Guide.

6.2.13. Favourite Namibian newspaper:

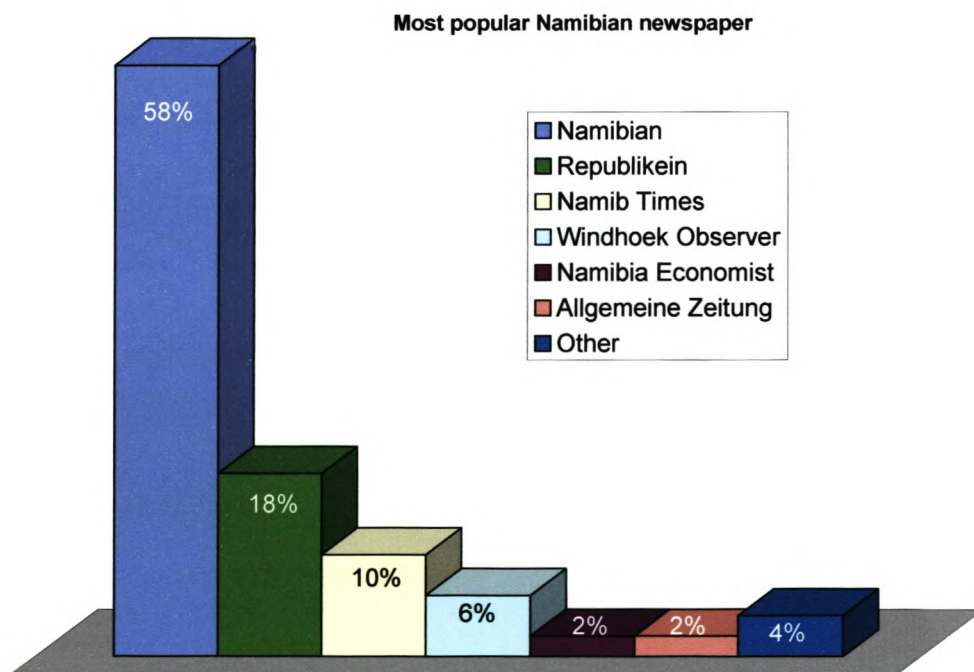


Figure 14

The Namibian is the biggest newspaper in terms of sales and distribution in Namibia. In 2003, 18 years after its birth, it was still regarded as a bit of a troublemaker by those in power.

The newspaper was founded in 1985 by its editor and owner, Gwen Lister, who started it with money originally donated by the European Union as a “development project” (Carte Blanche, 2001).

The sole objective of the newspaper was to print the truth about what was happening in the country under apartheid rule. The paper started as a weekly, but became a daily after independence in 1990 (Carte Blanche, 2001).

Although a predominantly black government (SWAPO) took power, *The Namibian* soon found itself at odds with the new rulers, simply for having remained faithful to its slogan of “still telling it like it is.” According to Lister

“We cannot just leave the government of the day and say it’s a good government because it’s a black government, because it’s not true” (Carte Blanche, 2001).

The Namibian’s record of accomplishment and clean image are probably responsible for its high rating among readers across the country. The rating is probably also strengthened by the fact that readers would be more inclined to read a newspaper that is believable, trustworthy, informative and independent.

6.2.14. Size of favourite Namibian newspaper:

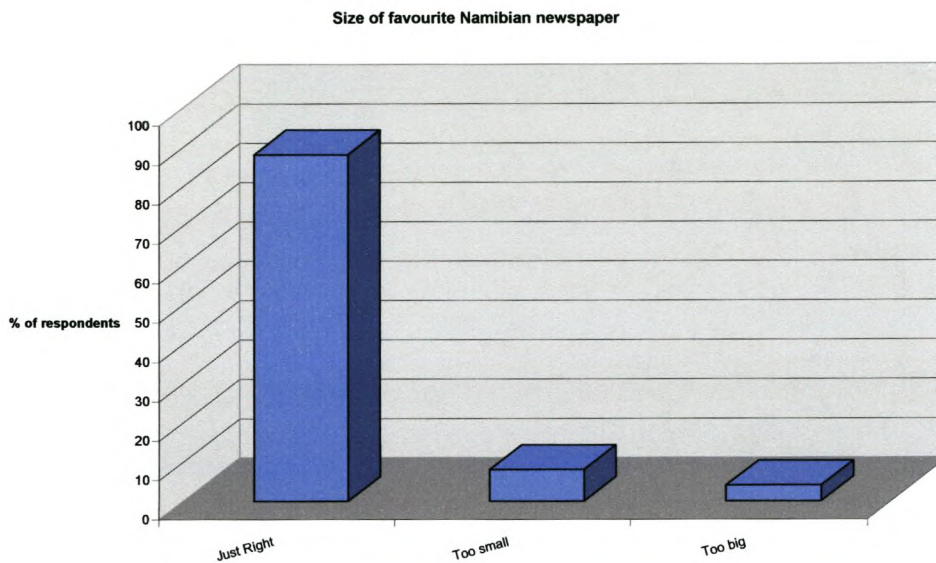


Figure 15

With the exception of the *Windhoek Observer* in broadsheet format, all other Namibian newspapers are published in tabloid format. Nearly 90% of respondents were of the opinion that the size was “just right.”

Only eight percent would have preferred a bigger size, while four percent thought that the tabloid size was too large. The preference for a tabloid size newspaper has probably more to do with the fact that people want their newspaper to be manageable.

6.2.15 Favourite Foreign Newspaper:

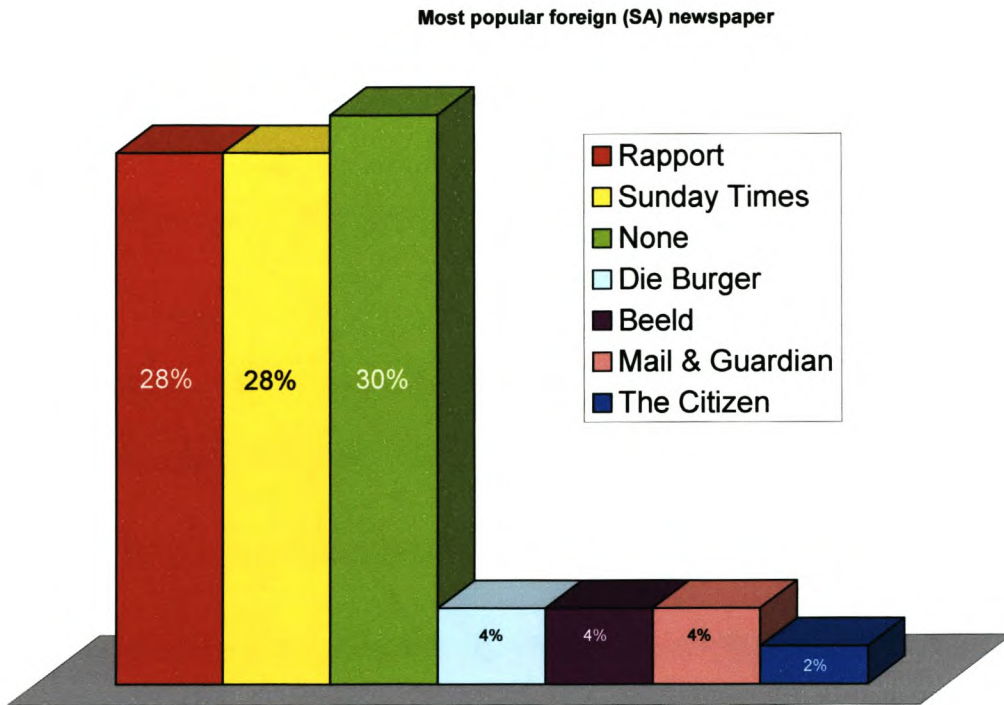


Figure 16

It is interesting to note that the two most popular foreign newspapers are both Sunday publications. Since the survey was conducted, *Rapport* started printing a Namibian edition in November 2003. A follow-up study might come up with different findings as *Rapport* would have had the edge in terms of delivery time. While *Rapport* is now available late on Saturday night (Windhoek) and most towns at daybreak on a Sunday, the delivery time of the *Sunday Times* remains erratic at the best of times.¹³

¹³ Also see Chapter 4 (4.3 The South African Sunday titles)

The *Sunday Times* is dependent on air transport for its newspapers to be delivered to countries such as Namibia and Zimbabwe. Freight restrictions may even cause the paper to be delivered only the following day (Monday) (Jacobie, 2003).¹⁴

It must be stated though that the distribution of both these papers in Namibia is unlikely to be based on a profit-making decision as this market seems to be heavily subsidised. In the case of *Rapport*, the decision may be largely because Namibia offers the only Afrikaans market apart from South Africa, while in the case of the *Sunday Times* it is not clear why distribution costs would heftily outweigh sales in this small market.

