

Univen Radio: Driver of Change

Justice Masekane heads the human resources department and is also the station manager's personal assistant at Univen Radio. Justice attended his first GL workshop in Limpopo as part of the station's management training. Justice says although he learned a lot at the training, part of what he learned was confusing as well. "I was confused because we spoke so much about women as if men don't deserve a mention"

Justice believes his engagements in GL workshops and activities has helped him change a lot as an individual. He says as a Venda man, his attitude towards women has changed and that he now enjoys doing his job without having to think about the manager in the office where he serves. "I used to look down on women, I used to hate the position I was given at the station because I believed it was for women". Masekane says if it was not the GL material and a wealth of information on the GL website he would not have been knowledgeable when it comes to gender.

Having started at the station as a news reader justice says his change in positions was more of a setback in his career and had almost given up on his future. This was because in his view, to be appoint head of HR and a PA was more a demotion than a promotion. "I thank GL for the training because I always thought as an HR graduate my job was to review policies and strategies not to be a PA to a woman."

As a PA and Human Resources manager, Masekane is faced with a huge task of communicating effectively to both his station manager and the entire staff and volunteers in the station. Masekane has acquired critical communication skills and these is evidence in the way he communicates with both women and men in the station. According the deputy station manager Mr. Heavy Mbedzi Masekane addresses everyone with respect and is humble. " Masekane speaks politely with everyone as if he is addressing the president, he is a true professional."

Masekane is currently working closely with the news editor to assist in terms of policies, rules and guidelines that the department should adopt and adhere to. He says he is now able to assist with the language policy as he is gender aware. "I am very cautious when it comes to language and this is because of the gender training that I have received through GL" Says Masekane.

Masekane says there's more that GL as a partner can do in educating the nation particularly rural communities. He believes that the GL work could cover a wide audience through radio programmes and newspaper publications. Masekane says he is now focused on his job and wants to continue champion respect for gender and issues in his organization. He believes he stands a better chance of making a difference in his community radio as he is in the HR department. " I am willing to assist and work with as many people in my organisation to address issues of gender."