

**PAPA GOLIATH** CHANGES

Vitalina, a Burundian radio drama producer, started to use the nickname “Papa Goliath” in 2012, when she was working on the radio serial drama Vivra Verra. Vitalina had noticed that the characters “Ngala and Koni,” who were portrayed by her husband and son, respectively, were being used by the audience not to refer to Vitalina’s family directly, but rather as a nickname for Vitalina herself. Vitalina decided to adopt the nickname as her own, and it stuck.

Meanwhile, in the Democratic Republic of Congo, Claude Bangumba, a former radio producer and director, was known to his wife and son, jokingly, as “Papa Goliath.” Valentin Mitendo, producer of the radio drama “Papa Goliath,” had heard about Claude’s use of the nickname during his research in Kananga. Claude was known to his family as “Old Goliath,” a negative character in the radio serial drama Vivra Verra.

During the conversation, Mireille explained jokingly to Valentin that her husband was “Papa Goliath” before they started listening to your drama. Our son nick-named him that because of his aggressiveness. “My husband was ‘Papa Goliath’ before we started listening. It was during an interview with a winner [of a Vivra Verra PMC dramas in the Congo.

The research, writers, actors, technicians…everyone had imposed his will and prevented his son from going to school. “Old Goliath” was an alcoholic with a temper who relies on physical domination to control his family.

Eventually, Vitalina and Claude Bangumba, who were both producers of radio serial dramas that had listened to PMC’s drama Vivra Verra and how much information they had retained. Vitalina already knew that “Papa Goliath” was an avid listener. Vitalina’s husband, Vitalino, was a winner of a Vivra Verra PMC drama in the Democratic Republic of Congo. Claude was known to his wife and son, jokingly, as “Papa Goliath.” Vitalina had noticed that the characters “Ngala and Koni,” who were portrayed by her husband and son, respectively, were being used by the audience not to refer to Vitalina’s family directly, but rather as a nickname for Vitalina herself. Vitalina decided to adopt the nickname as her own, and it stuck.

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The research, writers, actors, technicians…everyone had imposed his will and prevented his son from going to school. “Old Goliath” was an alcoholic with a temper who relies on physical domination to control his family. The family’s bond and their interpretation of the real aspects of Claude’s character and helped him and his son navigate those negative traits to develop more open, respectful, and equitable relationships.

One story ends, another begins.

With positive and negative characters, local Burundian writers and producers are on course to bring the emphasis on entertainment. A drama, completed in January of 2016 and the August 23rd launch marked the beginning of Agashi—the most popular radio show in ranked in second place.

Dr. Jocelyn Nsanzerugeze, the Minister of Health Representative, said, “Agashi, produced by Population Media Center, has gained a pole position among great communication and public awareness tools to foster positive change for a prosperous Burundi.”

“Agashi is a radio show that has been on air in Burundi for almost two years and has been able to reach millions of people. We’re excited by the opportunity to tell more stories and help more people.”

www.PopulationMedia.org
**PMC CURRENT EVENT HIGHLIGHTS**

Not everyone sees the direct connection between reproduction and sustainability, but the Population & Sustainability Network (PSN) works to change that. With the launch of the new initiative, PSN aims to help make it clear that reproductive health and rights are intimately linked and that increasing reproductive rights addressable human rights. There is, however, the need to reflect on the People behind the face of development. This need is especially felt by the Population Media Center (PMC) that seeks to join the tune.

**PMC JUNES POPULATION & SUSTAINABILITY NETWORK**

In May, at Population Media Center (PMC) headquarters in Arizona, we met with a number of different actors in the climate change space. A number of actors in the climate change space met with a number of different actors in the climate change space.

**REACH MORE PEOPLE**

The deeply-entrenched issues PMC seeks to address are complex and interwoven. Whether it is health, environment, or demography, this is a holistic, nuanced approach. PMC’s Vision 2025 illuminates the ways in which PMC’s expansion efforts can strategically expand to maximize our impact. Those indicators can be the most effective. These indicators allow us to identify and target key population dynamics and social norms. Members of the community, consciously or not, determine and drive those social norms. If we can change those social norms through new and innovative forms of storytelling, we can change the behavior of people and the planet.

**PMC PEOPLE**

**CELEBRATING ALICE BREZETZ AND AYISHA Z. JORDAN**

Nine months ago, we welcomed our colleague Alex Broussard. We have told a few stories about her previous work, about her work as our Program Manager for Burkina Faso, and the groundbreaking work she did in Guatemala. Since then, Alex’s work has reached far beyond the borders of these countries. Alex’s work is the epitome of the PMC mission to reach and engage the largest possible number of people.

**Laurie Montgomery-Bridgewater, JPHN, PMC**

We are pleased to announce the arrival of Laurie Montgomery-Bridgewater, JPHN, on January 2nd. During her tenure, Laurie has adapted and expanded the Partnership for International Reproductive Health, leading to a significant increase in countries with active PMC operations. Therefore, Laurie’s contributions have been instrumental in achieving our goal of reaching more people.

**HOW CAN PMC DO MORE?**

As an organization, we recognize that we can do more to support our mission of reaching more people. One way to do this is through fundraising. To this end, we encourage you to consider making a donation to support PMC’s efforts. Your generosity will enable us to continue expanding our work and reaching even more people around the world.

**PMC LAUNCHES TWO NEW NIGERIAN RADIO DRAMAS**

On the morning of October 12th, more than two people gathered at the Peace Palace Hotel in Enugu, Nigeria, to launch two new radio dramas. The dramas will be broadcast to more than 50 countries and will reach millions of people. These dramas are produced by Popcom, an organization that specializes in entertainment that draws huge audiences and role models. The dramas are designed to create social norms and contribute to the impact of PMC’s work in Nigeria.

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