Both newspapers have been sold in Namibia for decades and the pattern is unlikely to change (C. Jacobie, 2003).

The fact that 30% of respondents do not seem to read foreign newspapers would need closer examination as to whether that would leave the door ajar for a local (Sunday) publication to fill the gap.

¹⁴ Also see Chapter 4 (4.3 The South African Sunday titles)

6.2.16. Believability of Namibian newspapers:

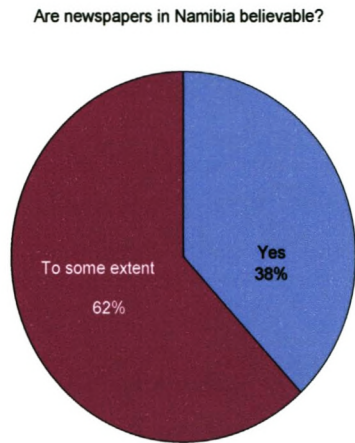


Figure 17

6.2.17. Trustworthiness of Namibian newspapers:

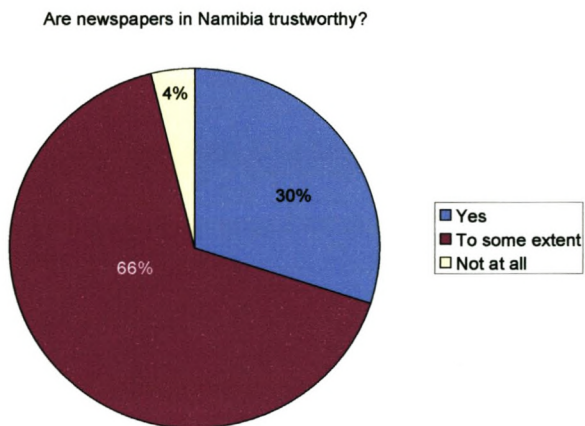


Figure 18

6.2.18. Informative Value of Namibian newspapers:

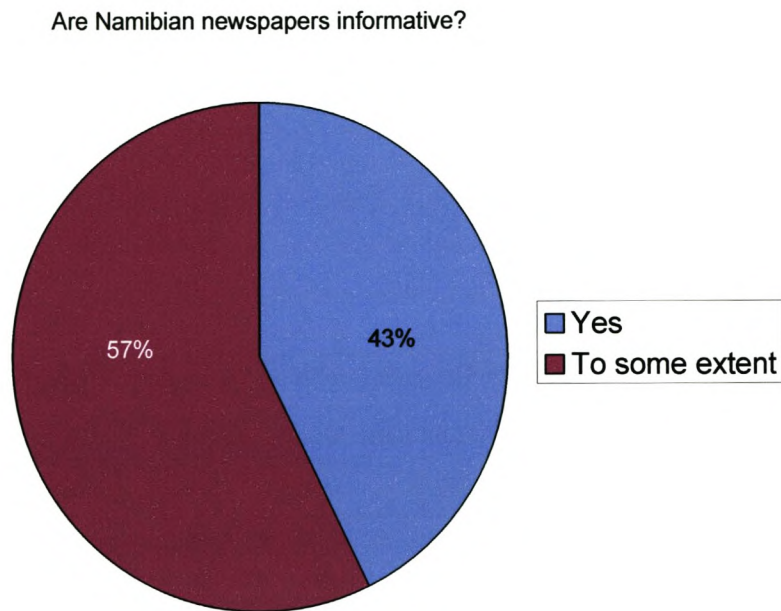


Figure 19

Figures 17, 18 and 19 underline a somewhat huge gap in terms of Namibian newspapers' apparent lack of credibility. Obviously, this subject would need further examination and could possibly explain the wide difference in popularity between *The Namibian* and the rest. These are perceptions only, and do not necessarily represent the truth.

6.2.19. General perception of contents & reporting after independence:

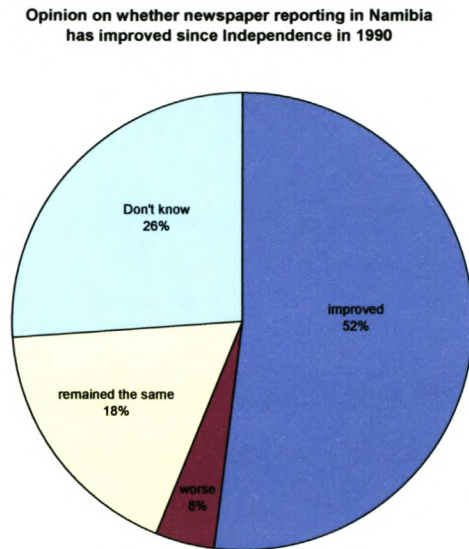


Figure 20

This was obviously not a question meant for younger readers, but merely to gauge whether the current political dispensation would have led to an improvement in newspaper reporting, especially in view of the fact that most newspapers struggled to satisfy the majority of citizens with their image before independence.

6.3 ADVERTISING

Arens (1999: 460) identifies 11 “pros” and 6 “cons” of newspaper advertising. According to this study the “pros” are:

- Mass medium penetrating every segment of society. Almost all consumers read the newspaper.
- Local medium with broad reach. Covers a specific geographic area that comprises both a market and a community of people sharing common concerns and interest.
- Comprehensive in scope, covering an extraordinary variety of topics and interests.
- Geographic selectivity is possible with zoned editions for specific neighbourhoods or communities.
- Timeliness. Papers primarily cover today's news and are read in one day.
- Credibility. Studies show that newspaper ads rank highest in believability. TV commercials are a distant second.
- Selective attention from the relatively small number of active prospects who, on any given day, are interested in what the advertiser is trying to tell them or sell them.
- Creative flexibility. An ad's physical size and shape can be varied to give the degree of dominance or repetition that suits the advertiser's purpose. The advertiser can use black and white, colour, Sunday magazines, or custom inserts.
- An active medium rather than a passive one. Readers turn the pages, clip and save, write in the margins, and sort through the contents.
- A permanent record, in contrast to the ephemeral nature of radio and TV.
- Reasonable cost.

The study highlighted the following "cons":

- Lack of selectivity of specific socio-economic groups. Most newspapers reach broad, diverse groups of readers, which may not match the advertiser's objectives.
- Short life span. Unless readers clip and save the ad or coupon, it may be lost forever.
- Low production quality. Coarse newsprint generally produces a less impressive image than the slick, smooth paper stock of magazines, and many newspapers can't print colour.
- Clutter. Each ad competes with editorial content and with all the other ads on the same page or spread.
- Lack of control over where ad will appear unless the advertiser pays extra for a preferred position.
- Overlapping circulation. Some people read more than one newspaper. Advertisers may be paying for readers who were already reached in a different paper.

