



**Contact:** Missie Thurston  
Director of Marketing & Communications  
Tel: 802-985-8156 ext. 209  
[mthurston@populationmedia.org](mailto:mthurston@populationmedia.org)

FOR IMMEDIATE RELEASE

**Quotes from listeners of Population Media Center programs. If no source for the quote is given, it is unknown. It may have been an individual calling into a radio program or other such source that didn't allow any identification.**

**Papua New Guinea:**

“One thing that I learnt is not to start a family at an early age. It’s better to build yourself up before you start a family.”

- Male listener to Echoes of Change

**Sierra Leone:**

“I like Saliwansai programme. It educates me about how men should treat their wives. They are no drums to be beaten.”

“I like Saliwansai, it is very educative and entertaining. It informs me about how to space children rather than having the ones you cannot take care of.”

**Burkina Faso:**

“Here S’ra has allowed me to understand that you need to respect the spacing of births because this can have an impact on the woman’s health. It is also necessary to avoid unprotected sex. Since I have been listening to the serial drama, I discuss with my family and with my friends at school about certain questions addressed in the episodes.”

- Esaïe Millogo (male resident of Houndé, 21 years old, final year student)

**Ethiopia:**

“I have five children and all of them are girls. A doctor told me that I had a very serious medical problem, and he warned me that I would die if I continue to give birth to children. My husband, however, insisted that I continue to bear children for him... In Yeken Kignit drama I heard how a couple ought to discuss such matters and also that there are medicines to control childbirth. I repeatedly talked with my husband on the subject of family planning. After that,

we agreed that henceforth we would have no more children and we would do our best to give proper care to those we have. On the basis of the advice you gave us in the radio drama, I went to the nearby clinic and received counseling services. Now I am taking birth control injections regularly. I have regained my health. Your program, therefore, has benefited my husband and me and the family as a whole. There are many families who face the same problem. I think that the program would be helpful to them and should be continued.”

“After listening to your radio program, I identified myself with Anguach and took the bold decision of asking my husband to consent for a medical check-up in a local hospital... The test proved that the cause of my apparent “infertility” was him and not me. This way I was freed from the bondage of insults and hatred I was subjected to for no less than six years. Now peace and harmony has prevailed in our family. The threat of a family break-up that hovered upon us has been overcome, thanks to your radio program.”

“The story of Wubalem in your radio drama reflects clearly to the general public the harmful traditional practices in our country such as abduction and sexual violence... the radio drama focusing on abduction and sexual violence that you have presented to the public, and the discussions conducted on these topics, have aroused considerable popular indignation. The people have now strongly condemned such inhuman traditional practices... Unlike in the past, special punitive measures have been taken by community people against offenders involved in such crimes. As a result, we have no worry in sending our girls to school. Our children go to school safely and return unharmed.”

**ABOUT POPULATION MEDIA CENTER (PMC):**

Population Media Center (PMC) is a nonprofit, international nongovernmental organization, which strives to improve the health and well-being of people around the world through the use of entertainment-education strategies, like serialized dramas on radio and television, in which characters evolve into role models for the audience for positive behavior change. Founded in 1998, PMC has over 15 years of field experience using the Sabido methodology of behavior change communications, impacting more than 50 countries around the world.  
[www.populationmedia.org](http://www.populationmedia.org)