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**PROGRAM NAME: WOMANITY – WOMEN IN UNITY**

**GUEST NAME: MS PINKY KEKANA – SOUTH AFRICAN DEPUTY MINISTER OF COMMUNICATION**

<b>SPEAKER</b>	<b>TRANSCRIPTION</b>
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 in our Johannesburg studio today is South Africa's Deputy Minister of Communication Ms Pinky Kekana. In 2014 she was elected to be a member of the National Assembly; as a member of parliament Ms Kekana has served on several committees including the standing Committee on Finance, National Assembly committees and ad hoc committees on the filing of vacancies in the Commission For Gender Equality. In 2015 she was elected in the African National Congress Women's League National Executive Committee and is the Secretary General of the Pan African Women's Organisation. Welcome to the show!
<b>DM KEKANA</b>	<b>Thank you Dr. Malka and thank you to the listeners.</b>
DR. MALKA	To begin with, you've served South Africa for several years and you've got a focus on the communications domain; we know that ITC is a significant portfolio in today's digital age; can you share with us firstly a few of the landmarks in your career and some of the milestones that you want to achieve?
<b>DM KEKANA</b>	<b>Look, like you correctly said, I served South Africa in many different ways. At some point I was a mayor in the district of Waterberg and at some point I was the MEC for Economic Development as well as the MEC for Transport and currently as you correctly said I'm the Deputy Minister of Communications and this portfolio it's one of the critical portfolios because in everything and anything you do communications is key. There's quite a number of things that we also need to look at and not to keep our communities and constituencies in the dark. One; to inform them on every little thing that government intends doing in bringing service delivery and all other things, but also to share with communities developmental issues that play themselves out in the ICT space and like you're saying, we're now in the fourth industrial revolution and one of the things that the President at all times emphasises that as we go into this fourth industrial revolution everybody must be kept abreast, don't leave others behind. Our women have to also be prioritised. We're living in the technological space; in the internet of things and all other things. Many women are now trying to do businesses, many women are heading families, many women are doing all these things, things that we also have to support them around as the ministry and just to also make sure that they too move in time. How do we make sure that in their businesses they expand and how do we make sure that in nurturing and bringing up their children they are also able to keep up with the gadgets that they buy to their kids and make sure that kids are also protected along those lines. So those are some of the things I am going to focus on in making women to be part of this fourth industrial revolution, whether they have gone to school or not gone to school, digital literacy is going to be one of the things that we focus on.</b>
DR. MALKA	Digital literacy; it's not just about learning how to use my gadgets...
<b>DM KEKANA</b>	<b>...the gadgets...</b>

DR. MALKA	...and apply things but I also think it requires a different way of thinking and I think that for a lot of period we have been used to this analogue thinking of we'll take things one step at a time, I go from A through to B and we've got this long line and there's a wonderful quote by Ray .....where he says that we have been trained to think in a linear fashion but the truth about information technology is that it is exponential, so if I take 30 steps in a straight line, I'll get 30 meters, but if I take 30 steps exponentially, I'll get to a billion....
DM KEKANA	<b>...exactly....</b>
DR. MALKA	...so we've got to change the way that we think and think more of along the lines of a networked society, of things don't go in a straight line, that we can move from the left to the right, up, down, in the middle and think dynamically.
DM KEKANA	<b>Exactly. I think you're very right, you know yesterday I met a few young women wanting to play in the media space and one of the realities that they spoke to us is that we cannot be thinking of radio or TV the way we are thinking about it now. Everything is going digital, people are able to access media information on their gadgets so we have to think exponentially but they are also saying look, in this space there's also a challenge that if government is slow on assisting us to do some of the things, we get flooded by other players in the same field...</b>
DR. MALKA	...and it's a global field, it's not limited to our geography...
DM KEKANA	<b>...exactly and you know we're talking about Netflix and we're talking about all other players in the media space and they are saying if we don't keep up and deal with some of these things and be decisive on some of these things, and unfortunately some of the players and the way content is now moving globally, you can't even regulate it. How do you deal with it as FPB from Film and Publications Board; how do you deal with it that as this content is flooding South Africa we are also making sure that you are able to classify it and make sure that the right content goes to the right consumer and so on and so on and protect little ones and they were also saying look, even in what we want to do, we also want to access the global world and do the same thing, but we need exposure and government to now start to look into funding some of these things and this is the discourse Deputy Minister will want to engage one; with the minister of DTI and also other entities in government to say how do we then come together and deal with these things so that you don't only have MDDA being the only entity that can just release those stipends for all of us....</b>
DR. MALKA	...and Minister MDDA if you can just tell us what...
DM KEKANA	<b>...Media....our Media Development Diversity Agency that assists community radio stations, TV and community print media with starter packs, your setup in studios and machines and all other things for you to be able to play in that space, so they give you start-up capital for you to set up all those things. So they were saying it's overstretched now and the notion of one community radio station, one municipality, it's not going to work because everybody consumes content now on the phone.</b>
DR. MALKA	You've got the consumer who is consuming and taking that demand,...
DM KEKANA	<b>...exactly....</b>
DR. MALKA	...using these methods and different approaches...
DM KEKANA	<b>...sure....</b>
DR. MALKA	...but at the same time these young ladies have looked and presented the opportunity of going you know what we can be global players too but we now need to look at how we can make that feasible. So I know that they only imposed this upon you a couple of days ago, but tentatively, what's your thinking of how we can take advantage?

