In 2008, PMC celebrated its 10th Anniversary. We would like to extend our gratitude to everyone that has helped to make this milestone a reality. Since we opened our doors in 1998, we have had programs in 24 countries around the world; have reached over 100 million people with our serial dramas; broadcast more than 2,300 episodes; and measured substantial impact on knowledge, attitudes, and behaviors with regard to issues as diverse as family planning, HIV/AIDS, women’s empowerment, children’s rights, and environmental preservation.

Not only did PMC celebrate a decade of success in 2008, but we also developed a formal partnership with Population Institute (PI), a Washington DC-based organization focused on education and advocacy on population issues.

PI has a proud 40-year history of programs that have helped to focus the world’s attention on the fundamental need to bring population into balance with the world’s resources. Specifically, PI programs help journalists, policy makers, and the general public to understand the ways in which world population growth is contributing to various global crises: the energy crisis, the water crisis, the climate crisis, the food crisis, the decline of biodiversity, political instability, and the failed state syndrome, as well as ongoing poverty and health problems that especially affect people in countries with rapid population growth.

In February 2008, PI began a process to consider how it could be more effective in addressing global population concerns. As part of this process, PI’s Board invited me to discuss program directions and possibilities for a partnership between PI and PMC. In June 2008, Population Institute adopted a plan to be operated by Population Media Center, and I was elected its President.

In early 2009, I engaged Robert Walker as Executive Vice-President of PI. Bob brings years of experience in the non-profit sector, having previously served as President of Population Resource Center, Executive Director of the Common Cause Education Fund, and President of Handgun Control and the Center to Prevent Handgun Violence.

This partnership between PI and PMC brings together two organizations that share common origins and have complementary strategies for addressing the global population problem. In fact, PMC’s work of using entertainment-education serial dramas in developing countries to role model small family norms, elevate women’s status, and promote...
the use of family planning began at the Population Institute in the 1970s. The activities of the two organizations today complement each other in many ways. Having the two organizations work together helps ensure greater efficiency through joint strategies and consistent and clear messaging about the issue of population growth.

The importance of addressing the issue of population growth could not be clearer than in it is today – a time when we are facing unprecedented challenges such as climate change, food and water shortages, a looming energy crisis, and epidemics such as HIV/AIDS – all of which are exacerbated by a growing population.

I cannot think of a better way to articulate the importance of taking action than to quote the great Dr. Martin Luther King.

There is no human circumstance more tragic than the persisting existence of a harmful condition for which a remedy is readily available. Family planning, to relate population to world resources, is possible, practical and necessary. Unlike plagues of the dark ages or contemporary diseases we do not yet understand, the modern plague of overpopulation is soluble by means we have discovered and with resources we possess. What is lacking is not sufficient knowledge of the solution but universal consciousness of the gravity of the problem and education of the billions who are its victims.

King’s call to action rings true in addressing the numerous challenges we are faced with today. This year we added 80 million people to the earth, and approximately 225,000 people continue to be added every day to an already burgeoning planet. Using the power of media and education, we can stabilize population numbers and move toward a sustainable future.

Thank you for your dedication to the cause, to our work, and to creating a better world.

Best wishes,

William N. Ryerson
President
The world’s population is now more than 6.8 billion and is growing by 80 million people a year, which is the equivalent of adding the population of a new Egypt every year. This growth is not sustainable economically or ecologically.

This is a problem that needs urgent attention, both for environmental reasons and to lift people out of poverty. Since World War II, no country has gone from developing status to developed status without first reducing its population growth rate.

The reason is simple. Reduced family size enables couples to save a higher percentage of their income and invest some of it in education and infrastructure. This leads to increased productivity of the economy, greater employment, and higher incomes.

Most of the global response to the population problem has focused on provision of family planning services. However, the reasons for non-use of family planning have little to do with lack of access. The top reasons are the traditional desire for large families, misinformation about contraceptives, religious opposition, and opposition from male partners.

Information is essential to overcome these barriers, and motivation is vital. As demonstrated in many developed countries, delaying marriage and childbearing is a key part of the solution.

The countries that have reduced population growth have invested in changing attitudes and behaviors to create a shift in cultural norms that reflect the importance of improving the status of women, encourage smaller ideal family size, promote delaying the age of first pregnancy, and demonstrate the benefits of using contraception.

To help countries achieve these cultural shifts, Population Media Center uses a unique methodology to produce entertaining serial dramas, with characters that gradually evolve into positive role models for the audience. The dramas are locally written and produced, and are broadcast on the most popular radio or TV stations in the countries where we work. PMC’s strategy has proven to lead to elevation of women’s status, reduced birth rates, and overall improved health among the audiences.

PMC’s serial drama methodology is endorsed in the Programme of Action adopted at the 1994 International Conference on Population and Development, held in Cairo, through the following statement:

*Governments, non-governmental organizations and the private sector should make greater and more effective use of the entertainment media, including radio and television soap operas and drama, folk theatre and other traditional media to encourage public discussion of important but sometimes sensitive topics related to the implementation of the present Programme of Action. When the entertainment media - especially dramas - are used for advocacy purposes or to promote particular lifestyles, the public should be so informed, and in each case the identity of sponsors should be indicated in an appropriate manner.*

Use of this strategy is essential to solving the global population problem and to achieving a sustainable future.
The mission of Population Media Center (PMC) is to work with mass media and other organizations worldwide to bring about the stabilization of human population numbers at a level that can be sustained by the world’s natural resources, to lessen the harmful impact of humanity on the earth’s environment, and to help large numbers of disadvantaged people live better and move out of poverty.

PMC uses entertainment programming on radio and television to encourage delayed parenthood, the consistent use of effective methods of contraception, and safer sexual behaviors, as well as to empower women to play equal roles in family decisions and in society.

Among its strategies, PMC uses a specific methodology of social-change communications developed by Miguel Sabido, a Mexican producer, in which characters in long-running radio and television serialized dramas evolve into role models for the audience, encouraging the adoption of healthier behaviors to benefit individuals and their societies.

Scientific research has shown that the Sabido methodology leads to population-wide behavior change.
Over the course of the past year, PMC’s work has gained recognition in a number of notable publications, newspapers, magazines, journals, blogs, and websites.

From an episode of Sibrat, a radio drama that airs four times a week in Ethiopia. The show is produced by Population Media Center, a Vermont-based organization that strives “to improve the health and well-being of people around the world through the use of entertainment-education strategies.” PMC produces soap operas that air in fifteen countries. Although each show is tailored to the perceived needs of a specific country, the programs generally promote AIDS awareness, family planning, and gender equality. ‘Sibrat’ means “trauma” in Amharic. Gashaw and Tihitina are husband and wife. After this scene, Tihitina is taken to a hospital, where she learns that her prolonged labor and near death are the result of genital scarring caused by childhood female circumcision.


We’ve been able to measure dramatic changes in behavior on the issues addressed,” said William Ryerson, president of Population Media Center, citing evidence that large percentages of audiences named these radio programs as a reason for seeking health services.

“Entertainment attracts huge audiences,” he said, noting that characters in shows often become role models.

- Sue Zeidler, “Hollywood Aims to Put Climate Change on Prime Time,” Reuters
By engaging audiences in riveting, melodramatic stories of course, PMC uses the Sabido method, first made famous in the Mexican telenovelas, to tell stories of high drama about conflicted characters that eventually develop into role models that practice safe sex, honor gender equality, and do responsible family planning.

...the time for change is urgent—380 women become pregnant every minute, and half didn’t plan or want the pregnancy. By 2050, the United Nations projects that the world population will exceed 9.2 billion people—which will lead to severe water and resource shortages and environmental destruction.

....And maybe, just maybe, soap operas, of all things, will be instrumental in preventing such a scenario.


Beyond its signature dramatic schema, the Sabido Method is distinguished by this kind of careful measurement of audience reaction. For the shows’ producers, it’s not enough to hope that provocative subject matter will ignite debate – they want to know exactly how the programs changed the public’s actions. “That’s where the methodology of PMC is interesting,” says Aminata Toure, chief of the Gender, Human Rights, and Culture Branch of the UN Fund for Population, which has funded the group. “It doesn’t stop after the radio program is done. They will also survey the surrounding health services to see if there was an increase in people seeking services. It’s comprehensive – they do research before the [radio] program and they do research after the program.”

- Jason Mark “Sex Sells,” Earth Island Journal
Overview of the Issues

Ethiopia’s population currently stands at approximately 80 million and, at its current rate of growth, will double in the next 28 years. In a country, already faced with high rates of poverty, resource shortages, and lack of infrastructure, the impact of this growth could be devastating. It is critical to address the issue of population growth and all of the contributing factors such as the status of women, female genital mutilation/cutting (FGM/C), and desired family size.

FGM/C, a life-threatening procedure involving the partial or total removal of the external female genital organs, is extremely widespread in Ethiopia, as it is estimated that 74% of women have undergone this procedure nationwide, with numbers reaching as high as 97% in the eastern Somali region. The practice of FGM/C is associated with serious health risks that critically endanger women’s physical and psychological well-being.

Due to the severity of its effects, FGM/C is now considered a violation of human rights under both international and Ethiopian law, yet the procedure continues to be practiced in spite of its legal status. According to the World Health Organization, the principal reasons behind performing this ritual are to reduce female sexual pleasure and thus dissuade them from engaging in intercourse outside of marriage, to maintain social cohesion by framing it as a transitional rite, and to correct the physical appearance of the female genitalia, which are considered dirty and unattractive in some communities. It is thus believed that FGM/C ensures virginity before marriage and increased fertility, and young girls who are not circumcised are considered promiscuous and unfit for matrimony. The tradition of FGM/C is part of a cultural system that does not recognize the humanity or rights of women, but instead measures their value by the number of sons they produce.

To tackle the highly sensitive issue of FGM/C and other related issues, PMC-Ethiopia has carefully crafted a comprehensive communications strategy using the Whole Society Strategy. The Whole Society Strategy is a behavior change communications strategy developed by PMC that uses various forms of media such as print, television, radio, music, and new media, in conjunction with trainings for clinic workers, community leaders, religious leaders, journalists, and television reporters to reweave a country’s mythology concerning sexuality, the role of women, family size, age of marriage and childbearing, and harmful traditional practices such as FGM/C.
Nationwide Programming: Sibrat (“Trauma”)

At the center of PMC’s efforts, is the production of a radio serial drama titled, Sibrat (“Trauma”). Sibrat addresses the issue of FGM/C and harmful traditional practices, by bringing listeners into the lives of two female characters, with differing views and life choices. Through their trials and tribulations, listeners learn about the extreme risk of such practices and the importance of coming together to put a stop FGM/C. Listeners have taken an instant liking to the characters and story lines in Sibrat, and the series is enjoying widespread popular appeal in both rural and urban areas. Radio Ethiopia has received numerous letters from listeners expressing their enthusiasm for the drama, their appreciation for the issues addressed, and the close connection they feel with the characters, whose experiences and family relationships remind them of their own.

Somali and Afar Regional Programming

In the Somali and Afar regions, infibulations – the most severe form of FGM/C, which involves the removal of half to all of a woman's external genitalia and sealing the remaining opening with long thorns – are widely practiced, with around 80% of girls and young women being subjected to the procedure. In order to address this extreme and highly dangerous form of FGM/C, PMC is producing and broadcasting two radio magazine programs, specifically targeted at these regions, one in the Somali language titled, Igaddaa (“We Do Not Want It Any More”) and one in the Afar language titled, Naedetai (“Let’s Stop”).

The programs feature panel discussions with health experts and notable community leaders. The panels discuss FGM/C and the dangers and misconceptions about the practice. Igaddaa and Naedetai also discuss other harmful traditional practices, specific to the region, such as: inheriting a brother’s wife when he dies; having as many children as possible; not allowing girl children to attend school; young girls being married to older men (girls as young as 15 marrying men as old as 60); branding body parts with hot metal to treat ailments (in parts of the Somali region, branding a woman’s vagina with glowing hot metal is believed to be a cure for infertility); mirra (a group of boys forcing a young girl to have sex when her parents are out); and other practices that threaten basic human rights and are harmful to community development as a whole. Igaddaa and Naedetai air on a weekly basis and will be broadcast through December 2009.

