

# GLOBAL GIRL MEDIA

Story by Tebogo Tsotetsi and Mantombazane Khumalo



June 2010 was South Africa's best month as the whole African continent celebrated with South Africans as we hosted the 2010 FIFA World Cup. In the meantime, there were Americans who were making South African parents proud as they came to our country and lent a helping hand. These people belong to an organisation called Global Girl Media. They came to our country and changed our lives!

It is not chance but choice that determines our destiny. It is therefore essential that we create life-changing opportunities for our youth. Global Girl Media (GGM), founded in the USA by Amie Williams and Meena Nanji, is an organisation doing just that. GGM is a non-governmental organisation which grooms young girls in the field of broadcast journalism.

GGM sent a team of media trainers who

selected 21 young women between the ages of 15 and 20 from Gauteng and the Eastern Cape and provided hands-on training in broadcast journalism.

The girls and their trainers tackled real issues such as the World Cup, teen pregnancy, apartheid era Soweto riots and a whole lot more. The Global Girls were taught how to use a camera and listen to sound and even how to conduct an interview. These girls – who used to think they were ordinary – are now junior graduates in media training!

One of the girls – Tebogo Tsotetsi – was chosen to narrate a documentary about which was aired on Al Jazeera! The documentary was about the challenges that this typical Sowetan girl faces - losing her parents and brother at a very young age, dealing with the teenage issues of today and not having her parents around to guide her through life.

Global Girl Media has a website where their stories and video interviews are posted: [www.globalgirlmedia.org](http://www.globalgirlmedia.org)

Global Girl really did take centre stage during June and July 2010 because they were all over – working with the American Embassy, South African Broadcasting Corporation and ESPN!

Kamogelo Mabizela and Lesego Letsile are two of the young ladies who were chosen to attend this amazing programme. We asked them about the experience...

#### What is Global Girl Media to you?

Lesego: For me, Global Girl Media is an organisation that helps girls stay off the streets!

#### When did the programme start and what did it entail?

Lesego: It started on the 7th of June 2010 to coincide with the FIFA World Cup with an intensive month-long holiday

programme of lectures, demonstrations then interviews and all-round introduction to the fascinating world of broadcast journalism and continued until the end of 2010.

#### How did you get involved?

Kamogelo: We were chosen through the English Access Micro Scholarship programme sponsored by the US Embassy.

#### How have the stories you produced changed your life?

Lesego: The stories were heart-warming. I have learnt to be comfortable with who I am and I have learnt patience and perseverance.

Kamogelo: It has been incredible! We were encouraged to think of different content every day. We did a story on cyber language which was aired on the BBC and impacted on me.

#### How has the experience been?

Lesego: Great! We got the opportunity to meet amazing people like local comedian Trevor Noah and Global Girls' local spokesperson Carol Manana.

Kamogelo: It was a great learning curve for me. Experiencing a girls-only environment was really special as there was so much emotion, and a lot of tears!



## Grooming Tomorrow's Business Women

In the past, a woman's work took place mainly in the kitchen and was confined to the home looking after children and making the home. This was frustrating for many women who felt useless and worthless.

South African women changed this by joining forces and making sure that never again should a woman live in oppression and be made to feel that her place is in the kitchen.

A group called Business Women's Association (BWA) was formed by previously disadvantaged women as an NGO with the aim of empowering women and showing them that they have the potential to start their own businesses and be independent. The BWA also helps women to get scholarships and paid internships.

In December 2010, the BWA hosted 100 girls on a 5 day conference focussing on women's issues and the Johannesburg Global Girls were lucky enough to be included. The camp coincided with South Africa's 16 Days of Activism against Women and Child Abuse and paid tribute to that initiative.

The conference gave the young women some excellent information about being a business woman and highlighted the importance of women in society which is (among other things) their ability to bear children and demonstrate love warmth and intelligence!

The workshops were informative and guest speakers spoke about becoming entrepreneurs and taking care of themselves as women. Motivational speakers touched on subjects as diverse as grooming, nutrition, fitness, careers and finances.

This association has really made a difference in the lives of many women in South Africa – just as Global Girl Media has done and continues to do!