DM KEKANA	There's an ICT policy that is under review now, which I think almost all the role players, Department of Telecoms and Postal Services, ourselves, ICASA and all other entities that are responsible for ICT, we have made inputs and it is at a level where the minister now of Communications has to go and present it to cabinet. It is about looking at how we also adapt as South Africa to what is happening around ICT globally, so these are enablers, the legal framework enablers that will assist government to now put systems in place for all players to start to benefit out of some of these things, so ja.
DR. MALKA	And staying with the technology stream, I read a quote which is attributed to you saying <i>"Our society is rapidly moving towards using cutting-edge technology and more people are getting access to the internet year on year. Kekana believes that rural South Africans should have access to 21<sup>st</sup> Century communications to run their businesses; complete their studies and connect with family and friends."</i> So if you could share a few of your thoughts because the reality is that we're in...our 21 <sup>st</sup> Century has been transformed by technology; if you could give us some insight in terms of the education aspects that you are partly implementing - we were talking earlier about kids being able to access and start to use tablets and other devices in their learning because when they get into the real world it's not a blackboard with a piece of chalk.
DM KEKANA	In fact Doctor, let's start with education, before me and you and I'm not exposing our age, me and you, it was typing during schooling and then later on it was computer literacy and currently, because technology is also advancing and if you look at the current form of employment, whether you go to the mining sector or you go to industries, you now are going to have these technologies.....
DR. MALKA	...AI (Artificial Intelligence)
DM KEKANA	...yes, artificial intelligence, you're going to have robots, you're going to have all these things and it also says the rudimentary way of doing mining is gradually going to be replaced.
DR. MALKA	And if you think there's physiological limitations of how much deeper we as human beings can go but a machine doesn't have those limitations on excavation.
DM KEKANA	So now it says our kids there at schools have to now think out of the box and be innovative and develop technologies that can also assist in replacing some of the ordinary way of doing things into the technological aspect and that's why even issues of coding will be important to introduce at education level. Kids must now develop apps that are able to assist us to do certain things, I mean for me to come to the SABC for the first time, if I did not know it I would put that app and the lady will just take me through until I arrive, so those kind of things are things that we must appreciate. The way me and you learned maths and all other things, there may be smarter ways of how kids can study and become more productive and those are the things that you must encourage now at school level. So I'm just saying, the workers .....at education level to assist our kids and prepare them to become better and smarter people in as far as technology is concerned and I think one of the things that become critical for us is for government to make sure that even a child in a rural area has access to those technologies and have access to communication facilities that can assist them to have the WIFI's and everything because you know not every area is covered....
DR. MALKA	...you are so right because if they don't have that access, if we look at how technology is running away and growing, the digital divide will get bigger and bigger and this chasm is going to be impossible to close, so we have to get them access.

