



POPULATION MEDIA CENTER

IMPROVING LIVES WITH STORYTELLING

For 20+ years, Population Media Center (PMC) has collaborated with like-minded organizations to amplify diverse environmental and social change efforts in service of a single, shared goal: A more equitable, flourishing world for all. Working alongside these partners, our proven approach to transformative storytelling has helped millions people change their lives and communities for the better. Acting together—with integrity, transparency, and the highest ethical standards—PMC and our partners continue to deliver measurable, meaningful community empowerment through the power of popular entertainment. Program after program. Year after year.



Community engagement activities for the promotion and launch of Kwishilya in March 2019.

WORKING IN ZAMBIA SINCE 2018

Our PMC-Zambia office in Lusaka includes a top-line audio recording studio, fully local management, and expert creative teams in the PMC Methodology. Since 2018, PMC has developed two seasons of two unique radio shows in Bemba and Lozi. With an estimated following of over 1,490,000 weekly listeners, each show featured a continued storyline with familiar characters facing very real choices related to reproductive health, gender-based violence, and more. The shows were also available on demand via mobile and, as of August 2021, had been accessed over a million times. These transformative stories were surrounded by complementary social media, roadshows, and talk shows designed to give more people more power to change their lives and communities for the better.

WHAT ARE ZAMBIAN LISTENERS DOING?

1.6x MORE

Regular listeners of PMC's shows were 1.6 times more likely than non-listeners to approve of a couple using a family planning method to delay or avoid pregnancy.

1.2x MORE

Regular listeners of PMC's shows were 1.2 times more likely than non-listeners to have taken action to advocate for girls' education.

“As we listened to the drama, the gender-based violence storyline resonated with me and helped me realize that my behavior was unacceptable and a punishable crime. Together we learned from the drama how to resolve problems without resorting to being abusive.”

— Geoffrey, Mpika, Male Listener

WE ADDRESS DEEPLY ENTRENCHED, PERSONAL ISSUES.

- Nutrition
- Civic Engagement
- Gender Equality
- Girls' Education
- Malaria
- Reproductive Health
- HIV/AIDS
- Maternal & Child Health
- Gender-Based Violence

MAJOR PROJECTS IN ZAMBIA

COMMUNITY RADIO PROGRAM (2018-2023)

This \$4.2m USAID project entailed two seasons of two full-length radio dramas with complementary media extensions. The first show, *Kwishilya* (“Over the Horizon”), a Bemba 156-episode radio show, aired twice weekly on community stations in the Muchinga, Luapula, Northern and Central Provinces. This show addressed adolescent reproductive health, nutrition, malaria, HIV/AIDS, and gender-based violence. Listeners to the program were over 65% more likely than non-listeners **to believe their spouse/partner supports the use of family planning to delay or avoid pregnancy.**

The second show, *Sinalamba* (“Breaking the Barrier”), explored maternal and child health, gender-based violence, family planning, and youth HIV prevention. Loyal fan Haggai comments, “It’s as if we are the drama itself; the things I hear in the drama are the things happening right here where I am living.” Listeners were 1.37 times more likely than non-listeners **to believe people in their community intervene and try to stop gender-based violence.**

COMBATING TRAFFICKING IN PERSONS (2022-2023)

Funded by the US Dept. of State, PMC is working with IOM, the Zambian Dept. of Social Welfare, and law enforcement organizations to raise public knowledge about trafficking in rural areas and border towns where women and children are most vulnerable. Activities include social media engagement and hosting activists, government officials, and community members on informative radio-based discussions to foster awareness and stop trafficking. Content is produced in Nyanja, Tonga, Lozi, Bemba, Kaonde, and English.

ELECTORAL PARTICIPATION PROJECT (2019-2021)

Funded by the US Dept. of State, PMC used mass media to raise awareness of voter and electoral rights. Focusing on women, youth, people with disabilities, and marginalized voters, the project encouraged voter registration and participation nationwide. Working in all ten provinces in Lozi, Bemba, Lunda, Luvala, Kaonde, Tonga, Nyanja, and English, PMC helped increase voter turnout nationwide with **74% of Zambians reporting they “knew of voter registration”** because of radio announcements.

CONTACT US:

Charles Kalonga
Country Director, PMC-Zambia
ckalonga@populationmedia.org
Mobile: +260 977 825492

U.S. Headquarters
partnerships@populationmedia.org

Click to visit [PMC-Zambia online](#)

Meet Agness and Bupe as they tell their story in this 3-minute video.



FUNDERS AND PARTNERS IN ZAMBIA INCLUDE:

