

SOCIAL CHANGE

PARTNERSHIPS THAT MAKE A DIFFERENCE.

WHO ARE WE?

Population Media Center (PMC) is an established entertainment-education organization, with a defined, tested, and proven content-production methodology, combined with a marketing strategy for driving positive behavior and attitude changes.

WHAT IS OUR APPROACH?

PMC produces soap operas for TV, radio, and the web that positively affect changes in health and social attitudes, knowledge, and behavior. Program impact is measured through rigorous research and evaluation.

WHAT ISSUES DO WE ADDRESS?



Population: empowering people decreases population growth.



Human Health: family planning, reproductive health, and more.



Human Rights: girls' education, gender equity, and more.



Environmental Preservation: habitat and species protection and more.



Economic Equity: financial literacy, entrepreneurship, and more.



POPULATION
MEDIA CENTER

Acting for Change

EXPANDING OUR IMPACTS

Population Media Center (PMC) partners with foundations, corporations, governmental, non-governmental, and multilateral organizations to deliver programs that spur positive behavior and attitude changes. Together, we are committed to improving the health and well-being of people around the world through engaging entertainment.

In order to grow PMC's ability to promote positive changes around more key issues, we partner with established organizations working in all arenas of human development and environmental protection. These relationships create prospects for joint action, mutual promotion, and shared understanding in a quickly changing world, and help us to meet both our objectives and yours.

Soap operas are at the heart of PMC's approach, and can serve to advance sales objectives as well as social goals. Soap operas got their name because they helped to sell soap and they remain excellent mechanisms for product placement and advertising. We invite organizations looking for impact and mission-driven partnerships to contact our partnership team to explore the opportunities available.

THE POWER OF PMC SOAP OPERAS

Applied globally in more than 50 countries, PMC programming shows amazing results. Here are a few highlights:

In two years of broadcasting *Ruwan Dare* ("Midnight Rain") in Nigeria:

- Listeners were 4.5 times more likely to have talked with their spouse or partner about family planning in the past three months at endline compared to baseline
- 67% of new health clinic clients reported seeking services because of *Ruwan Dare*

In one season of broadcasting *East Los High* in the United States:

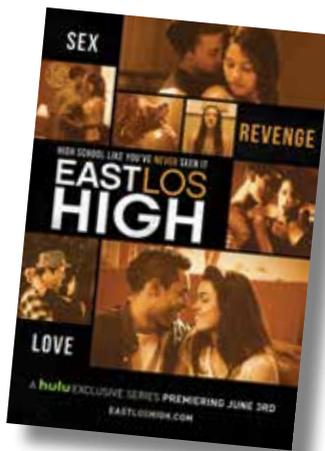
- 30,000 people used Planned Parenthood widgets on eastloshigh.com in the first month
- 76% of viewers who accessed transmedia resources shared resources with friends

PMC SAMPLE PROJECTS:

EAST LOS HIGH: TV PROGRAM

PMC produced a web TV series that aired as original programming on Hulu.com starting in 2013. It was Hollywood's first series with an all Latino cast and it explored real-life issues such as teen pregnancy, nutrition, and HIV. Video blogs by characters and key character social media profiles spread the narrative across other media, allowing the audience to further engage with the story.

In the first month, *East Los High* was one of the top five shows on Hulu, it was the top show for Latino viewers, and more than 30,000 people used Planned Parenthood's "The Check" widget on eastloshigh.com. The *Hollywood Reporter* called it "A hit drama with all the elements of a racy telenovela, designed to teach as much as titillate" and it was named a "TV Pick" by the *Los Angeles Times*. The *Huffington Post* declared that "Hulu is making history." *East Los High* won Global Media Awards for Best TV series and Best Website.



PMC HAS MORE THAN 15 YEARS OF EXPERIENCE.

PMC's approach to research, storylines, characters, promotion, and production speaks for itself.

4,000+ EPISODES

PMC has produced more than 4,000 TV and radio episodes. In 2014 alone, PMC has:

- 11 radio serial dramas on the air with 6 more preparing to begin broadcast
- 4 special radio talkshows on the air
- 1 TV serial drama on the air

58,000+ MINUTES

PMC has broadcast more than 58,000 minutes of original material:

- More than 55,000 minutes of radio broadcast
- More than 3,500 minutes of TV broadcast
- More than 4,175 radio episodes
- More than 100 TV episodes

30 TRAINERS

PMC has 30 trainers available who speak 15 languages, are from 15 countries, and have expertise in:

- Scriptwriting: 28 experts
- Production: 8 experts
- Acting: 3 experts



AGASHI: RADIO PROGRAM

PMC is broadcasting a radio series nationwide in Burundi across four radio stations. *Agashi* ("Hey! Look again!") is still on the air, and preliminary results of PMC's telephone surveys are promising.

A small sample size survey in June 2014 estimated listenership at 76 percent, which indicates that the program and its promotional activities (caravans, radio spots, TV spots, text messaging

blasts during the World Cup, plus the continuation of radio quizzes) are working to achieve strong listenership throughout the country.

Monitoring of response also shows that the program is motivating people to change their behavior and share information with others. One such example is a community health worker who was found independently organizing listening groups and health discussions. Individual behavior change has been the most common response, such as one man who reported that he was taking extra care of his wife after she gave birth, thanks to *Agashi* examples.

PMC Mission:

To collaborate with the mass media and other organizations worldwide to bring about stabilization of human population numbers at a level that can be sustained by the world's natural resources and to lessen the harmful impact of humanity on the earth's environment. The emphasis of our work is to educate people about the benefits of small families, encourage the use of effective family planning methods, elevate women's status, and promote gender equity.

PMC Vision:

PMC strives to bring about a world where:

- smaller families lead to healthier and more prosperous families,
- every woman is able to decide and plan her reproductive future,
- girls and boys encounter equal opportunities throughout their lives, and
- there is less stress on Earth's environment.

PMC Values:

We believe that pro-social communication campaigns are best done without telling people what to do. We believe in the power of positive and realistic role modeling. We value communication between husbands and wives about the future of their families. We believe in equal rights for women, including education for girls. We uphold responsible parenthood as essential so that all children are given the best opportunities available.