THESE POWERFUL STORIES

ARE CHANGING LIVES AROUND THE WORLD

ENTERTAINMENT ADDRESSING IMPORTANT ISSUES SINCE 1998.

40+ SHOWS
PMC has completed broadcast of more than 40 long-running shows.

20+ LANGUAGES
PMC shows have been in more than 20 unique languages.

156 EPISODES
Length of PMC shows vary by media market and medium, but all shows extend the storylines over many episodes with cliffhangers at the end of each show. Radio shows are the most standardized, usually running 156 episodes.

4,500+ EPISODES
PMC has produced more than 4,200 radio episodes and more than 100 TV episodes.

30 TRAINERS
PMC's 30 trainers speak 15 languages, are from 15 countries, and have expertise in:
- Scriptwriting
- Production
- Acting

WHO IS TELLING THESE STORIES?

Population Media Center (PMC) is a nonprofit leader in entertainment-education that has helped 500 million people live healthier lives in more than 50 countries.

WHAT ARE THESE STORIES?

PMC creates entertaining long-running shows. These popular shows take whatever format is appropriate for the audience — TV, radio, web — and draw huge audiences. PMC's entertainment methodology is designed to inspire positive behavior changes for issues ranging from health to gender equality to environmental protection.

HOW DO THESE POWERFUL STORIES WORK?

- PMC creates entertaining, hit shows that engage and excite large audiences.

- These shows create emotional character-driven connections with the audience instead of using cognitive appeals.

- Characters role model different behaviors and consequences. A show never lectures the audience or labels something as "good" or "bad."

- The long-running nature of PMC shows (the story is spread across many episodes) allows the audience the time needed to evolve with the characters.

- PMC hires all local writers and producers, creating authentic stories. Extensive training in PMC methodology is provided to each team.

- PMC uses a multi-issue approach to every show and all issues addressed benefit from extensive formative research.

- A rigorous and multi-pronged monitoring and evaluation process benefits every show and future projects.

POPULATION MEDIA CENTER
Acting for Change

POPULATIONMEDIA.ORG

DRAMATIC IMPACT

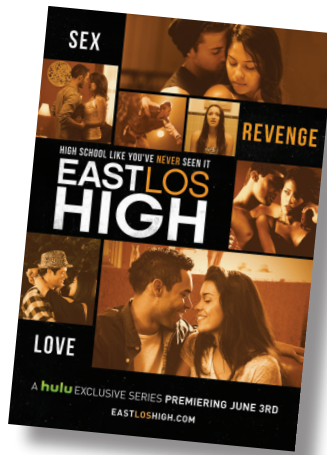### NORTHERN NIGERIA, *RUWAN DARE*, RADIO SERIAL DRAMA

- 72.4 percent of the population in the broadcast area listened
- Reached an estimated 12.3 million loyal listeners
- Generated 1.1 million new family planning users
- Cost $0.89 US per new family planning user

UNITED STATES, *EAST LOS HIGH*, TV SERIAL DRAMA

- Rose to be one of top five shows on hulu.com in its first season
- More than 27,000 people used a Planned Parenthood widget from eastloshigh.com in the first month of broadcast
- Nominated for six Emmys
- Renewed for subsequent seasons and secured international distribution

SIERRA LEONE, *SALIWANSAI*, RADIO SERIAL DRAMA

- Cost $0.53 US per loyal listener
- Reached an estimated 3 million loyal listeners between 15-59 years old
- Cost $2.54 US for each person that began discussing family planning with family, friends, or neighbors
- Cost $1.62 US for each person that began using a bednet to prevent malaria

SEX REVENGE **EAST LOS HIGH** *LOVE*
HIGH SCHOOL LIKE YOU'VE NEVER SEEN IT
A **hulu** EXCLUSIVE SERIES PREMIERING JUNE 3RD
EASTLOSHIGH.COM

"I have five girls. A doctor told me I would die if I continue to give birth. My husband insisted that I continue to bear children for him...In *Yeken Kignit* I heard how a couple ought to discuss such matters. After that, we agreed that we would have no more children and we would do our best to give proper care to those we have...Now I am taking birth control injections regularly. I have regained my health." —*Yeken Kignit* listener in Ethiopia

"I recognized myself in the character of François. He is being pushed to have too many children without knowing what to do. My wife and I learned that there are ways to keep from having children. I am very happy now because of this program." —*Yam Yankré* listener in Burkina Faso

"You can listen with other people and the stories are powerful. *Agashi* episodes never end without offering something that touches you and pushes you to change." —*Agashi* listener in Burundi

A SAMPLING OF DIFFICULT ISSUES THAT CAN BE SUCCESSFULLY ADDRESSED

Family Planning
Listeners to Nigeria's *Ruwan Dare* were 2.6 times more likely than non-listeners to think that "couples should space children 2.5 to 3 years apart." (Adjusted odds ratio with p = .005 controlling for sex, urban/rural location, education, age marital status, and state).

HIV/AIDS
Listeners to Sierra Leone's *Saliwansai* were 3.7 times more likely than non-listeners to say that it is possible for a healthy-looking person to have the AIDS virus. (Adjusted odds ratio = with p<.001, controlling for age, sex, marital status, education, religion, ethnicity, and urban/rural residence).

Gender Equality
Listeners to Burkina Faso's *Yam Yankré* and *Hèrè S'ra* were 1.8 times more likely than non-listeners to state that women in their family participate in decisions regarding the education of children. (Adjusted odds ratio with p<.014, controlling for sex, age, and urban/rural residence).

Female Genital Mutilation
Listeners to Burkina Faso's *Yam Yankré* and *Hèrè S'ra* were 2.2 times more likely than non-listeners to disagree with the belief that being circumcised results in social acceptance for a girl. (Adjusted odds ratio with p<.046, controlling for sex and education).

Child Health & Nutrition
Listeners to Burkina Faso's *Yam Yankré* and *Hèrè S'ra* were 1.5 times more likely than non-listeners to state that a baby should be put to the breast within one hour of birth. (Adjusted odds ratio with p<.005, controlling for sex, age, marital status, education, religion, and urban/rural residence).

The Environment
Listeners to Rwanda's *Umurage Urukwiye* were 1.6 times more likely than non-listeners to know that protection of gorillas and their habitat can reduce poverty and bring tourists. (Adjusted odds ratio with p = .0167 controlling for sex, age, education, and urban/rural residence).