

Yu Tok Radio

The youth community radio is called Yu Tok, in the neo-Melanesian lingua franca. It means to speak (say what's on your mind, speak your mind, say something, tell me etc...) your mind. In a broader sense it aims to motivate young people to speak their mind and to start thinking positively about changes and improvements in their community.



Host John Raga of Fm100 with the Yu Tok crew during the launch of the Radio Programme.

Papua New Guinean youths view crime, poverty, unemployment, basic education, health problems, and government-related issues to be the most pressing challenges facing the nation. At the same time, these youths they feel helpless in addressing such challenges and most do not have access to reliable information to address these challenges.

Thus, with that in mind World Bank has initiated a Youth Community Radio as part of its Youth Outreach Program. This community radio is organized and run by a group of young people who feel for other youths and are motivated to make a difference in the lives of fellow youths. The crew consists of juvenile delinquents, academics, and youths who are unemployed combining all their efforts to helping young Papua New Guineans.

Yu Tok Radio has a crew of 12 volunteers and 9 of them are actively involved in working for this community radio. Some of the crews are inactive due to other work commitments while another crew Marie Eorage has left for studies in Japan. While we say goodbye to Marie, we welcome the inclusion of two others to replace her and those who are inactive. They are Ms Margaret Ali and Ms Charlotte Vada, the former was a temporary staff with the World Bank before leaving for studies and the latter is one of the finalists of the World Bank's Tingim Yut Kompetisen, they both show great interest in the Yu Tok Radio.

Yu Tok Radio is hosted by Fm100 Radio Station every Sunday from 7pm to 8pm. Fm100 has listenerships from all over the country with the exception of Goroko, Manus and

West New Britain who are not able to receive the broadcast. These areas are currently being looked into to receive broadcasting signals from Fm100 Radio Station.

Fm100 Management has allocated 1 hour for the radio show and further promotional slots of 60 seconds every day. There are 2 promotional slots of infomercials promoting our radio program every day. Promotions are done specifically to draw interests for the Sunday's programme.

Methodology

The crew of Yu Tok Radio uses mp3 recorders to record their interviews with youths of all backgrounds in Port Moresby. Interviews are done through questions & answer format relevant to each theme and these interviews are done on the street, at home or in the World Bank's office.



The young researchers are assigned a theme to work with and each month they produce short reports on these given themes. The theme ranges from citizenship, education, employment, law & order, health, music, sports and politics based on a youthful perspective. When these short reports are ready they are then scheduled to be aired on Fm100 and the author of the report will be the moderator and will lead the discussion.

The Yu Tok Radio show uses a talk-back format with all crew members contributing to the talk-back which is lead by the presenter of the report who is also acting as the moderator. Listeners are invited to call-in to the show; write to the programme via the post office address or through email. Currently most listeners prefer to call-in and have their voice aired and their opinions expressed.

Analysis of Feedback

"I encourage this youth focused program to exist, in it please air positive music and messages to encourage us to practice our acquired skills and talents. Thus to earn a good and honest living, full support, heart and soul, my prayers are with you. Yu Tok Radio, kam gud (You Rock!) em bilong mi stret yut yah! (It's for us street youths)" Yu Tok survey, Don Bosco

“Keep up the Youth Program and also talk more on corruption in this country to stop it. Talk realistic on happenings in this country” Yu Tok survey, UPNG

A survey was conducted to gauge the program’s listenership and their views on the topics discussed. It was found that 51% of those surveyed tune in to Yu Tok Radio, 57% of the listeners are male and 81% are between 12-26 years of age. As per these findings Yu Tok is on target in reaching the young population and already has over half the radio listeners tuning into the show and given sufficient time it will be listened to by all people across Papua New Guinea. Thus, Yu Tok is being aired on a radio station preferred by more listeners and reaching its objectives to getting young people to tune-in to the show every Sunday.

With each passing program aired Yu Tok Radio has gain momentum and popularity. This was evident when Yu Tok hosted a Mother’s Day Special to talk about how mothers are important in the lives of young people. This Special edition broke the record for the most numbers of callers in a night which was held by HIV/AIDS program. The show received 13 callers from around the country while HIV/AIDS had 12 callers within the one hour limit of the show.

The increase in callers doing the last show indicates that the Yu Tok radio is gaining popularity with listeners not only in Port Moresby but throughout the country. This can also be verified through the callers from other provinces ringing into the show. We must also bear in mind that some Papua New Guineans don’t have access to a phone at night to call into the show and most don’t even have a phone. Therefore, we regularly encourage them to write in to the show if possible.