<b>DM KEKANA</b>	<b>We have to get them access and I'm happy that if you look at how our government has now looked into the thing I think by next year the spectrum issues and other things will be dealt with; it deals with quite a number of things. Probably it will even deal with the data issues that our kids are crying about, especially because they have to do....</b>
DR. MALKA	...I think with children there's never enough data...
<b>DM KEKANA</b>	<b>...and if you look at how the MEC of Education in Gauteng is trying and the Minister of Education are now wanting to roll out the Smart classrooms and the Smart...the eLearning activities for young people, it's also a step in the right direction because that will not only improve productivity from our learners but it will also expose them to opportunities to become innovative. In as much as we want our kids to catch up and not be left behind in as far as technology is concerned, but be very close to the situation as parents and monitor the kind of content they consume.</b>
DR. MALKA	Tremendous challenge because when you've got your official channels that are being broadcast you will have an editor that will screen the content, that makes sure it is appropriate for a particular audience, but if you look at what we have from a social media point of view, it's completely unfiltered, anybody can put anything out there, whether it's true or not and anyone can access it.
<b>DM KEKANA</b>	<b>That's the thing, but that's why in South Africa you have the Film and Publication Board and this body is responsible for classifying content that goes into the public space, whether online, whether on TV and all those things.</b>
DR. MALKA	And this is part of your portfolio?
<b>DM KEKANA</b>	<b>It is part of my portfolio and what we have done; I went to an activity, it was an AGM in Kriet in Greece two months ago, there's a body called In Hope, similar to what the Film and Publications do, so all the bodies that deals with classification of content from all over the world come together, so there, if you Doctor, can post something pornography or whatever through social media, they are able to track you, whether you are in South Africa or you are anywhere else and there are consequences for you. So the call we are making even to our people is that if somebody sends you something like that, don't distribute, because in terms of the Film and Publications Act, if you are in possession, you distribute, you are guilty as charged and the sentence is huge. So this thing of posting and doing all these things that are wrong, including reverse pornography and all other things, it's very punishable in the South African law and the Film and Publications they trace it from the source and they will get you through their technology and then be able to deal with you.</b>
DR. MALKA	And that's one of the other important issues; that we leave behind a digital footprint, so you just follow the cookie crumbs back to the individual or individuals....
<b>DM KEKANA</b>	<b>...exactly, yes....</b>
DR. MALKA	...and I don't think people are necessarily aware of the consequences of their actions and the impact that it can have.
<b>DM KEKANA</b>	<b>And that's how you....in cyber bullying and all that you have kids committing suicide and all these things and that's why it is one of the programmes I will be embarking on; going...doing outreach, we have agreed with the MEC of Gauteng, outreach to schools to start to say to learners, please don't communicate with strangers on your phone. Parents like putting their kids on facebook or on their status to say her first day at school, now those who are in these paedophiles and other related activities start tracking the child from her first day at school and communicate with that child until the child is 12 or 13 and he will say I'm uncle, mama and</b>

	<b>look at how I have been taking care of you and by the time you wake up that guy has taken your child. So we also want to discourage parents from posting their kids....</b>
DR. MALKA	...like we spoke earlier offline, as an individual posting out content or looking at something, in the same way that an individual can have access and look at things, there's also inviting the whole world...
<b>DM KEKANA</b>	<b>...yes....</b>
DR. MALKA	...to have access to you...
<b>DM KEKANA</b>	<b>...to you and those are the things we are trying to discourage Doctor.</b>
DR. MALKA	Minister the media is critical from a communications tool and not just in terms of broadcasting; we've spoken about social media, we've spoken about the role of the film publications board in terms of content and categories, but looking at it in perhaps a different lens now is that the portrayal of women in those environments because as people viewing it, content, they tend to generalise, take particular stereotypes or perspectives of how women are portrayed in the media and the other factor is that women tend to be...there tend to be fewer that say the percentage of coverage of women is less than the percentage of coverage than men; so I wanted to hear your perspectives on views like that.
<b>DM KEKANA</b>	<b>You see this is the kind of feedback one will want to have. We had a nice session yesterday in the evening when we had the top women awards by Standard Bank and Sophie Mokoena from the SABC was the key note speaker and she was sharing with us the challenges she's confronted with as a woman dealing with news around...outside South Africa and doing news coverages in Africa and the world; one of the things she was also saying, look this is one area where it is predominantly male with very few women, even if you're confronted by issues, you don't have mentors and other people to go to to say how do I deal with some of the stereotypes that confront me and that's why we are convening breakfast somewhere around September with women in the media, whether in film or and all other things in broadcasting, we're just going to cut across the whole spectrum because even one of the things we have picked up is that you know even if you want to play in this space, you are unable to own a studio, you are unable to own cameras, you are unable to....because everything is just so expensive and there are no support systems to say how do we make sure that if people or women want to come in this space they are able to be supported. Something that we'll also talk to arts and culture because arts and culture also have....and DTI, they have support systems around that and government can only meet them up to that level but can we have financial services that can also bring in their contribution towards developing women along those lines. But also coming nearer and closer to you, Doctor, people like yourselves will also want to hear from you that why is it that as we move at the lower levels of broadcasting in whatever, there's all of you women there, but as we go up it's very few of you. Why? Where do you disappear to? Is it because you don't want the risks or you want to play safe, or is it because you are bullied and you then feel hey rather than me being bullied let me just play safe and stay in my corner and become comfortable there. Yet we know the capacity you have, yet we know the contribution you can make and yet we know that, you know, if you put a woman on some of these strategic positions, surely the results and the impact can come bigger and better.</b>
DR. MALKA	Minister that I think is the million dollar question and it's a question that I ask tirelessly in the last say 48 months of broadcasting the programme, of trying to understand what happens to women. Where do they go, what are the blocks, what are the ceilings, what are the stoppages and how do we address these

