

Radio shows support 16 Days of Activism

CMFD (Community Media for Development) Productions has produced a radio drama that breaks the silence on violence and HIV/AIDS and Kaya FM's Central & Top 40 presenter, Mo G, has announced his on-going support for the 16 Days of Activism for No Violence against Women & Children.

Free radio drama available

The 13-part serial radio drama, 'Mahlabathe Speaks' highlights how HIV/AIDS and Gender Based Violence (GBV) are linked, in a way that is entertaining and understandable to its mostly rural target audiences. The drama is being aired across South Africa, with listening groups in four provinces - Eastern Cape; Northern Cape; KwaZulu-Natal and Free State, though the drama is free to air to any station.

The show uses edutainment to talk about the importance of eliminating gender based violence and the spread of HIV. The drama follows the story of Lerato, a young woman who is scared and running. A city girl, she finds herself in the middle of a rural village confronting new situations and ideas.

In South Africa, violence against women has reached epidemic proportions, one of the highest rates in countries collecting such data. It exists in millions of households, in every community, in every institution, in both public and private spaces.

"Sexual and Gender Based Violence (SGBV) cuts across race, class, ethnicity, religion and geographic location," says Nonhlanhla Sibanda of POWA. "This radio drama, supported by listening groups, community-based activities and media engagement, is being produced to encourage a deeper awareness and understanding of the intersections between GBV and HIV, get people talking, and encourage people to change their attitudes and actions."

Entertaining, easy to comprehend

The drama package also includes a guide for radio presenters to help them create stories and reports around the issues, host discussions, ask questions, and present accurate facts. As part of 16 days of activism activities, community radio stations will be broadcasting the drama, as well as inviting guests and listeners to discuss the rights issues it raises.

According to Cindy Dzanya, project coordinator from CMFD Productions, "The drama is entertaining and easy to comprehend; local languages were used to ensure the message reaches audiences in each of the target provinces."

The drama's core theme is about speaking out and talking about issues of gender violence and HIV and to come up with solutions and ideas for prevention and care. The drama's original theme music, produced by Daniel Walter for Sigauque Project, is also a call to women and girls to speak out. As the Mahlabathe Speaks tag line says, when women's voices are

raised, things will never be the same again

For more, go to www.cmfd.org.

Ceremony to mark 16 Days

Mo G's Kaya Central show will be crossing live to POWA's 'Light Up to Speak Out' candle lighting ceremony on Friday, 7 December, at 5pm at The Turbine Hall in Newtown. He will then head over to the event and check-in with more live crossings during Mapaseka Mokwele's Home show from 7pm.

As a husband and father, he is proud to be supporting POWA in this initiative and has committed his support to the organisation on an on-going basis. This is the first of many events and awareness raising platforms by which he aims to highlight the terrible scourge of violence against women and children.

Of his association to POWA, Mo G says, "The main reason I want to support POWA and the critical work they do is because at a very young age I saw my own mother being abused on a regular basis. This violence at home affected me at school where I would always get into fights with friends. While growing up, I always said to myself that I will never hit a woman and I never have. However, for me that's not enough and I am committed to reaching out to men across South Africa with this powerful message."

POWA is also excited about this new relationship. POWA's media officer, Nonku Khumalo explains, "The organisation is honoured to enter into an association with him, as well as with Kaya FM. We hope that through our partnership, we can influence more men to speak out against abuse and reach more women who need our assistance and support in this regard."

The ceremony is a symbolic event that invites all South Africans, men and women, to speak up about abuse wherever they see it. To join Kaya FM, Mo G and POWA at this event, email bookings to nonkululeko@powa.co.za.

For more, go to www.powa.co.za.

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