

## WONDER GUCHU'S SAY ON

Accuracy and Authenticity in Media Writing

Nashilongo  
warns  
against  
over-  
reliance on  
AI

7

CONTENT  
WRITING  
SKILLS AI  
WON'T  
REPLACE IN  
2026

NamRA Beats  
Revenue  
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# THE COMMUNICATION EDITION

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# Goagoseb Urges Stronger Stakeholder Communication

Despite Namibia's recent strides in green hydrogen, the nascent sector remains widely misunderstood.

According to Ricardo

Goagoseb, Hyphen Hydrogen Energy's Communications and Stakeholder Relations Lead, the project requires clear, long-term communication and

policy engagement.

Goagoseb emphasised the need to engage local governance structures and community voices in national projects.

"It is important to use the established structures. Go to the people, through the structures, because when you work through structures, you empower not just the authorities, but the leadership that the people choose," he stated.

He stressed the long-term vision of the project, especially for Namibia's youth, who make up over 70% of the population.

"This is not for us. This is for our children and their children. If we get the communications and policy engagement wrong now, they will pay the price later."

Addressing the issue of equity and inclusion, Goagoseb pointed to a communication gap after only one out of 107 green hydrogen scholarships went to a student from southern Namibia.



**“Speak the languages people understand. Use the platforms they trust. Translate, localise, and humanise the message.”**

“That signaled a disconnect,” he said, which led to the decision to appoint Community Relations Managers in the southern regions.

He noted that although Hyphen has funded about 300 Namibians for master’s and PhD studies in fields like chemical engineering and green energy, this has not been clearly communicated.

Many are unaware that the scholarship program is in its third round, underscoring the responsibility of leaders to share this information effectively.

Hyphen signed a \$10 billion feasibility and implementation agreement with the Namibian government in May 2023 for the project in the Tsau Khaeb National Park.

The project aims to create 15,000 construction jobs and 3,000 operational jobs, with about 90% of jobs going to Namibians, while transforming the country into a global renewable energy leader.

Goagoseb clarified that no taxpayer money was used for the government’s 24% equity stake in the project, as it was financed through international grants.

“The only place where public funds have been used, for example, is the establishment of the green energy program,

where governance structures must be there and those structures cannot be paid for by private capital. That’s a story we must tell to avoid misinformation,” he explained.

As the government continues its nationwide stakeholder engagements, Goagoseb urged communicators to bridge the gap between policy and the public.

“Speak the languages people understand. Use the platforms they trust. Translate, localise, and humanise the message. Only then will the green hydrogen dream truly belong to the people,” he said.



# Top 7 content writing skills AI won't replace in 2026

Ifeoluwa Adebayo

If AI can already write blog posts, newsletters, and LinkedIn captions, what's left for human writers? Turns out, quite a lot.

While AI is excellent at structure, speed, and scale, it still falters where real influence happens, emotional intelligence, original thinking, and stories with actual stakes.

It can't feel tension in a room. It can't spot the quiet insight hiding in a

client call. And it definitely can't decide when to bend a sentence for dramatic effect or when to break one altogether.

Even while the World Economic Forum has projected that approximately 75% of companies globally may adopt AI usage by 2027 and Deloitte adds that half of those already using generative AI will start piloting 'agentic AI' systems; being unmistakably human is

your only edge.

This article breaks down seven of those irreplaceable skills and how to sharpen each one.

## The top 7

### 1. Emotional Intelligence:

The ability to understand what your reader is feeling and what they need to hear next. It's how you navigate sensitive topics, write with empathy, and show up human in a noisy feed.



## 2. Critical Content

**Evaluation:** Knowing if something is actually good, not just grammatically correct. This includes structure, tone, relevance, clarity, and originality. AI can output; only you can assess.

## 3. Ethical Reasoning and

**Judgment:** In an age of misinformation and clickbait, writers who can walk the line between persuasive and responsible will always win. AI lacks ethics. You don't.

## 4. Human Insight

**Generation:** This is what separates content from commentary. The ability to pull insight from lived experience and connect the dots in a way only a human can.

## 5. Ambiguity and Nuance

**Handling:** Real problems are messy. Human writers can sit with contradiction and communicate complexity without oversimplifying. AI still prefers binary answers.

## 6. Storytelling with Stakes:

Stories need tension, risk, emotion, and payoff. These elements come from human memory, not machine logic. AI can mimic format – not feeling.

## 7. Adaptability:

From carousels to cold emails, short-form to long-form, great writers flex across formats without losing their voice. AI is still rigid, especially when asked to pivot between tones or channels.

**“Stories need tension, risk, emotion, and payoff. These elements come from human memory, not machine logic.”**



# Being Intentional About Your Brand

**The Founder** recently caught up with Ujama Kamajova, a rising content creator hailing from Walvis Bay. She was recently nominated for the MTC content creator awards 2025 under the Emerging Creator Category.

