Population Media Center uses entertainment-education and mass media to address important environmental protection issues. Understanding the environment and the human behaviors that impact the environment protects the lives of all species and our shared world. Population growth, development, and lifestyle choices have significant environmental consequences that affect issues like climate change, species extinction, food shortages, water availability, and pollution.

### CLIMATE CHANGE

Sea levels are rising, glaciers are melting, and precipitation patterns are changing. Extreme weather events are more intense and more frequent. These changes impact human health and well-being— as well as the health of all other species in the world.

### PROTECTION OF SPECIES

Every hour three more species become extinct. The rapid extinction occurring today is estimated to be 1,000 to 10,000 times higher than natural extinction rates. Today, 38 percent of the world’s species are threatened with extinction. Losing this biological diversity leads to instability of ecological systems.

### FARMING PRACTICES

Farmland and farming techniques feed the world. We’re using land about the size of South America to grow crops and land larger than Africa to raise animals for food. Much of the world’s remaining land is poorly suited for agriculture, but every day there are 225,000 more people in the world hungry for dinner.

### DEFORESTATION

Forests the size of Panama—approximately 75,000 square kilometers—are destroyed by human activity every year. Deforestation is destabilizing the climate, killing plants and animals, and destroying the livelihoods of the 1.6 billion people that rely on the forests for food and income.

### WATER

Water tables on every continent are falling as underground water is pumped out at far greater rates than rainwater can naturally replenish it. It’s used for drinking, cooking, cleaning, irrigation, and more. Water available per person will drop by 74 percent between 1950 and 2050.
PMC’S PROGRAMS ADDRESSING ENVIRONMENTAL ISSUES:
Examples of the Sabido Methodology of Entertainment-Education Applied to Environmental Concerns

RWANDA

PMC’s 312-episode radio drama Umurage Urikwiye (“Rwanda’s Brighter Future”) aired twice in Rwanda, 2007-2009 and 2012-2014. PMC worked with the Rwanda Ministry of Environment’s reforestation effort and included a storyline that promoted the conservation of gorilla habitat and tree planting. The storyline follows a farmer, desperate to farm more land but without understanding soil erosion, species protection, or sustainable farming practices. Monitoring tree seedling purchases found that 11 percent of people buying tree seedlings had been motivated by the radio drama.

PAPUA NEW GUINEA

PMC’s 208-episode radio drama Nau Em Taim (“Now is the Time”) aired in Papua New Guinea from 2011-2013 as part of the Millennium Development Goals Radio Campaign and featured marine conservation in one of its storylines. A widowed father takes up dynamite fishing—which is profitable but disastrous for the reef. He meets a marine scientist, and she convinces him he should stop. Eventually he—and the listeners—renounce dynamite in favor of sustainable fishing practices. Listeners learned about other resources for obtaining more knowledge about the environmental hazards of dynamite fishing.

DEMOCRATIC REPUBLIC OF THE CONGO

PMC’s 156-episode radio drama Elembo (“Footprint”) is airing 2015-2016 in the Democratic Republic of the Congo. Based in Equateur province of the Congo, a heavily forested region, this drama includes a storyline that addresses poaching, logging, and illegal trade of natural resources. One of the elements addressed is eating bushmeat. The African Wildlife Foundation (AWF) advised PMC’s in-country writing team on facts and perspectives surrounding bushmeat to successfully address the health and environmental concerns of poaching these animals.

VIETNAM

PMC provided a training in PMC’s methodology to assist in the production of a 100-episode radio drama Hanh Trinh Xanh (“Green Journey”) airing in Vietnam from 2011-2013. Voice of Vietnam radio scriptwriters who had been trained in PMC’s methodology created the serial drama to address climate change issues in the mountain areas, the coast, and the river deltas. This radio drama focused on adapting to climate change and increasingly frequent natural disasters, which is difficult in a country with an economy based on natural resources.