

MEN IN THE MAKING



SABC MESSAGE



The SABC, is proud to have co-partnered with Tracker in developing an initiative that seeks to develop a new breed of young men, 'The Men in the Making' initiative, is a call to action to the nation to also consider the "boy child" as equally important to nurture and protect as the girl child. What happened in ETwatwa Daveyton and other townships should not happen again, As the SABC we will use our platforms such as Radio and Television to educate, inform and inspire change to the nation by grooming and mentoring our boy children.

"It will be a half won battle in trying to level the playing field for our boys and girls as the future leaders of our country and the world," says the SABC Group Executive: Corporate Affairs Ms Sully Motsweni.



PREAMBLE

METRO FM together with Tracker endorsed by the Department of Basic Education, officially launched the annual 'Men in the Making' campaign on the 29th of March 2009 on a nation-wide basis through a briefing session for corporate South Africa and allocating the last week in March as the national day for the boys.

The initiative aims to inspire high-school going boys from Grades 9 to 12 to work hard at school and set positive goals for themselves by introducing them to leading South African companies in the fields in which they may one day wish to work.

Endorsed by:



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

Co-partner:



CONCEPT

Sometime in 2008, David Mashabela - then (a METROFM Presenter) and Hazel Tshepiso Mopeli-Tlhabanyane were having an informal discussion about the lack or no attention placed by the society to the boy child. The concern was South Africa raising violent men, and that there is a need to change the way a boy children is socialised so that they may find expression and meaning in their lives.



We then came up with a competition idea exclusively meant for a boy child called "MEN IN THE MAKING". This competition would be implemented in a come builder format to be aired over a 5 week period. We wanted the boys to submit a motivation on how they would make a difference in their communities. We were looking for boys who have a better outlook on life, boys who care not only about themselves but the betterment of their society. The compelling story would be awarded with a tertiary bursary.

After a long while, the MetroFM then Programming manager Segale Mogotsi met with the team at Tracker headed by Mr. Koos Radebe the then Director: CSI &

Communications. Tracker also wanted to implement a day for the boy child. Mr. Radebe said that the concept was derived from the realisation that the boy-child in South Africa is calling out for attention, help, recognition and acknowledgement as he grapples with the challenges of life and the suppression that he sometimes experiences as more and more focus and glamour is placed on girl child.

The combined effort of recognizing the boy child would be influenced by the successful men who play a huge part as role models in our society. These men would be an integral part of the programme in encouraging the boys, sharing their ideals of growing from boys to men and what it takes to become successful men. The Men in the Making campaign is giving the society an opportunity to raise a generation of men with ZERO tolerance for excuses and men who take the initiative.

The campaign has grown from 35 companies to 140 companies who are participating in the programme. Over a 1000 boys were hosted at different companies and Government departments during the 2015 activations. For the first time in 2015 we implemented the campaign for the coastal schools making the campaign a national programme for boys.

The SABC would want to see the boys coming back to the programme and becoming ambassadors and mentor the future intake of boys into the programme. Having access and exposure, is an opportunity that is invaluable. True wealth is when you have access to opportunities and you get to decide what you want to become.

HAZEL TSHEPISO MOPELI-TLHABANYANE



The Men in the Making campaign has opened most doors if not all, young men all we ask of you is to give us a 100% pass rate. Education is the door to your freedom, walk in triumph.

I urge the young boys to:

- never go with the flow
- find your God given purpose; give it your finest effort and fight to win.
- play your position with all your mind, soul and body
- master your books as a "craftsman"
- always do the right thing especially when NO one is watching
- strive to become a member of the "A-TEAM" (members of the A-Tea, are disciplined, they demonstrate self-control when they go under fire and they endure to the end)
- ask yourself , what is it that you can give so that you can seat at the table where decisions are made about the future of your country in order to make a contribution
- take these opportunities to fulfil the highest expectations of yourself

To the members of our community:

Activity and accomplishment are the principles of righteousness; they call for our lives to be more fruitful and more effective. Become an active participant in your society and promote # I AM NOT A BY-STANDER

We are not diminished by sharing ideas, the best ideas are meant to be shared so that the world can benefit from them. I want to thank our superiors for having believed in our dream and providing the support and resources and to each and every individual and organizations that have embraced the Men in the Making campaign.

The power of connection has proven what we are capable as a collective, together we can indeed do more for the future of our country.

BACKGROUND



Adolescence can be a very challenging stage of growing up; teenagers often find themselves with a number of challenges, ranging from violence, substance abuse, risky sexual behaviour, and unhealthy eating habits.

Boys have been found to be more involved in direct forms of bullying such as physical or verbal bullying. In most police searches in schools, it is mainly boys that will be found with dangerous weapons such as knives and even guns.

This risky behaviour, once established in adolescence, often persist into adulthood and may have serious consequences such as suicides, violent attacks which may lead to jail time, development of chronic diseases, obesity, unwanted pregnancies and infectious diseases, such as sexually transmitted infections, including HIV and AIDS.

