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PROGRAM NAME: WOMANITY – WOMEN IN UNITY

GUEST NAME: MS JANE RAPHAELY – CHAIRPERSON ASSOCIATED MEDIA PUBLISHING

SPEAKER	TRANSCRIPTION
DR. MALKA	Hello, I'm Dr. Amaleya Goneos-Malka, welcome to 'Womanity – Women in Unity'. The show that celebrates prominent and ordinary African Women's milestone achievements in their struggles for liberation, self-emancipation, human rights, democracy, racism, socio-economic class division and gender based violence.
DR. MALKA	Joining us on the line today is Ms Jane Raphaely who is the Chairperson of Associated Media Publishing; who publish Cosmopolitan, Marie Claire, House & Leisure, Good Housekeeping and Women on Wheels. Welcome to the show!
JANE RAPHAELY	Thank you.
DR. MALKA	Your CV reflects history and the beginning of arguably some of South Africa's most famous women magazines. You were invited to join NASPERS as a Founding Editor of the first English women's magazine in the company, Fairlady in 1965; you then went on to set up Jane Raphaely & Associates in 1983 with your husband Michael Raphaely and business partner Wolke Koning to launch Cosmopolitan magazine a year later in 1984, the wholly owned House & Leisure and several other international titles such as Marie Claire followed and including the only edition of "O" the Oprah Magazine outside the USA which was hailed as the publishing scoop of the decade of 2002. You know many of women today I consider have been shaped by the journey of their life that preceded can you please share with us some of the pivotal moments in your life growing up?
JANE RAPHAELY	Well my life began in the north of England in a war and so my most vivid memories of childhood were the war, cold and hunger and in the north of England fear of being bombed and invaded by the Germans was ever present. However young you were you knew that the greatest fear of everyone around you was that the Germans were coming and when they came if you were Jewish they would kill you and then being so cold in winter our mother interleaved the blankets with newspaper and put coats on top of us to keep us warm and for dinner wiping the dripping from our father's jobs with some bread. These are experiences that the smallest child will never forget but they also provide the determination and drive to get up, up and away, to escape poverty and to be in control of your own destiny and not a helpless pawn in someone else's war.
DR. MALKA	That is an incredibly vivid memory that you paint and if I can ask, how did you manage to leave England to come through to South Africa, escaping that poverty?
JANE RAPHAELY	Well many years later. The real escape from poverty was when the war ended and a labour government came in and one of the reforms that they introduced was a 13 plus exam for every child in the country and every child who passed the 13 plus exam, regardless of their background, went on to a high school if they were girls or to a grammar school if they were boys and the implications of that was that if you passed all your exams at high school or grammar school, you would become qualified to go to university and I'm sure that most of the people who are listening know what a transformative effect on a person's life and career and prospects going to university can have, it's a huge, huge issue here.

DR. MALKA	Having that ability levels the playing field.
JANE RAPHAELY	Yes. I think it does more, perhaps, in some cases because if you have an absolute hunger for what education can bring it can...it gives you more like a springboard, it's not a ladder that you're climbing up, it's something that you jump onto and its force you know propels you higher perhaps than some of the other children, your need is greater.
DR. MALKA	And I think your hunger because I think the more you know it increases your appetite to know even more.
JANE RAPHAELY	Well that came from my mother, she was the strongest influence in my life and her longing for tertiary university education, something that the teachers at her school had offered to pay for, incidentally, was totally frustrated when her father refused on the grounds that he needed her to work in the family photographic studio to help support her four younger sisters. She never got over this, so for her books and a free library system in the north of England became her education in consolation and I had absolutely no choice, she was determined to fulfil herself through me and when I took that examination that I mentioned to you earlier, I came thirteenth in our town and I think she was a little disappointed that I didn't come first.
DR. MALKA	It's so interesting what you say about fulfilling parents intent and some people have a view that they think that people live through their children but I think if you are being able to step your children up, to put them into a position of power, elevate them higher than you were and as you go through the socialisation process children are actually quite ignorant and don't know that it's happening to them and can only be grateful in the years later, after those effects have been realised.
JANE RAPHAELY	Yes and it depends how clever the children are at listening to what the adults around them are saying. I think that children understand and know a great deal more from an earlier age than we actually realise and even if they don't understand the complete meaning, they get the tone of something and they apply that tone to the context, they don't have to know the meaning of the word context to know what it is and so it's in the air, they breathe it in, it has an untold influence.
DR. MALKA	And you mentioned that your mom had been a big influencer in your life growing up, what would you say has had the biggest impact on you to make you the person that you are today?
JANE RAPHAELY	Well let's not leave our father out of this because he was a gorgeous,Irish welder with a drink and a woman problem, but she loved him and so did we and he never laid a hand on us. In fact, he is probably the reason why I always got on so well with men. If your father thinks you are wonderful it leads you to expect respect and help from other men too, that's very, very helpful, it gives you actually a sort of unnatural advantage in the gender war.
DR. MALKA	And you've also emphasised the importance of both genders and you've emphasised the importance of ideally growing up in a nuclear household to reap the benefits of both role models, being a mom and a dad.
JANE RAPHAELY	Yes, if you can have that you are blessed. Many, many, many children don't have that.
DR. MALKA	No they don't. Turning towards your career, you were a female entrepreneur in the mid sixties in Africa; I think being a woman during that time was quite momentous especially in the business world, it touches on sensitive points like culture, religion and tradition; in your experience do you think that women leaders whether in business or politics face different challenges to their male counterparts?

JANE RAPHAELY	Well you only have to look at the last election in the United States to see that it still happens today. In a country where women are supposed to have gained so much equality that the female candidate for president was widely expected to walk away with the election on the grounds of her sex, not in spite of it and still a self-confessed lecher and abuser of women, on his third wife, actually won the election.
DR. MALKA	And in the States, I was doing some research yesterday evening on the Inter-Parliamentary Union - I probably do it once a month - the last time I did it they were ranked seventy-fourth in the world in terms of women representation in parliament and this year in January, the results indicate they are now ranked a hundred and fourth in the world and I always find it shocking how you've got so-called first world countries who've got such low representation of women in their governing structures and yet in comparison to Rwanda, which leads the way at number one in the world in terms of female representation, have you got any thoughts on that?
JANE RAPHAELY	Well I can give you another statistic which I heard this morning on television, CNN probably. Apparently the largest group of voters in the States are the ones who don't vote and though they didn't give a sex breakdown I am pretty sure that the majority of the non-voters will be women. I would take a guess on that.
DR. MALKA	And that's almost giving up your entire right that the whole suffragette movement had pushed forwards for but also giving up your right to democracy and your future.
JANE RAPHAELY	But I think it also reflects that it isn't only men who are ambivalent about women getting power but that some women at least, must be equally ambivalent about that and I mean her critics, male and female have blamed her for standing by her man, the then president who was caught having sex with an intern in the Whitehouse, for rumours about the contents of her emails and for raising money from big business to run a successful fundraising campaign to fund her election campaign. All candidates do the latter and many of these women who are blaming her must have had husbands who were unfaithful to them. I think that women's expectations of a woman potential leader are even greater than those of men.
DR. MALKA	And I wonder in that that you've just said, "women's expectations of a woman leader are greater than men", I wonder how much influence their social circumstances have in terms of shaping their view and if some women are ready to have a woman leader as opposed to the world that they've grown up in, an environment where leaders have been traditionally men?
JANE RAPHAELY	Well and here's some evidence as to why this is still happening. There's a new US study which shows that by the age of six some girls are already starting to associate cleverness with men. For the research which involved two hundred girls and two hundred boys, all aged between five and seven, children were read a story about a really, really smart person in which no clues as to their gender were given. Afterwards they were shown pictures of two men and two women and asked to guess which was the story's protagonist. The five year olds, male and female, were more likely to nominate one of the adults of their own gender but among the six and seven year olds that parity disappeared; the girls were more likely than the boys, significantly, to identify cleverness with the opposite gender.
DR. MALKA	So we're already seeing gender bias creep in at a young age.
JANE RAPHAELY	Yes, I would suggest that is because in the group dynamics that they observe around them they will observe and hear men being more assertive, being more heard and listened to than women are and you don't need to know the name of what that is to not recognise it, particularly you know, in