**TF:** What inspired you to start your journey as an influencer, and how has your brand evolved over time?

**UK:** It was my love for creativity and storytelling. I've always loved sharing things I enjoy. From beauty products, a cute outfit, or a moment that felt meaningful to me. Over time, people started relating to my content, and that connection pushed me to be more intentional about my brand.

My brand has evolved from just posting cute content to being more strategic, more purposeful, and more aware of the impact I want to make.

**TF:** How do you define your niche?

**UK:** I define my niche as lifestyle and beauty with a strong touch of realness and personality.

I love creating content that looks good, feels good, but also means something. What sets my voice apart is how intentional and relatable I am.

I don't just promote products, I share experiences. In a space where everything can start to look the same, I focus on being me and that's my biggest strength.

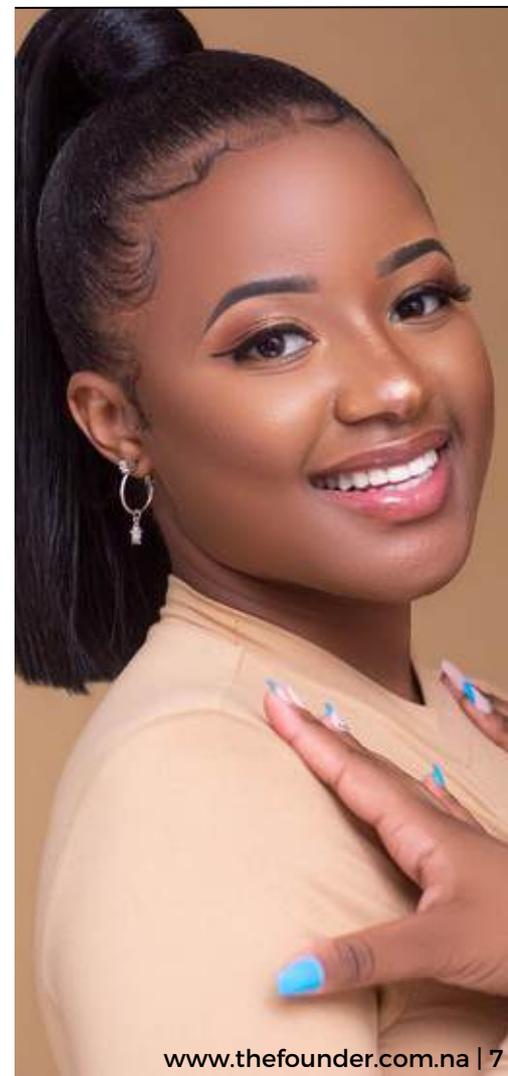
**TF:** How do you navigate collaborations?

**UK:** I always start by making sure the brand aligns with my values, audience, and aesthetic.

Authenticity is everything to me, so I only work with brands I genuinely love or believe in.

That way, the partnership feels natural and not forced.

**“Over time, people started relating to my content, and that connection pushed me to be more intentional about my brand.”**





Once a collaboration is confirmed, I take time to understand the brand's goals and vision for the campaign.

Communication is also a big part of how I work. I keep the brand updated, meet deadlines, and make sure everything

from captions to visuals is on point and engaging. I want every collaboration to feel like a win-win.

**TF:** What challenges have you faced scaling your influence into a sustainable business?

**UK:** One of the biggest challenges I've faced in scaling my influence into a sustainable business is consistency, especially in the beginning. It takes a lot of discipline to show up even when the engagement is low, the ideas aren't flowing, or collaborations are slow.

Another challenge is being taken seriously especially when you're still building. Some brands expect free work or undervalue your content just because you're not at a certain "follower count," which can be frustrating.

**TF:** How do you manage the business side of influencing—finances, legal, marketing?

**UK:** I manage the business side by staying organised and intentional with

everything I do.

For finances, I keep track of all my income and expenses from brand deals, campaigns, and content creation.

I make sure to set aside money for savings, and reinvestment into my brand - this includes editing tools or creative direction.

I read through contracts carefully and make sure the terms are fair. If anything feels off, I ask questions or get advice before signing.

I've learned that protecting yourself and your work is key in this industry.

On the marketing side, I constantly work on positioning my brand from pitching to new brands, improving my media kit, staying consistent with my aesthetic, and using insights to guide what I post.

I study what works, test new ideas, and always make sure my content is aligned with my goals.

# What is an Influencer?

An influencer is an individual who has a high level of popularity or authority within their industry. They usually gain their following because they have significant experience, success or expertise in the field.

