



UNITED NATIONS  
PAPUA NEW GUINEA

*Wok Bung Wantaim*

# WanWok



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## BeMobile Sponsors UN MDG's Radio Drama Campaign in Papua New Guinea

The United Nations in Papua New Guinea in cooperation with the Population Media Center (PMC) is pleased to announce a groundbreaking partnership with local mobile phone company, BeMobile. BeMobile has signed on as the major private sector sponsor of two social change radio serial dramas to be developed for public broadcast in Papua New Guinea in Pidgin and English. The sponsorship will be provided over the course of the three-year programme.

"The United Nations is delighted that BeMobile has taken on a role as a corporate partner for development in PNG. Through this support, BeMobile is developing a legacy of civic participation and helping PNG move towards achieving the Millennium Development Goals," said United Nation's Resident Coordinator David McLachlan-Karr.

BeMobile's partnership for development comes at a time when the UN is looking at partnering more with civil society and the private sector for development. BeMobile's sponsorship makes it the first private sector company to provide major support to the United Nation's Programme in Papua New Guinea.



The programme is being carried out by Population Media Center on behalf of the UN as part of its Millennium Development Goal campaign, aimed at raising awareness and encouraging citizen participation in the promotion and delivery of the MDGs.

It will include the production and broadcast of two radio drama series that will each air twice weekly over the course of two years. Each series will be 208 episodes in length and will be broadcast nationally and via provincial stations. The series will be original radio dramas written and produced by Papua New Guinea nationals who will receive technical support and training from world renowned dramatic writers, producers, and communications professionals from both Hollywood and the developing world.

The dramas will be written to reflect the realities of life in Papua New Guinea and will feature character role models that the audience can follow over time and learn from. The dramas will address issues such as gender equality and women's empowerment, education, environmental protection, and poverty eradication. By first engaging audiences in riveting, dramatic stories, the programme is able to not only deliver important social and health messages to the public at large, but to motivate them to change their attitudes and behaviors on the issues of common social interest. The series in PNG is slated to go on the air at the beginning of 2011.

Given the percentage of people who listen to radio in Papua New Guinea, the programme has the potential to reach between 2 and 3 million people.

"We are very excited about the tremendous support that BeMobile is providing for this important effort in Papua New Guinea," Bill Ryerson, President of Population Media Center said. "The program would not be possible without their support."

This is YOUR weekly update. Please tell us about the progress on "Delivering as One". We would love to hear from you.  
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