



POPULATION
MEDIA CENTER

PMC ANNUAL REPORT



2010 | 2011



“We’re trying to get the message across
to stop violence against women...
it’s not the end, we still have hope.”

The actress playing Nini in PMC’s Papua New Guinea drama, *Echoes of Change*

Population Media Center
P.O. Box 547
Shelburne, VT 05482 USA

T + 1.802.985.8156 F + 1.802.985.8119

INFO@POPULATIONMEDIA.ORG

POPULATIONMEDIA.ORG

Cover photo taken in Vietnam by Ly Hoang Long.

CONTENTS

02	INTRODUCTION
04	MISSION AND MAP OF PMC'S WORK
08	YEAR IN REVIEW
10	BURKINA FASO
12	ETHIOPIA
16	NIGERIA
17	SENEGAL
18	SIERRA LEONE
19	SOUTH AFRICA
20	PAPUA NEW GUINEA
24	VIETNAM
26	BRAZIL
27	CARIBBEAN
28	MEXICO
30	UNITED STATES
36	WORLDWIDE
38	FINANCIAL STATEMENT
40	DONORS
46	BOARD OF DIRECTORS
47	PROGRAM ADVISORY BOARD
56	WORLDWIDE STAFF

INTRODUCTION

William N. Ryerson
Founder and President, Population Media Center

October 31, 2011 marked the day human population reached 7 billion.

The first *Homo sapiens* were recorded in 200,000 BC. By these calculations, it took 201,804 years for human population to reach 1 billion. But in the last 50 years alone, we added 4 billion people to the planet – a number most of us can't even visualize.

Although most growth is taking place in the developing world, there is another factor that's equally important: the amount each of us consumes. If everyone lived the lifestyle of the average American, we would need five planets just to sustain our resource consumption. That's why in the months leading up to the day of 7 billion in the United States, PMC placed population and sustainability experts on over 90 talk shows in 42 states, which helped to draw attention to the critical issues facing the planet and humanity today – population and consumption. One of my Op-Eds was distributed to over 850 magazines and newspapers nationwide, and we ran a population PSA in the online version of the *New York Times* that reached more than 620,000 people.

Still, every day, it seems there are new challenges facing us. Environmental challenges – this year, even in the small state of Vermont where I live, we experienced the worst flooding we've seen in more than 100 years – and resource challenges globally are more evident than ever before. One in seven people on Earth is going hungry, and in the next 40 years, demand for food is expected to continue to increase – by 70%.

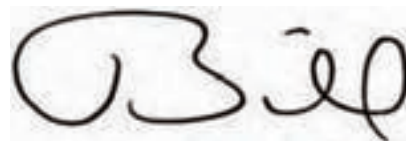
Already, food prices are now higher than the most recent peak of 2008, caused by increasing energy costs, diminishing supplies of fresh water, and the fact that there are 250 million more people at the dinner table this year than in 2008. Yet the inequities of the world continue to push poverty to new heights – 48% of the people on Earth live on less than \$2 US a day.

With this in mind, it is no surprise that the food riots of 2008 are likely to return in greater intensity and are already contributing to political tensions in many countries of the world. As long as food crises like the Horn of Africa drought continue to leave children stunted and wasting, I know our work is far from finished.

Since the population factor is a major driver of demand for food, and since so many women choose not to use contraception as a result of desired large family size, misinformation about the relative safety of contraception compared to early and repeated childbearing, disapproval of contraception by their partners, or lack of self-efficacy (the belief that one has the right and the ability to determine the number and spacing of children), PMC has a unique ability to contribute to helping people make healthy and informed decisions about when and how many children they want to have. Solving the population problem requires informed choice, not force.

Results from our programs are evidence of the effect entertainment-education can have in causing people to adopt healthier and sustainable lifestyles. In northern Nigeria, 12 million people aged 15-59 listened to our radio drama at least weekly. Before the program, the average desired family size was 7.4 children. After broadcast, this decreased to 5.9 children. Even more impressive: respondents were 5.6 times more likely to report using something to delay or avoid pregnancy after the broadcast than before. And 67% of family planning clients cited the PMC program as the reason for coming to the clinic.

Hope for the betterment of women, children, and entire nations hinges on what should be the most fundamental human right: every woman deserves access to quality maternal and reproductive healthcare, information, and services. I hope you will join us to meet this challenge. Alone, we may change one life. But together, we can change millions of lives.





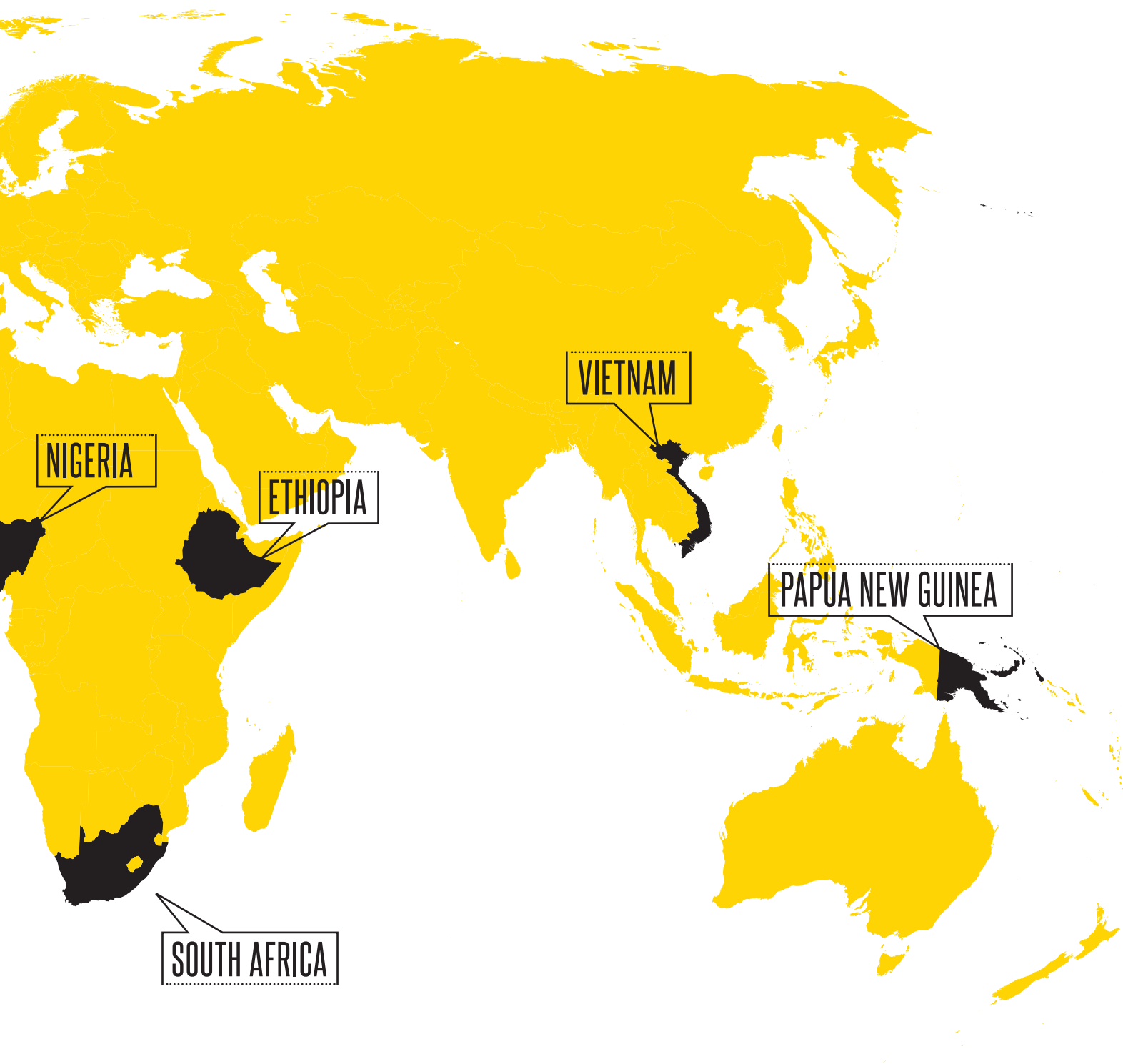


PMC: WHERE WE WORK

Since PMC's inception, we have initiated projects in Brazil, Burkina Faso, Côte d'Ivoire, nine island nations of the Eastern Caribbean, Ethiopia, Jamaica, Mexico, Mali, Niger, Nigeria, Papua New Guinea, the Philippines, Rwanda, Senegal, Sierra Leone, South Africa, Sudan, the United States, and Vietnam. PMC has new projects in development in Benin, Cameroon, Ghana, Haiti, Kenya, Kyrgyzstan, all 23 countries in Latin America, Pakistan, Tanzania, and Uganda.

In 2007, PMC was recognized by the Population Institute with a Global Media Award for having the *Best Electronic Communications Service* for its entertainment-education television and radio dramas, featuring family planning, gender equality, and reproductive health issues. In 2009, PMC won third place in the Peter F. Drucker Awards for Nonprofit Innovation. This year, PMC won our second Global Media Award for *Best Serial Drama* for PMC-Ethiopia's radio serial drama, *Mieraf* ("New Beginning").

*The above map reflects PMC's current projects worldwide. Visit www.populationmedia.org/where for more information.



MISSION

MISSION STATEMENT

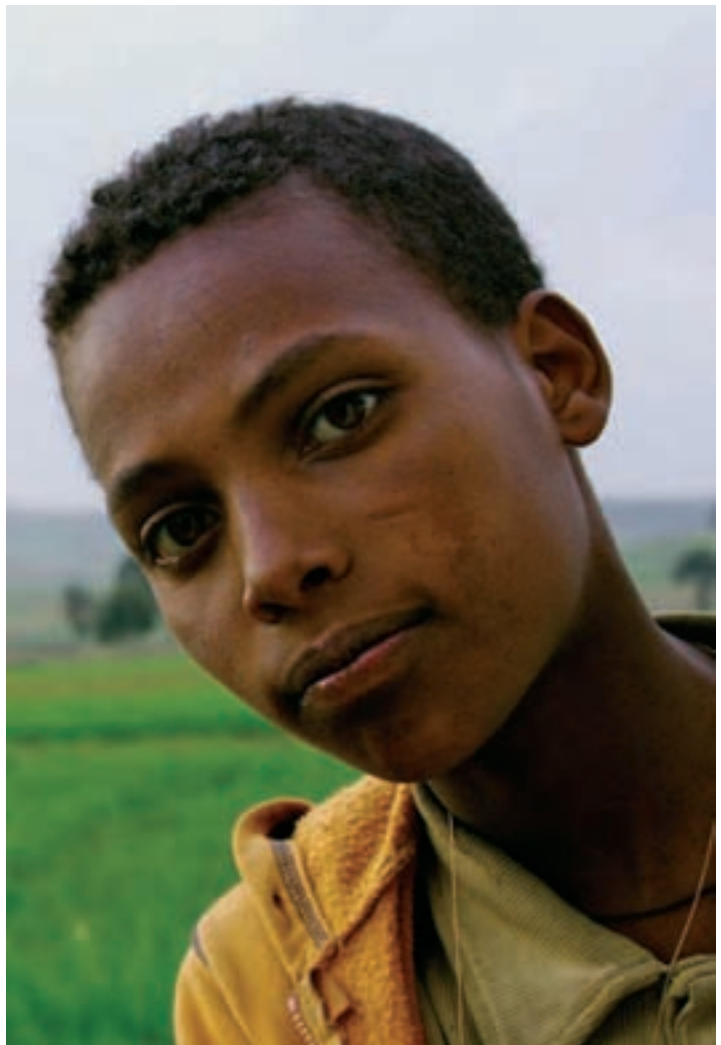
The mission of Population Media Center (PMC) is to work with mass media and other organizations worldwide to bring about the stabilization of human population numbers at a level that can be sustained by the world's natural resources, to lessen the harmful impact of humanity on the earth's environment, 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 theory-based approach to behavior-change communication called the Sabido methodology, developed by Miguel Sabido, a producer of Mexican television. Using this methodology, PMC develops long-running drama series with characters that 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.

“PMC strives to create a world where all people can live healthy productive lives in harmony with each other and the environment.”



MISSION

GLOBAL INNOVATION, LOCAL SUCCESS

PMC has adapted and replicated Sabido-style programs in more than 25 countries around the world, and we continue to evolve

the methodology and the execution of behavior-change communications strategies with each new program. One of the keys to our success is that all of our programs are managed, produced, written, and acted by local people. The dramatic series that PMC develops are reflective of the target audience's lives and sensitive to cultural constructs built around the community's system of values. As a result, our programs are ultimately able to connect with audiences at a deeper level while also providing highly relevant social and health information. By engaging audiences in riveting, dramatic stories, PMC is able not only to deliver important information and messages to huge audiences, but we are also able to motivate audiences to change their behavior.

PMC believes that the most successful communications strategies are integrated and holistic and make the best use of every media platform available and utilized by the target audience. To accompany our serial dramas, PMC has developed two strategies for the development of effective, cross-cutting media campaigns – the “Whole Society Strategy” and “transmedia storytelling.” Through the use of these two approaches, PMC is able to further the impact of our dramas, attain the highest level of audience engagement, and ultimately propel and sustain behavior change and healthier cultural norms.

The Whole Society Strategy uses the most prominent forms of media and social organizing in a society to deepen the audience's understanding of the issues being addressed in the dramatic series. This may include print, television, radio, music, live performances, internet, mobile phones, and other forms of popular media. In addition, PMC works with key influencers in a society to ensure that the messages being conveyed are also perpetuated by a society's leaders; therefore, PMC often augments its media campaigns with trainings for clinic workers, journalists, religious leaders, youth leaders, and other influencers. Using sophisticated audience-targeting techniques, PMC maps out a communications campaign that is capable of speaking to the needs and interests of

the various groups within a target population. Likewise, by using multiple media platforms and social organizing, the messages embedded within PMC's programs are reinforced throughout every layer of a culture, which ultimately leads to a society that embraces and effects change together.

Building on the success of the Sabido methodology and the Whole Society Strategy, PMC integrates transmedia storytelling to further capitalize on the power of stories and characters. Transmedia storytelling, a term coined by Dr. Henry Jenkins of the University of Southern California, extends a story uniquely over various media platforms, building upon the story that is told within the drama, creating a world that the characters live in and audiences can enter and also extract from. Transmedia storytelling can increase the opportunities and modes for learning and deepen audience engagement. Because of the immersive and expansive nature of transmedia stories, the audience often experiences greater loyalty and retention of information, which often results in a ‘viral’ experience where the media content and other resources become highly trafficked between users of a particular demographic group. PMC has partnered with leading transmedia experts to develop entertainment- and education-based extensions to the compelling stories told in our dramas. These extensions can increase the impact of our programs through increased audience participation and by connecting our audiences directly with important information and resources. Transmedia extensions can include both traditional and new media, such as comic books, columns in the newspaper by characters, electronic games, internet video serials, character blogs, websites, social media campaigns, messages about the program from characters delivered via mobile phones and SMS technology, and an array of other applications tailored to the media consumption habits of each target audience.

For more information on our work and approach, visit www.populationmedia.org/what.