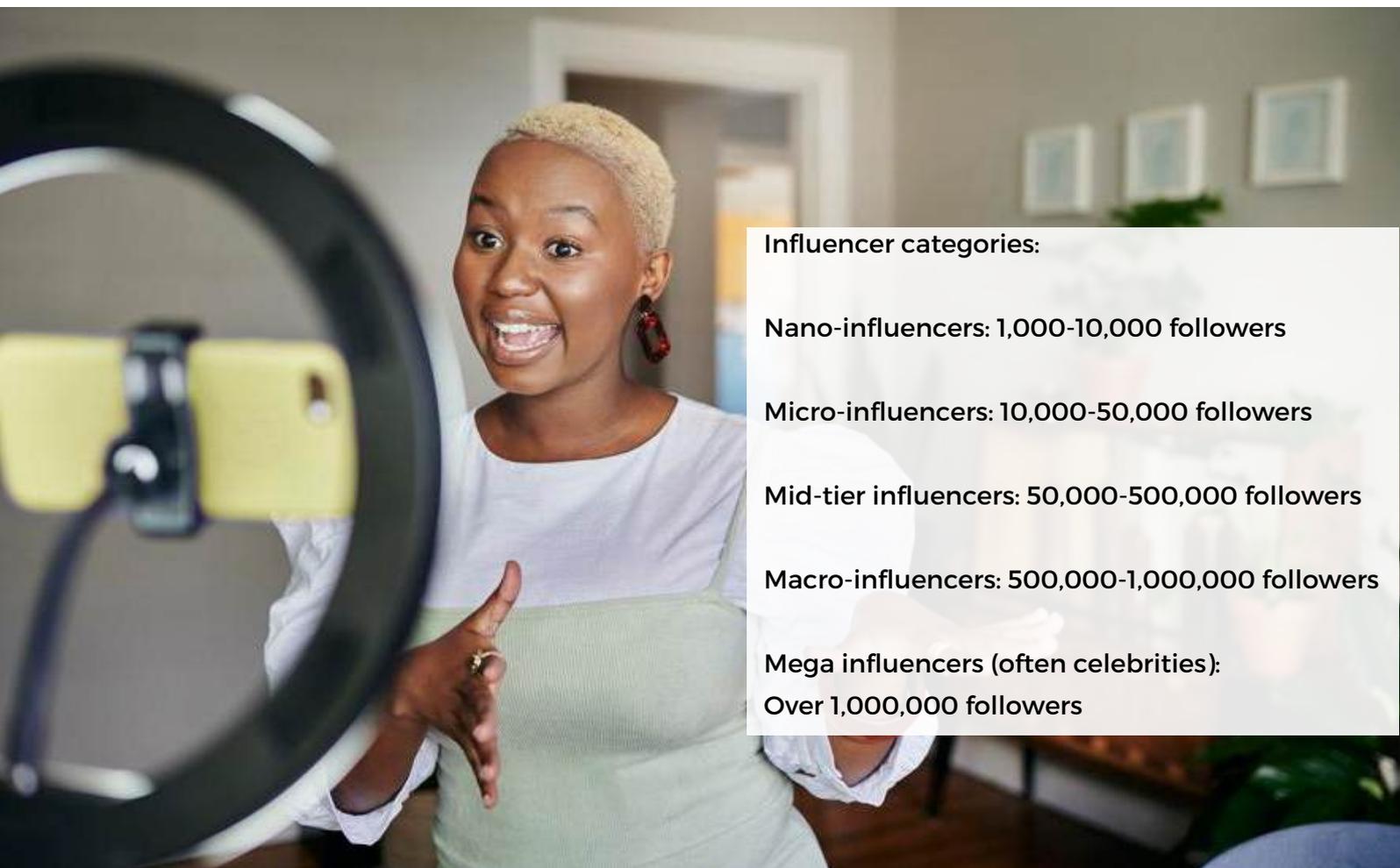
As a result, others in the industry may look to them for their opinions, knowledge and even advice.

Companies may partner with influencers as part of their marketing strategy in the hopes that their audience will be influenced to purchase the companies' products.

It is important to note that an influencer does not need to be known on a large scale, such as a major celebrity.

"Micro-influencers," for example, can be very successful and generally represent influencers who have less than 50,000 followers on their social media platforms.

Different types of influencers:  
The influencers can be categorised depending on their followers base and influence in the industry.  
[www.indeed.com](http://www.indeed.com)



## Influencer categories:

Nano-influencers: 1,000-10,000 followers

Micro-influencers: 10,000-50,000 followers

Mid-tier influencers: 50,000-500,000 followers

Macro-influencers: 500,000-1,000,000 followers

Mega influencers (often celebrities):  
Over 1,000,000 followers



## “WHY NOT TRY SOMETHING NEW?”

**The Founder** caught up with content creator Jenita “Dulla” Amupolo. Born in Otjiwarongo and raised in Windhoek, she has evolved from nail technician to multimedia entrepreneur by harnessing the power of digital platforms.

**TF:** What inspired you to start your journey as an influencer, and how has your brand evolved over time?

**JA:** My journey began unexpectedly. On 4 November 2023, a close friend—who is now my manager—invited me to join Central Audio Records as a content creator.

At the time, I was simply at home, bored, and

thought, “Why not try something new?”

We started creating content for YouTube, and things took off faster than I imagined. My third video, Smash or Pass, hit over 15,000 views within a month.

