

Dear everyone,

It is a pleasure to come back to you once more.

To follow up on our discussion from yesterday, we inquired how we can bridge the gap between various agencies' specializations in order to provide a quick, easy, comprehensive and factual source of information to media professionals.

The answer may be establishing strategic partnerships and actually working jointly in order to overcome one agency's limitations and at the same time utilize their strategic niche. For example, UNFPA may establish a functioning partnership UNICEF, UNODC, UNDP and approach a TV producer (or other entertainment media professionals) as one body. Although this sounds quite easy now, it is much more difficult in the real world, but by no means is it impossible. One "motivating" factor for this to happen may lay in the power of funding agencies that can request ongoing collaboration and explicit and functioning orientation towards comprehensive community development and personal wellbeing in our work vs. artificial differentiation of areas of involvement.

In reviewing the week masterfully facilitated by Bill Ryerson and his team at the Population Media Center, about the use of radio, I cannot help but think about our discussion of ethical issues related to use of mass-media in public health. From that stems my next question for us:

\* How can we best motivate media executives (producers, writers, editors, etc.) both in the US (Hollywood) and in other countries, to include the community, policy makers, young people and others in the decision-making process about what is positive and what is negative – what value systems should be embraced and promoted by a radio or television show? In answering the question, think about the recommendations from the Sabido model shared by Bill and his team.