YEAR IN REVIEW

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. Here are just a few:

In the radio drama "Nau em Taim" ("Now Is the Time" in Pidgin) aired in Papua New Guinea, a widowed father takes up dynamite fishing – profitable but disastrous for the reef. Then he meets a dashing marine scientist who warns him off. The idea is that by the end of the drama, which debuted in February, both he – and the listeners – will renounce dynamite for sustainable fishing.

The show's producer, Population Media Center (PMC) in Vermont, has been a pioneer of programmes with the goal of fostering development. But other groups have increasingly followed suit....

.... "The best results are when people identify with characters," says Betty Oala of the PMC. This is why the organisation does extensive research, takes on local writers and uses native languages.

– **The Economist Magazine, "Good Trash: How Television and Radio Shows Can Improve Behaviour," May 2010**



A woman's status in a society is deeply embedded in its culture; therefore, it is vital that we support programs that influence attitudes toward women. It is important not to force change, which doesn't stick in the long run, but to instead transform ingrained belief systems. The best way to do that is through entertainment – specifically, the soap opera. Population Media Center uses serialized dramas on radio and television to encourage positive behavior change. These shows, which often run weekly for several years, allow time for the audience to form bonds with the characters, who are evolving in their thinking and behavior at a gradual, believable pace.

– **Alexandra Paul in "Seven Big Problems for 7 Billion People," MSNBC.com**



"I wanted to meet the people, not just read about it in a book, but really meet people and see what they're doing to figure out solutions. That's where I found out about the Population Media Center, and they are using entertainment to get out social messages about population.

...I was invited to a focus group of the radio dramas. All the women there have amazing stories to tell about how these characters have served as role models for them so that they could be strong and start to change some of the practices that kept the women down in their villages."

– **Beth Osnes in the documentary film, Mother: Caring for 7 Billion**



“One thing is certain: The planet and its resources are finite and it cannot support an infinite population of humans or any other species. A second thing is also certain: The issue of population is too important to avoid just because it is controversial.”

Thus begins a fantastic, and chilling, chapter entitled “Population: The Multiplier of Everything Else” by William Ryerson of the Population Media Center in a must-read book entitled The Post-Carbon Reader edited by Richard Heinberg and Daniel Lerch.

– Reuters, “A Primer for the Post-Carbon World”



Bill Ryerson appeared on **Vermont Public Television's Profile** with Fran Stoddard on January 7, 2011:

“In the programs we produce, we’re dealing with adolescent pregnancy and parenthood, some of it in married form – for example in northern Nigeria where girls are being sold into marriage at age 9 and 10, and adult decision-making about child spacing and number of children – and these are in the context of highly dramatic, melodramatic in fact, soap operas. So we hook large audiences, and they are there enjoying the suspense and the drama, but at the same time learning from what the characters are doing, both good and bad, and the consequences for the characters of their behavioral choices.”



Environmentalists and other concerned parties can be forgiven for not breaking out the bubbly because the planet has managed to spawn seven billion souls with increased life expectancy, thanks to miracles of science and industry. Because in the scariest scenario, that same science and industry could doom most, and perhaps even all, of us.

“Seven billion is not a time for unbridled celebration,” cautioned Bill Ryerson, fellow at the Post-Carbon Institute and president of Population Media Center and The Population Institute. “It must be a catalyst for people, leaders and advocates regarding the steps we need to take to achieve sustainability.”

- AlterNet, “7 Billion and Counting: Welcome to a Planet With Population Overload and Resources in Crisis”



PMC also gave numerous speaking engagements around the world in 2010 and 2011, including: The 2010 Rotary International Convention, a meeting of European Parliamentarians on Population and Development in Paris in May 2011, the World Bank; USAID; the United Nations Population Fund headquarters, SUNY-Purchase, University of Alabama, and the University of Nebraska.

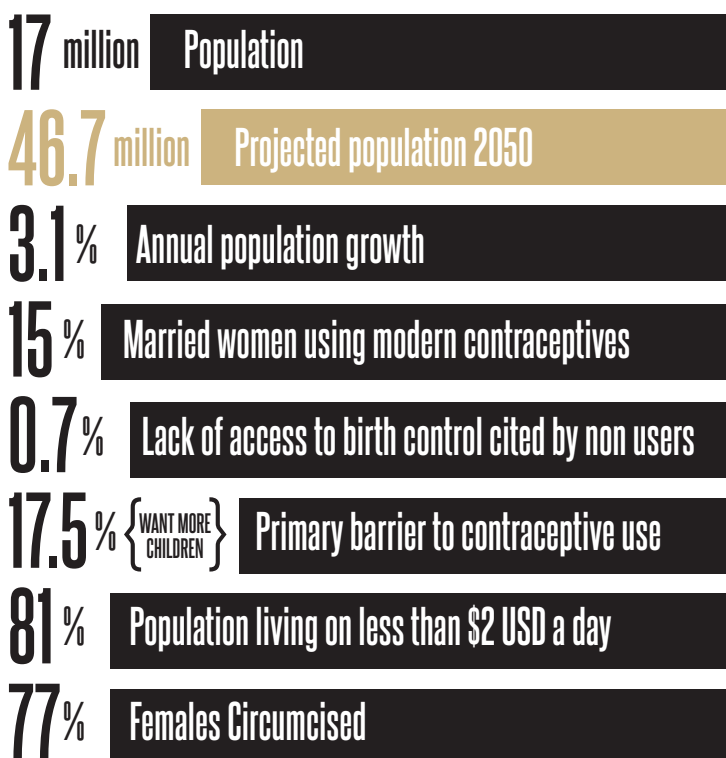
Visit www.populationmedia.org/resources/pmc-in-the-news for links to these articles and more.

BURKINA FASO

The total fertility rate in Burkina Faso is the 8th highest in the world at 6.0 children per woman. Almost half (48%) of currently married women under the age of 20 have already given birth to at least one living child.

PMC has partnered with the United Nations Population Fund (UNFPA) on two new radio drama series in Burkina Faso to begin airing in 2012. The new dramas, each with 156 episodes, will debut in February and March of 2012 and will be broadcast in Djoula and Mooré, the two most commonly spoken languages in Burkina Faso. Both dramas will air over the course of two years and focus on issues relating to reproductive health, contraceptive use, safe motherhood, and women's empowerment. In addition to the radio dramas, educational materials and interactive components will engage listeners beyond the twice-a-week broadcasts to help youth and adults in Burkina Faso make healthy and informed decisions.

To learn more about our programs in Burkina Faso, visit www.populationmedia.org/where/burkina-faso.



PMC's new project follows the success of *Cesiri Tono* ("All the Rewards of Courage and Hard Work"), a radio drama series that aired in Mali, Burkina Faso, and Côte d'Ivoire from November 2004 to October 2005. *Cesiri Tono* raised awareness around child trafficking and child exploitation while also exploring the underlying issues that put children at risk. At the conclusion of the program, PMC received the Changemakers Innovation Award, one of three awarded worldwide by the Ashoka Foundation for the most creative programs designed to prevent human trafficking. Currently, PMC is working in collaboration with U.S. Peace Corps volunteers to rebroadcast *Cesiri Tono* on five community radio stations in Burkina Faso: Radio Voix des Balé (Boromo), Radio Pengdwendé (Sabou), Radio Salaki (Déaugou), Radio Goulou (Po), and Radio La Voix du Verger (Grodara).



Photo by Murat Düzyol

ETHIOPIA

PMC-Ethiopia has been operating for more than a decade and has been on the air longer than any other country where PMC operates. The success of PMC-Ethiopia has been highlighted in countless publications and hailed as a world leader in entertainment-education. PMC-Ethiopia ramped up their programming yet again in 2010 and 2011 to include new radio drama series, magazine-style radio shows and talk shows, publications, and capacity-building workshops.

As part of a project to improve the delivery of health services in Ethiopia by increasing awareness and communication between the 30,000 health extension workers in rural Ethiopia and the communities they serve, PMC-Ethiopia began airing *Mieraf* ("New Beginning"), a 180-episode radio drama series in Amharic, in June 2010. This 25-minute program airs twice weekly and deals with disease prevention, especially HIV/AIDS, malaria, tuberculosis, and sexually transmitted infections (STIs); hygiene and sanitation; and creating acceptance related to the responsibilities of health extension workers. *Mieraf* received the 2011 Global Media Award for *Best Serial Drama*.

In addition, beginning in October 2010, PMC began broadcasting a magazine-style program, *Fenot* ("The Right Road"), focused on the Health Extension Program of Ethiopia, to complement *Mieraf*. *Fenot* includes interviews with health extension workers and neighborhood health officers and gives listeners information on various health issues. This 25-minute program is broadcast nationally every Saturday evening on Radio Ethiopia and helps to engage the listening audience on the issues being addressed in the drama as well as to direct them to services. Both projects are funded by UNICEF.

With support from UN Women, PMC-Ethiopia also conducted five capacity building workshops in 2010 and 2011 to address the issue of violence against women in Ethiopia. The workshops were uniquely designed to speak to the various key stakeholders in Ethiopian society, including journalists and media practitioners, women leaders, youth leaders, law enforcement bodies, and religious leaders. Participants were provided with information on the causes and consequences of violence against women, and together participants found ways to help prevent violence against women and be agents of change in their own communities. Print materials such as

leaflets, posters, and books featuring real-life stories were provided at each workshop. These materials provided community leaders with important information, resources, and stories that they could take back to their communities to support them as they set out to stop violence against women.

As part of this same project, PMC produced public service announcements (PSAs) for both television and radio to raise awareness on the implications of violence against women to the individual women, their families, and the community at large. These PSAs are transmitted during primetime hours immediately after the news to reach the widest possible audience.



“I have come to understand from the drama that this program is the correct way forward. . .” – Listener from Mekele University

LISTENERS RESPOND TO *MIERAF*

The outpouring of emotion in Ethiopia in response to PMC’s programs has been overwhelming. From all over the country – and even beyond the borders of Ethiopia – 35,000 letters have poured in to PMC-Ethiopia’s office in Addis Ababa. Here are just a few letters from our listeners about our most recent radio drama series, *Mieraf*.

“It is after I started listening to *Mieraf* that I effectively understood the purpose and rationale behind the Health Extension Program [HEP]. I have learned that the strategy of preventive care greatly reduces mortality rates and that it plays an important role in the betterment of the health situation of the country. As a medical student, I knew before hand that HEP was a strategy employed by the government, but I had little knowledge of the procedures, the good practices and also the challenges of the program. I have come to understand from the drama that this program is the correct way forward...”

– Listener from Mekele University

“We listen to *Mieraf* every Sunday and Wednesday. Ato Alemu is a resident of Yenesa Kebele, and he resisted our work during the beginning of *Mieraf*, especially when we encouraged him to separate animals and humans to protect his health. [Then] due to the messages transmitted through the drama, he gradually began to change his behavior and eventually became an active advocate for the Health Extension Program in the Kebele. Now, he is one of the graduated model households in Yenesa Kebele. *Mieraf* contributed a lot in implementing the Health Extension Program by changing individuals’ behavior like Ato Alemu.”

– Selam, Health Extension Worker

“I have learned [from the drama] the cultural and traditional challenges that are hindering the success of the Health Extension Program in most communities. I have also gained valuable life principles such as strong work ethic, courage, patience, being strong amidst challenges, being goal oriented, responsible, as well as the values of persistence to meet set targets in any profession.”

– Listener from Korem Raya

“I have come to realize [from *Mieraf*] the sacrifices that health extension workers make in order to improve the health conditions of their communities. I have also come to see the battle that they have to fight each day as brave soldiers determined to change risky health behaviors.”

– Listener from Bahir Dar

ETHIOPIA

PMC-ETHIOPIA: LOOKING AHEAD

The Ethiopian Public Health Association has funded PMC-Ethiopia to create a multimedia communication campaign to address alcohol, substance abuse, and HIV/AIDS. A consensus building workshop on alcohol abuse and substance use was conducted in May 2011 to train PMC-Ethiopia writers on these issues and to develop characters, settings, and storylines for a new radio drama series, *Yeregebu Feteloch* ("Broken Dreams"), set to run for 15 months beginning in December 2011. Many of the writers from PMC's highly successful program, *Yeken Kignit*, have returned to write for the new series.

The second part of the project includes *Fenote Lesiket* ("The Right Path to Success"), a radio panel discussion program related to substance abuse, which launched in September 2011. Print materials, TV and radio PSAs, an advocacy toolkit intended for policy and decision makers, and special capacity training workshops for change agents round off the features of this multimedia project.

87.1 million Population

173.8 million Projected population 2050

2.7 % Annual population growth

27.3 % Married women using modern contraceptives

17.8 % { WANT AS MANY CHILDREN AS POSSIBLE } Primary barrier to contraceptive use

0.1 % Lack of access to birth control cited by non users

78 % Population living on less than \$2 USD a day

1 OUT OF 40 Lifetime risk of maternal death

PMC-Ethiopia has received additional support from Save the Children Norway and Oak Foundation for a 4-year project on female genital mutilation/cutting (FGM/C) and harmful traditional practices (HTP) beginning in late 2011. This program will build on the success of *Sibrat* ("Trauma"), *Naedetai* ("Let's Stop"), and *Igaddaa* ("We Do Not Want It Anymore"), all of which aired between 2007 and 2010 and addressed these critical issues. The new project will continue to focus on the Afar and Somali regions of Ethiopia, where FGM/C is most prevalent and the most extreme forms are practiced. The program will include 130 national radio talk shows, two 130 regional radio magazine-style programs, educational print materials, and capacity building training workshops.

To learn more about our programs in Ethiopia, visit www.populationmedia.org/where/ethiopia.

PMC-ETHIOPIA PUBLICATIONS

Since its inception, PMC-Ethiopia has developed numerous publications focusing on HIV/AIDS, family planning and reproductive health, FGM/C, and other social and health issues in Ethiopian Society.

In addition, PMC-Ethiopia has published eight volumes of short stories, nonfiction, and real-life stories that look at major health, social, and economic problems in the country and offer suggestions to readers on how to solve or improve these situations.

One of the most remarkable print publications from PMC-Ethiopia is a youth-focused magazine called *Alegnta* ("Security"). *Alegnta* has looked at a range of issues, including sex from the adolescent perspective, youth and addiction, communication skills, success through education, and contraception. A total of five booklets have been published, and 32,000 copies of each book have been distributed throughout the country, along with the distribution of 40,000 copies of four leaflets PMC-Ethiopia produced.