To reinforce the messages in these radio programs, PMC-Ethiopia also published and distributed a wide array of print materials including: a youth magazine, a book written for women by women, and leaflets and posters that addressed the issues raised in the radio programs.
Youth Specific Radio Programs

In addition to the development of these new radio programs, PMC-Ethiopia is also continuing the production and broadcast of *Alegnta* ("Security"), a radio magazine which premiered in 2005. *Alegnta* is a radio phone-in and panel discussion program targeted at youth and families, and focusing on issues such as reproductive health, harmful traditional practices, teen sexuality, matrimonial life, and childbearing. Since 33% of Ethiopia's population is between the ages of 10 and 24, and youth are highly influenced during this time of their lives by both their friends and media, it is important to provide youth with positive role models and life lessons that they can take with them the rest of their lives. To augment the radio program, PMC produced a print magazine also titled, *Alegnta*. The magazine features drawings, cartoons, and stories about situations that youth may be confronted with, such as sexual relationships, HIV/AIDS, and more. The magazine not only educates youth about risky behaviors, but also provides youth with positive alternatives, by supplying them with information about building successful communication skills, achieving educational success, and respecting others. While the program is targeted at youth, PMC has found that adults also enjoy listening to the program, because it helps them to talk to their children about these sometimes sensitive issues.

*I find the program useful for adolescent youth. I listen to it every week, so that I can understand my three children. I'm a single mother, so I believe I need to have more information on the situation the youth are in nowadays. I'd advise both parents and the youth to tune in every week. It will help them open discussion afterwards.*

- Asnakech, Listener to *Alegnta*

Rebroadcast of *Yeken Kignit* throughout the Southern Region

At the request of the Ethiopian government, PMC is rebroadcasting its highly successful program *Yeken Kignit* ("Looking Over One's Daily Life"), throughout the southern region of Ethiopia. The drama addresses reproductive health, HIV/AIDS, early marriage, women's empowerment, education of female children, and use of family planning. *Yeken Kignit* was originally broadcast from 2002-2004, and had profound impact on listeners’ knowledge, attitudes, and practices with regard to family planning and HIV avoidance. Research conducted at clinics during the original broadcast found that 26% of new family planning clients cited *Yeken Kignit* as their motivation to seek services. The David and Lucile Packard Foundation funded the initial broadcast and development of *Yeken Kignit*. Funding for the rebroadcast is provided by the Ethiopian Southern Peoples and Nationalities Regional Government, with additional support from the Packard Foundation.
Community Mobilization: FGM/C Education and Capacity Building Workshops

A girl is circumcised at the age of five, and immediately she is faced with problems as she has been forcibly sewed up. Because of the procedure, she cannot menstruate properly. When she reaches the age of 15 she gets married and suffers again. What has been done in the past is over; but we should save the new generation of girls from unnecessary physical and mental torture.

- Mrs. Zulaika Mohammed, Somali Women’s Affairs Bureau Expert

PMC-Ethiopia organized a series of workshops to educate community leaders, religious leaders, youth leaders, media personnel, reproductive health professionals, and circumcisers about the practice of FGM/C, the reasons behind it, and the associated risks. By educating prominent people in the community about the risks associated with FGM/C and providing them with the materials and information to educate others, PMC has created a strong network of leaders who are helping educate others and are working toward the eradication of FGM/C. By educating journalists and media personnel, the voice of the nation, PMC has also increased the accuracy and coverage of FGM/C.

Immediately following your training, I taught audiences at different forums that female circumcision is not a religious commandment. I explained to them that the kind of circumcision that is practiced in the Somali and Afar Regions was very deplorable and was causing numerous loss of lives. Our fellow religious leaders are also doing the same wherever they go.

- Haji Umer Husein, Islamic Affairs Council Southern Region

I cry for my circumcised sisters! I feel sorry for them!

….The culture of the Afar prescribes that the circumciser and her aides be exclusively female. Not even the father is allowed to witness the suffering of his daughter. We men didn't have the chance to see the mutilation by untrained hands using rusty knives. It was the film presented by PMC that for the first time opened my eyes to the depth of pain and suffering that takes place behind the scenes. The picture is horrifying; no words can describe the sorrow I felt for my Afari sisters.

- A youth participant named Ali from Amibara, Ethiopia

Funding for PMC’s work in Ethiopia is provided by Save the Children-Norway, UNICEF, the Oak Foundation, the David and Lucile Packard Foundation, Christian Children's Fund, and the Ethiopian Southern Peoples and Nationalities Regional Government.
In Mali, PMC launched its second serial drama, titled *Jigi ma Tignè* (“Hope Is Allowed”). The 74-episode radio serial drama addresses family planning, reproductive health, women’s empowerment, and the harmful traditional practice of female genital mutilation/cutting (FGM/C). A story line about the rights of people living with disabilities has also been incorporated into the drama.

Over 92% of women and girls in Mali have been circumcised, one of the highest rates of FGM/C in the world. FGM/C poses serious threats for the physical and psychological health of women and girls, and in some cases it can lead to death. Given the extraordinarily high rates of FGM/C in Mali, the story line around the issue of FGM/C is one of the main issues addressed by PMC’s program.

Ending harmful traditional practices, such as FGM/C, that put a woman’s health at risk is crucial to achieving gender equity. Gender equity is key to achieving reproductive freedom, which enables women to have a say in how many children they want, and to protect themselves from unwanted pregnancy and sexually transmitted diseases. *Jigi ma Tignè* also features story lines that deal directly with issues of family planning and gender equity.

After just a few months on the air, a male listener named Doukara called to congratulate PMC-Mali on the quality of the content in the serial drama, praising the rich information, educational content, and high entertainment value. Doukara listens to the program regularly with a group of friends, on ORTM, the national Malian radio station. While Doukara was very enthused by the program, he raised one issue of concern. He said, “For me, the only imperfection in the serial drama is the fact that it is against female circumcision. From my point of view, female circumcision is a practice rooted in our traditional values and should be promoted, not banished.” The PMC-Mali team spoke with Doukara about the dangers of FGM/C and the importance of putting a stop to the practice, and encouraged him to continue to listen to the program, which, through the lives of several of the main characters, describes some of the psychological and physical consequences of this dangerous practice. Doukara went on to explain that, after each episode, he and his friends have heated debates about whether female circumcision should be continued. This demonstrates that at a very early stage, the program has been successful at opening discussions and creating dialogue around this highly sensitive issue. As the drama continues, we hope listeners will come to see for themselves the consequences of this unnecessary harmful traditional practice. Doukara said he would continue to listen and would be calling in again to discuss the various issues raised in the program.
In October 2008, PMC-Mali received a grant from USAID to incorporate a story line that would advocate for the rights of people living with disabilities. One of the benefits of PMC’s method is that it is able to address a wide array of issues and have an impact on each one.

According to the World Health Organization (WHO), 10% of people living in developing countries are disabled. Based on statistics concerning the different categories of disabled people in Mali and limited studies conducted by associations working with disabled people in Mali, 307,000 people are estimated to be living with mental disabilities, 300,000 are living with visual deficiencies, 343,000 are living with auditory deficiencies, and 211,000 are living with physical disabilities. This equates to approximately 13% of Mali’s population living with some type of disability.

People with disabilities are not only faced with the challenges presented by their condition, but are often confronted with discrimination in the community, the workplace, and even among family and friends. To address this issue, PMC is working closely with Trickle Up, a US-based organization working with disabled persons in northern Mali, and the Malian Federation of Associations working with Handicapped Persons (FEMAPH). To further understand some of the challenges for people living with disabilities, the PMC Mali team conducted several ethnographic studies of Trickle Up beneficiaries. The end result was the development of a fourth story line that evolved out of a real-life story about a female beneficiary of Trickle Up’s micro-loan program.

PMC’s work in Mali is supported by USAID, the Wallace Global Fund, the Jewish Communal Fund, and an individual contributor.
With an estimated population of 144 million, Nigeria is the most populous country in Africa and the tenth most populous in the world. The average number of children that a Nigerian woman will have during her lifetime is estimated at 6. Young people aged 10-24 years constitute approximately 33% of the total population of Nigeria. At its current rate of growth of 2.5%, Nigeria’s population is projected to reach 205 million by 2025 and 282 million by 2050. In a country already challenged by numerous health and social issues, Nigeria’s unchecked population growth will only exacerbate these difficulties.

Population Media Center has now been working in Nigeria for 3 years to address the attitudes and behaviors that lead to population growth, the subjugation of women and girls, and a growing HIV/AIDS epidemic.

In 2008, PMC continued with the production and broadcast of Ruwan Dare (“Midnight Rain”), which was launched in July 2007. Ruwan Dare uses the Sabido methodology of entertainment-education to increase awareness and stimulate behavioral change on a range of issues, including family planning, early marriage and childbearing, HIV/AIDS, and reproductive health. The program is being broadcast in the states of Kano, Kaduna, Katsina, and Sokoto in northern Nigeria, which have the highest fertility rates and the lowest levels of knowledge about contraceptive methods in the country.

To monitor the effectiveness of the program, PMC worked with an external research firm to conduct exit interviews at family planning clinics to find out what had motivated clients to seek services. Monitoring was conducted periodically throughout the broadcast for a 3-4 month duration each time.

<table>
<thead>
<tr>
<th>Monitoring Period</th>
<th>Percent of Clients Reporting That Ruwan Dare Motivated Their Visit to the Clinic</th>
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</thead>
<tbody>
<tr>
<td>Round 1: October 2007 - December 2007</td>
<td>55% of clients</td>
</tr>
<tr>
<td>Round 2: January 2008 - April 2008</td>
<td>66% of clients</td>
</tr>
<tr>
<td>Round 3: May 2008 - July 2008</td>
<td>64% of clients</td>
</tr>
<tr>
<td>Round 4: September 2008 - December 2008</td>
<td>67% of clients</td>
</tr>
</tbody>
</table>

PMC provided listeners throughout the region with diaries so they could document their reactions to the radio program. A total of 600 listener diaries were collected and analyzed in order to provide feedback to the scriptwriters to help them better understand how the drama had impacted the listening audience. The response has been positive: listeners frequently emphasized how realistic they found the scenarios in the drama to be and the close connection they felt with the characters, who were confronted with many of the same issues that listeners are confronted with in their own lives, particularly the
stresses of large families and deciding whether or not to use a family planning method. The analysis of the listener diaries also found that the story lines that were developed around the issue of family planning resonated well with listeners, which reinforced the findings from the program monitoring that was conducted at the clinics.

Maimuna, a 25-year-old mother of five from Katsina State, described how the drama helped her and her husband realize the value of family planning and eventually adopt a family planning method. Maimuna began listening to Ruwan Dare when it first came on the air and immediately became an avid listener. Soon after, she convinced her husband to begin listening to the program along with her. Maimuna and her husband found themselves deeply enthralled with the characters in the drama who demonstrated to them the benefits of using family planning methods. Maimuna emphasized that the drama stimulated a much needed conversation between the couple about family size and using contraception. As they continued to listen to the program and discuss the issues raised in the program, they decided to visit a nearby family planning clinic to seek family planning services.

In Sokoto State, listeners talked about the importance of Ruwan Dare addressing the issue of girls’ education, because it was greatly lagging in the northern states. And in Kano State, at the encouragement of listeners, PMC-Nigeria started a talk show call-in program, where people could phone in and talk about the issues addressed in Ruwan Dare.

The popular appeal and the demand for the program are so great that one of the most frequent comments in the listener diaries was their desire for the episode length to be extended to 30 minutes. Ruwan Dare will continue to air on four radio stations in northern Nigeria through July 2009.