Advertisers would consider bigger advertising in a Sunday publication. The typical American Sunday newspaper will generally combine standard news coverage with special functions such as (Arens, 1999: 459):

- Increased volume of classified ads
- Greater advertising and news volume
- In-depth coverage of business, sports, real estate, literature and the arts, entertainment, and travel
- Review and analysis of the past week's events

- Expanded editorial and opinion sections

Many Sunday newspapers also feature a magazine. In developing countries some of the above special functions will be considered luxury add-ons in virtually any newspaper, such as has been the case with the *Namibia Sunday Express*. Most small publications find themselves in a catch-22 situation. They need advertising to develop and grow, while advertisers want to see a definite growth pattern in circulation figures. The experienced advertiser buys newspaper space after becoming familiar with the characteristics of a newspaper's readership: the demo- and psychographics of the market: the median age, gender, occupation, income, educational level, and buying habits of the typical reader. This is only possible if research forms an integral part of the media industry's modus operandi. This is a tough ask for the industry in developing countries.

The lack of a printing press, a weak advertising market, inadequate professional staff, and a poor reading culture are some of the major constraints facing small publications in Africa and around the world, according to a panel interviewed online by RAP 21¹⁵.

The Panel Members were:

Gilbert Ahnee, Editor, *Le Mauricien*, Mauritius; Momodou Touray, Editor, *The Observer*, Gambia; and John Schalch, Editor-in-Chief, Capricornia Newspapers, Australia.

They further cited the following problems:

¹⁵African Press Network for the 21st Century. An electronic network for the African press, launched by the World Association of Newspapers (WAN), together with the Union of Publishers in Central Africa (UEPAC) in September 2000.

- High production costs and in particular the purchase of newsprint. These are thought to be among the primary factors between profitability and bankruptcy for small and up-and-coming newspapers. Exacerbating this problem are soaring distribution costs, which can also eat away at profits, particularly where there are no fixed contracts.
- Providing quality with limited resources, particularly when the audience has access to larger sources of information, is a huge challenge. Small newspapers are expected to offer the same quality as bigger, more established newspapers, in terms of good photography, professional editing and professional cartoons. However, improving these elements can be immensely costly for many newspapers to tackle.
- Off-site training poses complications for small newspapers. In newsrooms with only a handful of journalists, it is often difficult if not impossible to send journalists on training courses. It is also often a struggle to find the resources to do so.
- Small papers in the poorer economies will always struggle for advertising revenue. Very often they are also overly dependent on government for advertising revenue.
- Finally, readers are only prepared to pay for a paper they can trust. Inaccuracy is the biggest turnoff for readers/buyers. Readers feel if the paper is inaccurate – often the result of poorly skilled or poorly resourced staff – it is no longer credible. This can kill circulation (Ahnee, Touray & Schalch, 2003).

6.3.1. The Advertisers

The opinions of Namibian advertisers were sought in order to establish what their initial expectations were when booking advertising space in the *Namibia Sunday Express*, and what their perceptions were after the period in review. It was to be expected that the views of advertisers are crucial in the publishing process, and that newspapers must take cognisance of these views when marketing and producing their products.

6.3.1.1. Namibian Ports Authority (NAMPORT)

The Assistant Marketing Manager, Johnny Smith, said his company was initially impressed with the “fresh breeze of new journalism” offered by Steenkamp and his *Namibia Sunday Express*. The newspaper strongly focused on the coastal region of Namibia (obviously an economic consideration for Namport) and editorial content boosted the image of Namport (Smith, 2003).

Smith felt that the newcomer needed support to establish itself firmly in the newspaper industry. “Steenkamp used Namport to build his paper, but both parties benefited,” Smith claimed. He was confident that the company’s image had also been enhanced during its peak advertising period with the *Namibia Sunday Express* (Smith, 2003).

“The problem now is that it’s no longer visible. The newspaper has lost its original objectives. We’re looking for results, and sadly the *Express* is not playing a dynamic role anymore.”

Smith expressed the opinion that the *Express* had initially presented a great amount of competition to the *Namib Times* and even the *Republikein*. Namport, according to Smith, supported the idea of a Sunday newspaper as “there was clearly a need and a market for it” (Smith, 2003).

On the question of whether the company would in future support a Sunday publication again, the response was a resounding yes. Although the consideration to advertise in local newspapers is substantially based on Namport’s principle of social responsibility, the company also looks at distribution and circulation figures of the newspapers in which it advertises. It is more viable for the company to advertise in publications that are also distributed outside the borders of the country, especially those with a regional/SADC flavour. The reason obviously is to brand a port such as Walvis Bay as a regional hub, and as “Africa’s best managed port” (Smith, 2003).

6.3.1.2. M&Z Motors (Mercedes Benz)

According to Wally Fokkens, Walvis Bay branch manager for M&Z Motors

“Mercedes Benz is a high-profiled vehicle and sells itself, but the problem we had to address here at the coast was to convince new and existing owners of the brand that they needed to look no further than our branch to enjoy all the services they needed. There was, and remains to some extent, a perception that the best services are only available in Windhoek” (Fokkens, 2003).

With the appearance of the Sunday Express, M&Z Motors hoped to correct this misconception.

Fokkens had previously used Floris Steenkamp as a contact when the latter was still with the *Namib Times*.

“Back then, there was certainly a good return on our advertising investment, but the company was looking for more mileage” (Fokkens, 2003).

M&Z Motors was visibly impressed with the new ideas offered by the *Namibia Sunday Express*, such as its concentration on the top end of the economic scale, in other words that section of the market that would be able to afford a Mercedes Benz. Initially the response to M&Z’s advertising campaign in the *Namibia Sunday Express* was excellent, but due to the re-alignment of the paper, that has changed. However, the company would have no hesitation in advertising in a publication, whether it is a Sunday publication or not, that has identified the top end of the market as a strategic partner (Fokkens, 2003).

6.3.1.3. Bank Windhoek

The primary considerations for Bank Windhoek when advertising are distribution and targeted market of the publication. Head of Marketing and Communications, Gida Sekandi, holds on to the firm assertion that an uncoordinated advertising strategy is bad for any company. An audit commissioned by Bank Windhoek revealed that its random advertising policy and lack of a media profile had led to fragmentation of its image. This prompted the bank to re-brand itself and start afresh (Sekandi, 2003).

Although Sekandi stopped short of singling out the *Sunday Express* as a medium that did injustice to its image, she did as much imply that “there are too many publications that come and go” (Sekandi, 2003).

She went on to say that most of these publications do not have an editorial plan for the year, they do not engage in any market research whatsoever, and they simply do not have a future.

After Bank Windhoek’s re-branding exercise, the company now insists on having an insight into the advertising medium’s business philosophy and what they stand for. It is in this regard that the *Namibia Sunday Express* had also fallen short of satisfying the demands of one of its advertisers. Unlike Namport, who indicated that they would as a matter of principle continue to support up-and-coming publications to help them grow,

Bank Windhoek practices the opposite by advertising in established publications with a proven record of accomplishment only (Sekandi, 2003).

In her opinion there is no room for a Sunday newspaper in Namibia as the market is already overcrowded. Sekandi maintains, however, that there may be some merit in a partnering system where publications within the same holding company, for instance, share printing costs (Sekandi, 2003).

6.3.2. Some inferences drawn from interviews with advertisers

The relationship between advertiser and newspaper has changed over the years. Today the concept of partnership is clearly more visible. Whereas the focus in the past used to be on newspapers using advertisers to grow their business, the opposite is now also true. Advertisers rely on newspapers for information about the market place, and they want their advertising needs considered as the newspaper develops advertising vehicles and strategies (Belden Associates, 2000).

In more than ten years of customer satisfaction among newspaper advertisers, Belden Research has found, *inter alia*, that:

Advertisers are most satisfied with service received from their sales rep, the deadlines the newspaper sets for placing advertising, and the geographic coverage offered. Satisfaction is lowest for cost compared to results, marketing and research information provided by

the newspaper, and the ability to track advertising response. Advertising customers are most satisfied with those aspects of service involving direct communication and the day-to-day mechanics of getting advertisements into the newspaper. Generally, advertisers expect sales reps to be more knowledgeable and experienced to improve the effectiveness of advertisements and to be on top of trends in the advertiser's business. Sales reps are also expected to have more authority to resolve problems (Belden Associates, 2000).

In measuring how well advertisers think newspapers can help them meet specific advertising objectives, Belden found that newspapers perform best in the eyes of retail and classified advertisers on covering the geographic targets that advertisers desire. Satisfaction is lower for newspapers' ability to reach the advertisers' demographic targets, to reach their current customers, and for the effectiveness in generating sales or other customer response. Satisfaction with the ability of newspapers to reach potential new customers is lower than their reach of the advertisers' current customers. It was also found that satisfaction is lowest when the cost of newspaper advertising is compared to the return (Belden Associates, 2000).

When compared to other advertising media, newspapers have the competitive advantage in terms of geographic coverage, but fare poorly when the cost to advertise is compared to the results received (Belden Associates, 2000).

6.4 CONTENT ANALYSIS OF *NAMIBIA SUNDAY EXPRESS/NAMIBIA EXPRESS/BUSINESS EXPRESS*

6.4.1. Introduction

Content analysis is a research method often used to analyse media content. In order to arrive at a conclusion which is based on the practical analysis of the subject matter, it was imperative to conduct a content analysis of the *Namibia Sunday Express*, and its successor the *Business Express*.

This analysis is then compared to the results obtained from the readers' perceptions and expectations mentioned earlier in this chapter.

The conclusions are based on the parallels, or lack thereof, between the two case studies. In order for the inferences of the research to make sense, one should first draw on the theory of the method of content analysis.

This method has its roots in the nineteenth century. However, it was only after the Second World War that it began to assume more prominence, especially to determine the influence of mass media on social and cultural issues. Nowadays, it has been integrated into studies of media organizations, media professionals and generally the production of news and other media content (Ivankovic, undated: 3). One of the first definitions came from one Berelson who said that

“content analysis is a research technique for the objective, systematic and quantitative description of the manifest content of communication”
(Hansen as cited in Ivankovic, undated: 3).

O.R. Holsti, according to Ivankovic, defined content analysis as

“any technique for making inferences by systematically and objectively identifying specified characteristics of messages”
(Ivankovic, undated: 3).

Holsti also mentions three outstanding characteristics of content analysis, namely objectivity, system and generality (Ivankovic, undated: 3).

In order to maintain *objectivity*, the analysis must conform to explicitly formulated rules that would ultimately enable two or more persons to achieve the same results from the same documents.

Systematic analysis occurs when the inclusion and exclusion of content or categories is done in accordance with the defined criteria of selection, while *generality* means that the findings must have theoretical relevance, going beyond the descriptive information about content (Ivankovic, undated: 3).

Content analysis is a quantitative method and aims to precisely measure (by counting) the amount of specified characteristics or dimensions contained within newspaper articles or other forms of communication such as television programmes and advertisements.

6.4.2. Findings

It was essential to conduct a content analysis on the *Namibia Sunday Express* and its follower, *Business Express*, in order to gauge whether its business strategy was in line with its readers' expectations.

By selecting two editions from the beginning period (May/June 2002), two from the middle period (March/April 2003) and then the final edition of the *Express* (October 2003) the exact "sizes" and frequencies of each of the sections listed below were measured.

The following illustration demonstrates the findings:

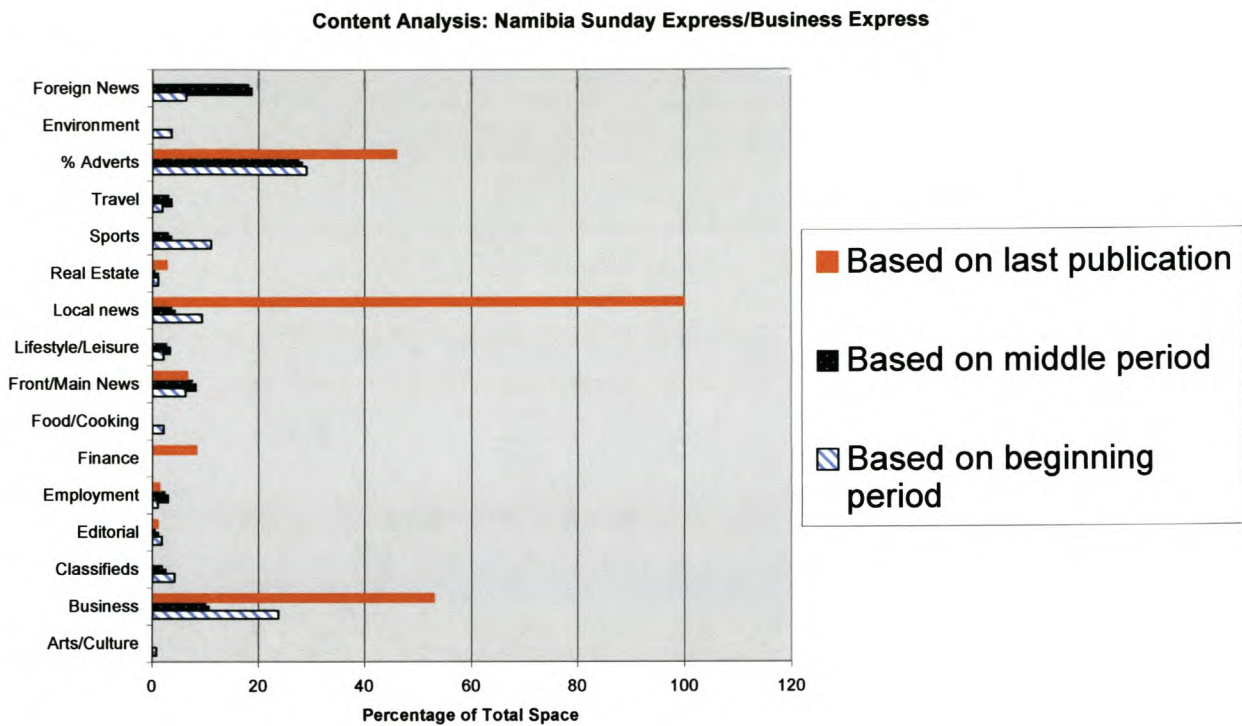


Figure 21

The sections as listed above are those that could be associated with the two publications during their lifespan. Not all of the sections featured prominently all the time, while at times some did not feature at all. For example, arts and culture only featured briefly (and fractionally) at the beginning, and not at all during the latter stages. In addition, local news hardly featured during the beginning and middle periods (9.3% and 3.7% respectively) and with the advent of the *Business Express* shot up to 100% (with virtually all the content of a business nature).

While the amount of advertising (just below 30% of total space) during the beginning and middle stages remained fairly steady, it showed a massive increase (to 46%) in the

Business Express, an undesirable situation Steenkamp earlier viewed as “untenable” (Steenkamp, 2003).

However, the downside of this is that news and feature content decreased dramatically (from more than 70% down to 54%). Business content jumped from an average of 17% to 53%, demonstrating the drastic shift from a general newspaper to a more specialised one.

The approach to adapting to what was perceived to be what the market wanted seemed haphazard on the part of the *Sunday/Business Express*. When the mistakes in content were realised, the damage had been irreversible and no quick fix solution would mend the holes.

CHAPTER 7: CONCLUSION

Although brief in existence, the *Namibia Sunday Express* has probably contributed more to the academic discipline of journalism – such as presenting a research opportunity - than the impact it made upon practical journalism in the Namibian context.

