

Broadcast Anchor & Media Personality **Jolene Martin** enjoys hosting television because she respects and loves communication

GWI: NAME & SURNAME?

JOLENE: Jolene Martin

GWI: NICK NAME?

JOLENE: Jo

GWI: Occupation?

JOLENE: Broadcast anchor and Media personality.

GWI: Company Name?

JOLENE:

Jolene

Martin

Pro-

duc-

tions

GWI:

Age?

JOLENE: 34

GWI: City & Country of Birth?

JOLENE: Cape Town, South Africa

GWI: Current City & Country?

JOLENE: Johannesburg, South Africa

GWI: Who is Jolene Martin please describe yourself in no more than 5 lines

JOLENE: I am of mixed descent born of an engineer father and Opera singer mother, who instilled a strong value system galvanized by a solid faith and spiritual upbringing. I am loyal and this loyalty has sometimes left me stranded by the people I've served but it's a quality I can't seem to shake. I'm a sensitive soul but can appear defensive in an attempt to protect myself and the ones I love. I've been accused of being judgmental but I call it discerning, which is a skill I've had to develop over a 20-year career in entertainment. I hide nothing.

GWI: What gets you out of Bed in the Morning?

JOLENE: A spirit of anticipation and the expectation of good things.

GWI: Are you an Employee OR Self-employed?

JOLENE: Self-employed

GWI: If you are an Entrepreneur, what services does your Company render and what inspired you to start up this Business?

JOLENE: I create content for Public and Corporate broadcasters. I started presenting television shows at the age of 13 and 3 years ago I no longer felt challenged enough by the content handed to me in the scripts I needed to deliver. This spurred me to create the content I presented. I now strive to broadcast material with substance.

GWI: How long has the Business been in operation?

JOLENE: 3 years

GWI: What do you think makes you excellent at the Business you are running?

JOLENE: I've studied my medium (on-the-job) for 20 years and I believe that this wealth of experience is what makes me excellent.

GWI: What sets your Business apart from those you're competing against?

JOLENE: As above.

GWI: Are you a Leader who provides the Company/your Staff with direction OR are you more of a Manager who has the resources but needs someone with Greater Vision to steer your ship into the right direction? Please support your answer

JOLENE: I belong to the school of thought that be-



believes you should put together a task team of brilliant individuals and then simply get out of their way. I find that creatives work best like this.

GWI: Do you think Entrepreneurship should be encouraged in our Country, please support your answer?

JOLENE: getting me off my entrepreneurship-soap-box would prove challenging. I am an absolute advocate for this and it is the core of what I do through the Jolene Martin Foundation. The foundation seeks to ensure that upon leaving school, high school learners are in some way equipped to be entrepreneurs. Our dizzying unemployment stats have left us no option in this area.

GWI: What do you Enjoy Most about the Work you are doing?

JOLENE: I enjoy hosting television because I have an intense respect and love for commu-

nication. I love content creation because I understand the power of the medium and its ability to teach. I love philanthropy because I believe God expects more from us than just the work we're gifted to do.

GWI: What does a weekday in the life of Jolene Martin look like?

JOLENE: It never looks the same despite my attempts at a regimented lifestyle. Each day starts with an hour work out and then half an hour with God. The rest of my morning is admin based if I'm not on a shoot or in studio. Afternoons are when I'm most creative so that's filled with Content creation, meetings and workshops. Evening Powerball broadcasts and MC'ing events get me to bed quite late. Scattered here and there are voice-overs and travelling.

GWI: What do you enjoy most about your Life?

JOLENE: I've eventually gotten rid of other peoples baggage and so now its quite light, airy and beautiful. I love that it's now...MY life.

GWI: Are you living your Dream OR still working towards it, please elaborate?

JOLENE: I'm living the dream I had for myself when I was a teenager. But now there are new dreams to chase...

GWI: Are you one of those Women who is working hard not just for self-advancement but also to impact the lives of others positively OR are you interested in a simple private life of self-advancement because deep down inside you truly believe 'impacting the lives of others positively' is someone else's calling?

JOLENE: For me, impacting

my community and those around me in a positive fashion is a principal and law by which I live without compromise.

GWI: Will you ever consider running for Presidency?

JOLENE: I most certainly will not but I will pledge my undying support to Trevor Manuel if he decides to.

GWI: How do you Measure Success?