That traction gave me the confidence to keep going.

**TF:** How do you maintain engagement and trust with your audience?

**JA:** Love and respect go a long way. I constantly show appreciation to my audience—whether it’s interacting with their posts online or having friendly conversations when we meet in person.

**TF:** How do you manage the business side of influencing?

**JA:** I’m fortunate to have a strong support system. My manager oversees the marketing side of things and is highly skilled in social media strategy and budgeting.

**TF:** How do you stay ahead of trends while remaining authentic to your voice?

**JA:** I treat social media like a research lab. I’m always online studying engagement patterns. This helps me stay up to date.



## NamRA Beats Revenue Targets Through Strategic Communication

The Namibia Revenue Agency (NamRA) has grown revenue collection by 67% since its launch in 2021 – a feat Commissioner Sam Shivute credits to bold leadership and strategic communication.

“We grew revenue collection by 67%. The target was 49%, then 52%. Initially, the revenue target was N\$83 billion, later revised to N\$85 billion, but we ended up collecting N\$88 billion. This is the result of intentional communication,” Shivute said.

NamRA, launched on 7 April 2021, took over revenue collection from

the Customs and Excise Directorate and the Inland Revenue Department under the Ministry of Finance.

According to Shivute, success lies in a clear vision that staff and stakeholders embrace.

“Our vision is to be a world-class revenue agency serving with passion to positively impact the livelihood of every Namibian.”

That impact, he noted, is visible in hospitals, roads, and pensions funded through taxes.

“We set a bold vision, one that inspires staff and

stakeholders alike. Even those who initially didn’t see the connection between our work and their daily lives now understand the broader impact of tax collection,” he said.

To overcome resistance, particularly from multinationals avoiding taxes, NamRA launched its own internal platform known as NamRA Kachenu to tell its story directly through newsletters, audio, and visual content.

“You must tell your own story. Nobody can tell your story better than you,” Shivute stressed.

He urged other institutions to adopt self-awareness, act proactively, and communicate strategically: “Be intentional, tell your story, and drive the narrative.”

**“YOU MUST  
TELL YOUR  
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NOBODY CAN  
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THAN YOU”**

# Accuracy and Authenticity in Media Writing

Writing a press release is not merely about putting words together.

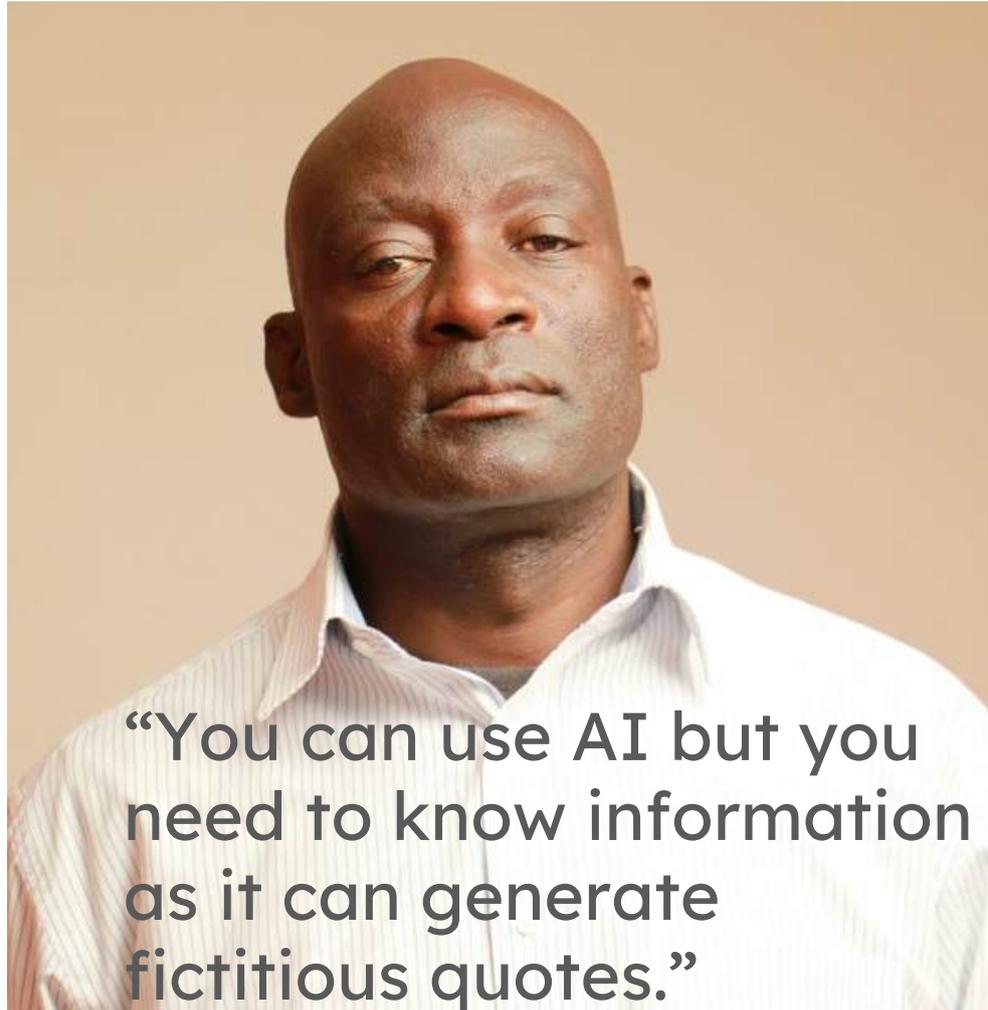
It is about being intentional and writing with a sense of communication.