Unplanned & unintended pregnancies

576,000

Women who die from pregnancy or childbirth

1000

People who contract HIV

7200

EVERY | 24
HRS

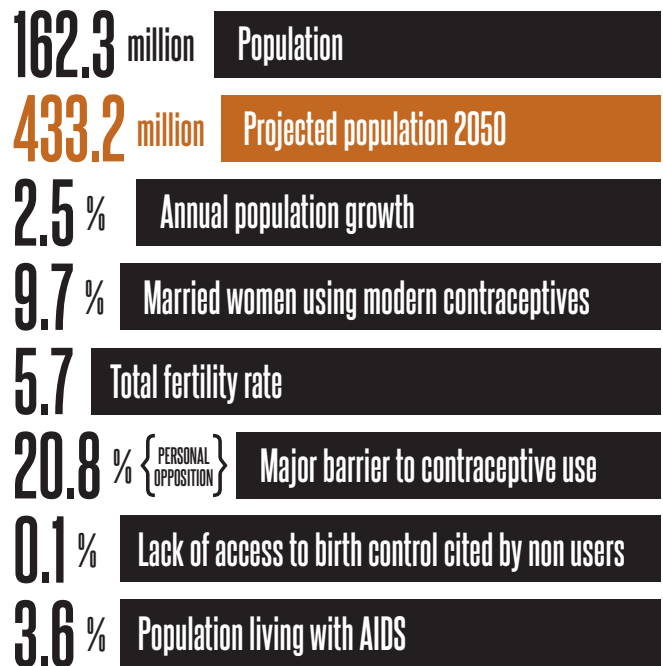
worldwide

NIGERIA

PMC completed its rebroadcast of the popular radio drama series, *Ruwan Dare* ("Midnight Rain"), in November 2010. Rebroadcast of the 208-episode drama reached approximately 5,366,400 listeners in Kano and Kaduna states. The drama used the Sabido methodology to role model the benefits of smaller family size and birth spacing. Results from monitoring at health clinics found that 46% of new clients seeking family planning and reproductive health services named *Ruwan Dare* as their reason for coming to the clinic. The results of *Ruwan Dare* were presented by PMC-Nigeria's Country Representative, Ephraim Okon, at the Nigeria Family Planning Conference in Abuja in November 2010.

Support for *Ruwan Dare* was provided by the David and Lucile Packard Foundation. General support for our Nigeria programs in 2010 and 2011 was provided by the Flora L. Thornton Foundation and an individual donor.

To learn more about our programs in Nigeria, visit www.populationmedia.org/where/nigeria.



SENEGAL

In June 2011, PMC completed its broadcast of *Ngelawu Nawet* ("Winds of Hope"), a 168-episode radio drama series in the national language of Wolof. Supported by the United States Agency for International Development (USAID) through a sub-contract via Agence pour le Développement de Marketing Social (ADEMAS), *Ngelawu Nawet* addressed maternal health, involvement of men in family planning, child health, and HIV/AIDS prevention.

In the Matam region, PMC completed its broadcast of *Coñal Keele* ("Harvesting the Seeds of Life"), a 58-episode drama in the Pulaar language. *Coñal Keele* addressed early marriage, FGM/C, and adolescent reproductive health. *Coñal Keele* was funded by UNFPA. General support for our Senegal programs in 2010 and 2011 was provided by the Conservation, Food & Health Foundation; the Flora L. Thornton Foundation; and an individual donor.

To learn more about our programs in Senegal, visit www.populationmedia.org/where/senegal.

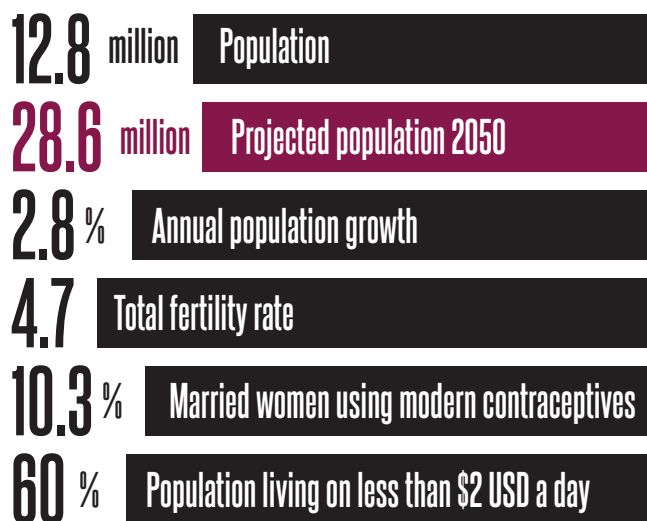


Photo by Moncef G.



Ngelawu Nawet Clinic Monitoring

Clinic monitoring was conducted in the regions where *Ngelawu Nawet* was broadcast. Over the course of five months of monitoring, 2,710 interviews were conducted in 152 health facilities, showing the following preliminary results:

- 52% of clients surveyed said they listened to *Ngelawu Nawet*
- More males (62%) listened to the program than did females (50%)
- When asked to name the principal source of information where they learned about the family planning or reproductive health service, 12% of clients said "radio"
- Of those who said the principal source that informed them of the service was a health worker, spouse, relative or friend, 40% said that "radio" was the source of information where that person learned of the services

SIERRA LEONE

In August 2011, PMC received funding from UNFPA in Sierra Leone for a 208-episode radio drama series to begin airing in 2012. The main themes of the drama will include family planning and reproductive health with a focus on adolescents, obstetric fistula, ending female genital mutilation/cutting, stopping gender-based violence, and preventing HIV infection. The program will also include themes around safe motherhood; Sierra Leone's rate of maternal mortality is among the highest in the world. It has been said that one of the riskiest situations in Sierra Leone is to be pregnant.

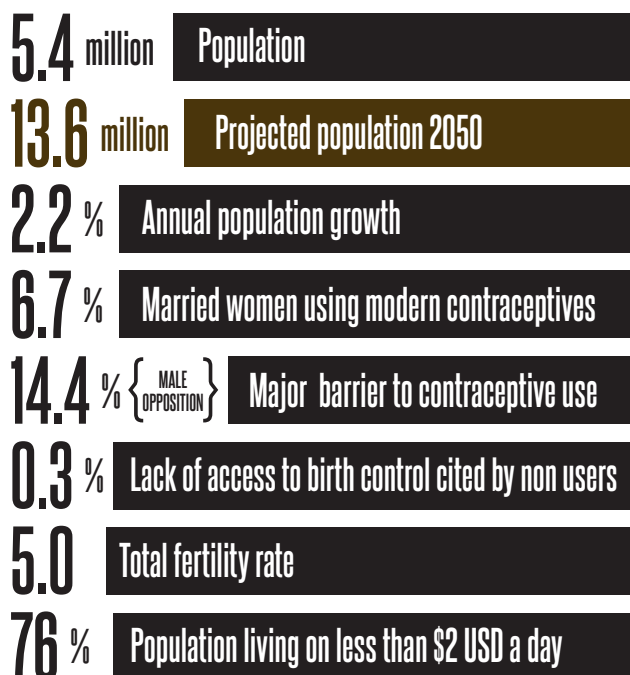
Sierra Leone is a country of approximately 6 million people with a population doubling time of 32 years, and the total fertility rate of 5 children per woman is among the highest in the world. This high fertility rate is compounded by low use and knowledge of modern contraceptive methods by men and women throughout the country. The fertility rate is, in part, also a reflection of high desired family size with the reported ideal number of children at 5.3 among married women and 6.8 among married men.

PMC's newest team – Country Director, Finance Officer, Technical Assistant/Producer, and an administrative

assistant – are on track to get our radio serial drama on the air by the second quarter of 2012. In the immediate future, we will be hiring and training local writers. The writers will then immerse themselves in the results from the formative research to gain a more comprehensive understanding of the issues facing Sierra Leone today and the barriers to improving life in the country. From there, the writers will be trained by our experts in how to develop a Sabido-style drama. Upon completion of the training, the writers will set off to develop a highly entertaining, 208-episode radio drama series that reflects the challenges and everyday life in Sierra Leone. PMC will also be bringing in leading Hollywood acting coaches and actors to conduct a workshop with the cast of our newest drama.

PMC's radio drama will be recorded in Krio, a language spoken or understood by as many as 95% of the country's people. The drama will air through 2014 twice weekly on national and community radio stations. Sierra Leone is the 27th country in which PMC has worked.

To learn more about our program in Sierra Leone, visit www.populationmedia.org/where/sierra-leone.



SOUTH AFRICA

In February 2010, PMC provided training in the Sabido methodology to the scriptwriters and producers of a *telenovela* called *Intsika* for Ochre Moving Pictures. As part of their interest in developing local talent, Season 2 of the series launched on SABC1 (South African Broadcasting Company) in April 2011.

Intsika follows the character of Ndoda, who returns home after many years away in the city. He still cares for the traditional way of life and is a kind-hearted and generous man, but he is now a successful businessman focused on his career and status. Upon returning home, he witnesses old rituals, falls in love, and begins to question what is right and wrong. Will he turn a blind eye on the people he loves or challenge the deep-rooted traditions of his community?

When asked about *Intsika*, Executive Producer Patronella Sello said, "It is a story about change and about journeys on an individual level and also about community. We chose specifically the *telenovela* format as a way of getting these messages across because *telenovelas* [can be] behavioral change dramas, and [they are] used successfully across the world."

To learn more about our work in South Africa, visit www.populationmedia.org/where/south-africa.

50.5 million

Population

56.8 million

Projected population 2050

0.6 %

Annual population growth

59.8 %

Married women using modern contraceptives

2.4

Total fertility rate

43 %

Population living on less than \$2 USD a day



PAPUA NEW GUINEA

Papua New Guinea (PNG) is an island in the Pacific just north of Australia, only slightly larger than California in land mass, yet one of the most culturally diverse places on the planet. With a population of 6.9 million people, more than 80% of people live in rural areas of mountainous terrain that prevent many tribes from contact with each other or the outside world. In fact, radio is often the only link in these widely scattered and isolated settlements with low literacy levels.

In February 2011, PMC launched two original 208-episode radio drama series in Papua New Guinea, where PMC is an implementing partner for the United Nations. In November 2011, PMC-Papua New Guinea (PMC-PNG) aired the 75th episode for both *Echoes of Change*, an English language drama, and *Nau Em Taim* ("Now Is the Time"), a Pidgin language drama. Both dramas are being broadcast twice weekly over the course of two years on FM100, PNG's most popular and far reaching radio station.

Nau Em Taim and *Echoes of Change* each follow three separate transitional characters through the trials and tribulations of their lives as they face daily struggles with poverty, violence, family size, educational barriers, land ownership and destruction, the downward spiral of drinking and drugs, HIV/AIDS, and decisions around sexual behavior. Audiences learn through the characters' experiences about family planning, avoidance of risky sexual behavior, community organizing, communication skills, alternatives to violence, environmental protection, and improving the status of women in society. The characters also provide a way for audience members to talk about their own lives, as it is often easier to talk about the challenges within one's own life through the experiences of another, particularly when dealing with sensitive issues.

PMC's programs in PNG are funded by the United Nations, the David and Lucile Packard Foundation, Population Services International, AusAID, the Flora L. Thornton Foundation, and Colgate-Palmolive.

PRESS ON PMC-PNG'S DRAMAS

PMC-PNG's programs have been followed by international press since their inception, highlighting the impact of the dramas and our unique public-private partnership approach. A sampling of the recent press that has featured our programs:

The Economist Magazine

Airlines PNG Magazine

ABC Australia

NBC Radio in PNG

BBC Radio News

Radio New Zealand International

The Post Courier

The National

PSI DISCUSSION GUIDES AND TRUCKER CD'S

In 2011, PMC received additional support from Population Services International (PSI) to broaden overall listenership and further discussion and behavior change with regard to the issues raised in PMC-PNG's radio dramas. PMC-PNG is creating discussion guides for all of the episodes for both radio dramas to be used by PSI's "Health Meris" (community health advocates). In addition, PMC-PNG is producing CDs of the *Nau Em Taim* episodes along with popular music for truck drivers throughout PNG.

The discussion guides are designed to stimulate discussion around the issues raised within each episode. Each guide includes five questions and accompanying illustrations related to that episode. Discussion guides will be released in 30-episode sets throughout the course of the broadcast. The trucker CDs will be distributed beginning in early 2012.

Through this uniquely integrated approach, PMC and PSI believe that together we can have a significant impact on the health and well-being of people throughout Papua New Guinea.



6.9 million Population

15 million Projected population 2050

2.6 % Annual population growth

4.4 Total fertility rate

864 Estimated number of languages spoken

1.4 % Rainforest lost each year

70 % Women physically abused by their husbands



PAPUA NEW GUINEA

THE STORY OF TOMARU

One of the storylines in *Nau Em Taim* takes place in a coastal island fishing village and focuses on Tomaru, a 35-year-old widower with two children. Tomaru has big dreams for his two children, including providing them with a good education so they can succeed in life. Tomaru is a skilled fisherman, but he is struggling to provide for his kids with his sometimes meager catches. When Tomaru is asked to work for Badu, a cunning businessman who uses dynamite fishing, Tomaru is torn between the idea of a steady income and destroying the reefs he has spent so much time on. Meanwhile, a beautiful marine biologist concerned with sustainable fishing practices, Oini, is doing research on the coral reefs and trying to track down and punish those responsible for illegal fishing practices. Oini and Tomaru fall in love, but everything they have is questioned when she finds out he is involved with Badu.

Tomaru must weigh the benefits of dynamite fishing and fast cash against the consequences of introducing his son to the dangerous life of dynamite fishing and the love he feels for Oini and the work she is trying to accomplish. Oini and Tomaru go through a dramatic set of events, including a terrible flood that nearly kills some of the community members. Together, they ride the waves of life – with listeners following along with them. Will their love for each other, their community, and the reefs persevere – and how will Tomaru overcome all of the temptations life puts before him?

To see how this story and PMC-PNG's dramas are changing lives, visit www.populationmedia.org/where/papua-new-guinea/tune-in.

“We’re trying to get the message across to stop violence against women. . . I grew up in an abusive home as well, so when I was given the character, Nini, I pictured myself in it, and that’s why I play it from the soul. Because I know that 75% of homes are broken due to violence and abuse.

My brother is a very violent person, so that sort of slowed him down ‘cause I told him, ‘You know, I’m playing this because of you. And that’s what made me cry and express my emotion in the studio.’ And he put his head down. It made me stronger than I was before. I’m trying to tell the young women – the unmarried, the married, the divorced – it’s not the end, we still have hope.”

The actress playing Nini in PMC’s Papua New Guinea Drama, *Echoes of Change*



VIETNAM

In May 2011, after the tremendous success of PMC's first program in Vietnam, *Khat Vong Song* ("The Desire of Life"), PMC returned to Vietnam to hold a workshop for a group of scriptwriters from Voice of Vietnam (VOV), the national radio broadcaster in Vietnam.

The workshop resulted in the development of VOV's newest radio drama series, *Hanh Trinh Xanh* ("Green Journey"). PMC trainers worked closely with the team on character development and defining story arcs for the transitional characters – the key characters in PMC's dramas, as they are the ones the audience emulates as they gradually improve their lives over the course of the drama.

Hanh Trinh Xanh addresses many of the environmental challenges that Vietnam is being confronted with as a result of climate change. The drama unfolds in four different geographical regions - ranging from the mountain areas to the coast to the river deltas. *Hanh Trinh Xanh* not only focuses on hardships of surviving in an economy based on natural resources, but it also draws the audience into the personal conflicts, romances, and relationships between the characters from the different regions. Episodes began broadcasting nationwide in June of 2011 and will air once a week through 2013. PMC's work on *Hanh Trinh Xanh* is funded by Voice of Vietnam.

To learn more about our programs in Vietnam, visit www.populationmedia.org/where/vietnam.

