

**Remarks by H.E. Ambassador Kevin J. McGuire
at the official launch of the Suzie and Shafa Show
September 10, 2003**

Good evening everyone. It's great to see such a large and energetic kick off for the Suzie and Shafa show. Let's hope that the buzz you're creating right now is contagious and that, soon, young people all over Namibia will be tuning in...tuning in not just to the Suzie and Shafa show but tuning in as well to the facts about HIV/AIDS, and other issues facing Namibia's youth.

To be honest, I don't usually do advertisements for radio shows but, from everything I've heard, the Suzie and Shafa show is worth making an exception for. I understand the show has been created for young Namibians, by young Namibians. It will help listeners think through and make rationale decisions about lifestyle issues. It will also help them build stronger life skills, such as decision making and problem solving, critical and creative thinking, self awareness, interpersonal communication, and coping with stress and emotion. (As I think about it, why isn't there a radio program like Suzie and Shafa for my generation???)

The show is the result of an impressive collaboration among a number of partners. I'd like to applaud the participation of the University of Namibia, the College of the Arts, the Ministry of Health and Social Services, the Ministry of Information and Broadcasting, the City Government of Windhoek, NGOs, and business partners, especially Ohlthaver & List, Med Scheme, and Standard Bank.

Each and every one of these partners is committed to helping Namibian young people realize their potential and become responsible citizens. The U.S. government, through its USAID health program, is proud to be associated with this group.

We're also proud to be associated with Sara, Lucy, Horst, and Elizabeth, the young people who worked so hard as scriptwriters, and Suzie and Shafa, our fine actors. Without their commitment, dedication and hard work, the show would not have been possible. I'd like too, to recognize the adults who worked as mentors and provided other support: Ted, Virginia, Robin, Jorst and Nahum. And, finally, I'd like to thank the Johns Hopkins University Health Communication Partnership for the guidance, expertise and creativity they've provided throughout the effort.

Let me congratulate you all. And wish you not only high ratings among your listeners but success in achieving the important goals that you've set for yourselves.