Production and broadcast of Ruwan Dare was made possible with the continued support of the David and Lucile Packard Foundation and an individual contributor. The David and Lucile Packard Foundation is also funding a rebroadcast of Ruwan Dare that is scheduled to run from July 2009 to November 2010.
Rwanda has made steady progress toward improving the economic, social, and health conditions of the country since the 1994 genocide. Shadowed by the frightening memories of this atrocity, the past 15 years have been a time for transition and renewal. Today, however, Rwanda’s rapid population growth is threatening many of these achievements.

Rwanda’s population currently stands at 9.6 million and is growing at 2.7% per annum. At the current rate of growth, Rwanda’s population will double within the next 26 years. Only 10% of married women use modern methods of contraception.

Rwanda is one of the most densely populated countries in the world, and 90% of its families are engaged in farming. Because of the limited amount of space, farmers over-utilize the land and encroach upon the territory of the endangered mountain gorillas in an attempt to maximize their crops. With only 640 mountain gorillas still alive today, deforestation must be stopped if the extinction of the species is to be avoided.

In 2008, PMC continued to produce and broadcast the radio serial drama, *Umurage Urukwiye* (“Rwanda’s Brighter Future”), which was launched in April 2007. The drama seeks to improve reproductive health and increase family planning, as well as encourage environmental conservation through the preservation of wildlife habitats, sustainable farming practices, soil conservation, and tree planting.

*Umurage Urukwiye* addresses these critical issues by weaving together four entertaining story lines, each taking place in a different social setting: a large urban center, a rural “mudugudu” (a planned, mixed ethnic community), a coffee farming cooperative, and a forest at the edge of a national park. Tied together by common threads, each story exhibits different educational messages, and is populated by positive, negative, and transitional characters whose actions carry significant consequences that serve as valuable social lessons for the listeners.

In conjunction with the Rwanda Ministry of Environment’s reforestation effort, PMC has included a story line in *Umurage Urukwiye* that promotes conservation of gorilla habitats and promotion of tree planting. PMC hired an independent research firm to track tree seedling purchases that resulted from listening to the program. Monitoring interviews at tree seedling nurseries in 10 districts in all 5 provinces of the country are being conducted to measure the
impact of the program on environmental behaviors. Early monitoring results point to the immense popularity of the
program, with 52% of interviewees having listened to Umurage Urukwiye.

PMC also hired an independent research firm to conduct exit interviews at six health clinics in the broadcast area to find
out what motivated clients to seek a health service. Interviews with 299 clients were conducted during November and
December 2008. The interviews revealed that 57% of new clients seeking family planning, voluntary HIV counseling
and testing, and information and services about prevention of mother-to-child transmission of HIV said they are
listening to Umurage Urukwiye. And 87% of respondents that are listening to the drama said they are “very satisfied”
or “satisfied” with the content.

To monitor the effectiveness of the program and to get feedback from listeners, PMC is conducting listening groups.
In the groups, listeners have consistently talked about how realistic the drama is and how it accurately reflects the issues
affecting their communities. Among the most cited examples was the use of traditional medicine, the prevalence of
prostitution, the preference for large family size, the problem of children orphaned by the genocide, and the dangers of
environmental destruction.

Because of the immense popularity of the drama nationwide, people have started nicknaming each other with the
names of the characters from Umurage Urukwiye, based on similarities in attitude or personality. Specifically, listeners
use the names of the negative characters to tease their friends and family members when they exhibit similar behavior.
This is a very encouraging observation, as it shows that listeners are able to identify the negative role models on the
show, evaluate their failures and wrongful decisions, and directly apply them to situations in their daily lives.

The series will continue broadcasting until mid-2009, with the continued support of UNFPA, the Flora L. Thornton
Foundation, the Mulago Foundation, the Arcus Foundation, the Conservation, Food and Health Foundation, and the
U.S. Fish & Wildlife Service.
Young people under the age of 20 account for 58% of Senegal’s total population. Twenty-six percent of adolescent girls aged 15-19 living in rural areas and 12% living in urban areas have had at least one child. The World Health Organization estimates that the risk of death following pregnancy is twice as great for women between 15 and 19 years than for those between the ages of 20 and 24. High rates of teen pregnancy not only present a great risk for the health of Senegal’s women, it is also leading to unprecedented population growth. Senegal’s population will double within 23 years at its current rate of growth. Delaying the onset of sexual activity and the age of marriage and childbearing, in addition to educating this extraordinarily young population as they enter their reproductive years about safe sex, is vital to creating a healthy and prosperous future for the coming generation and the country as a whole.

To address these issues, PMC is producing and broadcasting two radio serial dramas in Senegal. *Ngelawu Nawet* (“Winds of Hope”) is a Wolof language program that is being broadcast nationwide. *Coñal Keele* (“Harvesting the Seeds of Life”) is a Pulaar language program that is being broadcast in the Matam region.

*Ngelawu Nawet*, a 168-episode drama, addresses issues such as reproductive health, HIV/AIDS, child survival, and malaria prevention. PMC is a subcontractor to the *Agence pour le Développement de Marketing Social* (ADEMAS), which implements USAID-Senegal’s health and social marketing activities. Funding for this project is provided by USAID.

The Matam region, where *Coñal Keele* is being broadcast, has been identified by UNFPA as a priority region, having a high need for youth health interventions. The 58-episode drama deals with issues central to the lives of young people in the region, such as HIV and STI prevention and improving sexual and reproductive health. Funding for *Coñal Keele* is provided by UNFPA.

For both programs, PMC is working in partnership with *Réseau Africain de l’Education pour la Santé* (RAES) based in Dakar, Senegal and the University of California, Los Angeles, School of Public Health. Both institutions have provided substantial monetary and technical support to PMC’s programs in Senegal. UCLA and RAES initially invited PMC to Senegal and provided support for the exploratory mission to develop a program there. RAES houses the PMC office in Dakar and provides its vehicle, studio, and meeting rooms for use by the creative and production team, at no cost to PMC. UCLA is providing research expertise for the project. For both organizations, the serial drama program is part of a larger national health communications initiative.
The following is the story of the female character, Jahdigel, who is one of the transitional characters in Coñal Keele.

When the drama begins, Jahdigel [the transitional character], who is 18-years-old, is entering her first year of high school. Soon after starting school, Jahdigel begins dating a boy named Silli [the negative character], who is one of her classmates. Silli pressures Jahdigel to have sex with him. Despite advice from her friends, Jahdigel succumbs to Silli’s pressure, and she has unprotected sex with him. As a result, Jahdigel gets pregnant, and when she tells Silli, he denies that he is the father. Furthermore, Jahdigel is thrown out of school.

Jahdigel finds herself alone and distressed, so she attempts a clandestine abortion that almost kills her. She is admitted to the hospital in a critical state. The doctor examines her and conducts several tests. He also suggests that she take an HIV test, because she has had unprotected sex. The results of the HIV test come back negative. However, Jahdigel’s reproductive organs were damaged and she learns that she will never be able to have children.

After she recovers, Jahdigel takes a job as a maid, and with the help of her friend and former classmate, Moyyo [the positive character], she begins to study for her high school equivalency exam in the evenings. Because of their dedication and hard work, both Jahdigel and Moyyo pass the exam. However, Silli continues to engage in risky behavior and cheats on the exam. He is caught and gets suspended from school for 5 years.

Silli becomes heavily involved in drugs and high risk sex, which results in Silli contracting a sexually transmitted infection. In addition, he is taken to court by the parents of a minor girl that he impregnated. He is sentenced to 5 years in jail.

Jahdigel, however, receives high honors on her exam and is accepted to midwifery school. After completing her studies, she returns to her rural village to work as a midwife. Jahdigel not only provides prenatal care and skilled deliveries for women in her village, but she also works to raise awareness in her community about sexual and reproductive health. She holds meetings at the health center and speaks at the local schools about sexual and reproductive health, including how to protect yourself from unwanted pregnancies and sexually transmitted infections, such as HIV/AIDS.
In 2008, PMC continued its 9-year partnership with Comunicarte, a social marketing organization in Rio de Janeiro. Comunicarte helps TV Globo, the most popular television network in Brazil, to track and monitor the inclusion of social and health themes in their telenovelas. By providing TV Globo with a detailed content analysis of how various social and health issues were incorporated into their programming, Comunicarte is able to provide useful feedback on how the issues were addressed and encourage TV Globo in their efforts to address these very important issues.

The TV Globo Network creates and produces the most popular shows on Brazilian television and exports its productions to more than 130 countries worldwide. During prime time, TV Globo has a 55% market share, reaching 140 million Brazilians. Its signal reaches 99.4% of the country’s territory through its 121 affiliates.


TV Globo addressed a wide array of social issues in these nine programs, including reproductive health, prenatal care, teen pregnancy, domestic violence, dengue, diagnosis and treatment of diseases, the rights of the physically handicapped, juvenile delinquency, alcoholism, corruption and criminal activities, valuing culture and the arts, and community relationships, among others.

Environmental preservation was addressed in a number of the telenovelas. Duas Caras incorporated a scene with a teacher instructing a class about the importance of preserving the environment. In Beleza Pura, one of the characters asks his roommate to spend less time showering to conserve water and also suggests switching to energy efficient lights.

The telenovela, Três Irmãs dealt with the issue of unsustainable development. In fact, this topic was a central theme in this very popular telenovela. A character named Violeta decides she wants to build a resort hotel on Praia Azul (Blue Beach). Violeta believes this will help to revive the town. However, what Violeta does not consider is the environmental impacts of the resort. The locals are upset and do not want the beach resort in their town. The people who live in the town hold a meeting and decide to come together to preserve the beach. They explain that the resort would cause waste and pollution and would not be good for the people living in the town. In the end, they were successful in stopping the development. This issue is one that hits close to home for many Brazilians, who have witnessed their pristine beaches being destroyed by mega resorts.
One of the reoccurring themes addressed in the telenovelas was safe sex. The issue was addressed in a number of different ways. For example, in the telenovela, *A Favorita*, one of the lead female characters named Alicia is shown always carrying a condom, and when things heat up between her and the character Zé Bob, she immediately pulls a condom out of her purse. In the telenovela, *Duas Caras*, Petrus, one of the lead male characters, experiences his first sexual relationship. When his mother realizes that his relationship with Bijuzinha is getting serious, she has a conversation with him about being in a sexual relationship. She emphasizes the importance of using a condom, not only to protect against unplanned pregnancy, but also to protect against STIs. Other telenovelas highlighted other forms of birth control, such as IUDs and the pill.

In the telenovela, *Malhação*, one of the lead female characters, Paula, finds out she has HPV (Human Papillomavirus). Paula feels embarrassed and doesn’t know what to do, so she confides in her friend, Peralta. She tells him that she doesn’t know much about the disease, all she knows is that she can die from it. Peralta doesn’t know much about HPV either, so he visits the doctor to get more information. The doctor explains to Peralta what HPV is and how it is contracted. He explains that HPV affects 40% of women below 30 years of age, but only 1% develop cancer as a result. He goes on to say that using a condom is the best way to prevent STIs, including HPV. To help inform and educate his fellow classmates, Peralta decides to organize a seminar series on HPV and the prevention of STIs. The discussion between Peralta and the doctor helps to provide the audience with important information about HPV and prevention of STIs. These scenes also help to make the audience feel more comfortable talking about these very sensitive issues and help to reduce stigma against people living with an STI, another very important aspect of reducing the spread of STIs.

Funding for PMC’s work in Brazil is provided by the Thornton Foundation and the Weeden Foundation.
The Eastern Caribbean is home to some of the world’s greatest ecological riches – dense tropical forests, colorful coral reefs, diverse marine areas, and a multitude of plant and animal species. However, these ecologically important areas, particularly those classified as biodiversity “hotspots,” are home to some of the fastest-growing and densest populations on earth, making them more susceptible to human threats – such as deforestation and agricultural expansion, driven in large part by lack of family planning. The ecological sustainability of the islands is further jeopardized by the high demand placed on resources by the tourist industry.

Addressing rapid population growth and other related social and health issues, such as domestic abuse and HIV/AIDS, is crucial to improving the overall health and well-being of people in the Eastern Caribbean. Similarly, role modeling sustainable livelihoods and practices can help to bring about changes in behavior to reflect the reality of life in the Eastern Caribbean and what must be done to preserve its resources.