This was highlighted by veteran journalist and editor Wonder Guchu. He stressed the importance of clarity, authenticity and the responsible use of language when writing a press release.

“A press release is a way of communicating. Let us be careful with our choice of words and the information you want to put out. Do not be careless,” he said.

He noted the growing trend of reporters twisting stories to make them interesting, warning that twisting stories changes what the person would have said.

“That way you are only trying to make the story better for you and interesting to readers,” he said. He added that it compromises the



taste of the original message.

To write an authentic press release, especially those shared frequently on the internet, Guchu recommends adding a ‘voice’ to it.

“If you are sending a press release with no stamp such as on WhatsApp, you put an audio press release,” he explains.

This has become popular among the communication teams

of most government offices, parastatals as well as the private sector.

A majority of them now share their press releases, accompanied by an audio recording.

According to Guchu, the human voice adds credibility and ownership to a message that might otherwise be dismissed.

On the use of artificial intelligence, Guchu acknowledges its

usefulness but warned against over-reliance as it could give wrong information.

“You can use AI but you need to know information as it can generate fictitious quotes,” he said.

He notes that many young people want to do things the easy way and many AI-generated stories begin in the same mechanical way, which he believes comes from users relying too heavily on AI without verifying the facts.

“You need to know what you are looking for and background information that AI needs to verify and you need to challenge it as it can give wrong things,” he advised.

Instead, he urges communication officers and journalists alike to take charge of their writing and only ask AI for help when necessary.

“You must take charge. Write your press release and ask AI to clean it up for you, in terms of language and sentence construction. If you leave everything to it, it will give you wrong information,” urged Guchu.

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## How to Write a Press Release

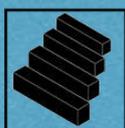
You should write a press release in the ‘inverted pyramid’ structure – see diagram below.

This means giving the full gist of your story and the most newsworthy content at the start and adding extra details further down.

This is because you need to get the attention of journalists with the most interesting information first. Also, when stories are cut down due to lack of space, editors will cut from the bottom upwards so you don’t want to save the most important information to the end.



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# 10 Steps to Writing a Press Release



**Follow these 10 simple steps to develop your own press release. On the next page you will see each step put into practice in an example press release.**

**1. Label** – clearly label it with ‘press release’ and the date you are publishing it.

**2. Headline** – summarise your story in one sentence – make it sound as interesting as possible but a clear description is the most important thing as journalists will want to judge whether the story is relevant to their audience.

**3. First paragraph** – tell the main facts of the story – who, what, why, where, when, how, and make sure you mention why it is newsworthy e.g. an event happening this Friday, new research published today.

**4. Second and third paragraphs** – expand on your story with more information and facts and figures.

**5. Comments** – provide a view from a spokesperson – someone relevant in your organisation (could be your director or a project manager) and a view from someone external (could be a VIP, a customer/ service user, a partner organisation).

**6. Closing paragraph** – talk about what might happen next and say if there is anything you hope people will do such as signing up to your service, attending an event or making a donation etc. Don’t forget to include any relevant public contact details such as your web address, Facebook and Twitter profiles and any hashtags (#) you are using on social media.

**7. Ends** – write ‘ends’ in bold to clearly show the end of the content for publication.

**8. Notes to editors** – include a ‘notes to editors’ section with bullet points providing background information for journalists such as information about available photos, link to a research report, a brief biography of a key spokesperson etc.

**9. Contact for more information** – include a phone number and email address for journalists – this should usually be the first bullet point in the ‘notes to editors’ section.

**10. Boilerplate** – this is a short “about us” paragraph that explains your organisation or project and its history and includes details like your web address.

# Nashilongo Warns Against Over-reliance on AI

Director of Corporate Engagement at the Namibia University of Science and Technology (NUST) Gervasius Nashilongo, while encouraging the use of artificial intelligence (AI), has warned against the overreliance on technology at the expense of human creativity and brand authenticity.

Nashilongo cautions against misinformation, urging Namibians to supervise AI-generated content before publishing it as it can generate false information.

“There is Jasper, ChatGPT, Google Translate and others that could write for you but they do not necessarily reflect your brand and adopt the tone of your institution.

Let it save your time, but you must still do the work. Make sure there is context presented,” she says.

