ROBERT WYMAN

Professor of Molecular, Cellular & Developmental Biology at Yale University, has been an accomplished research scholar and educator for many years. When Bob was on the Board of Planned Parenthood of Connecticut, he met PMC’s President, Bill Ryerson, and started serving on PMC’s Program Advisory Board. Bob said, “I know right away that PMC has a distinctly effective program.” At the end of last year, Bob made an extraordinary gift to PMC, one that will help us shape the future.

“Bob’s magnificent contribution allows us to support some very high priority programs in Nigeria, Nepal, Haiti, and Guatemala,” says Bill Ryerson. “This gift will accomplish all that we have dramatically improved lives for women and children in all of these countries.”

Many years ago, Bob and three other scientists started a biotech company. The first experiments were done in his basement. Eventually, that firm developed a modern, molecular biology method for making vaccines, replacing the method of growing live viruses in chicken eggs. That firm, Chiron, is now widely available. Last year, the company was bought out and Bob’s founder’s shares became quite valuable.

“I dreamed the process in PMC. Rather than buying some fancy toys, I get much more, and more lasting, pleasure knowing the wonderful people for the world that PMC will achieve with the funds.”

Over the years, Bob and Bill have often connected over their mutual concerns. Bill regularly gives guest lectures in Bob’s class on Population Growth at Yale. The course centers on the importance of addressing human population growth to alleviate both human and environmental misery.

“The world’s population has been growing at the amazingly constant rate of a BILLION people every 12 years since the turn of the 19th century. Such is the rate that we need scissors to cut through… even if they need scissors, their hands have to go somewhere, they need a school, a job, some source of money, and to somewhere. All these ‘somewheres’ are the environment,” says Bob.


TOGETHER, WE WILL GO FAR IN GUATEMALA

On March 5, 2018, Guatemalans began listening to a new 156-episode radio show that will broadcast until September 2019. Toma Mi Mano (“Take My Hand”) follows Population Media Center’s (PMC) methodology for entertainment to deliver social and individual change. It addresses reproductive health, teen pregnancy, rape, and gender-based and gang violence.

PMC has partnered with the Guatemalan advertising agency LáFábrika&jotabequ, subsidiary of GREY International, to promote and air the show.

Broadcast began on March 5, 2018 but people have been hearing about the show in the press since February. That morning, members of the media and other associated guests were invited to a launch event. PMC has partnered with the Guatemalan advertising agency LáFábrika&jotabequ, subsidiary of GREY International, to promote and air the show.

As they entered through the glass-domed roof it was not clear if attendees realized they were in Toma Mi Mano’s fictional town of San Juan Renacimiento. “We have developed communication strategies for different NGOs and the way PMC approaches the topics and the methodology was fascinating,” says Wendi Stein, Director of Population Media Center’s (PMC) methodology for entertainment to deliver social and individual change. It addresses reproductive health, teen pregnancy, rape, and gender-based and gang violence.

The morning sun filtered through the glass dome roof as attendees realized they were in Toma Mi Mano’s fictional town of San Juan Renacimiento. “We have developed communication strategies for different NGOs and the way PMC approaches the topics and the methodology was fascinating,” says Wendi Stein, Director of Population Media Center’s (PMC) methodology for entertainment to deliver social and individual change. It addresses reproductive health, teen pregnancy, rape, and gender-based and gang violence.

Toma Mi Mano’s understanding of the market and their intended impact will contribute to a new radio program that will help to improve the lives of some of the people in most need in Guatemala.”

We are delighted with this alliance,” said Wendi Stein, Program Manager for PMC-Guatemala. “La Fábrica’s understanding of the market and their intended impact will contribute to a new radio program that will help to improve the lives of some of the people in most need in Guatemala.”

www.PopulationMedia.org
REMEMBERING DAVID’S LEGACY
David Poindexter, a Methodist minister who championed the use of radio to help family planning organizations, served on the PMC Board of Directors.