Due to the history of inequality in this country a lot of focus has been given to the girl child. This has yielded a notable success in many women, 90 027 girls compared to 76 236 boys obtained Bachelor passes during the 2015 National Senior Certificate Examination. Statistics on post school education published by higher education and training in 2015 also states that females comprised 58% of total student enrolment in public higher education institutions as compared with 42% males in 2013. The University of Witwatersrand also confirmed this point, stating that in 2015, 57% of their graduates were female and 43% were males.

This is truly great, but gender equity is not about having successful females and not enough equal male partners for if they decide to get married.

The lagging behind of males will create a number of problems in the near future, men continue to dominate drug addicts statistics in South Africa. Violent crimes are in most cases perpetuated by males. Department of Basic Education report on teenage pregnancy found that 3 out of 5 pregnant teens (59.8%) reported being beaten by their boyfriends and almost 4 out of 5 (77.9%) were afraid that they would be beaten if they refused sex.

According to the 2014/2015 correctional service annual report, 113 236 males as compared to 3 029 females have been sentenced.



It is projects like the SABC's Men in the Making that are essential in our communities to help us balance the equation. Yes, the importance of education must be emphasized in all conversations with these young men, but leading by example has proven an effective way in which they can learn from. Teach boys as young as possible to respect girls, as they grow into puberty make them aware that being sexually responsible is not only the responsibility of girls. Make them aware of the benefits and dangers of going to the mountain for circumcision.

The society should avoid at all cost sayings such as "indoda ayikhali" these beliefs often bring misery to young men as they struggle with issues by themselves, in a quest to get solutions to their problems boys will be stressed, which can lead to depression. The outcomes is heart-breaking; some will then turn into alcohol or drugs for comfort, some leave their homes to a dangerous life in the streets, and in worst cases some will kill themselves.



MEN IN THE MAKING



This is also the time when our children are at their most impressionable – and a positive or negative influence can make all the difference between a life filled with success and happiness and one darkened by unsavoury choices.

The Men in the Making campaign challenges South Africa's boys to improve their school performance and to set themselves positive personal goals by physically exposing them to the many rewarding career opportunities available to them in South Africa's job-scape.

The campaign is now in its seventh year and hopes to encourage as many South African companies as possible to welcome high-school boys into their businesses for a day, providing them with a "real life" glimpse into the working world, as well as potentially offering them mentoring, career guidance and support opportunities down the line.

"All they need is some mentoring and support – an open door to help them along. We hope to plant the seeds of ambition within each of them that will one day result in a crop of adult men who are not only well balanced and good providers for their families, but become role models in their communities."



FEEDBACK

From: Dipalesa Pitse [mailto:dipalesap@hollard.co.za]

Subject: Man in Making Initiative

Good Day Michaela

After listening to Metro fm : Bonang interview with Mr S Zungu interested in sending my 14 years old son attending man in making initiative during mid- Easter holidays what are the requirements?

Wish to inspire young man and exposure to upbringing and challenges of manhood.

I will be delighted with feedback information.

Regards,

Dipalesa Pitse.

Underwriting Administrator | Hollard Life | South Africa

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From: Nicholas Liebenberg [mailto:NLiebenberg@greensidehigh.co.za]

Subject: RE: MEN IN THE MAKING GREENSIDE PICTURES 2015

Good day

Thanks for the opportunity you provided for our boys and I see that they loved every bit of it. Please pass our sincere thanks to the management and other organisers.

If at all possible can we get a copy of the morning live tape that Khangale Fortunate did. The school will be grateful for that.

Thank you note

From: Sbongi Ngcobo

Subject: Men in the Making

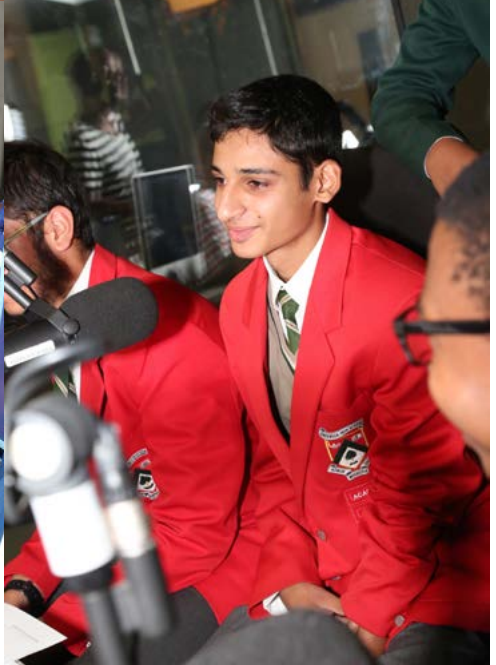
Hi Team

Just a special thank you for making today so special for the young men who attended the Men in the Making programme.

I just overheard some of the guys as they were getting into the cars talking about how enjoyable the day was. I was so touched by your stories; the passion and how seriously you took this responsibility.

You are remarkable young men and I am proud to call you my colleagues!

God bless you all!





INSPIRE CHANGE



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