She urges the public to avoid over trusting AI with critical information.

She emphasises the importance of using tools that support African or multilingual languages.

“AI is not a replacement for communication but a tool to make connections more human, faster and smarter, but only if guided ethically, with a local lens,” she says.

She notes that while AI is already being used in various sectors such as education, health, agriculture, and labour, Namibia still faces challenges, including bias in data and understanding of local idioms which may not be accessible to all artificial intelligence language models.

“There is a need for us to train the data,” she said, referring to the NUST computer science faculty that trains on data systems.

“Work is going in there on machine learning,” she says.

She mentioned current trends where real time public service announcements in multiple languages could become a reality. However, she explained that it will require a lot of training of large language models to be able to speak to the local context.





## **“Leaks do not come from a place of malice, they come from a place of silence”**

Director of Oxygen Communications Hilda Basson Namundjebo says that leaks within organisations are rarely acts of malice but come from silence and negligence of internal audiences.

She pointed out that internal communications are often neglected, with most brands prioritising external audiences rather than their own internal staff.

“We will speak to the board first, we will speak to externals first but the staff are very neglected and because of that,

there is a lot of disengagement and confusion, and nobody feels loyal about the brands they represent,” she said.

Data breaches and the volume of exposed records have increased over the last few years according to statistics, leading to significant financial and reputational consequences

Namundjebo underscored the importance of internal communication in managing leaks and building brand loyalty.

“Leaks don’t come from the place of malice, they come from a place of silence. And people often feel like you do not see them because you do not prioritise them, making them want to destroy your reputation,” Namundjebo said.

Recognising the impact social media could have on leaked information, the director warned that without clear communication, the staff are more likely to disengage, sabotage or leak sensitive information on the internet.

“Engage your staff actively. They will continue to sabotage and find screenshots everywhere. The internet never forgets, it keeps receipts,” she cautioned.

She stressed the importance of proactively and strategically communicating, stating: “If you do not make time to engage, you will have to make time to deal with leaks and explain to the board of directors why there are pilferages in your organisation and why productivity is not what it ought to be.”

Namundjebo argues that a brand can have impeccable marketing strategy, but brand equity can still be undermined in a moment without internal communication.

“You have wasted investments and money because you have not started with charity which starts at home. As much as your external audience is important, your internal audience is even more important,” she explained.

She added that effective communication and branding are holistic strategies that must ensure every audience segment receives tailored messages aligned with shared objectives, whether internal or external.

“It is not just about marketing, it is about creating a seamless experience for all employees, customers and stakeholders alike,” she said.

She called on communicators to implement thorough induction plans to be able to communicate the culture of their institutions.

“The internet never forgets, it keeps receipts”

## Information Leaks: How to Respond, Investigate, and Protect Your Business

Best practices for immediate response include:

- Assemble a trusted internal task force.
- Engage legal counsel and independent investigators early, especially to determine if whistleblower protections apply.
- Avoid tipping off potential suspects before sufficient evidence is gathered.
- Maintain discretion and prioritize fact-finding.

Technical Safeguards:

- Implement robust access controls and role-based permissions.
- Monitor access and maintain audit trails (e.g., access logs, printer logs).
- Revoke credentials immediately upon employee departure.
- Limit physical documentation and enforce clean-desk policies.
- Train staff on phishing and information handling.

# Truthful Communication Key in Namibia's New Economic Era, says Theofelus

Minister of Information and Communication Technology Emma Theofelus has called on communicators to be advocates of truth, warning that misinformation could hinder progress.

She says veracity is particularly highlighted amidst Namibia's new economic era, driven by the discoveries of oil and gas and the emerging green energy.

"Truth builds trust and if communicators are trusted, misinformation will be a thing of the past, which is what we need now more than ever," she says.

Theofelus further emphasises the crucial role communicators play in shaping public opinion and fostering trust.

She notes that as the country transitions into an energy driven economy, fair and accurate reporting will be crucial in ensuring participation.

She also warns that



misinformation could exclude citizens from benefiting from the country's resources.

"What if Namibians are hindered from participating and benefiting from resources because they have been misinformed? We cannot allow such situations and we have the responsibility to deliver truthful, verified information to the people," the minister says.

Recalling her time as deputy minister of ICT during the Covid-19 pandemic, she underscored effective communication as what carried

the country and world throughout the pandemic.

She says that in the absence of timely, clear and credible information, communities often feel lost.

“Effective communication carried us through the pandemic with hope and a better tomorrow. It was challenging but we soldiered through, thus it is important that we harness the power of communication to drive positive outcomes,” she said.

The ministry has recently finalised and will be unveiling the new Government

Communication Strategy that seeks to align all public communication efforts along the agenda set forth by President Netumbo Nandi-Ndaitwah.

The minister says this strategy recognises how communication will now become the force that drives progress.

“This is the time that we serve the public

collectively, like a well-oiled machine to satisfy the needs of people and to ensure that we emerge victorious as a nation in the fight for economic freedom,” says Theofelus.