To address these issues, PMC is broadcasting the radio serial drama, *Coconut Bay* throughout the nine island nations of the Organization of Eastern Caribbean States (OECS), including reruns in Antigua, Dominica, Grenada, St. Lucia, and St. Vincent, and initial broadcast in Anguilla, Montserrat, St. Kitts and Nevis, and the British Virgin Islands.

Funding for PMC’s work in the Eastern Caribbean is provided by Rare.
Coconut Bay chronicles the lives of islanders in a fictional seaside village, and the stories focus on environmental degradation, family planning, HIV and STI prevention, teenage pregnancy, and spousal abuse. This is the story of Karl Mason, one of the negative characters in the drama.

Karl Mason grew up in a poor family. However, after a lot of hard work he becomes a successful lawyer. Karl is always looking for the next big thing. He is young, very ambitious, and enjoys living on the edge. To achieve monetary success, Karl often represents crooked developers and drug barons. He also likes to sleep around with women. He lusts after a young secretary named Stacy Bryan. Nothing stops Karl, not even Louise, his lovely, faithful wife. However, in the midst of his affair with Stacy, he learns that she is HIV positive. And Karl’s careless ways catch up with him, when he finds out that he, too, is HIV positive.

Karl is challenged further when he is confronted by a forestry worker named Percy, who is committed to preserving the environment. Percy is desperately trying to stop the Turtle Cove Project, a development that will wreak havoc on the marine and plant life on this small island. Karl, however, is only interested in the money that he will get from the deal, and he decides to represent the group of wealthy foreign investors behind the Turtle Cove Project. Conflict between the two sides escalates, and as it does, listeners learn about the various environmental threats and are left on the edge of their seats as they wait to see who is going to win.

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**I think ‘Coconut Bay’ is a program that we need here in St Lucia. We have too many programs from other places that are alien to the things that affect us. I especially like the way the environmental people are standing against Karl Mason, who wants to build a resort in a protected area. The thing about it is that Karl Mason is just like a lawyer I know. And guess what? That lawyer wants to do the same thing Karl is trying to do. Same thing.**

- A 19-year-old listener named Samuel from St. Lucia

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Teenagers in Jamaica are confronted with challenges every day of their lives, with high rates of violence, drug use, and teen pregnancy. A recent study found that 49% of girls aged 15-17 in Jamaica's capital, Kingston, have reportedly experienced sexual coercion or violence. One-third stated that they had been persuaded or forced to participate in their first sexual experience. The figures for teenage pregnancy in Jamaica are just as astounding; 35% of Jamaican women have their first pregnancy by age 19. Factors such as early onset of sexual activity, sexual violence, and low contraceptive knowledge and use are contributing to the high rates of teenage pregnancy and the spread of HIV/AIDS. Forty-eight percent of males 15-19 years of age do not use condoms with their regular sexual partner, and 41% do not use condoms with a non-regular partner.

To tackle these challenging, sensitive issues, PMC partnered with the University Research Corporation (URC) and JA-STYLE (Jamaica’s Solution for Youth Lifestyle and Empowerment) to produce a radio serial drama titled *Outta Road* (“What’s Happening Out in the Streets”).

Funding for *Outta Road* was provided by USAID.

*It's saying we must put our education first, and put sex behind us until our education is through.*

*If you can’t abstain, use a condom every time.*

- Listeners to *Outta Road* express what they learned from PMC’s radio drama.
Outta Road was targeted at 10- to 19-year-olds and addressed the most critical issues that affect Jamaican teenagers, such as HIV/AIDS, reproductive health, violence prevention, and substance abuse prevention. All 155 episodes of Outta Road were aired on two national radio stations throughout 2007 and 2008. In addition to the national radio broadcast, schools and community centers established listening groups and used the drama as a stimulus for starting discussions about these sensitive and important issues affecting Jamaican youth.

Outta Road aired from March 2007 to March 2008 on RJR FM and, additionally, from November 2007 to July 2008 on Roots 96.1 FM. As part of the communication strategy for the project, episodes of the drama were also distributed to schools along with lesson plans. Accompanying flyers were printed and widely disseminated nationwide.

Each of the episodes ended with an epilogue that provided additional information about the issues tackled in the program, including practical directions on where to obtain services and counseling regarding sexual health, substance abuse, conflict resolution, and other topics covered by the drama.

Results from the Endline Quantitative Evaluation

- 31% of the adolescents surveyed had heard of Outta Road.
- 32% of listeners discussed the drama Outta Road with friends.
- 56% of listeners were motivated by Outta Road to seek healthy lifestyle services. These included reproductive health, substance abuse, parenting, parent-child relationships, and conflict resolution services.
To better understand the impact of *Outta Road* on the lives of individual Jamaican adolescents, a team of PMC staff members conducted a comprehensive qualitative evaluation at the end of the broadcasting period. This included holding focus groups, conducting individual interviews, and providing participants with the opportunity to express what they learned from the program through sketching (also known as participatory research). The results of the research were very encouraging, and the responses indicate that the message of the program was understood well by Jamaican teenagers, who found the situations depicted in the drama to be highly realistic and applicable to their own experiences.

**Qualitative Evaluation Results**

Male high school students reported making positive changes as a result of listening to *Outta Road*, and talked about their improved ability to make “the right decisions,” “mature decisions,” and “sacrifices” in an effort to, as one participant mentioned, “get you going on the right track, the track of success.” One female student said: “*Outta Road* affected my life in a very positive way. I understand more about the causes of violence, how violence can be solved, about peer pressure, sex, and how all of that can affect you.”

The story lines that dealt with violence prevention and substance abuse prevention were also well received by listeners. Listeners said they learned that violence was not a solution to any problem and often referred to the phrase “If you live by the gun, you die by the gun” to emphasize the consequences of resolving conflict with weapons: “Violence isn’t always the answer. You can go different paths without violence. If you choose violence you are going to be a criminal – you are going to either end up dead or you are going to be in jail, and when a certain episode was ending, it say ‘If you live by the gun, you will die by the gun.’” “I wouldn’t want to be killed by a gun,” said one respondent. Thus, the negative consequences brought about by resorting to violence, as exemplified by the protagonists of the drama, were well understood by listeners. One female student said, “With the violence again, if we chose to go that way, it might look good for the first, but at the end of the day, you get out with nothing.”

“You don't have to be bad to be a man,” concluded a male listener, aptly capturing the quintessential message of *Outta Road*. 
In Mexico, PMC continued to work in collaboration with *Centro de Orientación para Las Adolescentes* (CORA) to produce a highly innovative and interactive website that will educate adolescents about improving their sexual health.

The project/website titled *Sexpertos Saludables* (“Healthy Sexperts”) will have wide range of interactive components. The home page will lure young people in with its catchy and highly entertaining animations. The animations will have Latino characteristics with the influence of Japanese manga style, one of the most popular styles among the target demographic. The animations will be about a group of friends who are dealing with their first sexual experiences. In order to engage and connect with the target audience, the serious scenarios will be presented with a sense of humor. Each of the episodes will be three minutes in length, and new episodes will be launched on a monthly basis to keep visitors coming back for more.

The high entertainment value of the animations and the realistic scenarios portrayed will provide an entry point for adolescents to talk and learn more about all of the various, often sensitive issues, relating to sexual health. To build on the topics and scenarios dealt with in the animation, the website will feature quizzes, FAQs, and general information about sexual health. One section of the website will be focused specifically on debunking some of the most common myths.

The website will also feature an online chat forum where adolescents can share their thoughts and raise questions about sex. Using the characters from the animation, the website will present hypothetical situations relating to sexual health. Website visitors will then be encouraged to provide their recommendations on how to handle the
situation. At the end of each week, a professional health counselor will provide feedback on the various solutions, in addition to providing useful advice on how one may best react to this hypothetical situation. The health counselor will also be available for confidential, individual counseling via online chat.

In the near future, the website will also be going mobile, with games that you can download directly to your cell phone or mobile device. This comprehensive and integrated strategy enables youth to engage in many different ways and is reflective of the changing media landscape and how youth today are using new media. Surveys will be conducted to measure the impact of the website and its various components on the knowledge, attitudes, and self-reported behaviors of adolescents visiting the website.

The website is scheduled to launch in the second half of 2009. CORA will be promoting this new website through the Ministry of Education and the National Population Office of Mexico.

Support for Sexpertos Saludables is provided by the Carso Foundation of Mexico and an individual contributor.
Hollywood Climate Change Summit

On November 18, 2008, PMC held a daylong Climate Change Summit in Los Angeles in partnership with the Writers Guild of America West, the Academy of Television Arts and Sciences, Women in Film, and the Environmental Media Association.

The Summit drew attention to the health and security consequences of climate change and the role that population growth plays in accelerating the climate crisis. As mentioned at the Summit, the projected addition of 2.5 billion people to the world’s population between now and 2050 is the carbon equivalent of adding two United States to the planet. Writers and producers of numerous American television shows attended the Summit. The Summit provided the opportunity for climate change experts to connect with Hollywood insiders and develop mutually beneficial relationships that will enhance entertainment and will teach viewers about things they can do to combat climate change, protect their health, and the health of our planet.

The event was produced by Sonny Fox, PMC’s West Coast Representative and former Chairman of the Board of the National Academy of Television Arts and Sciences. Key presenters at the 2008 Summit included Jane Fleming, President, Women in Film Foundation; Debbie Levin, Executive Director, Environmental Media Association; John Shaffner, President, Academy of Television Arts and Sciences; Dr. Howard Frumkin, Director, National Center for Environmental Health, Centers for Disease Control and Prevention; Dennis McGinn, Vice Admiral, (Ret.) U.S. Navy; David Rambo, Writer/Supervising Producer, CSI; Chris Alexander, Senior V.P. of Corporate Communications, 20th Century Fox Communications; Dr. Neal Baer, Executive Producer, Law & Order: SVU; William Ryerson, President, Population Media Center; Steve Schiffman, General Manager, National Geographic Channel; and Professor Edward Maibach, Director of the Center for Climate Change Communication, George Mason University.

Funding for the Climate Change Summit was provided by the Packard Foundation.

It was a fantastic conference, perfectly produced, relevant, and I think a catalyst for action.

- David Rambo, Writer/Supervising Producer, CSI

I’m the Executive Producer of ‘Survivor’ and I am out pitching environmentally related shows, but I am aiming at the major networks and not the niche networks…. I am extremely motivated to create programming for broad audiences and will find a way to do it. Thank you for putting the conference on.

- Doug McCallie, Executive Producer, Survivor
The Associated Press ran a story on the event on November 19, 2008:

Hollywood insiders and climate change experts agree that they can’t shove messages about global warming down audiences’ throats. They met at the Skirball Cultural Center on Tuesday to discuss how storytelling in film and TV can translate broad issues about climate change to everyday audiences.

“The storytelling has to trump everything,” said ‘West Wing’ actor Bradley Whitford.

….Howard Frumkin, director of the National Center for Environmental Health at the Centers for Disease Control and Prevention, agreed that viewers are turned off by accusations and hectoring. He said dispensing incorrect information about climate change can also elicit depression and a “sticking-your-head-in-the-sand” attitude from the public. “One thing we’ve learned is that apocalyptic stories don’t work very well,” said Frumkin.

David Rambo, a writer and supervising producer for CBS’ “CSI: Crime Scene Investigation,” pointed to the eighth-season episode “The Case of the Cross-Dressing Carp,” which explores the issue of water treatment contamination, as an example of how an environmental topic can be woven into a compelling story — and not offend advertisers or public officials.

“It is a challenge,” said Rambo. “A lot of the industries that we point the finger at when we talk about climate change are the very ones that make our livelihoods possible, but there’s so much pressure on the corporations that advertise to be responsible world citizens, at this point, they pretty much make their own case for the things they’re doing.”
**Population News Strategy**

PMC’s Population News Strategy is designed to help educate the American public about both international and domestic population issues, by placing a diverse cross-section of population experts on radio and television talk shows. In addition to placing experts on talk shows, we are working closely with print media to connect current events, especially environmental stories, with population issues.