The editor seemed focused at the beginning and certainly had a very clear strategy in mind for the development and growth of the paper. After all, things seemed to come together in the ninth month when it started to break even. As stated earlier, the ultimate collapse of the paper is probably due to a number of reasons, some of which became apparent during the various phases of the study. Given the limitations of this research project, a number of inferences can be drawn.

Had the correct market research been done in the first place, possibly a host of mistakes could have been avoided. Just as the initial obstacle of installing a proper financial and administrative system was being overcome, the problems had been brewing for some time and started snowballing.

The results of the content analysis are incompatible with the findings of the reader survey. What the small number of readers would expect from a newspaper such as the *Namibia Sunday Express* was simply not forthcoming. Nevertheless, apart from the minimalist approach offered by this study, further research on the subject should not be ignored.

Thus, media trends of the modern day reflect the following (Defleur & Dennis, 1994: 90-93):

The number of newspapers (dailies) has declined sharply since the early 1900s. During the first decade the daily paper had no competition as a source of news. As other media began to compete for an audience and advertising revenue, a long-term trend of consolidation and concentration of ownership began. Today, many US cities have only one newspaper, and most papers are owned by chains. As papers merge or are purchased by chain owners, the trend toward concentration of ownership continues. This is not just a US phenomenon, but also an increasing worldwide trend. In the US, the number of dailies decreased from 2 600 in 1909 to just over 1 500 in 1992 (Defleur & Dennis, 1994:109).

Despite the decline in newspapers in terms of the percentage of the population that subscribes to them, they remain profitable for their owners. Newspapers still command the largest share of advertising worldwide (Defleur & Dennis, 1994:109).

Newspapers remain a personal and local medium, where readers find information about events, people, and institutions in their own community. In other words, newspapers continue to fulfil needs that other media find difficult to do. The owners and controllers of newspapers constantly seek new services to provide for the needs of their readership (Defleur & Dennis, 1994:110).

The unresolved question in the case of Sunday newspapering in Namibia is: Can one comfortably publish a Sunday paper in this country that can stand alone?

Opinion on the subject differs from expert to expert. Here are the views of three experts on Namibian media:

Des Erasmus holds this view:

“The fact is you appear once a week. You need to have a fairly substantial personnel establishment. You have to battle against so many factors – illiteracy of 60% in some cases, poverty – people would rather buy something to eat instead of a newspaper. Then there is the relatively small circulation figure. The number of newspapers that we sell per readership is higher than in South Africa. About nine people on average would share reading a newspaper in Namibia. However, advertisers will advertise in newspapers boasting at least a 10 000 print run. The bigger you are, the more advertisers you draw. If you can’t be independent with a full complement of staff, you have to make use of freelancers – about five or six. However, they have to be good. Experience has shown that they may not always be very credible; they pad their stories pushing up costs, etc. Or they can drop you any time as they also have to please other customers” (Erasmus, 2003).

According to Erasmus one can publish a Sunday newspaper, provided it is an extension of an existing daily. Only then it can work because the backup is there, such as the reporters. He goes further:

“A Sunday newspaper can work if your internal stringers become your ‘freelancers’. This will also supplement their income” (2003).

Negative factors include the expensive technicians working in the printing industry. Wages increase over weekends as the provisions of the labour law have to be obeyed. Printing costs in Namibia are also very high. *Rapport*, for example, pays much more to print in Windhoek than in South Africa, but in their case the number one consideration is to save in terms of delivery time (Jacobie, 2003).

If somebody wanted to start a Sunday paper now, would it be viable?

According to Erasmus only if a daily such as *Republikein* (as it is also involved in the printing industry) put something like that in motion.

Another possibility is to have institutions such as the South African media companies Caxton or Media 24 to back you. One of the major problems the *Namibia Sunday Express* experienced, according to Erasmus (2003), was the frequent run of “comebacks” due to incorrect reporting.

“Once your credibility takes a dip, it is virtually goodbye” (2003).

To sideline the issue of distances, Erasmus feels that the next “brave” person to start a Sunday newspaper should preferably focus solely on a town such as Walvis Bay (as the seat of the fishing industry) with circulation in Swakopmund as well (2003).

On the less optimistic side is *Republikein*'s Chris Jacobie, who feels strongly that a Sunday newspaper in Namibia is not going to work, although

“there is probably room for a sixth edition for a newspaper such as *Republikein*, but this would have to be a Saturday paper” (2003).

Jacobie's biggest concern is that the advertising market is not ready to accommodate a Sunday publication, while too few business outlets are open on a Sunday to justify the production of such a newspaper. Other problems to which a Sunday publication would be particularly vulnerable, according to Jacobie, are the vast distances between towns in Namibia and poor infrastructure in general (2003).

Joe Pütz, former editor of a number of Namibian newspapers and now with *New Era*, however, agrees with Erasmus. He shares the optimism that it can work,

“provided that there is good financial backing and the content is right; in other words a lot of sport, analysis of the week’s happenings, plenty of local news, as well as crime and sex” (2003).

Pütz is also of the opinion that a Sunday newspaper should be based in Windhoek “as the market is there” (2003).

Taking everything into account, one might conclude that the viability of a Sunday newspaper in Namibia, whether regional or national, would require certain preconditions.

The media industry in Namibia has always been vibrant, even during the pre-independence years when so many restrictions applied. The role of a robust media industry in a young democracy to act as public watchdog is crucial.

The current players on the Namibian media scene, most notably the newspapers, play a commending role in this respect. As within any society, the Namibian media is subjected to criticism – leveled at it from both the government and the public. And in some cases such criticism may be justified. It is often said the more voices in a democracy, the better. From that perspective alone, any additions to the industry should be welcomed.

From this study, albeit limited in scope, the researcher was able to gain some insight into the opportunities offered by the Sunday market for a newspaper. Although the *Namibia*

Sunday Express succumbed to several factors, it proved in many ways that success was beckoning.

Before the *Namibia Sunday Express*, there were *Sondag-Republikein* and *Tempo* that also provided evidence of the demand for a Sunday publication. Both the marketing and market realities indicated that a Sunday publication could survive in a small and very competitive market.

South African Sunday newspapers such as *Rapport* and *Sunday Times* have been servicing the Namibian market for a long time now, although there are questions about the profitability in this regard. Their presence, however, shows that there is a demand for Sunday publications, even though it may be on a small scale.

The sustainability of a Namibian Sunday newspaper will primarily depend on the quality and content of the product itself, and its acceptance and support among the advertisers and readers. If these elements work in tandem, there can be no doubt that Namibians can in fact look forward to buying their own Sunday newspaper every week, year after year.

This however, can only become a reality if a new venture is based on a sound and professional business plan, executed according to the realities of the media world, backed by professional journalistic infrastructure to ensure editorial content of the highest quality, as well as professional business management, and finally to ensure sound managerial and administrative practices. The findings in this study show that this was not

the case with the *Namibia Sunday Express*. Taking the realities of convergence in the media world into account, as well as the power of media conglomerates, one might come to the conclusion that a local edition of the existing South African Sunday newspapers might be another answer to service the potential Sunday newspaper market of Namibia.

The final word belongs to the Sunday newspaper entrepreneur, Steenkamp:

“Yes, the Sunday newspaper can work and I think if I really wanted to continue, I would have succeeded. I made some fundamental errors, which meant that my circulation figures didn’t grow as much as I preferred. This would have made things difficult until the third year, which is usually the period for a new business to become steady. I will consider doing it again, but just not alone” (2004).

REFERENCES

A. Books & unpublished theses/research papers:

Arens, W.F. (7th ed.). 1999. *Contemporary Advertising* (pp. 457-462). Boston: Irwin/McGraw-Hill.