The Story of Lua in *Hanh Trinh Xanh*

Lua is a 25-year-old NGO worker who advocates for new environmental practices in the Red River Delta region of Vietnam. While she is originally from the Red River area, she left home to attend university and is now considered an outsider spouting new ideas and giving questionable advice to the farmers of the region. After tirelessly working to get the community to understand, Lua finally finds an ally in her old classmate, Chi, who recently inherited his family farm. While Chi is supportive of Lua's efforts and sees how they could benefit their community, Chi's father, a very negative character, is pushing illegal farming methods on Chi and spreads vicious rumors about Lua to undermine all of her efforts. Chi finds himself challenged to walk the right path amidst the pressures he faces, and it only gets more challenging when he falls in love with Lua. Will Chi follow in his father's footsteps? Or will he stand up for what is right by helping Lua promote the benefits of drought-resistant crops and sustainable farming methods? The emotion is palpable as love and family tension intersect with economic and agricultural decisions.

Connecting the illegal cutting of trees to the drama-filled breaking of hearts, PMC looks toward another successful partnership in Vietnam that is sure to be both provocative and educational.



Photo by JS Lee





Population

Projected population 2050

Annual population growth

Married women using modern contraceptives



Major barrier to contraceptive use

Lack of access to birth control cited by non users

Forest lost between 1990 and 2005

Number of threatened species

BRAZIL

Social Merchandising

Brazil is Latin America's most populous country, with a population of 196.7 million. With 87% of the population living in urban areas, the decisions people make have a dramatic effect on their immediate surroundings, such as quality of education and safe sexual behavior related to transmission of STIs.

PMC is represented in Brazil by Comunicarte - a company that serves as a link between NGOs, private companies, and government. One of their activities is to help the most popular television network in Brazil, TV Globo, to track the inclusion of social issues in their *telenovelas*. TV Globo's *telenovelas* are followed, on average, by 70 million viewers and address a wide number of issues, including family planning, contraception, HIV/AIDS, gender-based violence, human trafficking, exploitation of natural resources, and maternal and child health, among others. Comunicarte offers a monitoring service of social issues to TV Globo to give feedback and encourage ongoing development of social issues.

In the first half of 2011, Comunicarte monitored seven TV Globo productions: *Malhação* ("Workout"), *Araguaia, Ti-Ti-Ti* ("The Buzz"), *Passione* ("Passion"), *Insensato Coração* ("Foolish Heart"), *Morde e Assopra* ("Bite and Blow"), and *Cordel Encantado*. At the time of this report, there were a total of 885 scenes dealing with reproductive health, small family size, gender relations, and related social and health issues directly or contextually. This figure includes 26 scenes of dialog between parents and children about adolescence, 38 scenes related to infant and child health, 41 scenes related to reproductive health, and 200 scenes dealing with healthy relationships and values.

The Weeden Foundation supported PMC's work in 2010 with Comunicarte in Brazil.

To learn more about our work in Brazil, visit www.populationmedia.org/where/brazil.



196.7 million

Population

222.8 million

Projected population 2050

0.9 %

Annual population growth

70.3 %

Married women using modern contraceptives

29 % { MIGHT INTERFERE WITH PREGNANCY }

Major barrier to contraceptive use

0.1 %

Lack of access to birth control cited by non users

1.9

Total fertility rate

CARIBBEAN

In 2011, PMC joined PCI-Media Impact for the new My Island-My Community partnership. The project is committed to addressing health, social, economic, and environmental issues in the Eastern Caribbean through the regional radio drama *Callaloo*, which premiered in May 2011 in 12 countries.

The islands of the Eastern Caribbean are all small in size, each with a total population below 200,000. Disturbances to the economy, environment, or societies of these islands therefore acutely affect the populations. Issues such as high rates of teen pregnancy and an HIV/AIDS prevalence rate of 1.6% (second only to Africa) are major concerns. Poor natural resource management, overfishing, and overdevelopment of coastal areas also risk the vitality of the islands' fragile ecosystems.

PCI-Media Impact and its partners strive to address these issues in *Callaloo*, an entertainment-education drama broadcasting in Anguilla, Antigua and Barbuda, the Bahamas, the British Virgin Islands, Dominica, Grenada, Jamaica, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, and Trinidad and Tobago.

The partnership consists of multiple coalitions of local community-based organizations (CBOs), nongovernmental organizations (NGOs), government agencies, radio stations, academics, and scientists. As a partner, PMC provides recommendations to the program based on our years of experience with Sabido-style, entertainment-education radio dramas.

Callaloo and My Island-My Community are supported by the United States Fish and Wildlife Service, The Nature Conservancy, Media Impact, the GEF Small Grants Programme (implemented by UNDP), the Global Island Partnership (GLISPA), and USAID.



42 million Population

48 million Projected population 2050

1.1 % Annual population growth

2.4 Total fertility rate

MEXICO

PMC continued its partnership with Centro de Orientación para Las Adolescentes (CORA), a Mexican organization that specializes in sexual and reproductive health. CORA launched an interactive website called *Sexpertos Saludables* ("Healthy 'Sex Experts'") for Mexican youth in February 2011.

The website focuses on different themes, including sex, health, life skills, self-image, general information on how to deal with the challenges of adolescence, self-examination for breast cancer and testicular cancer, myths about puberty, and gender roles. *Sexpertos Saludables* has several different areas that complement each other to give comprehensive information and encourage healthy discussion and interaction around sexuality in an entertaining way. One young visitor recently wrote to us:

"I love the *Sexpertos* site. It's a cool place where I spend lots of time when I'm on at home or at school whenever I can. I want to congratulate the creative persons that made it so super for youth like me that are only 13 years old. It has information for people like me."

The website also includes animated videos that follow six school friends, three boys and three girls, who encounter the physical and emotional challenges that come with adolescence and puberty. The animations are designed to provide important information in a humorous way.

Sexpertos Saludables is funded by an individual donor with additional support from the Carlos Slim Institute of Health in Mexico.

To learn more about our work in Mexico, visit www.populationmedia.org/where/mexico.



114.8 million

Population

143.9 million

Projected population 2050

1.4 %

Annual population growth

44.6 %

Married women using modern contraceptives

2.3

Total fertility rate

65.8
OUT
OF
EVERY

1,000

Births to teen mothers

“Through this collaboration we have set the mark to replicate this model all over the world via our programming.” – Mario Cader-Frech, Vice President Public Affairs – The Americas, Viacom International Media Networks

Partnership With MTV In Latin America

This year, PMC has partnered with MTV Networks in Latin America to co-produce a *telenovela* that will go to air in Mexico and throughout Latin America in Fall 2012. With an estimated audience reach of 22 million households over 23 territories, the program will include 70 one-hour episodes that weave in issues relating to teen sexual health, including teenage pregnancy, contraception, HIV/AIDS and STIs, and healthy relationships. In addition, the series will incorporate transmedia elements to extend the narrative over different platforms and deepen the audience’s connection to the story and characters, thereby encouraging behavior change.

Mario Cader-Frech, Vice President of Public Affairs for the Americas at Viacom International Media Networks,

said of the project, “MTV Latin America has always been at the forefront of weaving social messages into its productions so naturally, it is a perfect fit to work with PMC to raise awareness for social change with our *telenovela* production. Through this collaboration we have set the mark to replicate this model all over the world and address some of the most pressing issues facing today’s youth via our programming.”

PMC’s expert trainers visited with the MTV writers and creative team in November 2011 to provide training and creative assistance in the Sabido methodology and transmedia storytelling. PMC will continue to oversee these elements throughout the scriptwriting and production process.

PMC’s work with MTV Networks in Latin America is funded by an individual donor.



UNITED STATES

MESSAGING FOR 7 BILLION

With more than 310 million people, the country on the planet with the third largest population is the United States. This population is projected to grow to 423 million by the year 2050 at current growth rates. Per capita consumption in the United States is also the highest on the planet — the decisions we make today will have a profound impact on the world we leave behind for our children.

PMC continues to work to educate and inform the American public about the major challenges population growth presents both domestically and abroad, and to highlight positive solutions that can help work towards a sustainable population worldwide. PMC's Population News Media and Editorial Leadership program has been placing expert guests on radio talk show programs all over the United States since 2008 to raise awareness about these complex issues.

In 2010 and 2011, we had numerous Op-Ed columns distributed to over 850 newspapers across the country, and a wide variety of news items and opinion columns were published in high-profile online environmental publications like Mother Jones, Huffington Post, and MotherNatureNetwork.com. As part of the Population News Media and Editorial Leadership program, PMC also offers a free daily email service that distributes population-related articles and editorials to 1,200 people worldwide, including many journalists. You can sign up for this service at www.populationmedia.org/who/subscribe-to-pmc. The articles are posted on PMC's blog, which receives close to 15,000 unique visitors each month.

In 2010, we arranged for 149 unique radio-talk show interviews on population issues. Our relationships with syndicated programs resulted in 450+ hours of total airtime, broadcast on over 2,100 stations. We worked with over a dozen expert guests during the year, including world-renowned population scholar Paul Ehrlich, Executive Director of WorldWatch Institute Robert Engelman, and Randy Serraglio, Director of the Overpopulation Campaign at the Center for Biological Diversity.

In 2011, we arranged for an additional 185+ radio-talk show interviews, achieving over 1,200+ hours of air-play on 4,500 stations across the country. Our 2011 list of experts included the *New York Times* Dot Earth blogger

Andy Revkin, Grist.org Co-Founder and Senior Editor Lisa Hymas, and the actress and population activist Alexandra Paul. We covered topics ranging from child-free living, to the human-induced biodiversity crisis, to the global human population eclipsing 7 billion.

Since we began radio talk show placements in the fall of 2008, we have worked with 43 highly-qualified experts drawn from a diverse set of organizations, academic institutions, and progressive think tanks. Our cumulative total now exceeds 550 interviews, and our shows have been broadcast in every state of the union. The total airtime we have produced is well in excess of 3,000 hours — that's 125 days of unique population-related content being broadcast to the American public. Perhaps the best way to appreciate the ongoing achievements of the Population News Media and Editorial Leadership program: to think of the relative silence that would have taken place

POPULATION EXPERTS ON-THE-AIR

"We've been working on protecting endangered species for 20 years and just about every threat we see from around the world to endangered species... are driven by the underlying pressure of 6.8 billion people living on the planet."

- Randy Serraglio live on WBAI
in New York City

"One piece of good news is that... in very rich countries where each person consumes a lot, we have seen a turn-around in population growth. And, many European countries are approaching what we desperately need — that is, gradual, humane shrinkage in very rich countries. But the U.S., among the rich countries, is still the one that is the most over-populated and the one that is still growing rapidly."

- Paul Ehrlich

311.7 million **Population**

422.6 million **Projected population 2050**

62 % **Women age 15-44 currently using contraceptives**

CHINA

INDIA

USA

**3 MOST POPULOUS COUNTRIES
IN THE WORLD IN 2011**

**IF EVERYONE LIVED THE LIFESTYLE
OF AN AMERICAN, WE WOULD NEED**

5 PLANETS

UNITED STATES

in its absence. Our program is making sure the crucial issues of human population size and growth are being voiced and not forgotten.

PMC's Population News Media and Editorial Leadership program is supported by Colcom Foundation, the Weeden Foundation, and an individual donor.

To learn more about our programs in the United States, visit www.populationmedia.org/where/united_states.

IT'S TIME TO TALK

To further encourage advocacy and education around the 7 billion milestone, PMC and the Population Institute (PI) launched a new campaign in Fall 2011, *Population 7 Billion: It's Time to Talk*. This campaign included a redesign of PMC and PI's Global Population Speak Out (GPSO) website aimed at capturing the attention of a wider audience and providing direct opportunities for people to get involved in the population discussion and related issues. The three actions the site highlights are signing the GPSO pledge to speak out about population, creating and posting videos about why population matters, and signing up to help distribute Endangered Species Condoms as part of our collaboration with Center for Biological Diversity. In the two months following the new site launch, there have been almost 20,000 unique visitors from 127 different countries.

Visit www.populationsspeakout.org to join the movement.



7 BILLION IN THE *NEW YORK TIMES*

From October 31st to November 4th, 2011, PMC ran two advertisements on the *New York Times* online edition. The ad campaign included two 10-second animations that ran in tandem to illustrate human population growth since 1804 from 1 billion people to 7 billion people in 2011. Our ad campaign included a 24 "takeover" of the international news homepage on the day of 7 billion, meaning it was the only ad served for a full 24 hours in that location. We also served our ad intermittently on the international and U.S. news pages from November 1st to November 4th. At the end of our campaigns, our ads had 622,960 impressions. Both ads directed people to our *Population 7 Billion: It's Time to Talk* website where PMC's 30-second population PSA, "Elevator," was featured.

To see our PSA or the advertisements, visit www.populationmedia.org/where/united_states/psa-campaign

“An American can prevent 20 times more carbon pollution by having 1 fewer kid than by adopting a number of eco-friendly habits, like driving less or switching to efficient windows and lightbulbs for an entire lifetime.” - Lisa Hymas on KCCK in Cedar Rapids, IA

PLEDGING FOR A BETTER WORLD

The 2011 Global Population Speak Out (GPSO) program attracted more than 1,000 environmental scientists, educators, reproductive rights activists, and concerned citizens from 52 nations around the world. This was a significant increase from 386 participants in 2010. Each of these participants made a pledge to “speak out” publicly during the month of February about the challenges population growth presents in the struggle for global sustainability. They then reported their actions back to us to list on the GPSO website. Actions ranged from letters to the editor, to Op-Eds published in newspapers and magazines, to scores of radio interviews, to classroom lectures, to petition signatures, to Twitter messages, to Facebook status updates, and much more.

In the coming year, PMC and PI will continue to drive audiences to the GPSO/7 Billion website. In addition, we will be working on founding a new GPSO magazine to keep the momentum going from “speak out” events running through the year. The magazine will feature interviews and editorials, and it will serve to connect GPSO community members from around the world.

Funding for GPSO is provided by the Wallace Global Foundation and an individual donor.

For more information on the Global Population Speak Out, visit www.populationspeakout.org.

GPSO 2011 Actions In The Spotlight

Andres Hammerham, owner of The Black Sheep Inn, participated in his second GPSO in 2011. His inn is an award-winning eco-lodge high in the Ecuadorian Andes. To fulfill his pledge, Andres and his partner, Michelle Kirby, sponsored two days of workshops on family planning, sexual education, and women’s health in the rural community of Chugchilan. They invited four U.S. Peace Corps Health Volunteers to stay at the inn for free while they gave workshops to the students of two local high schools and a women’s group.

Dr. Catherine Owen Koning, professor of Environmental Science at Franklin Pierce University, fulfilled her pledge by working with three undergraduate students to organize a public presentation on campus. They talked about problems resulting from a large human population and the ways that population growth rates can be reduced. About 40 students and faculty attended the event. They also made a series of 100 lawn signs about the issue and placed them all over campus.



UNITED STATES

U.S. POPULATION STRATEGY MEETINGS 4 & 5

In October 2010, PMC organized the fourth annual Population Strategy Meeting. The all day round-table was filled with informative presentations, question and answer sessions, and strategy discussions among the leaders of domestic and international population organizations. Held in the beautiful Barbara Jordan Conference Center at the Henry J. Kaiser Family Foundation building in downtown Washington, D.C., the meeting also attracted conservationists, student activists, economists, and reproductive rights advocates – proving once again that population is an issue that cuts across disciplines and affects the efforts of many involved in sustainability work.