In less than a year, the program has built a solid foundation for success, with over 60 hours of on-air radio discussions to its credit and editorials in *The Wall Street Journal Online, USA Today, The New York Times*, and several other papers. We are continuing to identify talented individuals in the population field and are consistently working with our current queue of experts on best practices for successful interviews and editorial writing. PMC has engaged two California based public relations firms, Carney & Associates and Mainstream Media, to carry out this work. Carney & Associates has more than 20 years of experience working with the nation’s most influential broadcast and print media and has extensive experience placing environmental organizations and experts. Founded in 1995, the Mainstream Media Project is a public education organization that has scheduled over 23,000 radio and TV interviews using insightful expert spokespeople to address urgent challenges facing the nation and global community.

Overpopulation is an aggravating factor and/or cause of many of today’s most pressing problems, yet it is often ignored in the mainstream media. To attract the attention of producers, hosts, and editors it is vital to connect with the breaking news stories of the moment. We have issued releases and successfully placed population experts to speak out on a wide array of issues related to population. For example, when the H1N1 flu virus broke out, we responded with a release about overpopulation contributing to the rapid spread of disease. We issued a release on Earth Day, reminding people that Earth Day founder Gaylord Nelson not only spoke out about conservation but also emphasized the importance of stabilizing our population, and how today it is now more critical than ever to remind the public about this crucial part of the equation. In February 2009, PMC’s experts joined scientists around the world for the *Global Population Speak Out*. Our rapid response and ability to tailor messaging to tie in to the various breaking news events has enabled us to connect with a wide array of audiences and interests, in order to educate them about the role of population in today’s most pressing issues.

**Population Facts**

- The world is growing by 225,000 people every day.
- Of the 210 million pregnancies occurring each year, nearly 80 million are unintended.
- One-half of the world’s population is currently under age 24. To put that in perspective, there are more young people in the world today, than all people living in 1960.
- Every day 3.2 billion gallons of water are removed from aquifers that are not replenished by natural processes.
- Over 15,000 plants and animal species currently face a high risk of near-term extinction as a result of human activities.
- Dwindling natural resources have helped spark many of the 73 civil wars fought since 1965.
- The U.S. is now the third most populous nation in the world and has the fastest growth rate of any industrialized nation.
- High levels of consumption multiplied by unprecedented human population numbers have induced the climate crisis and the largest species extinction event in the last 65 million years.
In the aftermath of octuplet mother Nayda Suleman, Bob Walker, Executive Vice President of The Population Institute, wrote in a syndicated column:

...lost in all the debate about the ethical questions that surround Suleman and her doctors are larger questions about the future of human fertility. Many, if not most, Americans believe that global and U.S. population growth is a thing of the past. The media tend to focus on the potential 'birth dearth' in some countries. But population growth, for much of the world, including the United States, is far from over.

To date, our experts have appeared on over 633 radio stations and in-print syndication outlets from coast to coast in a variety of media markets. These markets have ranged from small town, rural America to major metropolitan markets such as New York City, Sacramento, Boston, Baltimore, Pittsburgh, and Dallas. In addition to broadcasting on traditional radio outlets, the majority of these programs are also being streamed or archived online, further extending the reach and impact of such programs. Our stories have also been picked up by major environmental internet portals such as Treehugger.com and GreenerOz.net. In order to further impact the debate around sustainability, we have begun efforts to work with some of most popular environmental blogs to promote ideas of population stabilization.

2nd Annual Population Strategy Working Group
In October 2008, over 50 population advocacy leaders gathered in Washington DC for the 2nd Population Strategy Working Group meeting. Under PMC’s direction, this group of activists -- which included nonprofit executives, demographers, politicians, filmmakers, writers, and grantmakers -- engaged in a daylong, boardroom style meeting for the second time in 2 years. The goal of the meeting was to bring together various leaders in the population field, so we could become more familiar with one another’s work and lay the foundation for greater inter-organizational and cross-discipline collaborations. The meeting focused on the challenges that the movement is facing and how to address them, in addition to highlighting successful programs and useful message framing. The meeting helped to build cohesion among leaders in the field and in the movement generally, so we can put population back on the map as one of the most important issues of our time – one that still requires much work and attention. A third meeting is scheduled for October 2009 and will focus on developing strong networks and alliances within the population field, along with message framing and speaking to various audiences about population.

Letter Writing Project
One outcome of the 2nd Population Strategy Working Group meeting was the creation of a nationwide rapid-response editorial network. A group of distinguished of scholars, executives, politicians, and researchers have agreed to sign letters-to-the-editor and opinion-editorials refuting misinformation or ideological articles on the world’s population dynamics. The project is being managed by the Population Institute, with technical input from PMC.

Working with our extended network of population activists throughout the country and the world, we are monitoring the media for population related stories and offering timely responses from high profile sources, such as: Gloria Steinem, renowned feminist and co-founder of New York Magazine and Ms. Magazine; Paul Ehrlich, entomologist and author of the famed Population Bomb; Richard Heinberg, peak oil expert and author of Peak Everything; and Richard Lamm, former governor of Colorado and co-director of the Institute of Public Policy at the University of Denver.

Funding for PMC’s U.S. Programs is provided by the Colcom Foundation and an individual donor.
Vietnam’s young people make up one-third of the country’s population, and only 60% know that consistent condom use can protect them from HIV infection. HIV/AIDS has spread throughout the country, and the number of people living with HIV/AIDS is increasing rapidly. There is a great need to educate young people about safe sex and STI and HIV prevention. Additionally, while Vietnam has made great progress in improving gender equity, women are still at a significant disadvantage in the workplace, rates of domestic violence remain high, and male child preference remains strong. Improving the status of women is imperative to stopping the spread of HIV and improving the economic welfare of Vietnam.

In March 2008, PMC went on the air with its first program in Vietnam, *Khat Vong Song* (“The Desire of Life”). *Khat Vong Song* is a 104-episode radio drama that will air over the course of 2 years. The drama deals with issues related to reproductive health and HIV/AIDS, including improving the status of women, delaying the age of marriage, and equally valuing male and female children.

*Khat Vong Song* is being broadcast nationwide on three of Voice of Vietnam’s radio stations, in addition to being streamed online. *Khat Vong Song* also has an interactive website where listeners can find out more information about the issues raised in the program, post their comments and reactions to the program, learn more about the characters, and download episodes. This enables listeners to further their engagement with the program and forge stronger bonds with the characters and their stories. Additionally, listeners can access the website at their leisure to obtain information about HIV testing, to find family planning clinics, and to access other services or information related to the issues addressed in the program.

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**Khat Vong Song Listener Letter**

My name is Tien Nam, the son of Ms. Bui Thi Thuy. I am in the second grade at Cam Che primary school. I have loved the program ‘Khat Vong Song’ since I first listened to it on my uncle’s radio. Every Sunday, I try to get my studies done early so that I can go to my uncle’s house and listen to the drama. I told my classmates about the drama, and they all love it too.

Recently, a friend asked me to take my mother’s money to pay for [online] chatting. This made me think about what happened to Tung [a transitional character]. It was bad that he opened his parents’ money box and took money for playing, so I decided it would be a bad idea to take money from my mother. I want to study hard and be a good person like Phan [a positive character] and one day start my own company. I hate Tuat and Quang [both negative characters]. They’re so bad, aren’t they? While I am still a small boy, I have learned quite a lot from the program and sympathize with the lives of characters.

- Letter from Tien Nam from Thanh Ha district, Hai Duong northern province.
After one year on the air, the drama has proven to be a big hit throughout Vietnam. Listeners have written numerous letters expressing their excitement about the drama and the close connection they feel with the characters. Listeners also often comment on the relevance of the issues addressed in the drama to the issues they are dealing with in their own lives. The characters in *Khat Vong Song* have provided people with valuable insights about how to deal with important issues, and the inspiration to use what they have learned in the drama to improve their own lives, their families’ lives, and their community.

Support for *Khat Vong Song* is provided by the Danish government via the United Nations Population Fund (UNFPA).
Worldwide: Electronic Game

Around the world, as many as one in every three women has been beaten, coerced into sex, or abused in some other way - most often by someone she knows, including her husband or another male family member; one woman in four has been abused during pregnancy. In developing countries, gender-based violence is sometimes a culturally accepted occurrence, which leads to higher rates of abuse. Violence against women has been called the most pervasive, yet least recognized, human rights violations in the world.

*Men and boys can be a driving force for gender equality in many ways, whether redefining masculinity, practicing gender equitable fatherhood, or eliminating all forms of violence. Gender equality is not a woman's domain; men have an indispensable role to play.*

- Purnima Mane, Deputy Executive Director of UNFPA

Delivering a message of respect and cooperation to boys at a critical life-stage, on their terms and using their media, can help to change attitudes and behaviors towards women and end the cycle of violence. To achieve this, Population Media Center, the Emergent Media Center (EMC) at Champlain College, and the United Nations Population Fund (UNFPA) have come together to create an electronic game for young boys around the world aimed at preventing violence against women. The project goal is to engage and educate pre-teen boys through an episodic, interactive game and social networking application.

Students and faculty at the Emergent Media Center are using their expertise in game design and technology to construct a game that is playable, engaging, and achieves the identified goals. PMC is providing guidance on the use of entertainment-education strategies for positive behavior change, based on its decade of work to improve the health and well-being of people around the world. UNFPA is providing technical support on the treatment of issues.

The game will be targeted at young males, 10- to 13-year-olds, especially those living in developing countries. Many adolescent boys are exposed to negative models of masculinity and grow up believing that it is important to control their female partners, exert dominance via violent behaviors, begin sexual activity at a young age, and participate in unsafe or risky sex, in order to prove their own masculinity. Because of the extreme popularity and influence of games on the lives of adolescents, electronic games offer a unique vehicle for engaging with boys and young men. Games encourage change from within by presenting the opportunity for the player to think critically about one's actions and the potential outcomes of their actions. The player discovers the causative effect of personal choice, because choices
made will determine how successful the player is at winning the game. Through this interaction, games have the potential of shifting beliefs, stereotypes, and attitudes on gender issues.

Football (soccer) was chosen as the theme for the game, because it is one of the most popular sports in the world, and is considered to be an integral part of life for many, particularly adolescent boys. Football has the ability to bring people together and unify them around a common goal; it helps to build relationships and can help to teach respect and responsibility. The football themed game will integrate three proven strategies: the Sabido methodology of entertainment-education, the UNFPA toolkit of culturally-sensitive approaches to create change, and the FIFA (Fédération Internationale de Football Association) “Fair Play” rules.

This innovative game will initially be delivered via the internet, and will then be adapted for mobile devices. The number of mobile phone users has significantly increased over the last few years, especially in developing countries. Mobile phone technology is becoming more accessible to people across the world, including rural areas that have not been reached by technological infrastructure and industrial development. Because mobile phones are widely used and affordable, they are the most viable method of delivering an electronic game globally, in addition to the internet.

Initial funding for this project is being provided by the United Nations Population Fund (UNFPA).
Television, movies, and advertising continue to glorify the role of the “macho” man through action movies and television, violent video games and toys, pornography, and much more. The electronic game being developed by PMC and EMC will provide alternative images and norms of behavior focused on non-violence and respect. The central idea is to educate boys and young men that violence (against anyone, but certainly against girls and women) is wrong, that the prevailing definition of masculinity in any society is not the only alternative, and that even though males and females are physically different, girls and women are entitled to the same rights and opportunities as boys and men.

Violence against women and girls is a pervasive global problem, often deeply rooted in cultural practices. However, people are often willing to adopt new attitudes, behaviors, or practices if they are convinced that such change can improve their lives. Effectively targeted educational tools can help boys and young men identify destructive gender stereotypes, think critically about the role of gender stereotypes that support violence against women, identify the negative personal and community costs, learn and practice alternative behaviors, and understand the personal and communal benefits of changing their behavior. Electronic games present a unique tool set to provide this type of learning.

