Unesco, PBC launching post-flood livelihood recovery through drama

ISLAMABAD (December 23, 2010) : The full impact of the devastation caused to so many millions of people in Pakistan following he unprecedented flooding that occurred earlier this year remains the utmost concern of many global humanitarian and media organisations.

At this stage of recovery a well written and crafted radio drama series has the potential to reach out to many of those who have suffered and can be particularly effective in providing essential information that will assist people in restoring their livelihoods, especially those living in rural areas, press release issued here on Wednesday.

For the first time Unesco Commonwealth Broadcasting Association (CBA) and Pakistan Broadcasting Corporation (PBC) are working together to support the reconstruction of lives and livelihoods in the flood hit areas via a radio drama project. The launch of the "Radio Drama Series for Livelihood Recovery of Post flood Communities" is going to be held on Thursday, December 23, 1500 hours, at PBC Headquarters Islamabad.

This radio drama series will be broadcast twice a week for 10 weeks from January 2011 to the worst hit flood areas in Pakistan. Unesco is the sole funding agency for this project, while CBA is the implementing partner, PBC is extending free airtime at public service The series aims towards positive steps to livelihood recovery sometimes resulting from seemingly unlikely scenarios and less predictable characters providing the audience with interest as well as hope. Every episode would highlight real possibilities for new beginnings and recovery.

Copyright Associated Press of Pakistan, 2010