Billawer, W. & Ekobo, M. 2002. *A Human Geography Atlas of Walvis Bay: Beyond the Reintegration* (pp. 37-62). Windhoek: Gamsberg Macmillan Publishers.

De Beer, A.S. (Ed). 1998. *Mass Media towards the millennium: The South African Handbook of Mass Communication*. Pretoria: J.L. van Schaik.

De Fleur, M.L. & Dennis, E.E. (10th ed.). 1994. *Understanding Mass Communication* (pp. 90-110). Boston: Houghton Mifflin Company.

De Wet, S. 1997. *Newspapers in the new media world: Evolution or extinction? A perspective on change*. Unpublished master's thesis. Stellenbosch: University of Stellenbosch.

Dercksen, L.S. 1972. *'n Bespreking van die reklamewaarde van dag- en Sondagblaai, 'n empiriese studie*. Unpublished master's thesis. Potchefstroom: Potchefstroomse Universiteit vir Christelike Hoër Onderwys.

Dominick, J.R. (6th ed.). 1999. *The Dynamics of Mass Communication*. Boston: McGraw-Hill.

Fink, C.C. 1996. *Strategic Newspaper Management*. Boston: Allyn and Bacon.

Goulden, J. 1967. *Newspaper Management*. London: Heinemann.

Ivankovic, M. (undated). *Content analysis of daily newspaper from the front page* (pp. 2-13). University of Twente, The Netherlands.

Krige, L. 1988. *SWA/Namibië se koerante in 'n tyd van verandering (The newspapers of SWA/Namibia during a time of change)* (pp. 1-129). Unpublished master's thesis. Stellenbosch: University of Stellenbosch.

Mohr, P., Fourie, L. & Associates 1995. *Economics for South African students* (pp. 72-73). Pretoria: Van Schaik Publishers.

Mouton, J. 2001. *How to succeed in your Master's and Doctoral Studies: A South African Guide and Resource Book*. Pretoria: Van Schaik Publishers.

Nafziger, R.O. & Wilkerson, M.W. 1949. *An introduction to Journalism Research*. Baton: Louisiana State University Press.

Rucker, F.W. & Williams, H.L. (4th ed.). 1974. *Newspaper Organization and Management*. Iowa: Iowa State University Press.

B. Newspapers & Reports:

Namibia Sunday Express

Namibia Express

Business Express

Republikein

The Namibian

Radio National Transcripts (Australia). April 15, 1999. *The Media Report: Sunday Papers*.

McNab, Nicolene, Ministry of Information & Broadcasting. *Media Organisations' Address List as on 17 December 2003*, Windhoek.

Population and Housing Census of Namibia. 2001. Windhoek. National Planning Commission.

Town and Regional Planners. 1997. *Housing Demand and Affordability Study: Draft Report*. Walvis Bay: Municipality of Walvis Bay.

Municipality of Walvis Bay. 1999. *Zoning Maps and Town Planning Scheme*. Walvis Bay: Municipality of Walvis Bay, Department of Roads and Building Control, Town Planning Section.

Namibia All Media and Product Survey (NAMPS). 2001. Windhoek. NBC.

D. Internet:

Ahnee, G., Touray, M & Schalch, J. 2003. *Different Newspapers; Common problems.*

http://www.rap21.org/article.php3?id_article=1722

Belden Associates (Homepage)

<http://www.beldenassociates.com/>

Martire, G. *Marginal Sunday Readers: Results of NAA's Six-Market Study*

<http://www.naa.org/artpage.cfm?AID=2419&SID=1082>

NAA Report: What makes people read a newspaper – or not – on Sunday?

<http://www.naa.org/utilartpage.cfm?TID=NR&AID=1372>

Carte Blanche, 4 November 2001: The Namibian Under Siege

<http://www.mnet.co.za/CarteBlanche/Display/Display.asp?Id=1830>

Sunday Surprise: <http://www.naa.org/TechNews/TNArtPage.cfm?AID=2442>

1/3 Publishers in Study Badly Equipped to Run a Newspaper

http://www.rap21.org/article.php3?id_article=1723

"Newspapers need to be run by businessmen, not journalists"

http://www.rap21.org/article.php3?id_article=1705

Yankelovich & Harris Interactive. (2001). Parade's Sunday in America

www.paradepartners.com/research/

WhyWaitForever, London England

www.whywaitforever.com/london/quiet.asp

E. Personal Communication

De Goede, Japie. Personal Interview. 4 February 2004.

Erasmus, Des. Personal Interview. 29 September 2003.

Fokkens, Wally. Personal Interview. 21 November 2003.

Henry, Pat. Personal Interview. 12 February 2004.

Jacobie, Chris. Personal Interview. 28 November 2003.

Pütz, Joe. Personal Interview. 14 November 2003.

Sekandi, Gida. Personal Interview. 21 November 2003.

Smith, Johnny. Personal Interview. 20 November 2003.

Steenkamp, Floris. Personal Interview. 9 July 2003.

Steenkamp, Floris. Personal Interview. 20 January 2004.

ADDENDUM A (Questionnaire A):