Electronic games possess the power of experiential and immersive learning. The player repeatedly performs tasks. The tasks become progressively more difficult until true mastery is attained. The player’s ability to customize the experience and to explore and receive “on demand” and “just in time” information are game design constructs leading to player commitment to perform and to learn. Part of the uniqueness of an electronic game is that a safe environment is established in which the player experiences differing roles and viewpoints — often playing multiple perspectives in one game — leading to a deeper understanding of various choices and outcomes.

Well-designed electronic games are replayed multiple times with resultant different endings. In repeated play, new attitudes and skills are refined and practiced. The player learns the causative effect of actions. The participatory nature of electronic games provides the opportunity for experiential learning, where players make decisions and the consequences of these decisions are then played out through their character. The player is faced with a variety of different obstacles and can create their own story about overcoming these obstacles through the decisions they make. One of the benefits of gaming is that you can start over and reconstruct your story (by making different decisions) in order to make it successfully to the next level.

Customizable Character Avatar

Players will be able to customize their character’s facial features, skin color, and football jersey. Main characters in the game will take on the player’s chosen skin color and all teammates will wear the same jersey and team insignia.
### PMC FINANCIAL STATEMENT

For the Year Ended December 31, 2008  
(with summarized information for 2007)

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<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
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<td>334,493</td>
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### Expenses

**Program Services**
- General Program Development: 366,416  - 366,416  325,491
- Public Outreach: 68,190  - 68,190  78,051
- National & International Initiatives: 2,553,091  - 2,553,091  1,954,877

**Supporting Services**
- Management and General: 357,977  - 357,977  286,643
- Fundraising: 194,393  - 194,393  105,437
- **Investment Loss**: 78,919  - 78,919

**Total Expenses**: 3,618,986  - 3,618,986  2,750,499

**Change in Net Assets**: (227,891)  334,493  106,602  756,477

**Net Assets, Beginning of Year**: 1,317,949  954,206  2,272,155  1,515,678

**Net Assets, End of Year**: $1,090,058  $1,288,699  $2,378,757  $2,272,155

#### 2008 EXPENSES

- Administrative: 10.15%
- Fundraising: 5.5%
- Program: 84.4%

#### TOTAL SUPPORT & REVENUE

- 2001: $200,000
- 2002: $250,000
- 2003: $300,000
- 2004: $350,000
- 2005: $400,000
- 2006: $450,000
- 2007: $500,000
- 2008: $550,000

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40
There has been a lot of talk in the news in recent months about the tough times we are in. The global economy is sluggish, major industries are in turmoil, and there is a general air of uncertainty. As always, this is a function of perspective. Everyone has their own definition of a difficult situation.

PMC does its work in parts of the world where it is always a tough time. Uncertainty is part of daily life, and difficulty is something you live with. The amazing part is that, given the smallest amount of hope, human beings keep on going, trying to carve out a life for themselves and their families.

“Hope” is the currency we trade in, and through your support of PMC’s work, you contribute to the positive outcomes we have witnessed for the past decade. It is because of your generosity, even in the “tough times,” that we see brighter prospects for millions of people. We work to keep you in good company by continually building our base of support. In 2008, we doubled the size of our donor base. Ultimately, the faces you see in this report are all the reasons we need to keep going. With your committed support, we can’t help but succeed. Thank you.
## DONORS

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Dianne and Ron Hoge

**In Memory of Rodney Shaw**  
Mirabel Deming  
David and Marion Poindexter

**In Memory of Alan Kuper**  
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Earl Babbie, PhD
Hot Springs Village, Arkansas
Emeritus professor of Behavioral Sciences at Chapman University and author of *The Practice of Social Research* and *The Basics of Social Research*, among other textbooks and scholarly works. Dr. Babbie serves as a pro bono research advisor to PMC. He received an AB from Harvard College and an MA and PhD from the University of California, Berkeley.

Virginia Carter
Redondo Beach, California
Former Senior Vice-President and Head of Drama for the largest independent television production company in Hollywood (Embassy Television, a Norman Lear Production). Carter serves as a pro bono training consultant to PMC in development of social-content serial dramas. In her capacity with Embassy TV, she was awarded an Emmy and two Peabody Awards for her work on the immensely popular American situation comedies *All in the Family, Maude, Good Times, The Jeffersons, One Day at a Time, The Facts of Life*, and *Diff’rent Strokes*. She also worked on two “strips” for television: *Mary Hartman, Mary Hartman* and *All That Glitters*. She assisted in the production of the top five most highly rated television shows in the United States during the 1980s. Among the many movies for television she produced was *Eleanor: First Lady of the World*, which was voted one of the top ten movies of the year. She holds an MS in Physics from the University of Southern California and an honorary doctorate of science degree from McGill University. She serves as Secretary of PMC’s Board of Directors.

Brenda Feigen
Los Angeles, California
Attorney who specializes in entertainment, literary and art law, as well as anti-discrimination work. Early in her career, Feigen co-founded *Ms. Magazine* with Gloria Steinem and the Women’s Rights Project of the ACLU with (now Justice) Ruth Bader Ginsburg. A graduate of Vassar College and Harvard Law School, she has written extensively, and her book, *Not One of the Boys: Living Life as a Feminist*, was published by Knopf in 2000. A recent article by her on Same Sex Marriage was published in the *Harvard Women’s Law Journal*. Feigen was a motion picture and television agent at William Morris in the 1980s, where she also served as a lawyer in business affairs. Later, she managed the joint project of the Annenberg School and the Pacific Council on International Policy: “Entertainment Goes Global.” She also produced the big-budget motion picture *NAVY SEALS*. Recently she was honored as a Veteran Feminist Lawyer, along with 30 others (including Justice Ruth Bader Ginsburg) who brought cases challenging gender discrimination between 1963 and 1978, the most formative period in establishing equality for women in the United States.

Bram Kleppner
Burlington, Vermont
Vice President of Sales and Marketing, Danforth Pewter. Kleppner has lived and/or worked in Russia, the Middle East, Asia, and Latin America, and is a member of the adjunct business faculty at Champlain College. His career in international marketing communications includes ten years at Ben & Jerry’s, where he managed the firm’s joint venture in Russia and served as head of international marketing. He has cofounded two companies and has worked as a management consultant in industries ranging from biotech to financial services to consumer products. He serves as Treasurer of Population Media Center’s Board of Directors.

David Poindexter
Portland, Oregon
Honorary Chair. Poindexter has four decades of experience in designing and implementing reproductive health communications programs in developing countries, using the entertainment-education methodology created by Miguel Sabido. He has done this work as Director of the Communications Center of the Population Institute, founder and President of Population Communications International, and most recently as a program consultant for Population Media Center.

William N. Ryerson
Shelburne, Vermont
Population Media Center’s founder and President, Ryerson has a 38-year history of working in the field of reproductive health, including 20 years of experience adapting the Sabido methodology for behavior change communications to various cultural settings worldwide. He has also been involved in the design of research to measure the effects of such projects in a number of countries, one of which has led to a series of publications regarding a serialized radio drama in Tanzania and its effects on HIV/AIDS avoidance and family planning use. He also serves as President of the Population Institute, which works in partnership with Population Media Center. He received a BA in Biology (Magna Cum Laude) from Amherst College and an MPhil in Biology from Yale University (with specialization in Ecology and Evolution). Before founding Population Media Center, he served as Director of the Population Institute’s Youth and Student Division, Development Director of Planned Parenthood of Northern New England, and Executive Vice President of Population Communications International. As a graduate student, he was Founder and first Chairperson of the Yale Chapter of Zero Population Growth (ZPG). He also served on the Executive Committee of ZPG, as Eastern Vice President and Secretary of the national organization. Mr. Ryerson is listed in several editions of *Who’s Who in the World, Who’s Who in America*, and *Who’s Who in the East*. In 2006, he was awarded the Nafis Sadik Prize for Courage from the Rotarian Action Group on Population and Development.
Albert Alcouloumbre Jr.
Rio de Janeiro, Brazil
Director of Planning and Social Projects of TV Globo’s Communications Division. Before his current position at Brazil’s leading broadcast network, Alcouloumbre worked as reporter, editor and executive editor for O Globo and Jornal do Brasil newspapers, Abril Publishing Group and CBN Radio Network. He is a member of the Corporate Social Responsibility Council of the Federation of Industries of the State of Rio de Janeiro (Firjan) and a board member of the São Paulo Institute Against Violence. He received his MBA from COPPEAD Graduate School of Business.

Qutubuddin Aziz
Karachi, Pakistan
Former Chair of the National Press Trust of Pakistan and Director of the United Press of Pakistan news service. Aziz also held the post of Minister for Information at the Embassy of Pakistan in London from 1978 to 1986.

Neal A. Baer, MD
Los Angeles, California
Executive Producer and Writer, Law and Order: Special Victims Unit, NBC. Dr. Baer was Executive Producer and Writer, ER, NBC, 1994-2000. Adjunct Professor, University of Southern California, 2001-2005. Recently, he co-established the Institute for Photographic Empowerment at USC’s Annenberg School of Communications, which links photographic storytelling projects around the world and makes that work available to NGOs and policymakers. He has worked in South Africa and Mozambique since 2006, teaching photography to mothers with HIV and to AIDS orphans so that they can tell the world their own stories. He has published numerous articles regarding health and the depiction of health and health care providers on television, and is a frequent guest speaker/lecturer. Elected Director, Harvard Alumni Association; Board of Directors member of the American Association for the Advancement of Science Committee on Public Understanding of Science and Technology, Physicians for Social Responsibility, Advocates for Youth, and The Partnership for Public Service. He serves as a trustee of The Humanitas Prize. Baer received his BA in Political Science from Colorado College, his MA in Sociology from Harvard University, and his MD from Harvard Medical School. He received an honorary degree, Doctor of Laws, from Colorado College in 2000.

Albert Bandura, PhD
Stanford, California
David Starr Jordan Professor of Social Sciences in Psychology at Stanford University. Dr. Bandura developed Social Learning Theory, which postulates that people acquire attitudes, values, and styles of behavior through social modeling. This theory emphasizes people’s potential to influence the course their lives take and to change it for the better. He also developed Social Cognitive Theory, which stipulates that people need self-efficacy in order to change behavior. His book, Self Efficacy: The Exercise of Control, provides the principles of how to enable people for personal and social change. He was elected to the presidency of the American Psychological Association and the Western Psychological Association, honorary presidency of the Canadian Psychological Association, and to membership in the American Academy of Arts and Sciences and the Institute of Medicine of the National Academy of Sciences. He is the recipient of 17 honorary degrees.

Albert Allen Bartlett, PhD
Boulder, Colorado
Professor Emeritus of Physics at the University of Colorado, Boulder. Dr. Bartlett is a frequent speaker on the meaning of exponential growth and an author of numerous articles on this subject.

Norman Borlaug, PhD
Mexico City, Mexico
Dr. Borlaug was awarded the Nobel Peace Prize for his work in developing high-yield wheat that led to the Green Revolution in the 1970s. He founded CIMMYT, an agricultural research station in Mexico City. He is a professor with the Department of Soil and Crop Sciences at Texas A&M University.

Lester R. Brown
Washington, DC
Described as “one of the world’s most influential thinkers” by the Washington Post. Brown is President of Earth Policy Institute, a nonprofit environmental research organization, which he founded in May 2001. Some 30 years ago, he pioneered the concept of environmentally sustainable development. He is widely known as the founder and former President of the Worldwatch Institute. Brown has been awarded over 20 honorary degrees and has authored or co-authored some 50 books (including his most recent, Plan B 3.0: Mobilizing to Save Civilization), 19 monographs, and countless articles. He is a MacArthur Fellow and the recipient of many prizes and awards. In 1985, the Library of Congress requested his personal papers, noting that his writings and work had “already strongly affected thinking about problems of world population and resources.”
Chester Burger  
New York, New York  
Retired management consultant and past President of Communications Counselors, a public relations firm. Burger founded the nation’s first communications management consulting firm and was the nation’s first television news reporter (at CBS in 1946). He played a leadership role in the civil rights campaigns. He was awarded the Medal for Outstanding Service to the United States in 1995 by the U.S. Government.

