

# Population Media Center Enews

I want to thank you again for joining PMC's online community and would like to share with you the story of a young boy from Niger, who was inspired by a character in PMC's program, *Gobe Da Haske* (*Tomorrow Will Be a Brighter Day*).

"I am just like Kokari (one of the main characters in PMC's serial drama, *Gobe Da Haske*). Growing up, my family lived in extreme poverty. Sometimes we only ate once per day. After completing the 8th grade I decided to leave my village and move to the city in search of a better life. Just like Kokari, I made this decision without consulting my parents, because I was afraid they would try to stop me.

"After arriving in the city of Niamey, I went from door to door looking for work as a domestic servant; however, I was unable to find work. In order to eat, I stole from small restaurants near the market. I would wait for the clients to leave and then I would devour the leftover food on their plates, until I was chased away and sometimes beaten by one of the restaurant staff. I wasn't a thief – I was just hungry!

"Then one day I was offered a job with a butcher, where I was forced to work long hours every day and was not paid a real salary. My only meals consisted of the meat scraps that the customers didn't want to buy.

"While working for the butcher (eight months after leaving home), I met someone from my home village. I told the man from my village all about my misadventures. He decided to bring me with him to his fields. I followed him, and was lucky enough to find work in the same house as him. This time, I was given a salary – I was paid 3500 F CFA per month (about 7 USD).



Help us empower people throughout the world, to improve their lives and sustain the earth



Group of boys, listening to PMC's program, "Gobe Da Haske"

"In the evenings, a group of us would gather around the radio to listen before we go to sleep, and it was there that I heard the serial drama, *Gobe Da Haske*. In this serial drama, I heard my very own life story through the character, Kokari. I was filled with joy the day I learned from the program that there is a nonprofit organization near by that cares for children and teaches them trades, such as carpentry or mechanics...etc. I had always dreamed of opening my own carpentry shop in my village, where I could build a nice bed for my mother. My workshop would also provide jobs for a lot of youth in my village, so they could stay in their village and work."

As we continue to measure the impact of our programs around the world, again and again we are pleased by the resulting behavior change. The power of the dramas to motivate people into positive action, to improve their own lives and the world around them, is demonstrated by both population-wide surveys and data from reproductive health clinics on reasons given by clients for seeking services.

I am pleased to share with you a number of new developments for 2007. PMC will be holding a training workshop this January in Rwanda for writers of our new serial drama there aimed at improving reproductive health and promoting preservation of mountain gorilla habitat. PMC also just received notice of funding for a three-year project in northern Nigeria, as a continuation of the work PMC has done there over the last year. Support for this work is being provided by the David and Lucile Packard Foundation, the Conservation, Food and Health Foundation and an individual contributor.

In addition, PMC has received a commitment of funding for a four-year project in Ethiopia from Save the Children Norway, with funds provided by the Norwegian government. PMC has been active in Ethiopia since 2000 and has broadcast four serial dramas and carried out a range of additional communication initiatives with significant impacts on attitudes and behavior.

Thank you for your continued interest and support of Population Media Center's work. Without you our work would not be possible. To make your donation and help us empower people throughout the world, simply click here.

Very best wishes in the New Year,

A handwritten signature in black ink, appearing to read "Bill Ryerson".

Bill Ryerson  
President  
Population Media Center  
[ryerson@populationmedia.org](mailto:ryerson@populationmedia.org)

If at any point you would like to be taken off this list, please send an e-mail to [elmore@populationmedia.org](mailto:elmore@populationmedia.org) with the subject "unsubscribe from mailing list".

Katie Elmore  
Development and Communications Manager  
Population Media Center  
[elmore@populationmedia.org](mailto:elmore@populationmedia.org)  
802-985-8156 ext. 205