

MEDIA AS A FORCE FOR CHANGE

SFCG is a recognized pioneer in innovatively using media to facilitate peaceful change. In all country programs, SFCG works with local partners to produce radio and TV news, public affairs and drama programs that address local conflicts. Because the programs overtly include multiple perspectives, audience members consider them reliable and trustworthy, as well as entertaining. SFCG rigorously evaluates the programs to ensure that they have provable effects on viewers' attitudes and behavior.



THE POWER OF STORYTELLING

Storytelling has enormous potential to influence how people think about themselves, their neighbors, and their governments. SFCG uses drama and popular culture to inspire individuals from conflict-torn communities as they work to reconcile and rebuild their societies. Such programs teach the next generation how to live harmoniously in complex situations. Program evaluations demonstrate that the programs are effective in transforming people's perceptions about their lives and communities and, in the long-term, fostering peace and co-existence among diverse peoples. Partnering with local media providers, SFCG produces some of the most popular radio and TV soap operas throughout Africa, Asia and the Middle East.

THE POWER OF TRUTH

SFCG develops local capacity to produce radio and television programs addressing local conflicts with unbiased news coverage. SFCG trains reporters, including children, youth, and women, in principles of good journalism. SFCG creates programs that are widely trusted and minimize rumors and negative stereotyping. Examples include:

- *Golden Kids News*, a radio news programs produced and reported by, about, and for children.
- Countrywide real-time election coverage, investigating rumors before they cause violence.
- Radio call-in programs for countries or entire regions, to provide information and invite balanced discussion on issues causing conflict.