	<p>small children which are at the peak of their learning you know, curve, already, it's nothing we didn't know but now it's being proved. I think that for the world to change in the ways that you and I would like the world to change, people themselves have to change, they have to want to change and I know from my own background that you will only change and you will only succeed if you yourself want to change. If you want to...for instance, when I was at school I had a complete phobia about speaking in public and so much so that though I became the head prefect, I never made an announcement, I never thanked any of the visiting speakers, my friends and you know fellow pupils, someone always stepped up to do that for me and when I wanted on graduation to get a fellowship and to go to the States and carry on with my education, the one I won was a Rotary Foundation Fellowship, which was a total disaster because as a Rotary Fellow you had to do a lot of speaking. Luckily I was saved by the previous Rotary fellow and she gave me some good advice which I'll put out into the ether now.</p>
DR. MALKA	Please do.
JANE RAPHAELY	<p>She said "don't worry when you get to the States and you have to speak all you have to do is tell them what you like about America." I said but what do I do when I come back here and I'm faced with this lot who had just heard me make the worst speech they'd ever heard in the whole of their lives? She says "oh don't worry, just tell them what you didn't like about America." Such good advice.</p>
DR.MALKA	Knowing your audiences and in effect turning weaknesses into strengths because I'm sure that since then you've done a lot of public speaking.
JANE RAPHAELY	<p>Yes, I have. I not only lost the you know the angst and the silence and the fear, I did learn partially because of the Rotarians, I heard so many of them speaking and it was really funny because even when they were terrible speakers they had no compunction about standing up and droning on, so I learned what not to do and that was a very useful education. I then went on to make many speeches, you know as an editor, which is what I became you have to be a public figure as well, or you had to be at that stage and then you would find yourself opening everything you know, from baby shows to whatever and being asked to participate in a debate and be on radio and so on, so you know practice doesn't necessarily make perfect but it makes you lose your fear.</p>
DR. MALKA	Given what you've spoken about now in terms of education, the study in the States which showed that there was clearly a gender based bias with young girls thinking that men are more clever, what do you think schools in South Africa should do in terms of preparing young women and our children for challenges of gender issues and how to overcome them?
JANE RAPHAELY	<p>Well first of all its government that needs to go to school. Whichever government comes in at the next election, they need to go to school and they need to go to school in Iceland. Iceland is the country in the world that has consistently come in, I think fourth, as the most evolved and most gender equal country in the world and it does incredibly well, you know as a result including incidentally, in tourism because people are fascinated in other countries by the fact that in Iceland men are the leading proponents of gender equality and that tells you the truth because basically there is something in men which makes them realise that there is not just safety, but success and power in numbers and they will gang together to get it and then the ones who have ganged together to put the strongest among them into the most powerful position will cling onto his coat and progress....</p>
DR. MALKAand be pulled up....

<p>JANE RAPHAELY</p>	<p>.....and progress with him. Women need to be more systematic and successful in attracting followers and unashamed in going about it and they must openly formulate plans to gain power and to hold onto it and to bring about lasting change as a result. It's a great mistake to think that just by being a sweet little silent person somebody is going to propel you into a position where you are going to change the status quo. It's exactly the opposite, you have to organise that for yourself and I don't think that women do it well enough or often enough.</p>
<p>DR.MALKA</p>	<p>I think those are very important words of advice.</p>
<p>DR. MALKA</p>	<p>Today we are talking to Ms Jane Raphaely who is the Chairperson of Associated Media Publishing. We would love to receive your comments on Twitter@WomanityTalk.</p>
<p>DR. MALKA</p>	<p>We left the last segment with a wonderful comment where she said that “women need to systematically and successfully attract followers to gain power and bring about lasting change” and with that point Ms Raphaely I'd like to go onto the next segment of the conversation. This programme is all about gender equality and one of the subjects that continuously comes up is that the working world was designed around what I would typically say are men's hours; where society is losing half of its best multi-taskers from the workforce due to traditional expectations of women to reform their work timetables according to family needs. What's your perspective of this and given that you have four children yourself, how did you manage your timetable?</p>
<p>JANE RAPHAELY</p>	<p>Well you know excellent domestic help which still exists in South Africa is what got me where I am today and I think it's the most underestimated benefit that women experience in this country. But of course it is more difficult and more expensive to find good Au Pairs who can drive and have cars. All of this could be resolved by the government and if they engaged in this proactively and gave tax breaks to working mothers to cover this expense, if they don't do that it will continue to disadvantage women with children and elderly dependents because women are the natural caregivers it will be very difficult to ask your husband to toilet and bath his elderly mother when you know that she would actually hate that herself, so women...it's not just children, it's roles...it's not just men and women, it's women and men sometimes but these are the realities of women's lives and a government like Iceland which is prepared to acknowledge and perceive these problems and then do something about them has got a workforce which is not interrupted and which is fully, fully active and it has an excellent economy as a result and I think women here should be attending election meetings in large numbers and telling all candidates and party leaders that this is what they need, it's not a very big ask and they must tell them at the same time, in loud voices, that this is what would get their vote no matter who put it into practice.</p>
<p>DR. MALKA</p>	<p>That's a sensible option, looking at having tax breaks for working moms because as you say the woman is the natural caregiver and that extends to not just about the children but it is also to elderly family members to take care of them. Whilst we're talking about timetables and structures, what do you think the 21st Century should do in terms of being able to accommodate women's multiple roles so that they can be mothers; they can have a career, that they're not just defined by one dimension?</p>
<p>JANE RAPHAELY</p>	<p>Well they must just give them the jobs and let them get on with it and female talent is not a peculiarity, it is something that is there. Female ambition perhaps needs to be nurtured more but the talent is evenly allocated by our maker, so I think basically they need to just drop the blinkers, you know, look at what's there and continue to put more women</p>