She urged Namibians to embrace the opportunities that lie ahead, to challenge the status quo and push boundaries of what is possible through the art of communication.



# The Evolving Role of PR and the Growing Importance of Content



*Lis Anderson*

When I started in public relations, it was all about bylines, deadlines, headlines and a select number of broadcast channels, with events and activations part of the PR mix for good measure.

Fast forward 20-plus years, and the industry has undergone significant changes driven by advancements in tech, shifts in media consumption, and the evolving expectations of audiences that make it easier for brands to communicate with them directly.

But lately, things feel different.

**The Currency Of PR Today**

We're seeing drops in circulation figures year-on-year. Old-school patch reporting is getting more difficult, as outlets seemingly have ever-increasing patch areas to cover with dwindling staff numbers.

There's an increasing erosion of trust in once-fabled news institutions, while publishing companies and titles seek to revive lost revenue in the form of gated news and content.

Then there's the battle for clicks. So much is driven now by what the search engine shows you in the first few seconds. If you're not above the fold, do you even exist? The currency of PR has

shifted massively.

We're seeing a huge increase in more digital-first briefs. As businesses are looking to improve their online trust signals, they are approaching agencies to increase their digital footprint, implement SEO strategies and build out backlink presence.

Content is big, and it's only getting bigger. I would say content has now become the primary vehicle for brands looking to build reputations and engage with audiences.

**The Power Of Storytelling In The Digital Age**

PR leaders have always

been storytellers, and the most successful stories are the ones that tell real, authentic stories. Consider the example of the Lego Foundation donating Lego versions of MRI scanners to hospitals across the world.

Stories like this cut through because they go beyond promoting products or services to engage audiences more and build lasting relationships.

There is no silver bullet, but to give your brand the best chance, consider engagement before impressions and reach.

Create purpose-led content that isn't pushy, and work to develop messaging that puts honesty and purpose at the forefront.

## **Navigating The Multichannel Maze**

One of the challenges—and opportunities—is the multichannel maze. We can no longer rely on one channel or strategy. We must now focus on multiple platforms that each play a part in the overall story.

You wouldn't put the

same content on LinkedIn as you would on TikTok, but there's value to be found in both. This demands a deeper understanding of audience behavior and content trends, and it requires PR leaders to be more agile and creative in their approach.

Take the time to learn what content works for you.

## **The Ethics Of Content-Driven PR**

PR leaders also need to consider ethics as we become increasingly more content-centric. With the power to reach and influence audiences more directly than ever before, we also have a greater responsibility to be transparent, accurate and authentic in communications.

People become affixed to brands and businesses they care deeply about and that align with their ethos. When those businesses veer off course, the impact isn't just reputational—it also hits the bottom line.

The future of PR isn't just about creating and distributing content for the sake of creating

content. It's about creating content that means something, and if that means prioritising long-term goals over short-term wins, so be it.

## **The Challenges We Face**

More content production will inevitably lead to greater content saturation as consumers become increasingly more curatorial in their content, which will only lead to a more competitive landscape.

As leaders, we need to react accordingly to ensure messaging and corporate positioning are in line with these kinds of societal shifts.

Understanding your audience is critical. If you don't know what makes them tick, you can never truly engage.

Give your teams the time to research and react to trends. Fundamentally, never try to obfuscate, and always align content with purpose.

**Lis Anderson is founder and director at PR consultancy AMBITIOUS.**

# MTC Branding and Marketing Indaba excellence awards

The second MTC Branding and Marketing Indaba will take place from 8-10 April under the theme 'Marketing from the Heart'.

Last year's inaugural event brought together over 300 delegates and 30 exhibitors, while the 2026 edition is expected to attract industry experts to discuss branding, marketing, communications, and advertising trends.

It will feature 18 excellence award categories to honor outstanding industry innovation. Six judges have been selected for the award ceremony slated for 10 April.

Speaking on the judges, MTC's Chief Brand, Marketing, Communications & Sustainability Officer Tim Ekandjo underscored the appointment of an independent panel of judges as key to maintaining credibility and fairness to the adjudicating process.

"The judges will thus draw on their extensive professional experience and industry knowledge to rigorously and with transparency evaluate submissions based on the quality of work presented, supporting evidence, strategic intent, execution, and measurable impact," he said.

The judges are:

1. **Talitha Jario** - PR Consultant, Mentor & Speaker - a Communications professional with over 15 years of experience in PR, marketing, and strategic communications, and vast skills in brand management, crisis response, and content strategy.



**2. Ashton Dube** – Strategic Communications Consultant – a Marketing professional with expertise in digital marketing, brand development, marketing strategies, and delivering innovative brand executions that drive growth and engage audiences.



**5. Natasja Beyleveld** - is the Managing Director and owner of Namibia Media Monitoring (NaMedia). She has 18 years of expertise in public relations and media monitoring under her belt.