JOLENE: I have a gauge. Every now and then I stare into the mirror and ask myself "Are you proud of you?". My answer is not always yes but on days when it's a resounding, echoing YES. That's when I feel successful. This might sound weird but for me, Success is a frequency.

GWI: What is your Greatest Achievement?

JOLENE: That's a hard question but if I go by the one achievement that seems to be mentioned over and over again then it would be making an address at the UN at the age of 17. I really don't know how to outdo that one ☐

GWI: What do you want to be known for in your Professional Network/Circle?

JOLENE: Consistency, professionalism and admirable ethics.

GWI: What was your greatest setback and how did you overcome it?

JOLENE: Personally it was my divorce. I overcame it by forcing myself to learn from the mistakes made. My approach was to identify the mistakes, learn from them and promise myself to never repeat them.

GWI: How do you deal with setbacks?

JOLENE: Very quickly. I'm extremely resilient.

GWI: What keeps you going during the most difficult times?

JOLENE: My faith.

GWI: How do you deal with Pressure?

JOLENE: I have a warrior alter ego so I get hard and almost militant. I'm not a lot of fun to be around at that time but I sure do get the job done.

GWI: What is your Greatest Quality?

JOLENE: I'm reliable

GWI: What is your Worst Quality?

JOLENE: empathy but I'm working on it.

GWI: What do you think about Feminism?

JOLENE: I'm sad that my late grandmother never got to reap the benefits of it.

GWI: Do you think there is a Feminist in every Woman?

JOLENE: If there isn't then there should be. As my mentor Venete Klein once said to me "Jo... there's still a lot to be done"

GWI: Are you a Feminist?

JOLENE: I am. I just wish we could find another word for it in 2014.

GWI: Do you think Women should stop complaining and start doing OR do you think the Complaints we still hear every other day are Valid?

JOLENE: it's a balancing act.

GWI: What is your definition of Freedom?

JOLENE: My generation is the definition of Freedom. Listening to my uncles tell stories of having to jump off pavements for another human being makes me realize what I escaped by being born in 1979. It saddens me when we don't fully acknowledge the price of our freedom.

GWI: What is your Definition

of a Great Woman?

JOLENE: The things that defined my late grandmother Susan Rubein-Martin would be the answer you're looking for. She was a selfless saint.

GWI: Are you a Great Woman?

JOLENE: I'm trying.

GWI: Are you Married with Kids if yes how do you divide yourself between work and Family, if you're Single then how do you divide yourself between work and your Social life?

JOLENE: I have to force myself to strike a balance between work and social. It's usually after my friends gang up and exact a well-planned guilt trip on me that I cave in.

GWI: Is your Partner Supportive of you and your career?

JOLENE: The man in my life right now is the most supportive man I've met besides my father.

GWI: What is the most important thing in your life?

JOLENE: Purpose fulfillment

GWI: Who OR What inspires you?

JOLENE: God

GWI: What are you grateful for?

JOLENE: Absolutely everything.

GWI: After all these years of life, what is it that you know for sure without a Doubt?

JOLENE: Every situation is a potential lesson and growth point.

GWI: What can we Expect from Jolene Martin over the next 5 to 10 years?

JOLENE: Hopefully some kids and a killer career. And may the two find a harmonious rhythm.

UpClose&Personal with Jolene

GWI: Describe your Style/Image in one Line

JOLENE: Classic with a hint of trend

GWI: Favorite, Clothing Label, Favorite Shoe label & Favorite Perfume?

JOLENE: I've always loved Carolina Herrera. Errol Arendz for shoes. Elie Saab Le Parfum is my favourite fragrance and his evening gowns are a dream.

GWI: Favorite Hairstyle and why?

JOLENE: loose with big curls. Natural is my preference.

GWI: Let's talk about your Current hairdo, why this particular hair-do and what does it mean for you and your Identity?

JOLENE: Stefan at The Senate Salon chose my current style. He warmed up the colour and created long flowy layers and he's reasoning was "it suits your personality". I couldn't agree with him more.

GWI: Who can we match your personality with? Are you a Barbara Streisand OR a Madonna? Beyonce OR a Kelly Roland? A Christina Aguilera OR a Nora Jones, A Khadja Nin OR an Angelique Kidjo, A Brenda Fassie OR a Lira? A Yolanda Adams OR a Cece Winans? You may support your answer if you wish to

JOLENE: I suppose it would be Beyonce. Lights on: performer. Lights off: girl-next-door Love & War

GWI: Do you think men have come to terms with the fact that Women are capable beings able to accomplish Great

things beyond bearing children and handling day-to-day duties at home OR do you think many men are still unable to deal with this reality?