	who deserve it into leadership positions because they will then solve the problem because they will look at other women completely dispassionately and they will appoint them into the positions that they will be best equipped for and they will let them get on with it and if they don't they will sack them.
DR. MALKA	And I think what's unique about your environment is that it's probably 90% women in your company so in effect you've kind of got this microcosm of women working for women and with women.
JANE RAPHAELY	Yes we do and we've lost count of the number of babies that have been born to the women who work with us. I consider it normal, you know maternity leave is not a problem, in fact I was once addressing a conference at Edgars and most of the people who were there were men and I told them that in the year that we were in at that time, we had had a record number of babies at Fairlady and our profits had never been higher and they actually couldn't believe it, this was some time ago actually and I don't really think that that is something we need to teach at school, there are other things you know that should be in the school curriculum but somehow or other we might put it into the male mind a bit more strongly.
DR. MALKA	Skills should be taught in the schoolroom and culture should be up to society to remove gender based barriers, I think that would help everyone in the long run.
JANE RAPHAELY	Yes but gender equality is not just about barriers and numbers. It's about changing everything in the society for the better. You know if you can remove prejudice in one area then you should be able to remove it in all areas and we're living in a time when people are changing and they're changing more and more freely, for instance the whole transgender evolution and we're hoping incidentally, in our titles, to be part of a project to see that people who are Albino's are acknowledged as being as beautiful as anyone else and we want to see them put in the fashion shows along with the other models and in the fashion shoots as well and to have their particular problems acknowledged on the beauty pages. But you know the first way that you demonstrate unfairness to people is to make them invisible and having said visibility, I think that it also places an onus on the person whether she's a woman, whether she's a transgender person, whether she's an Albino to be brave enough to be able to say yes, I will take that chance, I will be visible. For people who are actually killed for what they are, which happens in Africa, that takes a lot of bravery.
DR. MALKA	It does indeed and also I would say bravery on the part of the media owners because media has a strong responsibility in terms of shaping and informing public perception and if you're able to feature different people, whether its transgender or Albino's on the cover of your magazines you're able to put a message out into society that this is normal; this is allowed; this is permitted, it removes some of that unconscious bias that they have in terms of acceptability.
JANE RAPHAELY	Absolutely and we have an even stronger platform than a magazine cover to work with at the same time because we have social media and here you tap into these huge audiences and if they feel for something and they start spreading that image and that word then you really are...in fact I think social media is probably the thing that really will propel all of the groups that we've been talking about, including women, into equality quicker than anyone else.
DR. MALKA	It's got exponential effects. As we're a gender based programme what is your opinion in terms of the influence of media on views of gender?
JANE RAPHAELY	Well if I was to go back to the Fairlady days when I had not been here very long and I had a tremendous disadvantage because I only spoke English so all around me there were people who spoke other languages and who were

	<p>communicating to each other in those other languages and I couldn't eavesdrop and there were no platforms at that time where the people I most wanted to know about, the women, could get onto in order to express their feelings so that I had a chance of hearing them and one of the interesting things for me was that some of my assumptions had to fall away and one of those assumptions was that all women would want to better themselves and one of my most astonishing discoveries was that the best educated women in South Africa, that was the white women, who in many cases had gone to university had not done anything with that education. You can imagine with my background how horrified I was.</p>
DR. MALKA	Absolutely and did you investigate it?
JANE RAPHAELY	<p>Well those were the women that I was talking to because they were my generation you know, they were all around me and they...the Afrikaans ones called going to university "mansoek" – to seek a man and so I mean I was open-mouthed in some occasions you know. So then I get this amazing platform which was called of all things, Fairlady, the worst title it could possibly, possibly have had and I start speaking to the readers and the readers fall on it because they've got plenty of free time, the white ones and then luckily for me and the magazine they all had lots of domestic help and the domestic workers read their madam's magazines and so without being in direct communication I had a mixed audience that I felt was right, you know, and needed to be somehow achieved and it was achieved through this peculiar statistic, the non-working women who didn't want to work, who then opened that door and those ideas to women who were working because they had no absolutely no choice and this gave us enormous numbers and Fairlady though it was banned at least four times by the government at that time; managed to survive and thrive because of the extraordinary readership numbers that kept coming up in surveys and you know the strength of the readership was that it was reaching all women, it was reaching...it then went from the domestic workers back to their families and there the women who were working as social workers, as teachers and as nurses, they came into that group of readers for Fairlady and it was a fantastic audience and we could then go ahead and get away with any kind of murder we liked.</p>
DR. MALKA	That's such an interesting dynamic, so you had the primary audience who didn't make up the bulk of the audience but their pass-on readership to working women gave you greater access to more women who really needed the publication, I think that's a wonderful story.
JANE RAPHAELY	I know, it's ironic but it's very encouraging.
DR. MALKA	You've done and you've achieved many things in your life and you've received numerous awards for professional and humanitarian achievements, do you think that we as a country are in the right place as you had imagined?
JANE RAPHAELY	No, not at all. Gender equality is not just about numbers, it's about changing everything in this society for the better. Just google Iceland and see what they are doing and imagine iffor instance became the leader of this country and didn't bother to reinvent this wheel but simply sent somebody off to Iceland to get the handbook, we would unleash such an absolute avalanche you know, of talent and opportunity and effectiveness and results. Equal opportunity gives maximum results it's as simple as that. And we don't have it.
DR. MALKA	So we need to reset the bar; we need to promote equality in all spheres and that in effect is re-engineering society at multiple levels whether it's social, economical and political.

JANE RAPHAELY	And I think we need to demand from women in this generation, in this time, in this place that they must stand up for themselves. It is not going to be given to them, they have to go get it and you know I discovered in my life and as I said, I credit my father with a lot of this, that when a woman goes to men and says this is what I want and that's what I am going to do with it, the answer very often is yes but if she doesn't do that she's never going to get it. You have to stand up for yourself before you expect somebody else to stand up for you.
DR. MALKA	Assertion is incredibly vital... assertion; confidence are all incredibly vital. We are unfortunately running out of time, can I please ask you to close out the show with a few words of inspiration which you'd like to pass onto women in Africa that are listening to us today?
JANE RAPHAELY	Well I think I'm going to stay with self-confidence which is to me, if you want other people to have confidence in you and to give you those opportunities you have to have confidence in yourself and it's much more likely to get you where you want to be than pretending to be a shrinking violet and when people perceive self-confidence they also perceive decisiveness, they think that your gut feelings that are based on experience and an unerring aim for the best table in a restaurant, the best seat at a conference table and mouth to spot the most interesting person in the room and get his or her attention with your first words, this is self-confidence leads to confident behaviour and confident behaviour leads to success and I think that's why "you had me at hello" is quoted so often as a favourite line in a film and it was never about sex appeal but it was always about power, power over yourself and the attention it commands.
DR. MALKA	Thank you very much I think that's a fantastic message. It's been such a pleasure having you on the show today, thanks for taking your time.
JANE RAPHAELY	Thank you very much for inviting me and giving me the opportunity and I hope that among the people who are listening there are those that are powering up right now, we need them.
DR. MALKA	I think you've given them the inspiration; moving forwards with confidence and self-assertion.
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