

Institutional Review of Educational Radio Dramas
 Report for Centers for Disease Control and Prevention (CDC)
 Atlanta, Georgia, USA
 Submitted by: Mary Myers
 January 2002
 Edited by: Anne Sebert & Sharon Bell

Selected Case Studies - Facts at-a-Glance

Projects (Country)	Originator/ Implementer	Dates	Main Funders	Format¹	Language	Episode Duration	Main Broadcaster	Audience	Main Messages/ Subject Matter	Supporting Activities	Approx. Annual Budget (\$ US)
Albania <i>'Rruga Me Pisha'</i> Pine Street	BBC World Service Trust/ Rruga Me Pisha Foundation	1999 to date	EU, DFID, Mott Foundation	Radio soap opera	Albanian	15 mins	Radio Tirana	2m.	Governance, democracy, local elections, domestic violence, public health	No	120,000
Bolivia <i>'Wila/Yawa Kasta'</i> Line of Blood	PSI	1999 to date	USAID	Radio serial drama	Aymara, Quechua, Spanish	25 mins	Various	N/a	Sexual/ reproductive health	Yes	N/a
Burundi <i>'Umubanyi Niwe Muryango'</i> Our Neighbours, Ourselves	Search for Common Ground/ Studio Ijambo	1997 to date	USAID, Soros	Radio soap opera	Kirundi	25 mins	RTNB (Radio Télévision National Burundais)	5.2m	Peaceful coexistence, conflict resolution, social responsibility	No	50,000
Cambodia Lotus on Muddy Lake	Health Unlimited/ CHEMS	1999 to date	EC, UNFPA, Comic Relief	Radio magazine incorporating soap opera	Khmer	10 mins	FM 103	N/a	Reproductive Health, HIV/AIDS, family planning	Yes	260,000

¹ A radio soap opera has an open-ended plot and can therefore continue almost indefinitely. A serial drama has a defined ending and a discrete plot. Soap operas tend to be more melodramatic than serial dramas, but this is not always the case.

Projects (Country)	Originator/ Implementer	Dates	Main Funders	Format¹	Language	Episode Duration	Main Broadcaster	Audience	Main Messages/ Subject Matter	Supporting Activities	Approx. Annual Budget (\$ US)
India <i>'Tinka Tinka Sukh'</i> Happiness Lies in Small Things	PCI/ All India Radio	1996-1997	All India Radio (AIR), PCI	Radio soap opera	Hindi	20 mins	All India Radio (AIR)	40m	Gender, women's empowerment, child health, HIV/AIDS, family size, conservation	No	40,000
Kenya <i>'Tembea na Majira'</i> Move with the Times	Mediae Trust, Min of Agriculture Kenya	1996 to date	DFID, Commercial sponsors	Radio soap opera with accompanying magazine program	KiSwahili	15 mins	Kenya Broadcasting Corporation	7.5m	Agricultural development, domestic violence, HIV/AIDS, public health, governance	Yes	75,400
Malawi <i>'Zimachitika'</i> Such is Life	Story Workshop	1997 to date	UNICEF, EU, Cordaid, American Ambassador's Human Rights and Democracy Fund	Radio soap opera	Chichewa	30 mins	MBC (Malawi Broadcasting Corp.)	6m	Food security, nutrition, HIV/AIDS, Sustainable agric.	Yes	400,000
Nepal Cut Your Coat According to Your Cloth	Johns Hopkins University PCS	1995 to date	USAID	Radio soap with serial for health workers	Nepali	15 mins	Radio Nepal	8m	Family planning	Yes	N/a
Rwanda <i>'Urunana'</i> Hand in Hand	Health Unlimited	1999 to date	Lottery and DFID	Radio soap opera with accompanying 'agony aunt' slot	Kinrwanda	15 mins	BBC World Service/Radio Rwanda	4.5 m	Women's health, family planning, HIV/AIDS	Yes	247,000
South	Soul City	1992	South African	Radio serial	English and	15 mins	SABC and 9	16.2m	MCH, tobacco,	Yes	160,000

Projects (Country)	Originator/ Implementer	Dates	Main Funders	Format¹	Language	Episode Duration	Main Broadcaster	Audience	Main Messages/ Subject Matter	Supporting Activities	Approx. Annual Budget (\$ US)
Africa Soul City		to date	Govt., EU, UNICEF, and commercial	drama linked to multi-media project	9 South African languages		regional stations	(Radio and TV combined)	HIV/AIDS, land distribution issues, TB, domestic violence, hypertension, personal finance		for radio element
St Lucia <i>Apwé Plezi</i> After the Pleasure...	PCI, RARE Centre for Tropical Conservation	1996 to 2000	N/a	Radio soap opera	Creole	15 mins	Radio St Lucia	40,000	Family planning, HIV/AIDS, gender equity, domestic violence	Yes	N/a
Tanzania <i>Twende na Wakati</i> Let's Go with the Times	PCI, Radio Tanzania (RTD)	1995 to date	UNFPA, Tanzania Govt.	Radio soap opera	KiSwahili	30 mins	Radio Tanzania	5m	Family planning, HIV/AIDS, teen sexuality, women's status,	No	150,000
Vanuatu <i>Serah Blong Famili</i> Sarah's Family	Wan Smolbag	Sept 2000 to date	Oxfam NZ, EU	Radio soap accompanying live theatre and video project	Pidgin	15 mins	Radio Vanuatu and Radio Australia	7-8,000	Reproductive health	Yes	N/a
West Africa Regional <i>Yamba-Songo</i> Keys to Life	AED, Atelier Theatre Burkinabé (Under SFPS project)	1997-1999	USAID	Radio serial drama	French	13 mins (1 st series), 25 mins (revised series w/ spots & quiz question added)	African No 1 and national radio stations in Burkina, Ivory Coast, Togo and Cameroon	Up to 40 m	Family planning, HIV/AIDS, ORS, son preference, girls' schooling, other reproductive health	This is a supporting activity of a much larger project	33,345 (6 months), for production of 26 episodes only