	stereotypical roles that we've put in society and said this is what women do, this is what men do, that has to be disrupted, rewired and look at taking mutual responsibility.
<b>DM KEKANA</b>	<b>Exactly, we need to, I mean there should be one time Doctor where your husband says you know leave everything for me today, tonight the dinner is on me, guys what do you want to have and you come back, it's a three course meal and he does that but thanks to these programmes, the chef's programmes...</b>
DR. MALKA	...oh gosh all of the cooking channels, yes...
<b>DM KEKANA</b>	<b>...all of the cooking channels because now these channels are starting to make cooking fun and the male folk, most of them are now starting to buy into it and there are those men really who are starting to play their part and assisting, not just on the cooking part but there are men out there who are also very responsible in assisting their wives to raise children so that at least we are able to share the roles.</b>
DR. MALKA	I can say that from the interviews that I've done with prominent women like yourselves, anyone who's got sons, they are making sure that their children are going to be thinking differently,...
<b>DM KEKANA</b>	<b>...exactly....</b>
DR. MALKA	..., they are making sure that when those young men grow up that they know that there isn't a set role for them, a set role for their wives; it's about embracing all of these opportunities and doing a partnership.
<b>DM KEKANA</b>	<b>Exactly, I am a single mother and I have a girl and a boy, if we wash dishes we all have to do it, if we clean we all have to clean and make sure that the house is spick and span, so, and that's how we now have to do some of these things. It's also about empowering them as well, the boy child and I think everybody now, especially this year on this month, the August month, there's a serious outcry by men to say guys, now you are leaving the boy child, can you also in your programme integrate the boy child so that they too can start to appreciate girls even at the early age to say you are my younger sister, let's pull together and make sure....because the things that happens at universities where universities become other areas where young girls are raped and all those things becomes a challenge and once we start to encourage them to make sure that they live together and appreciate each other at an early age things like this that we see at universities will completely go.</b>
DR. MALKA	And it will lead to a social transformation. Minister one of the questions that I ask all my guests on this show who've made significant contributions to their fields, their disciplines, their career is about some of the factors that they feel have contributed to their success. Some people speak about hard work, others talk about perseverance or there was a particular person in their lives who was instrumental; can you please share with what have been some of your factors of success?
<b>DM KEKANA</b>	<b>I grew up with a team of young girls, one of them is the magistrate in Bloemfontein and the other one who was the first president of the University of North West, they called it UNIBO then, we were at high school together and we used to compete amongst ourselves to become best of the best learners, so that kind of inspiration amongst ourselves, but also the kind of discipline that our parents taught us and made us to make sure that you are able to come up as a person and be the best so that your father or your mother can be able to say well done my girl. So it's that kind of hard work of ensuring that amongst your peers you complement each other and become a winning team, that's one, but also ensuring that because my mother has been my pillar and my dad has been my source of inspiration</b>