**4. Roux-ché Locke** – Communications Specialist and Media Personality - a seasoned corporate communications specialist and media personality with over 20 years' experience at the executive level within corporate relations, brand public relations, crisis management, and media strategy. She has played a pivotal role in shaping corporate narratives and aligning communication strategies with business objectives.

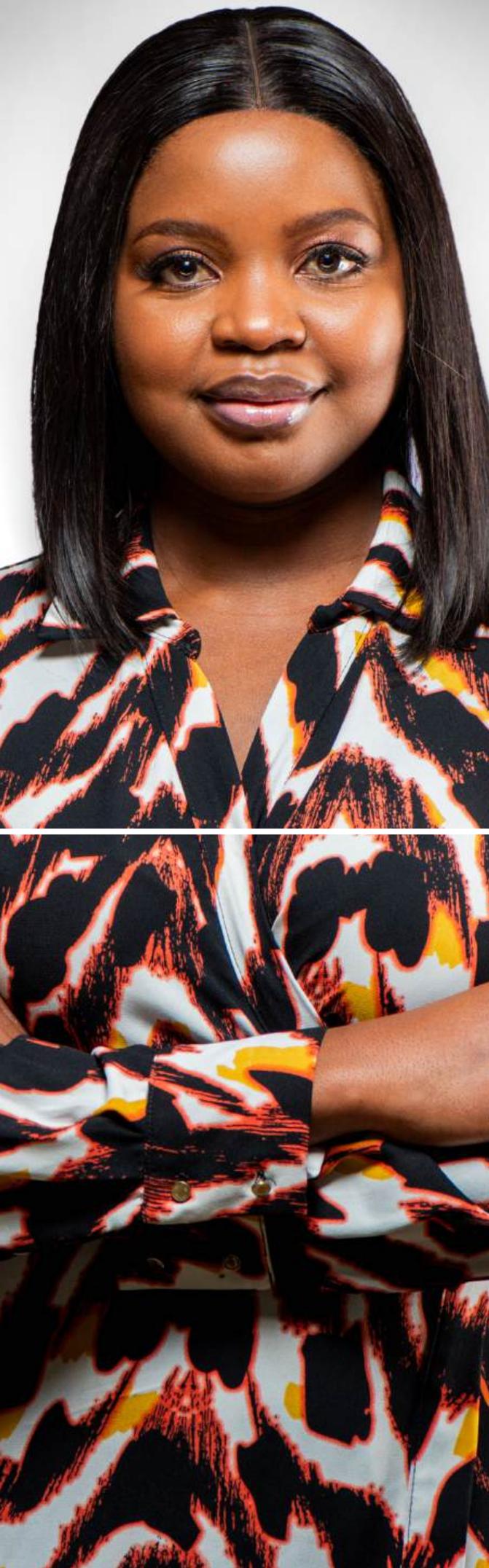


**6. Femi Kayode** – an award-winning novelist and the Executive Director of Stratosphere Advisors. With over 20 years in advertising, his work spans a broad range of local and international brands.



**3. Josy Nghipandua** – An award-winning public speaker and Founder of QoS Media House, a dynamic hub for events, brand mastery, and transformative communication skills. She is celebrated as one of Namibia's most versatile and sought-after Masters of Ceremonies.





# The Age of Radical Clarity

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We live in a time when attention is thin and scepticism is thick. People do not want more messages; they want meaning they can trust.

Radical clarity is the answer. It is not dumbing down. It is choosing words that meet people where they are and move them somewhere better.

Clarity begins with intent. If you cannot say why this message matters in one sentence, you are not ready to send it.

Cut the jargon, cut the small print, and say what is true and useful. Honesty is faster than trying to spin a story. When something goes wrong, acknowledge it, explain what is being done and when people

can expect progress. The moment you respect your audience, they respect you back.

Clarity also means consistency. If internal messages say one thing and external campaigns say another, trust disappears.

Align the story from the inside out. Employees are your first audience and your most persuasive ambassadors. Give them context, not just slogans, and they will carry the message with authenticity.

Format matters. Long paragraphs that hide the point will be skipped. Use strong openings, clean structure and human examples. Think in moments, not memos. A short video from a leader can sometimes do more

than a five-page update. Timing is a form of clarity too. Share early, then keep people updated at a steady rhythm. Silence breeds theories. A simple “here is what we know now” keeps anxiety down and goodwill up.

Radical clarity is courageous. It refuses to hide behind passive voice and safe phrases.

It names the risk and still offers hope. It chooses tone carefully: warm, direct, free of corporate stiffness. People can feel when a message has a human behind it.

That is what turns communication into connection. When you practise clarity, you save time. Fewer follow-up questions, fewer

missteps, fewer reputational repairs. In a noisy world, the clearest voice wins. Not because it shouts, but because it tells the truth, simply and well.

**Hileni Amadhila is the senior public relations, stakeholder and communications consultant at Old Mutual Namibia.**

**“Cut the jargon, cut the small print, and say what is true and useful”**