<p style="text-align: center;">10 Business EXPRESS October 2003</p> <p style="text-align: center;">Independent Survey:</p> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> <p style="text-align: center;">TENDER INVITATION</p> <p style="text-align: center;">PORT OF WALVIS BAY AND LÜDERITZ</p> <p style="text-align: center;">SUPPLY AND DELIVERY OF PHOTOCOPIERS</p> <p><small>Tender Namport 280/2003</small></p> <p><small>NAMPORT hereby invites tenders for the supply and delivery of:</small></p> <ul style="list-style-type: none"> • 1 x Digital Photocopier for the Port of Walvis Bay and • 1 x Digital Photocopier for the Port of Lüderitz <p><small>Tender documents:</small></p> <ul style="list-style-type: none"> • Tender documents can be obtained at Namport Head Office, No 17, 13th Road, Walvis Bay (Room 9) on payment of an amount of N\$ 120,00 per set, which is not refundable. <p><small>Closing date:</small></p> <ul style="list-style-type: none"> • 12h00 on Friday, 17 October 2003. <p><small>For more information, please contact:</small></p> <ul style="list-style-type: none"> • Mrs B du Toit at • Tel + 264 64 2082333 or • Fax + 264 64 2082333 <p><small>Namport is an equal opportunity employer and is committed to providing, facilitating and promoting an efficient and effective post and related services for authentic trade between Namibia, its neighbours and other international trading partners as well as for the Namibian fishing and other offshore industries.</small></p> </div> <div style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">TENDER INVITATION</p> <p style="text-align: center;">PORT OF WALVIS BAY AND LÜDERITZ</p> <p style="text-align: center;">SUPPLY AND DELIVERY OF FIRE EXTINGUISHERS TO THE PORTS OF WALVIS BAY AND LÜDERITZ</p> <p><small>Tender Namport 289/2003</small></p> <p><small>Namport hereby invites tenders for the supply and delivery of Fire extinguishers to the Ports of Walvis Bay and Lüderitz.</small></p> <p><small>Tender documents:</small></p> <ul style="list-style-type: none"> • Tender documents can be obtained at Namport Head Office, No 17, 13th Road, Walvis Bay (Room 9) on payment of an amount of N\$120,00 per set, which is not refundable. <p><small>Closing date:</small></p> <ul style="list-style-type: none"> • 12h00 on Friday, 17 October 2003. <p><small>For more information, please contact:</small></p> <ul style="list-style-type: none"> • Mrs B du Toit at • Tel + 264 64 2082333 or • Fax + 264 64 2082333 <p><small>Namport is an equal opportunity employer and is committed to providing, facilitating and promoting an efficient and effective post and related services for authentic trade between Namibia, its neighbours and other international trading partners as well as for the Namibian fishing and other offshore industries.</small></p> </div>	<p>The Business Express and its predecessor, Namibia Sunday Express, is the subject of an independent media study, by a student from the University of Stellenbosch. Kindly fill in the Questionnaire below, and submit it to the newspaper's address below and support this student and us in this way with reliable information. All forms received back is automatically in line for a mystery gift.</p> <p><small>Dear Reader</small> As part of our continuous efforts to learn more about your needs, we would like you to answer these questions. Unless indicated differently, circle one answer only in each case. Your responses will be held strictly confidential. In exchange for your time and as a token of our appreciation, we will send you a copy of the results of this study.</p> <ol style="list-style-type: none"> 1. Are you: Male Female 2. 16-24 25-34 35-49 55-59 60+ 3. Have you completed the following (indicate highest level only) <table style="width: 100%; border: none;"> <tr> <td>Primary School</td> <td>Secondary School</td> <td>College/Technikon</td> <td>University</td> </tr> </table> 4. Are you: Employed full time Employed part time Self-employed Student Housewife Retired Unemployed 5. Which of the following would best describe your occupational status? <table style="width: 100%; border: none;"> <tr> <td>Professional</td> <td>Chief Executive</td> <td>Managerial</td> <td>Administrative</td> <td>Service/Sales</td> <td>Artisan</td> </tr> </table> 6. What is your total monthly household income before deductions? (optional) <table style="width: 100%; border: none;"> <tr> <td>Below N\$ 6000</td> <td>Between 6000 and 9 999</td> <td>Between 10 000 and 15 999</td> <td>Between 16 000 and 24 999</td> <td>Above 25 000</td> </tr> </table> 7. Which of the following do you read/look through regularly? <table style="width: 100%; border: none;"> <tr> <td>Daily Newspaper</td> <td>Weekly newspaper (published once or twice during the week)</td> </tr> <tr> <td>Saturday Newspaper</td> <td>Sunday Newspaper</td> </tr> <tr> <td>Magazine</td> <td>Surf the Internet</td> </tr> <tr> <td>Watch Television News</td> <td>None of the Above</td> </tr> <tr> <td>Monthly newspaper</td> <td></td> </tr> </table> 8. Which day of the week would you single out as your best day for reading a newspaper? <table style="width: 100%; border: none;"> <tr> <td>Monday</td> <td>Tuesday</td> <td>Wednesday</td> <td>Thursday</td> <td>Friday</td> <td>Saturday</td> <td>Sunday</td> </tr> </table> 9. Which THREE words would describe your Sunday best? <table style="width: 100%; border: none;"> <tr> <td>Social</td> <td>Manageable</td> <td>Enjoyable</td> <td>Relaxing</td> <td>Overwhelming</td> <td>Motivating</td> </tr> <tr> <td>Active</td> <td>Productive</td> <td>Entertaining</td> <td>Informative</td> <td>Enriching</td> <td></td> </tr> </table> 10. Which of the following do you do on a Sunday? (Number from 1-15 in order of importance) <table style="width: 100%; border: none;"> <tr> <td>Do things to prepare for the week ahead</td> <td>Work as usual</td> <td>Engage in religious activities</td> </tr> <tr> <td>Explore activities, ideas & hobbies</td> <td>Put family first</td> <td>Visit Friends</td> </tr> <tr> <td>Grocery Shopping</td> <td>Exercising</td> <td>Surfing the Internet</td> </tr> <tr> <td>Doing yard or house work</td> <td>Read Go to the Movies</td> <td>Experience Nature</td> </tr> <tr> <td>the Sunday newspaper</td> <td>Plan for the future</td> <td>Watch Television</td> </tr> </table> 11. Your ideal newspaper helps you to (number in order of preference) <table style="width: 100%; border: none;"> <tr> <td>Find out what happens in your community</td> <td>Find out what happens in the country</td> </tr> <tr> <td>Find out what happens in the world</td> <td>Make the correct purchasing choices</td> </tr> <tr> <td>Make holiday plans</td> <td>Address medical or health concerns</td> </tr> <tr> <td>Find a better job</td> <td>Find out about new products on the market</td> </tr> <tr> <td>Become more vocal on local or national issues</td> <td>Do things with the family</td> </tr> <tr> <td>Plan family finances and investments</td> <td>Seek entertainment</td> </tr> <tr> <td>Relax</td> <td></td> </tr> </table> 12. Which sections of your favourite newspaper do you enjoy most (list 5)? <table style="width: 100%; border: none;"> <tr> <td>Arts/Culture/Entertainment Section</td> <td>Business</td> <td>Classified Section</td> </tr> <tr> <td>Comics/Funny pages</td> <td>Editorial/Opinion pages</td> <td>Employment</td> </tr> <tr> <td>Fashion/Style</td> <td>Finance</td> <td>Food/Cooking</td> </tr> <tr> <td>Home</td> <td>Inserts</td> <td>Letter pages</td> </tr> <tr> <td>Movies</td> <td>Real Estate</td> <td>Lifestyle/Leisure</td> </tr> <tr> <td>TV Guide</td> <td>Don't know</td> <td>Travel</td> </tr> <tr> <td></td> <td></td> <td>Front/Main News Section</td> </tr> <tr> <td></td> <td></td> <td>Local news</td> </tr> </table> 13. Is the size of the newspaper Just right too small too big 14. Do you find newspapers in Namibia BELIEVABLE? <table style="width: 100%; border: none;"> <tr> <td>Yes</td> <td>To some extent only</td> <td>No, not at all</td> </tr> </table> 15. Do you find newspapers in Namibia INFORMATIVE? <table style="width: 100%; border: none;"> <tr> <td>Yes</td> <td>To some extent only</td> <td>No, not at all</td> </tr> </table> 16. Do you find newspapers in Namibia TRUSTWORTHY? <table style="width: 100%; border: none;"> <tr> <td>Yes</td> <td>To some extent only</td> <td>No, not at all</td> </tr> </table> <p>Optional: Name: _____</p> <p style="text-align: center;">Address: _____</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">_____</p> <p style="text-align: center;">Submit To: Business Express PO Box 3424 Walvis Bay</p> <p style="text-align: center;">Fax: 064-204530</p> 	Primary School	Secondary School	College/Technikon	University	Professional	Chief Executive	Managerial	Administrative	Service/Sales	Artisan	Below N\$ 6000	Between 6000 and 9 999	Between 10 000 and 15 999	Between 16 000 and 24 999	Above 25 000	Daily Newspaper	Weekly newspaper (published once or twice during the week)	Saturday Newspaper	Sunday Newspaper	Magazine	Surf the Internet	Watch Television News	None of the Above	Monthly newspaper		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Social	Manageable	Enjoyable	Relaxing	Overwhelming	Motivating	Active	Productive	Entertaining	Informative	Enriching		Do things to prepare for the week ahead	Work as usual	Engage in religious activities	Explore activities, ideas & hobbies	Put family first	Visit Friends	Grocery Shopping	Exercising	Surfing the Internet	Doing yard or house work	Read Go to the Movies	Experience Nature	the Sunday newspaper	Plan for the future	Watch Television	Find out what happens in your community	Find out what happens in the country	Find out what happens in the world	Make the correct purchasing choices	Make holiday plans	Address medical or health concerns	Find a better job	Find out about new products on the market	Become more vocal on local or national issues	Do things with the family	Plan family finances and investments	Seek entertainment	Relax		Arts/Culture/Entertainment Section	Business	Classified Section	Comics/Funny pages	Editorial/Opinion pages	Employment	Fashion/Style	Finance	Food/Cooking	Home	Inserts	Letter pages	Movies	Real Estate	Lifestyle/Leisure	TV Guide	Don't know	Travel			Front/Main News Section			Local news	Yes	To some extent only	No, not at all	Yes	To some extent only	No, not at all	Yes	To some extent only	No, not at all
Primary School	Secondary School	College/Technikon	University																																																																																																								
Professional	Chief Executive	Managerial	Administrative	Service/Sales	Artisan																																																																																																						
Below N\$ 6000	Between 6000 and 9 999	Between 10 000 and 15 999	Between 16 000 and 24 999	Above 25 000																																																																																																							
Daily Newspaper	Weekly newspaper (published once or twice during the week)																																																																																																										
Saturday Newspaper	Sunday Newspaper																																																																																																										
Magazine	Surf the Internet																																																																																																										
Watch Television News	None of the Above																																																																																																										
Monthly newspaper																																																																																																											
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday																																																																																																					
Social	Manageable	Enjoyable	Relaxing	Overwhelming	Motivating																																																																																																						
Active	Productive	Entertaining	Informative	Enriching																																																																																																							
Do things to prepare for the week ahead	Work as usual	Engage in religious activities																																																																																																									
Explore activities, ideas & hobbies	Put family first	Visit Friends																																																																																																									
Grocery Shopping	Exercising	Surfing the Internet																																																																																																									
Doing yard or house work	Read Go to the Movies	Experience Nature																																																																																																									
the Sunday newspaper	Plan for the future	Watch Television																																																																																																									
Find out what happens in your community	Find out what happens in the country																																																																																																										
Find out what happens in the world	Make the correct purchasing choices																																																																																																										
Make holiday plans	Address medical or health concerns																																																																																																										
Find a better job	Find out about new products on the market																																																																																																										
Become more vocal on local or national issues	Do things with the family																																																																																																										
Plan family finances and investments	Seek entertainment																																																																																																										
Relax																																																																																																											
Arts/Culture/Entertainment Section	Business	Classified Section																																																																																																									
Comics/Funny pages	Editorial/Opinion pages	Employment																																																																																																									
Fashion/Style	Finance	Food/Cooking																																																																																																									
Home	Inserts	Letter pages																																																																																																									
Movies	Real Estate	Lifestyle/Leisure																																																																																																									
TV Guide	Don't know	Travel																																																																																																									
		Front/Main News Section																																																																																																									
		Local news																																																																																																									
Yes	To some extent only	No, not at all																																																																																																									
Yes	To some extent only	No, not at all																																																																																																									
Yes	To some extent only	No, not at all																																																																																																									