	<p>and unfortunately he's late and my mum is a domestic worker, she was a domestic worker then and my father was working at Public Works but at all times they always wanted the best out of me and I made sure that through that support, from the family point of view, you dare not fail them and that's how one was able to come up. But I also say thanks to the community, in our days you were not only your mum's child or your dad's child, you were raised by a community, so what happened in our surrounding in Bela Bela also made us to be who we are and I'm very grateful about the kind of support systems that the community of Bela Bela gave to some of us, including Edna Mulewa, she's one of the sisters who raised me in Bela Bela and Edna had it tough, she was in the underground in those days and she was one woman who stood firm, even during those dark days but...and she was a source of inspiration to all of us in our area and I think we were looking up to her because most of the things that she could do with all comrades in that area we then started to see but this is the route we must all follow and make sure that we rise to the occasion and uplift our own communities in that regard.</p>
DR. MALKA	<p>She's very strong, I remember having an interview with her and she was relaying a story of the past and the struggles and how she was nursing one of her babies and the police came, separated her from the child and she said there you are wondering what's happening to my children, who's feeding my babies, what's their future. She really took you to that place of the importance of knowing that you're fighting in the struggle to make everybody else's life better. But back to you. Can you tell us about some of the pivotal moments in your life growing up?</p>
DM KEKANA	<p>Well like I told you I come from a very, very poor background, my mom being a domestic worker and my father being...working for Public Works and I was raised...because I was a girl amongst four boys and we were living in a four roomed house so my grandma had to take me and say you can't stay with boys in one bedroom so rather come and stay with us, it was just some few streets away. So I was raised by my mom's aunt and you know trying to make ends meet selling Sorghum beer and all other things to make us to be able to go to school, to pay for school fees and all those things and when I matriculated I then went to do private teaching for three years because I couldn't go to university immediately so I had to work in one of the farm schools in .....for three years and thanks to one farmer, a Mr. Baber, because in a farm area, the cheques you are sort of a principal or a teacher in that school but the farm owner sort of administered what's happening in the school so our cheques were coming through the farm manager and he said to me what is your plan and what do you want to do because you are a teacher privately; any plans? And I said no I want to go to university to do social work, he said from now henceforth, today we are going to Volkskas, we are going to open a bank account, I'm going to do a bank book for you, I'm keeping it here in the farm, every day you are going to eat with us, whatever we are eating. I did that for three years; 1988 I paid all my tuition at the University of the North and then from there he said if you get good results, it will be on merit and you will finish university. Four years done and dusted. I got a bursary and then I finished and I'm saying to other kids, you know, whether it's poverty, whether it's your social conditions or whatever, for as long as you have a goal to achieve, that will not even become a stumbling block for you; persevere. I remember one day when we in a taxi going to school because my grandmother will pay that fifty rand for taxi and then give me another fifty rand to say this is only when you close and in those days Tefloop was strike after strike, so she says even if they strike, see how you perch</p>

	<p>yourself there in Polokwane, don't come home because you may come home I will not have fifty rand for you to go back. So my fifty rand I will put it nicely, somewhere in a corner in a suitcase for only when we go back home and then in the taxi when we go to school you know people will have provisions, some chicken and all these things, I'll be the only one not having that and there was a young man, Lincoln, from our area that'll give a chicken and all these things and he says (tut), Pinky just take all these things, you know my mum thinks I'm a girl, take all these things, so I eat all these things of his and then go to school, I'll be like others you know and be there. But you know in our peers, some will tease you and say hey wena how do you survive because you don't even have food in your room and so on because I would eat directly at the university, at the canteen at the university. So I would say you know what, at around twelve/one, when I feel very hungry and my stomach is going grrr grrr, I wake up, I sit on my desk and I study and by that time, because your tummy is so full, you are sleeping and watch this space, between me and you who will then pass on record time. I did that and that lady, for six years doing a four year degree said no...</p>
DR.MALKA	<p>That's a powerful statement, really, really very powerful. Lastly as we close out for today's show could you please share a few words of wisdom, inspiration that you'd like to pass onto young ladies listening to us?</p>
DM KEKANA	<p>Look I want to say Dr. Malka, this is a great opportunity, especially in this day and age of Tuma Mena, to our young women to say we never had opportunities like this, of .....of free education at high schools, of feeding schemes at schools and also even for the offense and many other people, young little ones who do not have parents or whose parents are unemployed who are able to get some form of money to keep them going. We never had that opportunity and I'm saying to them embrace this with your two hands, it's an opportunity that government says to you we are making an enabling environment for you to study and become a better person. You have twelve years of high school life, you also have three years or more of becoming a professional, use those years accordingly and the rest will follow. Make sure that you really prepare for your future and become a better person but from our side, especially as.....we also have to be closer to young girls and mentor them and give them support and share experiences of how we were also assisted and supported so that we don't leave them out there and think they will be able to grow on their own. It's a call that we must also make on our side to say the world has changed so much, the challenges of young people are so many, how then do we come closer to each other and support them and nurture them so that as we rise we also lift.</p>
DR. MALKA	<p>Thank you I think that is a wonderful motivation; unity, collectiveness, bringing people together, helping and assisting so that everyone benefits.</p>
<p><b>PROGRAMME END</b></p>	