JOLENE: I think they've accepted it but perhaps some time is needed to allow them to redefine themselves in relation to that.

GWI: Some believe that marriage was not half as difficult to sustain when the roles of men and women were defined as 'Breadwinner and Homemaker' that the institution of marriage is severely challenged during this era because Women now are Financially secure, what is your view on this?

JOLENE: I agree with that statement. However, just because it was easier does not mean it was right. I believe that we should be patient with the evolution of marriage. Marriage still has a place in society but that means nothing until the individuals are sure of what their place is.

GWI: What is your definition of a Good Man?

JOLENE: a good man is honest with himself, his partner and others. He is a man of his word. He is trustworthy, reliable and God-fearing. He understands he still has hunter instincts and uses them. He has integrity.

GWI: Do you think Good Men exist OR do you think it is all a myth?

JOLENE: I think Good men do exist but some get complacent or lazy. So sometimes it's up to us to find the ones who have forgotten who they are and challenge them to rediscover

themselves. It's also important for us not to waste our time with the ones who simply don't want to grow.

GWI: Describe your kind of Man

JOLENE: My kind of man is a protector. He understands his personal purpose and adds value to those around him. He is extremely healthy. He is adventurous. Has a great sense of humor with a laugh that rolls out of his belly with delight. He is generous in spirit. He is also the kind of man who garners respect from everyone. And it would be nice if he called me his queen LOL.

GWI: Do Men describe you as a Difficult Woman or are you as every Man's Dream? Please elaborate

JOLENE: My father has been told on more than one occasion that he raised a 'difficult daughter' and every time he has replied 'Good!'. My father made sure that my character itself would act as a filter. I've filtered a lot.

GWI: Most Successful Women seem to somehow care less about getting married and having children, it seems quite fashionable to stay single, do you believe in Love OR do you think it is overrated?

JOLENE: I'm confused about this because my dad says it's overrated and I wonder if he wasn't preparing me for the possibility that I would never find it. I believe in love but I also believe that it is not enough.

GWI: Do you believe in Marriage? Please support your answer

JOLENE: I'm torn on this subject but that may just be post-

divorce trauma, who knows.

GWI: What is your take on parting ways with your surname to replace it with your Husband's? Many Modern Successful Career-Women feel it is a huge part of their identity hence they see no reason why they should part ways with a last name that made up a critical part of who they were from birth to date. What's your view on this?

JOLENE: My father is researching our family tree and we have hit a dead-end on the maternal side. We have launched a full investigation to including family interviews and flights and road-trips to uncover information. I feel that all women must retain their surname in some way or form. In the slave regime, our surnames were taken away to prevent us from tracing our heritage. Surnames are more important than we think.

GWI: Please note that the following statement is divided into four related questions so please read carefully and answer all of them if you wish to: The reality is no matter how Great your Legacy is, deleting your surname from your ID means that two generations down the line, no one will even know that your great-grandchildren are from your lineage.

1. How do you feel about this reality?

JOLENE: I beg of women to somehow retain their surnames.

2. Have you ever stopped to think and ask yourself who decided that Women should adopt the surnames of Men?

JOLENE: Marriage has roots in contracts between tribes, families and countries. Times have changed.

3. Have you ever considered asking your Husband/Husband to be to add your surname to his in order for your children to carry both your surnames or do you think it is too soon for a phenomenon of this nature?

JOLENE: I've double-barreled my surname before. It's not too soon.

4. If you were to introduce a discussion of this nature to him, how do you think he will react?

JOLENE: He wouldn't bat an eyelid.

A FEW THINGS YOU DINT KNOW ABOUT JOLENE

GWI: Favourite Dish?

JOLENE: Oxtail and mashed potatoes

GWI: Favourite Destination in your Country?

JOLENE: Arniston

GWI: Favourite Destination in the World?

JOLENE: Cuba

GWI: Favourite Author?

JOLENE: T.D Jakes

GWI: Favourite Movie?

JOLENE: Four Corners

GWI: Favourite Quote?

JOLENE: "if not you, who? If not now, when?"

GWI: Do you have a Bucket List, if yes, please do share?

JOLENE: I've ticked all the boxes. Its just places to see left...



JOLENE