The keynote presentation was delivered by a group of veteran Australian population activists: Kelvin Thomson, a member of the Federal Parliament of Australia; Mark O'Connor, best-selling author of *Overloading Australia*; and Jennie Goldie, former National President of Sustainable Population Australia. Over the past several years, population has exploded into the mainstream discourse of Australian politics and public opinion, and this keynote address provided other population leaders a first-hand account of what had happened in Australia.

Other notable presentations were given by Dr. Paul Ehrlich, Dr. Chris Martenson, and Dr. Stephen Mumford. Smaller population organizations from around the United States were also given time to provide updates on their work.

The fifth Population Strategy Meeting was held in October 2011, just weeks before humanity passed the birth of the 7 billionth person on Earth. Approximately 75 population researchers, advocates and organizational leaders attended the meeting. The keynote speech was given by Dr. Camilo Mora, an up-and-coming ecologist from the University of Hawaii. His presentation focused on global biodiversity losses resulting from population growth pressures. Other topics included messaging strategies to address the world population passing 7 billion, perceptions of young people on the population issue, reproductive health supply chains, and effective responses to “birth-dearth” scares.

The meeting also included a panel discussion regarding the National Environmental Protection Act (NEPA) of 1969, which contains explicit and strong language in its

preamble on the harmful environmental effects of U.S. population growth. This panel discussion informed the audience about the 1969 NEPA, drawing attention to one possibility for getting the U.S. government to address domestic population growth as an environmental issue.

Funding for Population Strategy Meetings 4 and 5 was provided by Colcom Foundation.

For more information on these meetings, visit www.populationmedia.org/where/united_states.

PMC's “Elevator” PSA Hits the Airwaves

In March, 2010, Population Media Center completed a public service announcement (PSA) called “Elevator” that targeted *sleeping population activists* – defined as people already concerned about issues that population is impacting, but may not have made the connection in terms of the importance of addressing population growth to solve these problems. “Elevator” features a regular guy peacefully riding an elevator on a normal day – until he’s crushed by too many people trying to get on. The only person who can’t fit into the elevator is a mysterious little girl who stares into the man’s eyes as the doors close. Using the analogy of the overly-full elevator, the PSA takes us through many of the world’s problems that are impacted by population growth and how it affects the next generation.

In November of 2010, PMC arranged for a paid advertising campaign targeted to the San Francisco Bay area. “Elevator” ran 60 times on KRON-4 early evening news, 3 times on *CBS Evening News*, and once on *60 Minutes* for a grand total of more than 2 million viewers. Support for the PSA distribution in 2010 was provided by Colcom Foundation.

GROUNDBREAKING TRANSMEDIA WEB SERIES TO PREVENT TEEN PREGNANCY

In the United States, 52% of Latina girls have been pregnant by the age of 20, and 69% of Latina teen moms drop out of high school. One in four teen girls has an STD. While there are various factors that account for high rates of teen pregnancy, one important factor is the lack of reliable, accurate information and an understanding of the range of reproductive health options that are available to Latino adolescents.

PMC is currently developing the first Sabido-style entertainment-education programming in the United States in the form of a 90-episode web series to inform, educate, motivate, and inspire positive behavioral changes around reproductive health and life decisions. The series takes place in East Los Angeles and is aimed at Latino/a teens and young adults.



The series was created and written by a talented team of Latino Hollywood scriptwriters. Through the gripping stories they have created, audiences will find themselves deeply engrossed in the dramatic lives of the young characters while simultaneously learning through the characters' experiences about reproductive health care and options, self-honesty, independence, self-confidence, healthy lifestyle choices, and the consequences of their actions. The program will show the complexity of issues and demonstrate the importance of staying in school, having healthy relationships, delaying parenthood, practicing safe sex, and reducing stigma around sexuality. The series will help to normalize these highly sensitive topics by encouraging audience members to discuss these issues, access services, and make knowledgeable decisions about what is best for them.

In conjunction with the dramatic portion of the project, transmedia extensions are being developed to extend the characters and storylines. These transmedia extensions will provide opportunities for fan participation

and interaction, bringing them deeper into the world of the characters, forging deeper emotional bonds, and ultimately creating more opportunities to convey important social and health messages while providing teens with tools to help them make healthy decisions in their own lives. PMC has partnered with one of the leading transmedia companies, The Alchemists, to develop the transmedia plan for the series. This plan includes entertainment- and education-based extensions in the form of character blogs, social media launch pads, discussion forums, pre-existing online widgets and resources from partner organizations, texting campaigns, mobile applications and toolsets, video diaries, and other media-based applications to help deliver the greatest impact and extend the resources of the program.

PMC has formed an expert advisory committee made up of national and regional reproductive health and other related organizations to help further develop, market, and evaluate the program, as well as to provide follow-on support to teens around issues that are raised in the series, including advocacy training and other assistance.

In 2011, we completed the scripts for all 90 episodes and developed the full transmedia plan for the entire series. Focus group tests of the scripts were also conducted in East Los Angeles, where 80 teens sat on the edge of their seats while actors read 12 key episodes from the series. The series is slated to start production in the first quarter of 2012 and begin airing in the fall of 2012...stay tuned!

Funding for this project is provided by Blue Shield of California and an individual donor.



WORLDWIDE

In 2010 and 2011, PMC continued our partnership with the Emergent Media Center (EMC) at Champlain College to release an electronic game using three complimentary approaches: the UNFPA toolkit of culturally-sensitive approaches to create change, the Sabido methodology of entertainment-education, and FIFA (Fédération Internationale de Football) "Fair Play" rules. The result is *BREAKAWAY*, a 13-episode free electronic sports game for boys ages 8-15 that can be played online at **breakawaygame.com**. The game encourages positive change in attitudes and behaviors around the issue of violence against women and girls (VAW/G) within an exciting football/soccer-themed story. *BREAKAWAY* features international soccer star Samuel Eto'o as its spokesperson and music by international artist Francis Mbappe.

In *BREAKAWAY*, the player encounters real-life situations that resonate with a teen's experience, such as peer pressure, competition, collaboration, teamwork, bullying, and negative gender stereotypes. *BREAKAWAY* gives players choices that allow them to make decisions, face consequences, reflect, and practice behaviors in a game and story format. Since launching during the FIFA World

Cup in June 2010, the game has attracted more than 15,000 visitors from 178 different countries. Based on information the game players fill out, 52% of the game players are under the age of 18, and 89% of players are making more positive decisions than negative ones.

BREAKAWAY is part of the worldwide fight for human rights as outlined in the United Nations Millennium Development Goals. *BREAKAWAY* has received designation under United Nations' Secretary General Ban Ki-moon's *UNiTE to End Violence against Women* campaign. The game has received a slew of press coverage since its launch, including feature articles on the popular "Games for Change" website and CNET. *BREAKAWAY* is currently being translated into French, Spanish, and Portuguese and will be produced and available for distribution on CD in the spring of 2012.

Funding for this project is provided by UNFPA, Dwight Asset Management, and several individual donors.

For more information on *BREAKAWAY*, visit www.populationmedia.org/where/worldwide.



“The idea of what does it mean to be a team member and what does it mean to be a champion...those became the tools the students have used to communicate with diverse cultures.” – Ann DeMarle, Director of the Emergent Media Center at Champlain College in “Little Soccer Game with Big Goal: Kicking Violence,” CNET

EXTENDING THE GAME

In 2011, PMC received additional support from UNFPA to create a companion guide to *BREAKAWAY* in collaboration with EMC. This Facilitator’s Guide is designed for educators, coaches, and others who work with youth aged 8-15 years in school and non-school settings.

Each “playbook” in the Facilitator’s Guide corresponds to an episode in the electronic game and includes an engaging synopsis of the episode and entertaining group activities such as: skits, exercises, and soccer games to be led by the facilitator with youth; discussion questions that relate to the story and VAW/G issues; and

supplemental activity pages for participants that can be done together with a facilitator or on one’s own.

Early versions of the Facilitator’s Guide were reviewed by experts on gender-based violence and PMC and EMC staff, and students also pretested select playbooks with local youth. The completed guide will also include a resource section for facilitators, tips for playing the electronic game, and an opportunity for facilitators to provide feedback to the project team.



Football Character Cards
www.breakawaygame.com



Read Tal and Zak’s Character Cards. Now, create your own football Character Card for YOUR game player in the blank card provided.



ZAK
Name _____

LEFT STRIKER
Position _____

SKILLS	Level
Passing	5
Shooting	4
Heading	3
Defending	2

PERSONALITY & CHARACTER TRAITS

ENCOURAGING

RESPECTFUL

FAIR

OPTIMISTIC





TAL
Name _____

CENTER STRIKER
Position _____

SKILLS	Level
Passing	4
Shooting	5
Heading	1
Defending	2

PERSONALITY & CHARACTER TRAITS

COMPETITIVE

NARROW-MINDED

SHORT-TEMPERED

MANIPULATIVE





Name _____

Position _____

SKILLS	Level
Passing	_____
Shooting	_____
Heading	_____
Defending	_____

PERSONALITY & CHARACTER TRAITS



2010 FINANCIALS

ENDED DECEMBER 31, 2010 – With Summarized Information for 2009

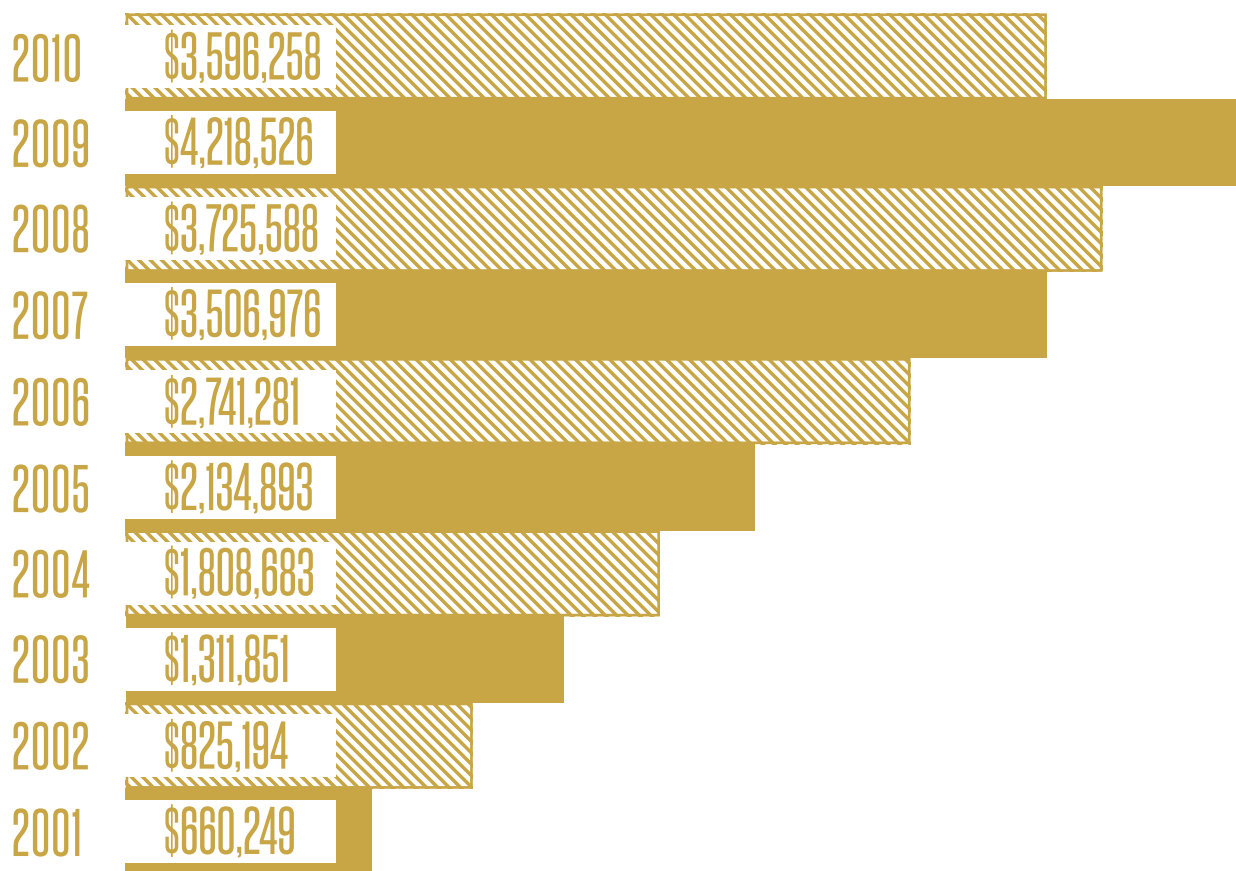
SUPPORT AND REVENUE

	UNRESTRICTED	TEMP. RESTRICTED	2010 TOTAL	2009 TOTAL
Contributions and Grants	\$ 679,490	\$2,833,155	\$ 3,512,645	\$ 3,996,813
Investment Income	\$ 63,777		\$ 63,777	\$ 82,448
Other Income	\$ 19,836		\$ 19,836	\$ 139,265
Net Assets Released from Restriction	\$ 2,214,006	(\$ 2,214,006)		
Total Support and Revenue	\$ 2,977,109	\$ 619,149	\$ 3,596,258	\$ 4,218,526

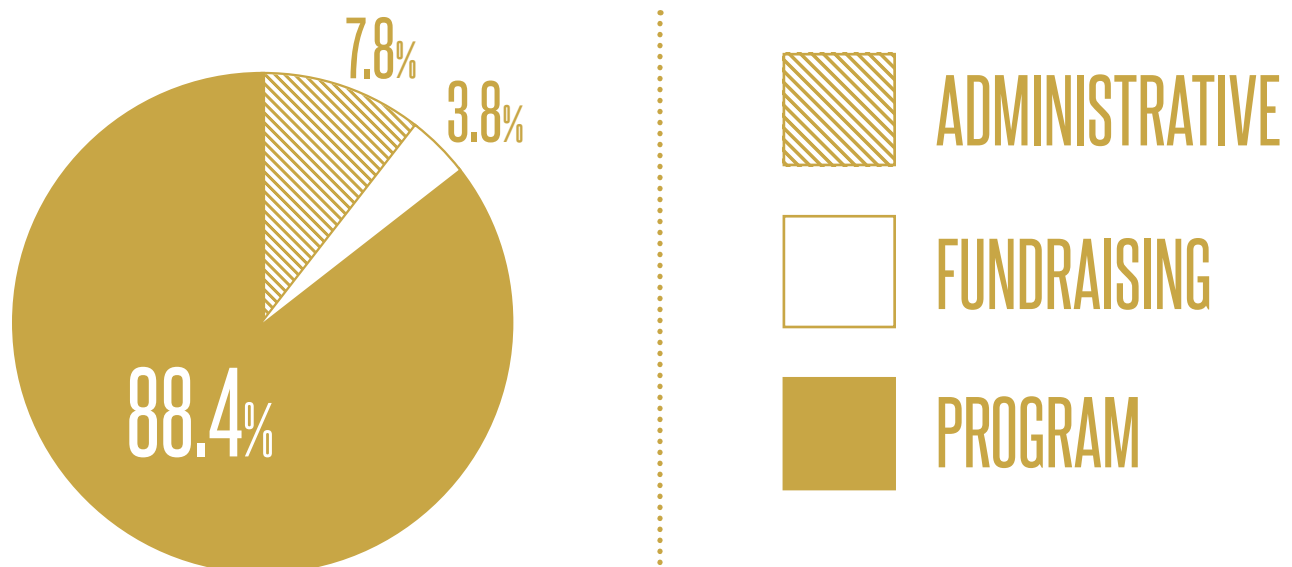
EXPENSES

SERVICES: ■ PROGRAM ■ SUPPORT	UNRESTRICTED	TEMP. RESTRICTED	2010 TOTAL	2009 TOTAL
General Program Development	\$ 477,435		\$ 477,435	\$ 374,021
Public Outreach	\$ 113,532		\$ 113,532	\$ 57,463
National & International Initiatives	\$ 2,035,453		\$ 2,035,453	\$ 2,933,225
Management and General	\$ 312,389		\$ 312,389	\$ 296,463
Fundraising	\$ 150,590		\$ 150,590	\$ 144,852
Total Expenses	\$ 3,089,399		\$ 3,089,399	\$ 3,806,024
Change in Net Assets	(\$ 112,290)	\$ 619,149	\$ 506,859	\$ 412,502
Net Assets, Beginning of Year	\$ 1,151,326	\$ 1,639,933	\$ 2,791,259	\$ 2,378,757
Net Assets, End of Year	\$ 1,039,036	\$ 2,259,082	\$ 3,298,118	\$ 2,791,259

Total Support & Revenue



2010 Expenses



DONOR APPRECIATION

Every year, as we assemble this annual report, there is a time for reflection on the scope of the past year's work and the relationships that have come with it. The years 2010 and 2011 have been so important for PMC, and looking back at all we have accomplished and all of the people our programs have touched motivates us to keep going.