The 1 hour talk-back format generates more feedback than initial 30 minutes pre-recorded and 30 minutes talk-back. This may be due to listeners being constantly encouraged to call-in and also they need more time to evaluate the discussion before they call with their inputs and opinions.

T-shirt giveaway is a big success as it promotes the show and generates more listeners to call in hoping to score a freebie. So far we are able to give a t-shirt during each show aired on Fm100 Radio Station. These t-shirts were donated by private PNG citizens in Tasmania and Manila who wanted to help with Yu Tok Radio through such contributions.



Yu Tok crew Cecily and Marie with Saijo Waingut who was a winner with our promotional t-shirt giveaway. Every week Yu Tok radio gives a t-shirt to a lucky caller. This caller is selected randomly depending on the location of the caller.

The management of Fm100 is excited about the Youth Radio that the World Bank has initiated as it draws in a lot of interest and praise from their partners. Seeing the value it has towards the listeners, especially the young population, FM100 has offered to give us another hour should we need to. This means Yu Tok would be on air longer than usual and are on track with our aim in getting listeners into our program and the radio station. They are now planning on having a similar show that deals entirely on women's issues and they are looking for sponsors for that program.

With the airing of the HIV/AIDS program, UNICEF has finally decided to give the script for a radio drama on HIV/AIDS for Yu Tok to produce. This was received with much enthusiasm amongst the crew; they had a lot of fun in choosing their characters and rehearsing their lines for the play. A meeting was scheduled with Regina Kagl of UNICEF to make formal arrangements and agreement for the play to be produced.

UNICEF has pledged USD\$10,000 to produce the radio play entitled "SEED of LOVE". This would then be distributed to all radio stations in all provinces throughout the country. It is scripted in English and has a pidgin version also to get as much wide coverage as possible. In addition, there is a tremendous pool of talent within the Yu Tok group for them to produce a TV series and a comic script on the HIV/AIDS radio play that UNICEF proposed but it all depends on budget availability.

Moving Forward...

- There is overwhelming response by the community and individuals alike through the initiative that the World Bank has taken. This is in terms of support through contributions by PNG citizens abroad in sending t-shirts and marketing the show. Pastor Tony Savoia also contributed in organizing the Yu Tok crew's visit to the Bomana Prison and the tremendous support from the inmates and wardens in spending time with the team.
- Yu Tok have been bringing in guests into the program, this has made the show a lot more fun by mixing it with different youths in specialized fields. Angus Ali (YACA -LPV), Jennifer Balan (NSO – Family Planning) and Lisol Unduka

(Music – Ice Discovered finalists) are amongst those guest. Yu Tok will bring more guest as required on needed in the show. For the show to be exciting and have a real flavor to spice it, the team wants to invite in guest speakers that will have positive influence and also bring in some young entertainers such as Radley from Soul Harmony and Tania Sorariba. Guest speakers can be anyone who has the ability to influence young listeners.

- T-shirts donated by friends of Yu Tok are in short supply and there are only few left to give to our callers for the next two shows. Apart from the t-shirts, it'd be good also to give away badges, caps and car bumper stickers which can be procured locally.
- Fm100 has been really flexible and supportive of the Yu Tok show in changing the format from 'pre-recorded' to 'live on air' presentation. The change in format was due to positive feedback from 'live shows' however, there are concerns that Fm100 has not been able to record our 'live' shows thus we were not able to get transcripts for our record keeping.
- The Yu Tok team as such, is all enthusiastic volunteers and also all of them have no knowledge on the radio industry. There is a need for training these volunteers in upgrading their skills in broadcasting, communication, public relations and in report writing.
- Since the Yu Tok is gaining popularity it needs a lot of variety to the show to give it a little flavor and make it interesting for listeners. Yu Tok is open to suggestions on how to give variety and more taste into the show.



*Yu Tok crew
Emmanuel analysis
a feedback from a
respondent to our
survey while Arist
checks out the Yu
Tok booth at the
Tingim Yut
Kompetisen awards
event.*

For further information on Yu Tok Radio, kindly contact Mr. Rex Paura, Youth Program Officer at the World Bank in Papua New Guinea at mr_paura@yahoo.com.

Detailed Information on Budget and Programming

Budget

<i>Budget for Yu Tok Radio – till June 06</i>			<i>USD 15000</i>
<i>Item</i>	<i>Description</i>	<i>Utilized</i>	
	Mp3 recorders	USD 168	
	Stationeries	USD 246.97	
	Refunds for Volunteers	USD 2,929.5	
	Radio Production & air time	USD 3,000	
<i>Total</i>		<i>USD 6,344.47</i>	
<i>Balance</i>			<i>USD 8,655.53</i>

<i>Date</i>	<i>Programme #</i>	<i>Moderator</i>	<i>Theme</i>
5 th Mar 06	1/2006	John Raga	Launching
12 th Mar 06	2/2006	Cecily Kome	Youth & Education
19 th Mar 06	3/2006	Stewart Yareki	Citizenships/Rights
26 th Mar 06	4/2006	Marie Eorage	Unemployment
2 nd Apr 06	5/2006	Rex Paura	Youth & Sports
09 th April 06	06/2006	Rex & Cecily	HIV/AIDS
16 th April 06	07/2006	Stewart & Cecily	HIV/AIDS
23 rd April 06	08/2006	Darlene – Lissol Guest	Music
30 th April 06	09/2006	Stewart Yareki	Children's Rights
07 th May 06	10/2006	Brian	Women in Politics
14 th May 06	11/2006	Rex & Crew	Mothers Day Special
21 st May 06	12/2006	Angus Ali - Guest	Limited Voting Preference

Programme #: 1 – Launching

The launching was done live on air with the help of Fm100 radio personality JR – John Raga. With his experience he was able to promote a brand new programme to the vast audience throughout Papua New Guinea. The crew was able to introduce themselves and the theme they will be presenting their short reports on. This generates discussion within the studio and prompts callers to call in also.

Feedback

Jenny, Alotau “I thank the young people for taking up such a tasked in helping other youths and appreciated the World Bank for initiating such a wonderful program”.

The responses during the launch was overwhelming and we had callers calling-in to thank the young people for their efforts in setting-up such a program to give youths everywhere a voice. They also thanked the World Bank for initiating such a program and hoped they would continue with it.

A few callers wanted to dive in straight into the discussion and talk about issues that are affecting them throughout the country and they informed that this was just the launch and during the next weeks they will give the opportunity to share their experiences with the rest of Papua New Guinea.

Programme #: 2 – Youth & Education

Cecily Kome produced a wonderful 30 minute pre-recorded report on youths & education. Included in her report were interviews done through a street consultation with a group of young people and an interview with a community school teacher. This set the pace for the discussion on 'education reform' and if that reform is effective in achieving its objectives.

A quick calculation concludes that children spend almost half of their awake-time in school and with their teachers then with their parents at home. A single teacher alone teaches an estimate of 30 children a year and 150 children in 5 years. Thus, teachers are very important in moulding and shaping the lives of these kids. This requires those teachers to be well trained and equipped for such a daunting task.

Feedback

A teacher called during the open lines discussion and expresses her views on the difficulties teachers are faced with in terms of poor teaching conditions and remunerations. She says that *“even though they faced a lot of problems, teachers always do their job but they don't receive enough recognition for their efforts.”*

Programme #: 3 – Citizenships / Rights

Being recognized as a citizen of this nation and knowing your rights and social obligations is something most young people in Papua New Guinea fail to understand. Stewart was in charge to make a short pre-recorded report on this issue which was aired for 25 minutes followed by the open lines discussion. This show was interrupted by having to air the updates of the commonwealth games in Melbourne.

Young people always talk about their rights and how there is a lack of these rights to education, expression, health, security and to vote. But these rights also comes hand-in-hand with responsibilities which most youths don't take into consideration. They also do not understand the social obligations of paying taxes to the government which is something every citizen must do.

Feedback

While this report created dialogue within the panel there were no callers that night into the show. The crew attributed the feedback of the show to the commonwealth games and how everyone is glued to their television and didn't tune into the program.

Programme #: 4 – Unemployment

Unemployment amongst the young people is common in many countries and in Papua New Guinea it is a growing problem due to the structure of the education system. Marie Eorage took charge on writing a report on that and also testing the whole 1 hour ‘talk-back’ format similar to the launch.

Most young people do not have a job in which to earn a living and thus they resort to crime just to make ends meet. Some even went to the extreme on selling cigarettes and betelnut along the road and bus terminals. While they have been given the legal right through the informal sector laws passed, these vendors do not sell at the approved sites. They market their goods wherever it’s possible and thus this creates an eye-sore for the general public.

Feedback

Serba Nati, Madang “Government should create more jobs for people”

Gino, Korobosea “There are not enough apprenticeship programs in this county where graduates could apply into order to gain experiences for future jobs.”

This show was also interrupted with regular updates of the commonwealth games but we did manage to get the message across to our audience which resulted in some callers calling-in to air their opinion on the unemployment issue within the country and especially amongst the younger generation.

Programme #: 5– Youth & Sports

The latest programme to be aired on the show was on the theme of “Youth in Sports” since it follows the overwhelming support and response from the Commonwealth Games in Melbourne. This programme generated a lot of interest and discussion during the show as callers wanted to air their views on what should be done to keep the “sense of nationalism” which was brought about from the success of the Commonwealth Games.

Sports is a nation binding tool and with the governments proposed funding of K10 million in 2007, this would boost all sporting codes to improve the standard of their training facilities. The youths who are unemployed could take up sports which will take their minds off crime and unacceptable behaviors. This means that the Government should provide more sporting venues with relatively affordable cost for the public to use especially the unemployed youths.

Feedback

James, Alotau “Government must provide sports facilities for inmates in prisons as they have a lot of time in jail and when they are released from the prison they already have a sporting talent which they can put into good use and not going into their bad habits”

Simon, Korobosea “We don’t need expensive facilities to be a successful sportsman; we just need commitment and determination.”

The show on “Youth & Sports” generated a lot of interest and prompted many to call-in to the show. We had a total of 9 callers calling-in from Alotau, Mt Hagen, Lae, Wewak and from Port Moresby. This obviously shows that the Yu Tok Radio is gaining momentum and the task now is to keep the momentum going.

Programme #: 6 & 7 – HIV / Aids

HIV & Aids are a major issue that is affecting the whole world and in Papua New Guinea it is no exception. Recently the Government has gone public with its fight on HIV/Aids by requesting the churches to put aside their belief and to preach 100% condom usage among those intending to have sex. This has brought much opposition from the churches as they held firm to their belief in abstinence.

Yu Tok decided to have sought the opinion of young people on this show as they are the most sexually active groups and would be most affected in this regard. This program was so popular and interesting that a second show as scheduled the following week just so Yu Tok can hear all the voices of young people who kept on calling and wanted to be heard.

Feedback

Kim, Port Moresby “I am a young girl in school and I think people should use condoms as it will protect them from HIV/Aids”.

Martin, Wewak “Condoms should be banned as it is against our tradition and it will encourage people to have adultery”

There were mixed responses amongst callers as some opted for 100% usage of condom as announced by the government while others prefer to abstinences. While evaluating all the callers, it seemed that young people prefer the call for condom usage while adults decided it be better for the government to do away with the condoms.

In the end, the show was concluded in informing people that it is their choice and they should decide upon weighing the difference. It encourages the churches to preach their belief and morality and also calls for the government to keep informing people about the HIV/Aids and usage of condom. But it should not force people to follow their belief but provide unbiased information so young people can make a choice.

Programme #: 8 - Music

Papua New Guinea has an amazing potential in the music industry that needs to be discovered and channel in the right direction. Darlene was tasked in finding about the

past success in the music industry and the hope of future aspirations. Ice Discover (similar to American Idol) seems to be bringing out the best in young people who are talented in music. One of them was Lisol Unduka who was a finalist in the 2005 show.



Lisol Unduka on the right being interviewed by Darlene Savoia a Yu Tok crew on air

Ms Unduka was interviewed in the studio about her experiences during the Ice Discovered show and how it has motivated her to make her own album. It was hoped that young people who have the potential could follow her foot-steps in auditioning when the Ice Discovered show kicks-off this year.

Feedback

Justin Tichenko "I'm driving home and just listening to Lisol and Darlene on radio, I'd like to say that Ice Discovered will be on again this year and will be bigger and better. We will travel to each region so as to get a wider range of people involved so more talents can be discovered.....finally, keep this show up and You are too good you are!!"

This program drew a lot of discussion amongst the callers as most of them had a lot to say regarding the Ice Discovered Program and the potential young people has to venture into this area. It was further re-enforced when Justine Ticheko, one of the judges in the Ice Discovered called into encourage young listeners to take part in the next audition.

Programme #: 9 – Children's Rights

"...children make up the future of an individual national, region, group, province, and family and they also become part of the world once they are born. People who grow up with a hard life and end up becoming successful in life should show to others that life can change for the better..."

In Papua New Guinea, children's rights are rarely spoken about and most parents do not know if their child has any rights as per the CRC (Children Rights Convention). Those parents who do know that their child has basic rights stipulated in the CRC continued to deny and tell their children that they don't have any rights. Thus, most children don't go

to school, are forced into the workforce at an early age or even into marriages especially with young girls.

Sometimes these children come into conflict with the law because of the need to survive, to earn a living and because of extreme poverty of their parents. This would require greater understanding from relevant authorities especially the police and the correctional institution.

Feedback

Justine, Madang “Parents should take full responsibility for all of the children they produce or adopt and not pass on the responsibilities onto someone else.”

Jenny, Alotau “Police must understand and give support to children when they find them in difficult circumstances or in conflict with the law, instead of blaming them and committing more violence against them...”

Children need access to sex education from ages 7 to 18. They need to know all of what attitudes and sexual behavior are good and healthy and what are risky or potentially dangerous, they also need support and guidance on sex and marriage.

And most of all, children need to be taught basic values, human rights principles and respect between all people by their parents. The old tradition of segregating the sexes and guiding and teaching girls into womanhood and men into manhood needs new gendering forms for the kind that we live in today.

Programme #: 10 – Women in Politics

“The signs are encouraging with one prominent women parliamentarian showing she can more than hold her own in the male dominated arena of PNG politics.”

It is interesting to hear recently the push by the national council of women and several members of parliament to convert the 20 provincial seats to seats for women in parliament. In conjunction a group of prominent women have banded together to make their voices heard, in the upcoming national elections. The signs are encouraging with one prominent women parliamentarian showing she can more than hold her own in the male dominated arena of PNG politics. The question remains though with the success of this woman parliamentarian, can other women follow in her footsteps and emulate that success.

But why should women be handed virtually twenty seats without opposition, while the other seats in parliament are open to be contested by any citizen of the country? One

reason could be that the greater the representation of women in parliament has a significant negative correlation with corruption.

Feedback

Gabriel, Pom “Men should encourage women to take part in politics.....this means they must stand by their side and help them”

Women in this country make up nearly fifty percent of the population. They have the power to elect women into parliament by their own means. The true course for action in this period leading up to the next general elections for the National Council of Women and those parliamentarians who support them, is to publicly address women and elucidate to them the fact that they have the means to do so, if they so choose. So instead of the continual complaining and criticism of the political arena, if all Papua New Guinean Women want to have a woman represent them in parliament then they have the means to do so. They must now put their money where their mouths are.

Programme #: 11 – Mother’s Day Special Tribute

Mothers are special and are often taken for granted, sometimes subconsciously, by many of us. They need to be told about how and why they are so special. Often they are not thanked enough for all the good things they do, whether it's for being there as a friend and a listening ear, or for all the everyday tasks from meal preparation to the washing up.

Mother's Day is their day and yours for showing and telling them what a great Mum they are. Often the more thought and personal effort you put into making their day special will mean more to them than by the amount of money you spend on a present.

Feedback

Antoinette, Gordons “I’d like to pass my mothers day greetings to my mum Anita Faustina Alarcos, my sister Anifreda Hau-ofa and my future mother-in-law in Papitalai, Mrs. Christina Paura.”

Jake, Wewak “I’d like to pass my mothers’ day greetings to my mum who is in Bougainville and to tell her that I missed her and love her.”

The Mother’s Day Special show drew a lot of interest from the public with responses of 14 callers into the show. Most wanted to tell their mum how much they miss them and love them while others read poems on air to their mother. The crew was also tasked to described their mum in three words

Programme #: 12 – Limited Preferential Voting (LPV)

Limited Preferential Voting (LPV) System is the new way of voting in the National Election, it replaces the First-Past the Post Voting System that was used in the past. The

rationale is that with first-past the post, you can only vote once for someone whom you prefer the most but with LPV three times by voting ranking your votes' in order of your preferences by choosing your first choice, second choice and your third choice.

With the LPV it hopes to bring transparency into the electoral process by giving people an opportunity to vote their most preferred, least preferred and not some much preferred candidate into the government. It also emphasis on democracy in election as it takes voters second and third choice into consideration.

Feedback

Peter, Wewak “With the LPV doesn't the government forcing us to vote for two other candidates? We want to vote for only one person that prefer but now government wants us to vote for the other two candidates”

Albert, Alotau “LPV is a transparent way of voting as it gives people a wider choice in voting rather than limiting it.”

Angus Ali, who is the point-man for Youth Against Corruption Association (YACA) and is also a member for CACC,