Martha Campbell, PhD  
Berkeley, California  
Political scientist, lecturer at the University of California, Berkeley, and founder and president of Venture Strategies for Health and Development (www.venturestrategies.org). In the 1990s, Dr. Campbell directed the population program at the David and Lucile Packard Foundation. Her research and writing have focused on conflicting perspectives and theories on population growth and fertility decline, the silence on the subject, influence of these currents on policies, and the many barriers to family planning. Her degrees are from Wellesley College and the University of Colorado.

Zoanne Clack, MD, MPH  
Los Angeles, California  
Writer and supervising producer on the award-winning ABC television hit Grey’s Anatomy. Dr. Clack has been with the show since it began and also acts as a medical advisor, assisting in production of all medical aspects of the show. She has a BS in communications from Northwestern, an MD from UT Southwestern in Dallas, Texas, and an MPH in behavioral sciences from Rollins School of Public Health at Emory University. She completed a residency in Emergency Medicine, a fellowship in Injury Prevention, and spent a year at the Centers for Disease Control and Prevention (CDC) in International Emergency Medicine developing and expanding the concept and practice of emergency medicine in Tanzania and the South Pacific island of Palau. Dr. Clack continues to work shifts in the emergency department of a small community hospital outside of Los Angeles.

Michael Cody, PhD  
Los Angeles, California  
Professor at the Annenberg School for Communication, University of Southern California. Dr. Cody is the editor of the Journal of Communication, former editor of the journal, Communication Theory, and serves on the editorial board of the Journal of Health Communication. He is a specialist in use of entertainment-education strategies worldwide. Dr. Cody is a co-editor of Entertainment-Education Worldwide: History, Research, and Practice (2004) and is co-editor of Serious Games: Mechanisms and Effects to appear in 2009.

John Coulter, MD  
Scott Creek, Australia  
National Vice-President of Sustainable Population Australia (SPA) (www.population.org.au). Dr. Coulter’s career has been a mix of medical research, environmental activism and lecturing, and politics. In 1987, he was elected as a Democrat Senator for South Australia. He was leader of the party, 1990-1993. While in the Senate he introduced the first legislation in the Australian Federal Parliament to control the use of CFCs and the first legislation to protect threatened species. In 1989, he initiated a Senate Inquiry into Climate Change. He has run major conferences on Climate Change, starting with a national conference in Adelaide in 1986, as well as conferences on population and environmental sustainability. Dr. Coulter has been active in the conservation movement for over 50 years. He was a founding member of the Conservation Council of South Australia (1971) and former President (1984), Councillor of the Australian Conservation Foundation (1973-1990, and from 2003 to the present) and a former Vice President. He recognised early that population growth was one of the key drivers of environmental deterioration and in 1971 helped form ZPG Australia.

Herman E. Daly, PhD  
College Park, Maryland  
Professor in the University of Maryland’s School of Public Policy. Dr. Daly was Senior Economist in the World Bank’s Environment Department from 1988-1994 and prior to that, was Alumni Professor of Economics at Louisiana State University. His books include Steady-State Economics and Beyond Growth.

Deecie McNelly Denison  
Fairlee, Vermont  
Organizational and education consultant with extensive experience in teaching communication courses at the college level and experience with international and cross-cultural issues.

Anne Howland Ehrlich  
Palo Alto Ehrlich  
Palo Alto, California  
Associate Director and Policy Coordinator at Stanford University’s Center for Conservation Biology. Ehrlich has carried out research and co-authored many technical articles in population biology. She also has written extensively on issues of public concern, such as population stabilization, environmental protection,
and environmental consequences of nuclear war. From 1981 to 2000, she taught a course in environmental policy for Stanford's Human Biology Program. Since 2000, she has co-taught a freshman seminar course on environmental policy. She has co-authored more than ten books, including The Population Explosion; Healing the Planet; The Stork and the Plow; Betrayal of Science and Reason; One with Nineveh; and The Dominant Animal. She served as one of seven outside consultants to the White House Council on Environmental Quality's Global 2000 Report (1980). In 1994-95, she served on a task group for academics and scientists for the President's Commission on Sustainable Development. She has served on the board of a wide range of organizations and currently serves on the boards of the Pacific Institute for Studies in Environment, Development, and Security (since 1988) and the New-Land Foundation (since 2002).

Paul R. Ehrlich, PhD
Palo Alto, California
Bing Professor of Population Studies and President of the Center for Conservation Biology at Stanford University. Dr. Ehrlich is the recipient of numerous international honors such as the Crafoord Prize in Population Biology and Conservation of Biological Diversity, the MacArthur Prize Fellowship, and the United Nations Environment Programme Sasakawa Environment Prize. He is best known for his ground-breaking book The Population Bomb released in 1968, which gave a dire forecast of impending international famine caused by unrestricted population growth. His most recent book, The Dominant Animal: Human Evolution and the Environment, deals with human cultural and biological evolution: how those evolutions have impacted the environment and what that means for our future.

Robert Engelman
Washington, DC

Lucy Lee Grimes Evans
New Canaan, Connecticut
Columnist with the Stamford Advocate. Evans is also a district representative for Population Connection and a long-time population stabilization advocate.

Andrew Ferguson
Oxfordshire, United Kingdom
Research Co-ordinator for the Optimum Population Trust, UK and editor of the biannual OPT Journal.

Lindsey Grant
Santa Fe, New Mexico
A writer and former Deputy Assistant Secretary of State for Population and Environment. His books include Juggernaut: Growth on a Finite Planet; How Many Americans?; Elephants in the Volkswagen; Foresight and National Decisions: The Horseman and the Bureaucrat; Too Many People: The Case for Reversing Growth; The Collapsing Bubble: Growth and Fossil Energy; and The Age of Overshoot.

Hope S. Green
Burlington, Vermont
Consultant to public broadcasting companies and founding board member of the World Radio and Television Council. Green was formerly president of Vermont Public Television and vice chair of the PBS Board. She was a founding Board member of PMC.

Lynn Gutstadt
San Anselmo, California
Media and marketing research professional with extensive experience in strategic research for program development and impact evaluation for traditional and new media. Gutstadt has served in senior research positions at CBS Interactive/CNET Networks, Premier Retail Networks, TechTV, Applied Communications, and CNN, where she was Vice President of Audience Research. She founded and built the Audience Research department for the CNN News Group, overseeing all programming and consumer marketing research for the CNN television networks and Internet sites.

Maisha L. Hazzard, PhD
Los Angeles, California
President of SpiritWorks Communications. Dr. Hazzard is a former Professor of Telecommunications and co-founder of Communication and Development Studies at Ohio University. She has served as special advisor, trainer, strategic communication specialist, and head writer/producer for communication and development projects for governments, media
entities, universities, and social service agencies in the Caribbean, Africa, India, and the USA.

Richard Heinberg
Santa Rosa, California
Widely regarded as one of the world’s foremost Peak Oil educators, having delivered hundreds of lectures on oil depletion to a wide variety of audiences around the world. Heinberg is the award-winning author of eight books including The Party’s Over: Oil, War and the Fate of Industrial Societies; Powerdown: Options and Actions for a Post-Carbon World; The Oil Depletion Protocol: A Plan to Avert Oil Wars, Terrorism, and Economic Collapse; Peak Everything: Waking Up to the Century of Declines; and Blackout: Coal, Climate and the Last Energy Crisis. He has authored scores of essays and articles that have appeared in such journals as The American Prospect, Public Policy Research, European Business Review, Earth Island Journal, Yes! Magazine, and The Sun, as well as on websites such as Alternet.org, EnergyBulletin.net, and Counterpunch.com. His monthly MuseLetter has been included in Utne Reader’s annual list of Best Alternative Newsletters. He has been featured in many film documentaries, including End of Suburbia and Leonardo DiCaprio’s 11th Hour.

Shiv Khare
Bangkok, Thailand
Executive Director of the Asian Forum of Parliamentarians on Population and Development. Khare was formerly the Secretary-General of the World Assembly of Youth in Copenhagen and Executive Director of the Youth and Family Planning Program Council of India.

Doug La Follette
Madison, Wisconsin
Secretary of State of Wisconsin, former professor and a long-time activist and speaker on environmental, energy, and population issues.

Richard D. Lamm
Denver, Colorado
Co-Director of the Institute for Public Policy at the University of Denver, and a former three-term Governor of Colorado (1975–1987). Lamm joined the faculty of the University of Denver in 1969 and has, except for his years as Governor, been associated with the University ever since. In 1992, he was honored by the Denver Post and Historic Denver, Inc. as one of the “Colorado 100” people who made significant contributions to Colorado and made lasting impressions on the state’s history. He was Chair of the Pew Health Professions Commission and a public member of the Accreditation Council for Graduate Medical Education. He serves as a member of the Board of the Federation for American Immigration Reform and is a past president of Zero Population Growth. While Governor, Lamm wrote or co-authored six books: A California Conspiracy, with Arnold Grossman; Megatraumas: America in the Year 2000, The Immigration Time Bomb: The Fragmenting of America, with Gary Imhoff; 1988, with Arnie Grossman; Pioneers & Politicians, with Duane A. Smith; and The Angry West, with Michael McCarthy. His latest books are Condition Critical: A New Moral Vision for Health Care, with Robert Blank; Two Wands, One Nation; and The Brave New World of Health Care.

Diane Lee Langston, Esq.
Norfolk, Virginia
Retired Senior Officer at the United Nations Population Fund (UNFPA). During 24 years of service, Langston held responsibilities in numerous areas including law and population, gender issues and human rights. She led interregional programs with U.N. organizations (e.g., FAO, ILO, and UNESCO); drafted population policy strategies, including poverty reduction and globalization; developed partnership initiatives with the civil society; and pursued multilateral fundraising efforts. As Senior Programme Officer of UNFPA’s Africa Division, she co-developed country information, communication and education projects, including the very successful social-content radio soap opera program in Tanzania, Twende na Wakati. Langston is currently assisting UNFPA in its partnership initiative with Rotary International and works as an independent consultant in business for social responsibility, rule of law, and poverty reduction areas.

Marilyn Hempel
Redlands, California
President of Blue Planet United and editor of the Population Press.

Tony Johnston, MD
Nairobi, Kenya
Executive Director, Population Communication Africa. Dr. Johnston was formerly the Director of the UNFPA Program for Population Information, Education and Communication Research Training, Eastern and Southern Africa.

Anthony Leiserowitz, PhD
New Haven, Connecticut
Director of the Yale Project on Climate Change at the School of Forestry & Environmental Studies at Yale University. Dr. Leiserowitz is an expert on American and international public opinion on global warming, including public perception of climate change risks, support and opposition for climate policies, and willingness to make individual behavioral change. His research investigates the psychological,
cultural, political, and geographic factors that drive public environmental perception and behavior. He has conducted survey, experimental, and field research at scales ranging from the global to the local, including international studies, the United States, individual states (Alaska and Florida), municipalities (New York City), and with the Inupiaq Eskimo of Northwest Alaska. He also recently conducted the first empirical assessment of worldwide public values, attitudes, and behaviors regarding environmental protection, economic growth, and human development. He has served as a consultant to the John F. Kennedy School of Government (Harvard University), the United Nations Development Program, the Gallup World Poll, the Global Roundtable on Climate Change at the Earth Institute (Columbia University), and the World Economic Forum.

**Vincent Maduka**
Lagos, Nigeria  
Past Director-General of the Nigerian Television Authority. Maduka now heads his own private sector broadcasting organization in Nigeria.