Equally as inspiring is the time when we gather our collective pens at the PMC offices all over the world to recognize all who have made a donation to sustain our work. We need more pages each year to acknowledge our family of supporters and to offer our gratitude for your generosity. This is the kind of growth we are happy to see.

On the other hand, there is an overriding concern that will not go away. We continue to add 83 million people every year to the world's population. This year in particular – the year of 7 billion – has reminded us of the enormous challenges that lie ahead. Almost half the world – over 3 billion people – lives on less than \$2.50 USD a day.

Thank you for taking on this daunting challenge. You are the example Margaret Mead was talking about when she said, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

We appreciate every dollar you commit to our organization. From the bottom of our hearts, and for the millions of men, women, and children whose lives you have impacted, thank you.



DONORS

INSTITUTIONAL AND CORPORATE

The Alchemists
Alplaus United Methodist Church
American Psychological Foundation
AusAID
Janet V. Andrews and Robert R. Andrews Foundation
Ankeny Foundation
Bancker-Williams Foundation
Biodiversity and Sustainability Fund
Blue Shield Foundation of California
L. P. Brown Foundation
Bushrod H. Campbell & Adah F. Hall Charity Fund
John & Theresa Cederholm Foundation
Colcom Foundation
Colgate-Palmolive
Combined Federal Campaign
Compton Foundation, Inc.
Comunicarte Social Marketing
The Conservation, Food & Health Foundation
Conservation and Research Foundation
Covington and Burling
Dole Family Foundation
EcoTrust
Eucalyptus Foundation
Moses Feldman Family Foundation
Four Angels Foundation
Gardeners Supply
Help on the Way Fund
Robert F. Hunsicker Foundation
Job of the Week Network
Lichtenberg Press
LTS Plastics, Inc.
McBride Family Foundation
Mitteldorf Family Trust
MTV
Mulago Foundation

Nirvana Mañana Institute
Oak Foundation
Optimum Population Trust
David and Lucile Packard Foundation
PEO Sisterhood
Population Services International (PSI)
Post Carbon Institute
Réseau Africain de l'Éducation pour la Santé (RAES)
John & Holly Robbins Family Foundation
Save the Children Norway
Schneider Foundation, Inc.
Flora L. Thornton Foundation
Laney Thornton Foundation
United Nations Papua New Guinea
United Nations Population Fund (UNFPA)
UNFPA Senegal
UNFPA Vietnam
UNICEF Ethiopia
The Unitarian Society
University of California at Los Angeles (UCLA)
UN Women Ethiopia
USAID
Vital Spark Foundation
Voice of Vietnam
Weeden Foundation
WestWind Foundation
Winston Electronics

“Corporations that sponsor [PMC’s] soap operas associate themselves with positive effects. In Papua New Guinea, Colgate-Palmolive is funding a soap opera on the Millennium Development Goals while promoting its soap and toothpaste, and locals who listen to the shows see it as a good company.”

- Bronwyn Fryer in “Soap Opera Ads that Could Change the World,” Harvard Business Review Blog Network

INDIVIDUAL DONORS

Judith Abeles
Judith Ackerman
Mrs. Wallace E. Ackley
Jeanne H. Adams
George Adkins
Richard M. Adler
Dr. George Ainslie
Patricia Passmore Alley
Lance Ambrose
Peter Ames
Ruth C. Amrein
Lorna Amsbaugh
Anonymous
Mr. & Mrs. Phillip Appleman
F. Arney
James & Louise Arnold
Gert Aron
Ralph J. Ascencio
Jeannette Atkinson
Earl & Suze Babbie
Sheila Babbie
Angela & Ken Babbin
Sylvia & Robert Babbin
Dr. Julia Bailey
Steve Bain
Pamela Baker
Dr. & Mrs. Albert Bandura
Mary Bandura & Harton Smith
Diane Bandy
Donald S. Barber
Kriss Barker
Dr. Gregory Bartha
Mr. & Mrs. Edwin Bartholomew
Prof. Albert A. Bartlett
Edith Bass
Mr. & Mrs. Bennett Beach
Mike & Melinda Beard
Drs. John & Penelope Beasley
James M. Becker
Marna L. Becker
Egbert H. Begemann
Elinor S. Benes
Ed Bennett
John R. Bermingham
Dr. Rameen Beroukhim
Dr. & Mrs. Betty B. Berris
Kaye Beth
David Binns
Joe Bish
June Bishop
Linda Black
John H. Blake

Casey Blanchard & Dan Cox
George & Jeanette Blank
David E. Blockstein
Jessma O. Blockwick
Mrs. Elspeth G. Bobbs
Thomas Bonfili
Elaine Booth
William Bordihn
Amy & Ed Borer
Denise Bourque
Joanne Bourquin
Jane A. Bowen
George & Myra Bowers
Dorothy & Richard Bradley
Elizabeth Bramhall
David Brandau
Wilmer Brandt
Clotean H. Brayfield
G.J. & J.A. Brazill
Mr. & Mrs. Julian Bridges
Nathan Briggs
David Brisbin
A. K. Brown
Allan F. Brown
Doris E. Brown
Fred Brown
Mr. & Mrs. Thomas Brown
Ronald Bruner
Robert Buesing
James L. Buhler
Barbara Bull
Gregory Bungo
Roger Burnell
Keith W. Burridge
Jerry Busch
Glenn & Rosemary Busset
Dr. & Mrs. George M. Byrne
Helen Cameron
Diana Campbell
Jerry Cannon
Dr. Irene Cannon-Geary
Bruce Carlson
James R. Carter
Virginia L. Carter
Janet Celick
John Chamberlain
Janet Chamberlin
Dr. Margaret Champion
Myron Chapman
Harano Childs
Pat & Gene Ching
Peter G. Christ

Jack Christensen
Paul Christopher
Zoanne Clack
Frederick Clegg
Robert Cobb
Glen Colton
Dr. Elizabeth Conant
Paul Concus
Robert E. Connick
Scott Connolly & Barbara Wager
Sarah Anne Corbett
Steven H. Cornell
Carrie Coselman
Samuel B. Coulter
Nancy A. Cox
Dr. David C. Crafts
Gale Craig
D.C. Craighead
Dr. Edward Crane
Warren D. Cuddeback
Gregory & Lorrie Curtis
Margaret & Daniel Curtis
Mary Rose Curtis
Camille Da Rocha
Stephen Daitz
Mrs. Francis J. Dallett
Janet Davies
Peter Davies
Dr. & Mrs. Matthew Davis
Shirley & Ronald Davis
Theresa Davis
John C. DeBoer
Richard J. Decker
Kathleen DeMarest
Richard T. Denison
William Denneen
George & Tina Denniston
Dr. Constance Dent
James Dew
Mrs. Charles Dickey
Ruth Dickler
Allen Dines
Mr. & Mrs. Philip Dodd
Charles Dodge
Fred Dodge
Dr. Daryl P. Domning
Kathy R. Doto
Gifford B. Doxsee
Fabian Drixler & Carrie Thiessen
Marcia J. DuBois
John & Heather Dwight
Mr. & Mrs. Ralph Earle

In Nigeria, almost 12.2 million people aged 15-59 listened to PMC's radio drama at least weekly. Listeners were 5.6 times more likely to report using something to delay or avoid pregnancy after broadcast than before. Your dollars help us achieve results like these. Thank you.

William Eastham
Regina Edmonds
David Edovitz
Bert Edwards
Dr. Donald W. Edwards
Paul & Anne Ehrlich
Allen Eliason
Neil Elliott
Katie Elmore
Robert Engelman
David Epstein
Richard Epstein
Sarah Epstein & Don Collins
Lucy Lee Grimes Evans
Edward Everts
Michael X. Ewanciw
Ruth Ewing
June Fait
Barbara C. Farhar, Ph.D.
Ronald Fasano
Betty Ferguson
Eric Fieberling
Liz Field
Leta Finch
David Fisher
Julian Fitch
Mr. & Mrs. John Fogarty
Mr. & Mrs. Frederick Forro, Jr.
Mike Fossier
David H. Frantz
Elizabeth B. Fraser-Smith
Emily Frazier
Greg Freer
Andrew L. Frey
Barbara & Richard Friedenberg
Alison C. Fuller
Anders Furuset
Donald C. Gaby
Whitney & Nancy Garlinghouse
Lydia Garvey
Alison F. Geballe
Robert S. Gebelein
Linda H. Geiser
Mr. & Mrs. Ralph Geuder
Jeanne Gianakos
A. Christina Giannini
Julia Gibbs
Shawna Gibbs & Peter Moeykens
Mr. & Mrs. Steve Giddings
Mark M. Giese
Sibyll R. Gilbert
James Gilbreath

Robert Gillespie
David R. Givers
Larry Glickfeld
Jane Goldhamer
Elaine Goldman
Richard Goodman Estate
Mary D. Gordon
Dorothy Gosting
Tom & Rosalyn Graham
Lindsey Grant
David B. Green & Myrth York
Scott D. Greer, M.D.
Richard Gregory, III & Louise Thorson
James S. Griffith
Dr. & Mrs. Richard Grossman
Helen B. Grumman
Lynne & Charles Gunn
Patricia Hackbarth
Margaret Hall
Robert Hall
Thomas Hall
Alfred P. Hallstrom
Betsy Halpern
Henry Hamburger
Bruce Hamilton
Hedda Haning
Eric Hanson
Don Harlor
Mike Harper
Nancy G. Harris
Nora Harris
Mr. & Mrs. William Harris
Ed & Marolyn Hartman
Mrs. Bartlett Harvey
Linn Harwell
John Hassett
David J. Hathaway & Carolyn J. Greene
Dixie Havlak
Lauren Hayden
Rachel M. Haymon
John Headley
Jane D. Heald
Mr. & Mrs. Charles Hedberg
Marilyn Hempel
Ted & Margie Henning
Julie Kitzes Herr
Mr. & Mrs. Richard Herr
Judith Herzfeld
Ina H. Heyman
Carman B. Hill

Harvey Hinshaw
Martha Hirsch
John Hirschi
Fred & Iris Hoblit
Dr. Oscar Hoerner
Judith Hoffman
Dianne & Ron Hoge
Constance Hoguet
Julian C. Holmes
Glen Holstein
Mr. & Mrs. Daniel Hone
Marc & Jill Honnecke
Dr. David Hopkins
James & Evalyn Hornig
Holiday & Philip Houck
William & Lucie Huckabay
Carl Hudson
Roger Hudson
Laura Jean Huff
Jim Hufnagel
Jacqueline Hughes
Mary Hurd
Beal Baker Hyde
Hugh Iltis & Sharyn Wisniewski
Priscilla Jackson
Walter G. Jacobs
Dr. & Ms. R.B. Jenkins
Wallace Jenkins
Marie Jensen
Mr. & Mrs. Merritt Johnquest
Fred W. Johnson
Linda Johnson
Margery Johnson
Mr. & Mrs. Lawson Jones
Dr. Lloyd Jones
Stella Jones
Sharon Jordan
Janice Juraska
Dr. Keith R. Kaback
Dr. Linda Ortmeier Kanagawa
Sandra Kanck
L. Kane
Catherine Kashanski
Ilene Katz
Dr. Robert E. Kay
Barbara Keeton
Robert S. Keller
Gloria Kershner
Donn & Chelsea Kesselheim
Dona Key
Lois Kieffaber
Paul Killough

INDIVIDUAL DONORS

Marcia Kimiya-Cross
Anita King
Clifford A. Kirk
Lois Kirschenbaum
Adam Kleppner
Bram Kleppner
H. Felix Kloman
Kathy Knudsen
Richard D. Koch
David Koenigsberg
Harold & Jean Kolb
Dirk Koman
Walter Kosec & Theresa Fraser-Kosec
Robert R. Kowal
Marcelline Krafchick
Elliott Krefetz
Peter Krekovic
Robert Kropfli
Lothar Kuhn
Judith Kunofsky
John Lamb
Howard Lange
Frances & Richard Latterell
Robert Law
Margaret M. Lawson
Barbara W. Lee
Eleanore R. Lee
Joseph Lee
Jim & Karen LeFevre
Edward Lehrer
John L. Leonard
Allen LePore
Ben Lerner
Peter M. Leschak
Adam Levine
William J. Libby
Rev. Gertrude Lindener-Stawski
Therese G. Lindsey
Dr. Jan Lipfert
Todd Lockwood
Lucille Long
Cynthia Lord
Fay Love
Nancy S. Lovejoy
David P. Lowery
Darrel W. Lownsberry
Merloyd Ludington
Dr. & Mrs. William Luginbuhl
Julia Luke
Lesley R. Luster
Janet Lustig

Dorothea Lyman
Robert Mabbs
Sally H. Mackey
Mimi MacLeod
Dave & Dorothy MacMurdo
Michael Maduras
Betty L. Malaney
Jerry Manne
William J. Mares & Christine Hadsel
Paul J. Marin
Frank Marnick
Terry A. Marsh
Jack Marshall
Patricia & Joel Marx
Nan & Ben Mason
Alan & Jackie Mayers
Priscilla Maynard
Sophia B. McAskill
Marilyn McClory
Kevin McCluney
John McConaughy
Carolyn C. McKenzie
Kathleen McMenamin
John & Rebekah McReynolds
Michelle Mehlhorn
Barbara Dolan Meinert
Barbara Meislin
Paul D. Mendelsohn
Raymond K. Merrill
Melissa Merwin
Holly Meyer
Nicholas & Bridget Meyer
Frederick Meyerson
Charles Keith Miller
Donald Mischke
Kendall Mix
Stephen F. Morales
Greg Morgan
Barbara & Howard Morland
Diantha Morse
Stephen Mumford
Marietta Murphy
James & Lois Nassau
Sara Nerken
Michael & Suzanne Niebling
Heidi Nitze
Robert Norman
Mrs. David O'Dell
Roberta O'Dell
John O'Leary
Henry R. Odell
Mr. & Mrs. George Oetzel