ADDENDUM B (Questionnaire B):

Dear Reader

This questionnaire forms part of a Masters Degree study being undertaken through the University of Stellenbosch (South Africa). The research gathered will provide a clearer picture of coastal residents' reading habits and what they expect to gain from Namibian newspapers. Your responses will be held strictly confidential. Should you wish to obtain a copy of the results, kindly fill in your personal details at the end of the questionnaire. Unless indicated differently, please circle or mark with an X your preferred answer.

1. Are you:

- Male
- Female

2. In which age range do you fall?

- 16-24
- 25-34
- 35-49
- 55-59
- 60+

3. Have you completed the following (indicate highest level only):

- Primary School
- Secondary School
- College/Technikon
- University

4. Are you:

- Employed full time
- Employed part time
- Self-employed (own business)
- Student
- Housewife
- Retired
- Unemployed

5. Which of the following would best describe your occupational status?

- Professional
- Chief Executive
- Managerial
- Administrative
- Service/Sales
- Artisan
- None of the above

6. What is your total monthly household income before deductions?

- Below N\$ 6000
- Between 6000 and 9 999
- Between 10 000 and 15 999
- Between 16 000 and 24 999
- Above 25 000

7. Which of the following do you read/look through/watch regularly?

- Daily Newspaper
- Weekly newspaper (published once or twice during the week)
- Saturday Newspaper
- Sunday Newspaper
- Magazine
- Surf the Internet
- Watch Television News

8. Which day of the week is your best day for reading a newspaper?

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

9. Which three words would describe your Sunday best?

- Social
- Manageable
- Enjoyable

- Relaxing
- Overwhelming
- Motivating
- Active
- Productive
- Entertaining
- Informative
- Enriching
- Dull

10. Which of the following do you do on a Sunday? (Number in order of importance)

- Do things to prepare for the week ahead
- Work as usual
- Engage in religious activities
- Explore activities, ideas & hobbies
- Put family first
- Visit Friends
- Grocery Shopping
- Exercising
- Surfing the Internet
- Doing yard or house work
- Read the Sunday newspaper
- Plan for the future
- Watch Television
- Go to the Movies
- Experience Nature

11. Your ideal newspaper helps you to (number in order of preference)

- Find out what happens in your community
- Find out what happens in the country
- Find out what happens in the world
- Make the correct purchasing choices
- Make holiday plans
- Address medical or health concerns
- Find a better job
- Find out about new products on the market
- Become more vocal on local or national issues
- Do things with the family
- Plan family finances and investments
- Seek entertainment
- Relax

12. Which sections of your favourite newspaper do you enjoy most (list 5)

- Arts/Culture/Entertainment Section
- Business
- Classified Section
- Comics/Funny pages
- Editorial/Opinion pages
- Employment
- Fashion/Style
- Finance
- Food/Cooking
- Front/Main News Section
- Home
- Inserts
- Letter pages
- Lifestyle/Leisure
- Local news
- Movies
- Real Estate
- Sports
- Travel
- TV Guide

13. Write down the name of your favourite newspaper published in Namibia:

14. Is the size of your favourite newspaper:

- Just right
- Too small
- Too big

15. Write down the name of your favourite foreign newspaper:

16. Do you find newspapers in Namibia BELIEVABLE?

- Yes
- To some extent only
- No, not at all

17. Do you find newspapers in Namibia TRUSTWORTHY?

- Yes
- To some extent only
- No, not at all

18. Do you find newspapers in Namibia INFORMATIVE?

- Yes
- To some extent only
- No, not at all

19. Newspaper reporting and general newspaper contents in Namibia have:

- improved since Independence
- become worse since Independence
- remained the same
- (I do not know)

20. OPTIONAL:

YOUR NAME:

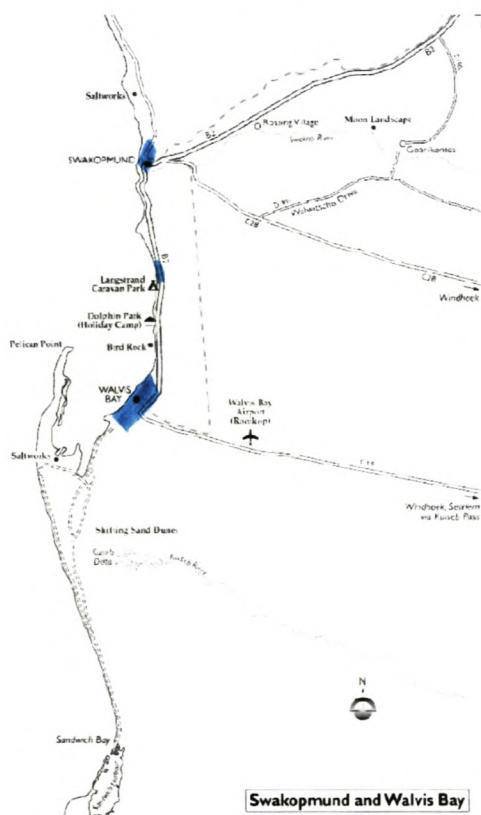
ADDRESS & TEL. NO.

*Thank you for your time.
Researcher: KO Adams
PO Box 2994
Walvis Bay
Cell 0811285981*

ADDENDUM C (Map of distribution area):



Above: Namibia's 13 regions, Erongo Region indicated in black.



Above: Walvis Bay and Swakopmund are the two major central coastal towns in the Erongo Region. The blue markings indicate the areas where the survey was conducted (including Long Beach, also known as Langstrand).