**Daniel C. Maguire**
Milwaukee, Wisconsin  
President of the Religious Consultation on Population, Reproductive Health and Ethics and Professor of Ethics at Marquette University. Maguire was formerly President of the Society of Christian Ethics. He is the author of several books and articles including *Sacred Choices: The Right to Contraception and Abortion in Ten World Religions; What Men Owe to Women: Men's Voices from World Religions*, co-edited with Harold Coward; *Different But Equal: A Moral Assessment of Women’s Liberation*; and *Sex and Ethical Methodology*.

**Edward Maibach, MPH, PhD**
Fairfax, Virginia  
Professor of Communication and Director of the Center for Climate Change Communication at George Mason University. With 25 years of experience as a researcher and practitioner of public health communication and social marketing, Dr. Maibach is now focused exclusively on addressing the threats associated with climate change. Specifically, his research focuses on how to mobilize populations to adopt behaviors and support public policies that reduce greenhouse gas emissions and help communities adapt to the unavoidable consequences of climate change. He was previously an Associate Director of the National Cancer Institute, Worldwide Director of Social Marketing at Porter Novelli, and Board Chairman for Kidsave International.

**Frederick Meyerson, PhD**
Providence, Rhode Island  
An ecologist and demographer and professor at the University of Rhode Island. Dr. Meyerson’s research and writing focus on population policy and the interactions between human demographic change and the environment, particularly climate change and the loss of biological diversity. He is the author of more than 40 scientific and popular articles and book chapters and was one of the writers for UNFPA’s *State of World Population 1999* and *State of World Population 2001*.

**Norman Myers, PhD**
Oxford, United Kingdom  
Fellow at the 21st Century School and Green College, Oxford University. Dr. Myers is an Adjunct Professor at Duke University, a Visiting Professor at the University of Cape Town, and James Marsh Professor-at-Large at the University of Vermont. He has served as an adviser to the United Nations, the World Bank and the White House. He has been awarded the Volvo Environment Prize, the UNEP Environment Prize and the Blue Planet Prize – only the second environmentalist in the world to receive all three leading prizes. These awards have recognized his work on the mass extinction of species, tropical deforestation, environmental threats to security, ‘perverse’ subsidies, environmental refugees, and degradation of future evolution. In the late 1980s, he originated the “biodiversity hotspots” thesis; since its inception, it has mobilized over $850 million for conservation, the largest sum ever assigned to a single conservation strategy. He has published over 300 professional papers spanning nine disciplines, 300 popular articles, and 20 books. In 2007, he was listed by *Time Magazine* as one of 40 “Heroes of the Environment.”

**Richard Ottaway, MP**
London, United Kingdom  
Member of Parliament for Croydon South, UK. Ottaway is past Chairman and member of the All Party Parliamentary Group for Population, Development and Reproductive Health and has been active with this group since 1983. As Chair, in 2007, he oversaw the Group’s publication of *Return of the Population Growth Factor: Its impact on the Millennium Development Goals*. In 1986, Mr. Ottaway became a founding member of Population Concern after its separation from the Family Planning Association. In 1991, he published *Less people, Less pollution*. He is currently working on *A Beginner’s Guide to Population Growth*, with a planned publication date of 2010. He was first elected to Parliament as the Member for Nottingham North from 1983-87. After a period in industry he returned to Parliament in 1992 as the Member for
Croydon South, and was re-elected in 1997, 2001, and 2005. He is currently a member of the Intelligence and Security Committee and Vice Chairman of the 1922 Committee. He has also been a member of the Conservative Party Board since 2006. He read Law at Bristol University. On qualifying as a solicitor in 1977, he specialized in maritime and commercial law with leading city firms.

**Chris Palmer**  
**Washington, DC**
Distinguished Film Producer in Residence, and Director, Center for Environmental Filmmaking, School of Communication at American University. Palmer was previously President of National Audubon Society Productions (1983-94) and of National Wildlife Productions (1994-2004). He has produced over 300 hours of original programming for prime time television, as well as several IMAX films.

**Roger Pereira**  
**Mumbai, India**
Head of R&P Management Communications Pvt. Ltd. and producer of Humraahi, a family planning soap opera produced by Cecile Alvarez in the Philippines and was broadcast worldwide during the Cairo International Conference on Population and Development in 1994.

**Kate Randolph**  
**New York, New York**
International Programs Director, Graduate School of Business Administration at Fordham University. Formerly, Randolph was Senior Technical Advisor for Business Development at EngenderHealth. She also served as Vice President for International Programs at Population Communications International (PCI), overseeing the development and broadcast of entertainment-education programs worldwide.

**Hon. Tom Sawyer**  
**Akron, Ohio**
Visiting Scholar at Hiram College and a member of the board of Population Resource Center. As former Congressional Representative from Ohio, Sawyer served as the co-chair of the Congressional Population Caucus.

**Jerri Lea Shaw**  
**Columbia, Maryland**
Founder and president of a consulting firm focused on strengthening health care policy, financing, and service delivery.

**O. J. Sikes**  
**Leonia, New Jersey**
Retired Deputy Director of the Latin America and Caribbean Division at the UN Population Fund (UNFPA). Sikes was formerly the Chief of UNFPA’s Education, Communication and Youth Branch. He developed UNESCO’s population education program in the early 1970s and designed innovative approaches to population communication and education with the Carolina Population Center in the 1960s.

**Steven W. Sinding, PhD**  
**Manchester, Vermont**
Former Director General of the International Planned Parenthood Federation in London from 2002 to his retirement in 2006. Dr. Sinding began his career in 1971 at the U.S. Agency for International Development (USAID). Following assignments in Washington, Pakistan, and the Philippines, he served from 1983 to 1986 as Director of the USAID Office of Population. From 1986 to 1990 he was the Director of USAID’s Mission to Kenya. Following this 20-year career at USAID, Dr. Sinding served for a year as senior population advisor to the World Bank and then moved to the Rockefeller Foundation where, from 1991 to 1999, he was Director of the Population Sciences program. From 1999 to 2002, he was Clinical Professor of Public Health at Columbia University. He is now a senior fellow at the Guttmacher Institute, serves on a number of boards, and works as an international consultant. Dr. Sinding received his PhD from the University of North Carolina at Chapel Hill.

**Arvind Singhal, PhD**  
**El Paso, Texas**
Samuel Shirley and Edna Holt Marston Endowed Professor, and Director, Sam Donaldson Center for Communication Studies, Department of Communication, University of Texas at El Paso. Dr. Singhal is a researcher on the effects of entertainment-education programs. He is co-author of *Entertainment-Education: A Communication Strategy for Social Change; Combating AIDS: Communication Strategies in Action*; and co-editor of *Entertainment-Education...*
Elizabeth Smith  
London, United Kingdom
Secretary-General of the Commonwealth Broadcasting Association, a post she has held since 1994. From 1987 to 1994, Smith was the Controller (Director) of English Programmes for the BBC World Service. From 1984 to 1987, she was Head of Current Affairs for the World Service, following posts as Deputy Editor, Consumer Programmes, BBC Radio, and as a News and Current Affairs Producer for BBC TV. As Senior Assistant of the BBC Secretariat, she was involved in broadcasting policy and Advisory Groups from 1979-1981. She was a Chairman of the Voice of the Listener and Viewer Trust (2005-2007) and is a Fellow of the UK’s Radio Academy. She is on the Advisory Committee of the Rory Peck Trust, a Trustee of the Commonwealth Human Rights Initiative, and on the Advisory Committee of the Elizabeth R. Broadcasting Fund. She was previously on the Council of the Royal Institute for International Affairs and of the Westminster Foundation for Democracy, INTRAC, and a Trustee of the Television Trust for the Environment. She received an OBE in 2004 for services to broadcasting in the Commonwealth. She has an Honours History MA from Edinburgh University and is the author (as Elizabeth Hay) of a biography of Helen Bannerman, Sambo Sahib, which is a study of racism in children’s books.

Gloria Steinem  
New York, New York
Co-founder of New York Magazine, Ms. Magazine, the Ms. Foundation for Women, the National Women's Political Caucus, and Voters for Choice. Steinem is an advisor to the Planned Parenthood Action Fund and to Equality Now, the international human rights/women’s rights organization, as well as an author, lecturer, and traveling feminist organizer.

Phillip Thorson  
Bethesda, Maryland
Retired Director of Administration of the International Monetary Fund. Thorson served on PMC’s Board of Directors from 1998 to 2005.

Monique Tilford  
Takoma Park, Maryland
Past Deputy Director of the Center for a New American Dream, past Executive Director of Wild Earth, and past Executive Director of Carrying Capacity Network. Tilford is co-author of the updated best-selling book Your Money or Your Life, published by Penguin in 2008.

Peter C. Vesey  
Marietta, Georgia
An international broadcasting consultant who works with clients in the developing world. While at CNN, Vesey developed the CNN International networks.

Charles Westoff, PhD  
Princeton, New Jersey
Maurice P. During ’22 Professor of Demographic Studies and Sociology at Princeton University, specializing in population policy and in fertility and family planning research in developing countries. From 1974 to 1992, Dr. Westoff was Director of the Office of Population Research at Princeton University. He is a specialist in demographic research in Africa.

Paul Winter  
Litchfield, Connecticut
Founder and director of the Paul Winter Consort, renowned throughout the world for its concerts in celebration of the earth and its wildlife. Winter has performed “Concerts for the Earth” at the United Nations. He and his ensemble are artists-in-residence at the Cathedral of St. John the Divine in New York.

Robert J. Wyman, PhD  
New Haven, Connecticut
Professor of Biology, Yale University. Dr. Wyman is also the Director of Undergraduate Studies and the Program Director at Howard Hughes Medical Institute Undergraduate Science Education Program. He teaches Yale’s only course on population issues: Global Problems of Population Growth. He is a member of the Leadership Council, Planned Parenthood of Connecticut (PPC), as well as a former board member of PPC, Connecticut NARAL, Urban League of New Haven, Center for Children’s Environmental Literature, and Horizon Communications. Wyman received an AB from Harvard College and an MS and PhD from the University of California, Berkeley.

Robert Zinser, PhD  
Ludwigshafen, Germany
Co-founder and Vice-Chairman of the Rotarian Action Group on Population and Development (RFPD) and past Governor of Rotary International. Dr. Zinser initiated a pilot-project and the succeeding large project, “Child Spacing, Family Health and AIDS Education,” in six states of northern Nigeria. He is an Honorary University Professor for International Management in Germany.
WORLDWIDE STAFF

Headquarters
Shelburne, Vermont, USA
William Ryerson, PMC Founder and President
Joe Bish, Population Outreach Manager
Dr. Scott Connolly, Director of Research
Katie Elmore, Director of Communications
Thato Ratsebe, Development & Communications Assistant to the President
Bill Rider, Finance Director
Chantelle Routhier, Office Manager
Wendi Stein, Program Assistant
Paul Ugalde, Director of Development

Los Angeles, California, USA
Sonny Fox, West Coast Representative

Cape Town, South Africa
Kriss Barker, Vice President for International Programs

Trainers
Virginia Carter, Redondo Beach, California, USA
Rose Haji, Dar Es Salaam, Tanzania
Tom Kazungu, Nairobi, Kenya
Dr. Tandia Fatoumata dede Keita, Paris, France
Kimani Njogu, Nairobi, Kenya
Roger Pereira, Mumbai, India
David Poindexter, Portland, Oregon, USA
Miguel Sabido, Mexico City, Mexico
Ibrahima Sané, Dakar, Senegal
Dr. Marcio R. Schiavo, Rio de Janeiro, Brazil
Daour Wade, Dakar, Senegal

Country Representatives

Brazil
Dr. Marcio R. Schiavo

Central America
Leopoldo Peralta

Eastern Caribbean
Alleyne V. Regis

Ethiopia
Dr. Negussie Tefera

India
Shashi Kant Kapoor, Representative
Bhaskar Ghose, Senior Advisor

Kenya
Tom Kazungu

Mali
Al Moukoutarh Haidara

Mexico
Dra. Anameli Monroy

Niger
Hamsatou Ibrahim

Nigeria
Tony Asangaeneng

Rwanda
Jean Kakule Sebatakane

Senegal
Farah Diaw

Tanzania
Rose Haji