Mason Olcott
Timothy Olsen
Barbara Otsuka
Joyce Palaia
David Park
Richard & Ann Park
Fredric W. Parsons
Ruth Partridge
Jeffrey Pascoe, Ph.D.
Alexandra Paul
Luise E. Peake-Dickerman
Howard Pellett
Mr. & Mrs. Richard Pelto
Connally & Charles Penley
Margaret Perkins
Susan Perkins
Tom & Jamel Perkins
Donald F. Petersen
Todd S. Peterson
Helen Pettit
Hon. George S. Pillsbury
Debra & John Piot
G. Stephen Pittman
Karen G. Pitts
George Plumb
Mr. & Mrs. David O. Poindexter
Mary S. Pollock
Pamela Polston
David Porteous & Vicky Smith
Stuart Porteous
Janet L. Preston
Bruce Pringle
Karen & David Pye
Larry Rabideau
Wilfrid Rall
Deborah Ramsdell
Louise B. Ransom
Dr. Samuel I. Rapaport
Thato Ratsebe
Edward Rawson
Pat Reasoner
Raymond M. Reddy
Melinda Reed
Gay Regan
Ken Regelson
Robert Reiber & Mary Ann Rogers
Richard Renfield
Randolph E. Richardson, Sr.
William & Amy Rider
Marilyn R. Riede
James Ritter
Glen Roa

“Where girls and women are second-class citizens, where they are taken out of school early, where violence against females is accepted and where women have no say in family planning, birth rates are highest.” - Actress Alexandra Paul Alexandra Paul in “Seven Big Problems for 7 Billion People,” MSNBC.com

David Robin
Paula Rohrbaugh
William H. Rolls
George B. Rose
Lena Rotenberg
Chantelle Routhier
Douglas & Elizabeth Roy
Dr. Karl Rugart
R. W. Rumsey
Alice Runnette
Dr. Mildred Rust
Sean Ryan
William N. Ryerson
Milton Saier, Jr.
Donald Sargent & Judith Hall
Roslyn Sargent
Fannette H. Sawyer
Marilee K. Scaff
Dr. George Schanck
Virginia Schilz
Erich Franz Schimps
John Schneider
Wolfger Schneider
Winona Schnitzer
Elsa Schultz
Judith Seaman
David M. Seaver
F. Peter Seidel
Dr. Hendrick Serrie
Sally Seven
Grover L. Shade
Elizabeth Sharman
Dennis Shaw
Jerri Lea Shaw
Merri Lea Shaw & Bruce Carroll
Barbara Shepp
Daniel Sherr
Elizabeth Sherry
A. K. Shethar
Daniel Shively
Dr. Daniel Silver
Lawrence P. Simms
Henriette Simon
Frances Sippel-Wetmore
Marion Siu
Michael Smallwood
Alene Smith
Bryce E. Smith
Elaine Smith
M.B. Smith
Philip F. Smith
Sydney H. Smith

Elizabeth Snyder
Carl Soderberg
Jane Sommers
Bernadette Sonefeld
Cifford Spohr
Brad & Shelli Stanback
Fred & Alice Stanback
Ruth M. Stark
Daniel Stein
Wendi Stein & Brian Yarwood
Mr. & Mrs. Paul Steiner
Norma L. Stephens
Wanda B. Stephens
Charlotte M. Stetson
Marina Stevens
Mr. & Mrs. Frank G. Stewart, Jr.
Sarah Stewart
Harriett Stinson
Fran Stoddard
Philippa Strahm
Mr. & Mrs. Bertram Strieb
Daniel & Lucy Stroock
Peter Strudwick
Thomas Struhsaker
Lawrence Stumpf
Bruce Sundquist
Ric Sweeney
Ingrid Swords
Steph Syslo
Ronald B. Tasto
Jerry D. Tate
Howard & June Taylor
Nancy Taylor
Mr. & Mrs. Clifford Terry
Mr. & Mrs. Philip Thacher
Cathy Theall
Max Thelen, Jr.
Mr. & Mrs. Edward Thomas
Bruce Thomson
Sandra Tofflemire
Diane Trenhaile
Kerstin Trone & Donald Dunn
Richard O. Truitt
Susan Trumbetta & David Montanye
Dr. John T. Tyson
Paul Ugalde & Catherine Symans
Gaylon R. Umbarger
Ronald Urquhart
Dr. & Mrs. Jack Valpey
Stephen Van der Hoven
Jeffrey & Ellen Van Fleet

Robert & Valerie Van Houten
Roland Van Liew
Mary Van Vleck
Douglas E. Vanderhorn
Richard & Gail Venti
Cornelia Von Allmen
Joyce Vos
David Voytek
David Wall
Mr. & Mrs. Dirk Walters
Frederick H. Walton
Mr. & Mrs. Deane Wang
Ann Weathers
Julia Weertman
Robert Weggel
Katharine S. Welch
Mr. & Mrs. Ted Wellman
Marian S. Wenzel
Dr. Charles Westoff
Henry & Roya Weyerhaeuser
Mr. & Mrs. David Whipple
Clare Whitfield
Jo Lynne Whiting
Searle Whitney
Richard & Margaret Whittaker
Jacob Wickham
M. B. Wilcox
Timothy R. Williams
John H. Williamson
Mr. & Mrs. Thomas Willis, Jr.
Florence Wills
David W. Wilson
Paul Winder
Jon Wine
Linda Wolpert
Rev. Charles Workman
Sarah Wyckoff
Roger Wykes
Dr. Robert J. Wyman
Richard Yarnall
Ted Yellman
Mr. & Mrs. Norman Youngsteadt
Dr. & Mrs. J. David Yount
Jerrold H. Zar
Michael Zimmermann
Ben Zuckerman

BOARD OF DIRECTORS

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. At Embassy, Carter worked 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*. These shows were among the top five most highly rated television shows in the United States during the 1980s. Carter also worked on two "strips" for television: *Mary Hartman, Mary Hartman* and *All That Glitters*. She was the Executive Producer of many movies for television among which was *Eleanor: First Lady of the World*, voted one of the top ten movies of the year. Recipient of an Emmy and two Peabody Awards, she holds a BSc in Math and Physics from McGill University, 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.

Bram Kleppner Burlington, Vermont

CEO, Danforth Pewter. He is an international businessperson and a social activist whose career in marketing communications includes ten years at Ben & Jerry's, where he co-led the company's anti-global warming campaign and where he spent two years managing Ben & Jerry's joint venture in Russia. In addition to Russia, he has lived and/or worked in the Middle East, Asia, Europe and Latin America. His commentaries on social justice are broadcast by Vermont Public Radio. He serves as Treasurer of Population Media Center's Board.

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 40-year history of working in the field of reproductive health, including 25 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 Southeastern Pennsylvania, Associate 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 by the Rotarian Action Group on Population and Development.

PROGRAM ADVISORY BOARD

Albert Alcouloubre 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, Alcouloubre 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; Executive Producer and Writer, "ER," NBC, 1994-2000. Adjunct Professor, University of Southern California, 2001-2005. Clinical Professor of Preventive Medicine at the Keck School of Medicine, University of Southern California. Recently, Dr. Baer co-established the Institute for Photographic Empowerment at USC's Annenberg School of Communications, which links photographic story-telling 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. Frequent guest speaker/lecturer. Elected Director, Harvard Alumni Association; Member, Board of Directors, American Association for the Advancement of Science Committee on Public Understanding of Science and Technology; Member, Board of Directors, Physicians for Social Responsibility; Member, Board of Directors, Advocates for Youth; Member, Board of Directors, The Partnership for Public Service; Trustee, The Humanitas Prize. B.A., Political Science, magna cum laude, Colorado College; Ed.M., Education, Harvard University, 1979; M.A., Sociology, Harvard University, 1982; M.D., Harvard Medical School, 1996. Received an honorary degree, Doctor of Laws, from Colorado College in 2000; 2005 commencement speaker.

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.

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 25 honorary degrees and has authored or co-authored over 50 books (including his most recent, *World on the Edge: How to Prevent Environmental and Economic Collapse*), 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."

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). Campbell is also the founder and was the first president of partner organization Venture Strategies Innovations

(www.vsinnovations.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 Co-Executive 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 B.S. 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.

Michael Cody, PhD Los Angeles, California

Professor at the Annenberg School for Communication, University of Southern California. He is a specialist in psychological and communication theories applied to social marketing and health campaigns, and in the use of entertainment-education strategies worldwide. His federally funded grants today focus on Autism Awareness and Energy Conservation. He is the co-editor of *Entertainment-Education Worldwide: History, Research, and Practice* (2004) and *Serious Games: Mechanisms and Effects* (2009). He is the former editor of the *Journal of Communication* (2008-2011) and the journal, *Communication Theory* (1999-2002); both are published by the International Communication Association.

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*.

Anne Howland 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* (Simon & Schuster, 1990); *Healing the Planet* (Addison-Wesley, 1991); *The Stork and the Plow* (G.P. Putnam's Sons, 1995); *Betrayal of Science and Reason* (Island Press, 1996); *One with Nineveh* (Island Press, 2004); and *The Dominant Animal* (Island Press, 2008). 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. Author of more than 1000 scientific papers and articles and more than 45 books, he is best known for his ground-breaking volume *The Population Bomb* released in 1968, which gave a dire forecast of impending international famine, climate disruption, and other environmental problems caused in part by unrestrained population growth. His 2008 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. Most recently he has published (with psychologist Robert Ornstein) *Humanity on a Tightrope: Thoughts on Empathy, Family, and Big Changes for a Viable Future*, which deals with the steps required to reach a sustainable society.

Robert Engelman Washington, DC

President of the Worldwatch Institute. As Vice President previously, Engelman wrote extensively on population and the environment, reproductive health, and climate change. Previously, he was Vice President for Research at Population Action International. A former newspaper reporter, Engelman has served on the faculty of Yale University as a visiting lecturer and was founding secretary of the Society of Environmental Journalists. The Population Institute awarded his book, *More: Population, Nature, and What Women Want*, the 2008 Global Media Award for Individual Reporting on Population. His writing has appeared in scientific journals and news media including *Nature*, *Scientific American*, *The Washington Post*, and *The Wall Street Journal*.

Lucy Lee Grimes Evans New Canaan, Connecticut

District representative for Population Connection and a long-time population stabilization advocate. Supporter of domestic and international family planning. Chair of Sierra Club of Connecticut's Nuclear-Free Committee.

Andrew Ferguson Oxfordshire, United Kingdom

Research Co-ordinator for the Optimum Population Trust, UK and editor of the biannual *OPT Journal*.

Robert W. Gillespie Pasadena, California

President, Population Communication. From 1962 to 1963, Gillespie was at Pathfinder in Asia, where he manufactured the Lippes loop in Hong Kong. With Pathfinder, he traveled to Japan, Korea, Taiwan, Philippines, Vietnam, Thailand, Malaysia, and Indonesia to report on family planning and population policies. From 1964 to 1976, he served as Resident Representative for the Population Council in Taiwan, Turkey, and Iran and as a consultant for SIDA, the Ford Foundation, and the Rockefeller Foundation in Pakistan, Bangladesh, India, Indonesia, Egypt, the Philippines, and Thailand. He founded Population Communication in 1977. He authored the Statement on Population Stabilization that was presented by Prime Minister Rajiv Gandhi at the 40th anniversary of the founding of the United Nations, with signatures of 40 heads of government. At the 50th UN anniversary, the Statement was presented by President Suharto to Secretary General Boutros Boutros-Ghali, with the signatures of 75 heads of governments. Gillespie has designed 181 family planning and population policy instruction and evaluation materials that have been used in program and policy development in 10 countries. He co-produced the feature-length documentary, *No Vacancy* (www.novacancythemovie.com). Complimentary copies of either the 60 or 90-minute version are available with a companion book that summarizes the interviews in Iran, Ghana, Nigeria, Thailand, Indonesia, Mexico, India, and the US. His email address is popcomm1a@aol.com.

Lindsey Grant Santa Fe, New Mexico

A writer and former Deputy Assistant Secretary of State for Environment and Population. 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*. His shorter pieces (and most of his recent work) are to be found at www.npg.org under Publications.

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

Vice President for Research at Ovation TV. Lynn is a 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 Ovation, Facebook, 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.

“One of the most cost-effective ways of meeting the sustainability challenge is to do the right thing by women. To make sure... that girls and women are empowered to make their own decisions about how many children they're going to bear.”

- Bob Walker on KVRM in Eugene, OR

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 *Altnet.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*.

Marilyn Hempel Redlands, California

Executive Director of Blue Planet United and editor of the *Population Press*. Marilyn is the co-founder of Blue Planet United. Since 1994 she has edited the *Population Press* and written articles for other publications. She continues to do that and to oversee Blue Planet United projects. Marilyn was a member of the NGO delegation to the United Nations International Conference on Population and Development in Cairo in 1994. Since participating in the conference, she has given hundreds of speeches to organizations throughout the United States. In 1995 she was a delegate to the Fourth World Conference on Women in Beijing, China. In 1999, she was chosen to be part of a U.S. NGO delegation sponsored by UNFPA, sent to China to study and observe their emerging voluntary family planning and poverty eradication programs. In 2008 she received the prestigious Paul Harris Fellow award from Rotary International, in appreciation of significant work toward the better understanding and friendly relations among peoples of the world.

John Jackson New York, New York

Vice President of Social Responsibility for MTV Networks International, developing campaigns across its channels worldwide. Jackson has run international human rights and development campaigns for two decades focusing on Asia, Africa and Latin America. As Head of Campaigns at Christian Aid he worked on a broad spectrum of developing country issues, including: IMF/World Bank policy, international trade, poor country debt, child labor and anti-personnel landmines. John was a founder member and Director of the Burma Campaign UK, helping to coordinate advocacy across an international network of Burma-focused groups. He joined MTV in 2005 to coordinate its 18-month presidency of the Global Media AIDS Initiative. He has been a regular commentator on national and international news programs, including BBC World, CNN and Al Jazeera and has also been published in the *Guardian*, the *Independent* and *Prospect* magazine.

Lucy Antek Johnson Westport, Connecticut

Born and raised in New York City, she was an Associate Producer for comedy, variety, and dramatic television specials and series, working with such producers as Harry Belafonte, David Susskind, Alan King, and Martin Charnin. After moving to Los Angeles in 1978, she became VP Programming at NBC, and over the next few years supervised soap operas, game shows, animated, variety, and late night programs, as well as a series of prime time family specials, featuring "He Makes Me Feel Like Dancin," the Emmy and Academy Award winning special, starring famed dancer Jacques d'Amboise. In the mid-1980's she formed her own production company, developing and producing movies for television as well as reality-based and animated programs. In 1989 she joined the CBS Television Network and became Senior VP of Daytime/Children's Programs and Special Projects, responsible for the content, management, and marketing of the soap opera lineup, game and reality shows, new program development, and the Saturday morning kids' schedule. She left CBS in 2003 and continues to develop and consult on various entertainment projects. She has moved back east and is currently VP Programming, Friends of Westport Library, as well as enjoying painting, writing, and home renovations.

Tony Johnston, PhD 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.

Jeremy Kagan Los Angeles, California

Internationally recognized director/writer/producer of feature films and television and a well known teacher. He is founder of the Change Making Media Lab at the School of Cinematic Arts at the University of Southern California where he is a tenured full professor. Many of his feature and television films have been about social and political issues like the box-office hits *Heroes* about returning veterans, *The Chosen* about tolerance, *Katherine*, *The Making of an American Revolutionary* about dissent, *The Color of Justice* about racism, and *Bobbie's Girl* about lesbian relationships. Mr. Kagan won an Emmy for Dramatic Series Directing and directed episodes of *West Wing* and Spielberg's *Taken*. His movie *Crown Heights* won the Humanitas Award in 2004 for "affirming the dignity of every person." This film also received an NACCP Award and the Directors Guild Nomination for best family film. In 2007, he produced and directed the 10 part series *Freedom Files*, broadcast on Court and Link TV as well as the net. The series is about threats to civil liberties covering issues from the Supreme Court, and the Patriot Act, to Dissent, Gay and Lesbian Rights, and racial profiling. He has made films for The Doe Fund, which is the most successful program in America helping the homeless and for The Bioneers, which organizes leaders in ecology and social justice. He has served as the Artistic Director of Robert Redford's Sundance Institute and is on the National Board of the Directors Guild and Chairperson of its Special Projects. His book *Directors Close Up* is published by Scarecrow Press. He is a Graduate Fellow

of the American Film Institute, and has an M.F.A. from NYU and a B.A. from Harvard University. He has taught master seminars on filmmaking in Hong Kong, Hamburg, Jerusalem, Hanoi, France and Ireland.

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 University of Wisconsin professor and a long-time activist and speaker on environmental, energy, and population issues. He has served as Chairman of the Board of Commissioners of Public Lands from 1991 to the present. He previously served as a Wisconsin State Senator, as Assistant Director of the Mid-American Solar Energy Complex in Minneapolis, and as Public Affairs Director at the Union of Concerned Scientists in Washington, DC. He is a recipient of the Environmental Quality Award from the Environmental Protection Agency.

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.

Anthony Leiserowitz, PhD New Haven, Connecticut

Director of the Yale Project on Climate Change Communication 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 global sustainability, including 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 heads his own private sector broadcasting organization in Nigeria. He was appointed Senior Fellow in 2008 in the School of Media and Communication, Pan-African University, Lagos, 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 Woman'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 of the *State of World Population 1999* and *State of World Population 2001*, the annual report of UNFPA.

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 *Population Growth – 10 myths*, with a planned publication for 2011. 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. From 2005 to 2010, he was a member of the Intelligence and Security Committee and Vice Chairman of the 1922 Committee. In

2010, he became the first elected Chairman of the Foreign Affairs Committee. 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

Chris Palmer is a professor, speaker, author, and an environmental and wildlife film producer who has swum with dolphins and whales, come face-to-face with sharks and Kodiak bears, camped with wolf packs, and waded hip-deep through Everglade swamps. Over the past 30 years, he has led the production of more than 300 hours of original programming for prime time television and the giant screen (IMAX) film industry. His films have been broadcast on numerous channels, including the Disney Channel, TBS Superstation, Animal Planet, and PBS. His IMAX films include *Whales, Wolves, Dolphins, Bears, Coral Reef Adventure*, and *Grand Canyon Adventure*. Chris is currently president of the One World Ocean Foundation, which has launched a \$35 million global media initiative to save the oceans. He is also president of the MacGillivray Freeman Films Educational Foundation, which produces and funds IMAX films. In 2004, he joined American University's full-time faculty as Distinguished Film Producer in Residence at the School of Communication. There he founded (and currently directs) the Center for Environmental Filmmaking, whose mission is to train filmmakers to produce films and new media that effectively strengthen the global constituency for conservation. His book, *Shooting in the Wild: An Insider's Account of Making Movies in the Animal Kingdom*, was published in 2010 by Sierra Club Books and has been widely praised.

Alexandra Paul Pacific Palisades, California

An actress who has starred in over 70 films and television shows. She is most known for her five-year stint on the international hit TV show *Baywatch*. In 2010, she stars in the Lifetime network movie, *The Boy She Met Online*, and will be seen in two independent feature films. In 1991, Alexandra co-developed a 50 minute introduction to the human overpopulation issue. She then taught it, classroom-by-classroom, to over 6,000 Los Angeles teenagers. Alexandra wrote, produced and hosted the award winning films JAMPACKED, about the human overpopulation crisis, and THE COST OF COOL, on happiness and materialism. In 1997, the United Nations commended Alexandra for her environmental activism. In 1999, she won the International Green Cross award. Alexandra was honored by the ACLU of Southern California as their 2005 Activist of the Year for her long history of fighting for the environment, voting rights and non-violence. In 2003, Alexandra spent 5 ½ days in jail after peacefully protesting the Iraq War. In 2005, Alexandra garnered worldwide attention when she was arrested for protesting the crushing of General Motors' electric vehicle, the EV1. She has committed civil disobedience about a dozen times at the Nevada Test Site.

Roger Pereira Mumbai, India

Over 50 years' experience in communications in India. Pereira has been involved in health care and population

communications since 1972 in India, Indonesia, Sri Lanka, Yemen, Mali and the U. S. Producer of *Humraahi*, a family planning soap opera in India. He was also involved with promoting the Green Revolution in 1965 to 66 and the White Revolution from 1978 to 2005. He worked in entrepreneurial development from 1971 to 1985.

David Pimentel, PhD Ithaca, New York

Professor of Ecology and Agricultural Sciences at Cornell University. Dr. Pimentel is a prolific author and speaker about population issues.

Barbara Pyle Atlanta, Georgia

Documentary film maker and media consultant. As the co-creator and producer of the animated series *Captain Planet and the Planetees*, Barbara is responsible for helping shape the world view of a generation. Working in partnership with now adult Planetees, they are organizing a Global Planetee Movement. Their website www.captainplanet.me launched in 2010 on Captain Planet's 20th Anniversary and already has traffic from 127 countries speaking 76 different languages. Their Planetee fan page has well over 400,000 members on Facebook. Barbara Pyle specializes in using media for social change and was the pioneer of television content on population and environmentally sustainable development worldwide. As Corporate Vice President of Environmental Policy for the *Turner Broadcasting System*, she was not only in charge of Environmental Programming but also launched the Corporate Social Responsibility efforts and initiated all environmental infrastructures and policies. She produced almost 60 films covering a wide range of global issues earning over 200 industry awards, many Emmy nominations and numerous personal awards. In 1997, Barbara was chosen for the *United Nations Environment Programme's Sasakawa Prize* for lifetime achievement. Her recent awards include recognition from the Federation of American Scientists, Caribbean Media Exchange, and Artist for using art for activism. She has also served on numerous boards. Barbara's premier documentary in her *People Count* series highlighted population issues and the empowerment of women. It featured the social-content 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.

SD Shantinath, DDS, MPH, PhD Geneva, Switzerland

Health promotion specialist. Dr. Shantinath's main areas of interest are the translation of science into practice and the use of technology to transfer health information to large numbers of people. As a behavioral psychologist, Dr. Shantinath is developing a manual in partnership with Population Media Center to help entertainment scriptwriters incorporate proven domestic violence prevention strategies into serialized dramas, so that mass audiences can benefit from such information. She began her career as a specialist in children's dentistry and became interested in health behavior. She has a doctor of dental surgery degree from Northwestern University, a master's degree in public health from Harvard University, and a PhD in clinical psychology from the University of Vermont. She has spent many years collaborating with one of the European leaders in couples research and has helped many people with issues related to depression and marriage problems. She has trained as a writer and editor and specializes in writing non-fiction – on psychological topics for non-technical audiences. Her work with the Novartis Foundation for Gerontology has been read by several thousand readers in over 15 countries. She has over 25 years of experience in the academic, non-governmental and governmental sectors. She has taught pediatric dentistry at the University of Pittsburgh in the US and health psychology and mental health promotion at the University of Fribourg. She was born in India and has lived in the US, Canada and Switzerland. She currently works at the FDI World Dental Federation in Geneva.

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 in 1970.

Arvind Singhal, PhD El Paso, Texas

Samuel Shirley and Edna Holt Marston Endowed Professor, and Director, Social Justice Initiative, Department of Communication, University of Texas at El Paso. Dr. Singhal, also appointed as William J. Clinton Distinguished Fellow at the Clinton School of Public Service in Little Rock, is a researcher on the effects of entertainment-education programs. He is co-author of *Inviting Everyone: Healing Healthcare through Positive Deviance* (Plexus Press, 2010); *Entertainment Education: History, Research, and Practice* (Routledge, 2004); *Combating AIDS: Communication Strategies in Action* (Sage, 2003); and *Entertainment-Education: A Communication Strategy for Social Change* (Routledge, 1999).

Elizabeth Smith London, United Kingdom

Consultant, Transforming Broadcasting and Chair, Commonwealth Media Group and on the Council of the Royal Commonwealth Society. Formerly Secretary-General of the Commonwealth Broadcasting Association, 1994-2010. Born in India in 1936 and educated in Edinburgh, 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. From 1979 to 1981 she was Senior Assistant, BBC Secretariat, involved in broadcasting policy and Advisory Groups. 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, and is 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 the Women's Media Center. Steinem is an advisor to the Planned Parenthood Action Fund and is on the board of Equality Now, the international human rights/women's rights organization, as well as an author, lecturer, and traveling feminist organizer.

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.

Philip Zimbardo, PhD Palo Alto, California

Internationally recognized as the 'voice and face of contemporary American psychology' through his widely seen PBS-TV series, *Discovering Psychology*, his classic research, *The Stanford Prison Experiment*, authoring the oldest current textbook in psychology, *Psychology and Life*, in its 18th Edition, his popular trade books on *Shyness*, and his recent exploration of the psychology of evil in *The Lucifer Effect: Understanding How Good People Turn Evil*. Dr. Zimbardo is professor emeritus at Stanford University, professor at the Pacific Graduate School of Psychology, and the Naval Postgraduate School at Monterey, California. Zimbardo has been the president of the American Psychological Association, the Chair of the Council of Scientific Society Presidents (CSSP), and now executive director of a Stanford center on terrorism -- the

Center for Interdisciplinary Policy, Education, and Research on Terrorism (CIPERT). His more than 350 professional publications and 50 books convey his broad range of research interests in the domain of social psychology, but branch out to education, time perspective, madness, political psychology, torture, terrorism, and evil.

Robert Zinser, PhD **Ludwigshafen, Germany**

Co-founder and Chief Executive Officer (CEO) of the Rotarian Action Group for Population & Sustainable Development (RFPD) (www.rifpd.org) and Past District Governor of Rotary International. Dr. Zinser initiated RFPD's first pilot project "Child Spacing, Family Health and AIDS Education" in six states of Northern Nigeria in 1995 and its large-scale follow-up in 2000. In 2005, he started the large-scale project "Improvement of Maternal Health - Prevention and Treatment of Obstetric Fistula" in Kaduna and Kano State (www.maternal-health.eu). With this project maternal mortality was reduced by 60% in ten selected hospitals within two and a half years (2nd half of 2008- end of 2010) especially by continuously improving the quality of structure, process and outcome by collecting data, analyzing and discussing it in a benchmarking process. Stakeholders regard this project as a model to contribute to MDG 5. Currently, he is preparing the scaling up of the pilot project in other states of Nigeria with funds from The Rotary Foundation and, to a large extent, from the German government. As project coordinator Robert Zinser is leading a project team with volunteering German and Austrian gynecologists and Nigerian project staff. He was president of BASF Asia Pacific and is an Honorary University Professor for International Management in Germany.



"I support the work of PMC because it uses the power of the media to get information and shared experience to ordinary people. It doesn't compel them to use this information, nor does it keep facts away from some people for political reasons. Instead, it empowers people to make their own choices. In all the situations I've ever seen, women who are allowed to make decisions over their own lives and bodies gradually bring the fertility rate to slightly above replacement level. It's not only important for women – and for the survival of the environment for both men and women – it's also crucial for children. Every child has the right to be born loved and wanted."

Gloria Steinem, Member of PMC's Program Advisory Board

WORLDWIDE STAFF

HEADQUARTERS STAFF

Shelburne, Vermont, USA

William Ryerson, Founder and President

Cecelia Angelone, Office Manager

Joe Bish, Population Outreach Manager

Dr. Scott Connolly, Director of Research

Emily Frazier, Director of Communications and Programs

Bill Rider, Finance Director

Wendi Stein, Senior Program Associate

Paul Ugalde, Director of Development

Los Angeles, California, USA

Katie Elmore, Vice President of Communications and Programs

Sonny Fox, Consultant

Cape Town, South Africa

Kriss Barker, Vice President for International Programs

TRAINERS

Virginia Carter, Redondo Beach, California, USA

Dr. Zoanne Clack, Los Angeles, California, USA

Rose Haji, Dar Es Salaam, Tanzania

Tom Kazungu, Nairobi, Kenya

Dr. Tandia Fatoumata dede Keita, Paris, France

Kimani Njogu, Nairobi, Kenya

Alexandra Paul, Los Angeles, California, USA

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

BURKINA FASO

Dr. Moussa Dadjoari

CENTRAL AMERICA

Leopoldo Peralta

ETHIOPIA

Dr. Negussie Teffera

INDIA

Shashi Kant Kapoor, Representative

Bhaskar Ghose, Senior Advisor

KENYA

Tom Kazungu

MALI

Al Moukoutarh Haidara

MEXICO

Dra. Anameli Monroy

NIGER

Hamsatou Ibrahim

NIGERIA

Ephraim Okon

PAPUA NEW GUINEA

Betty Oala

RWANDA

Theodore Nzeyimana

SENEGAL

Daour Wade

SIERRA LEONE

Dr. Victor Massaquoi

TANZANIA

Rose Haji

CREDITS

Produced by:

Editor and Design Director

Emily Frazier

Design and Layout

Greg Desmond at WEDONTEXTIST

Writers

Cecelia Angelone, Katie Elmore, Emily Frazier, Bill Ryerson, Wendi Stein, Paul Ugalde, Stephanie Wagner

Copy Editor

Wendi Stein

Brazil photos courtesy of TV Globo. Mexico photo courtesy of MTV. Stock photography used on pages 31 and 35. Unless otherwise credited, all photos taken by PMC headquarters and country staff.

© Designed and produced by Population Media Center. All rights reserved.



FOLLOW:

Stay current on what's happening at PMC by following us on Twitter: <http://twitter.com/PopulationMedia>

FAN:

Become a Facebook fan and show your support for PMC's innovative approach, which focuses on using the power of media to change the world. Go to <http://www.facebook.com> and search for Population Media Center.

LEARN:

Join PMC's award-winning e-mail service to receive daily articles on global and domestic population issues.

<http://www.populationmedia.org/who/subscribe-to-pmc>

NONPROFIT ORG
U.S. POSTAGE
PAID
BURLINGTON, VT
PERMIT NO. 399

Population Media Center | P.O. Box 547 | Shelburne, VT 05482 USA

Population Media Center (PMC) works worldwide using entertainment-education for social change. PMC's programs encourage positive behavior change among the audience.

POPULATIONMEDIA.ORG

