



PRODUCTION PROFILE: SERIAL DRAMAS

PMC has more than 15 years of experience producing serial dramas for radio markets. Our methodology and skills translate seamlessly to television, as evidenced by PMC's remarkable success in TV production in recent years. PMC's approach to creating storylines, characters, production, and research are successful on both platforms.

4,000+ EPISODES

PMC has produced more than 4,000 TV and radio episodes:

- 21 serial dramas produced and aired
- 7 dramas currently in broadcast
- 7 dramas preparing for broadcast
- 52-312 episodes per drama

57,527 MINUTES

PMC has broadcast more than 57,527 minutes of original material:

- 54,223 minutes of radio broadcast
- 3,304 minutes of TV broadcast
- 4,171 radio episodes
- 94 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

EAST LOS HIGH: TV PROGRAM AIRED 2013

Population Media Center (PMC) produced a 24-episode web TV series in association with Prajna Productions that aired as original programming on Hulu.com in summer of 2013. Hulu is an online video service that offers a selection of hit TV shows, clips, and movies. *East Los High* was Hollywood's first and only series with an all Latino cast and it explored real-life issues such as teen pregnancy, nutrition, and HIV. PMC partnered with The Alchemists for the creation of multiple transmedia components, including video blogs by characters and key character social media profiles.

In the first month, *East Los High* rose to be one of the top five shows on Hulu, and also the top show for Hulu's Latino viewers. More than 30,000 people have used Planned Parenthood's "The Check" widget available on eastloshigh.com to explore their risk and need to get tested for STDs, HIV, or pregnancy. More than 98 percent of those who watched the episodes and used the transmedia elements said they found *East Los High's* resources incredibly helpful, and 76 percent said they shared those resources with friends.

East Los High received much media praise, with outlets like *Hollywood Reporter* calling it "A hit drama with all the elements of a racy telenovela, designed to teach as much as titillate," and *examiner.com* saying "Finally, a Latino show we can be proud of." *The Huffington Post* declared that "Hulu is making history" with this show. *East Los High* won Global Media Awards for Best TV series and Best Website. PMC is now producing the second season of *East Los High* to launch in the Summer of 2014.

ULTIMO AÑO: TV PROGRAM AIRED 2012

PMC co-produced a 70-episode TV program with MTV Latin America that premiered on MTV Latin America on September 3, 2012 and then rebroadcast in the United States on MTV's Latino station Tr3s. The show addressed issues of teen pregnancy, HIV/AIDS and STDs, domestic violence, and more. PMC trained the creative team in the Sabido methodology and provided ongoing creative and technical input on the series, including developing transmedia storytelling components. PMC also developed and managed the research surrounding the drama and its *Sexysex* campaign.

Within the first month, *Ultimo Año's* website recorded 324,000 visits and 1.4 million page views. *Ultimo Año* ranked #4 on MTV Latin America's Website, received 46,000 likes on Facebook, and gained 12,000 followers on Twitter. *Ultimo Año* turned a profit in nine months. The show and all of its corresponding elements cost approximately \$5.8 million to produce, of which PMC contributed just under \$2 million.

BEHAVIOR CHANGE COMMUNICATIONS

PMC knows that strategic and audience-specific communications can result in behavior change. For PMC, entertainment-education has been the most powerful form of behavior change communications, particularly long-running radio serial dramas. We put “entertainment” first because we know it must be entertaining for people to get engrossed in the story and it must inspire emotion to inspire behavior change. As the story unfolds, information gets woven into the story in a non-intrusive way that allows people to watch actions and consequences. It provides a platform for education and discussion, allowing people to then make their own decisions. PMC uses the Sabido Methodology, Whole Society Strategy, and Transmedia Storytelling.

SABIDO METHODOLOGY

PMC uses the Sabido Method to produce radio and TV soap operas around the world. The Sabido methodology creates culturally-specific stories with “positive,” “negative,” and “transitional” characters to model behavior. Local teams of writers, producers, and actors create the program, and the range of characters and plot twists give audiences an entertaining way to absorb and discuss important social and health issues. We provide training and consulting for other media and production companies to employ this highly effective methodology.

WHOLE SOCIETY STRATEGY

PMC’s Whole Society Strategy combines print, television, radio, music, and new media to reinforce themes and reach more people. It begins with audience research to target segments of a national population through the media they prefer. Audiences can be segmented in many ways, including linguistically, culturally, or economically. PMC then creates a nationwide or region-wide message and dissemination strategy. PMC has often included media capacity building in its production projects, training journalists and broadcasters within the country in pro-social reporting, as part of the Whole Society Strategy.

TRANSMEDIA STORYTELLING

PMC also uses transmedia storytelling – the spreading of a narrative and character lives across multiple platforms to allow audience members to be drawn further into the fictional world, interact with characters, and learn in different ways. This can be done through old and new media, such as fictional characters having in-character social media profiles and blogs, or a newspaper from the fictional setting being produced for the audience to read. The possibilities can be endless depending on the media usage and interests of the audience.

“The drama has taught me how to handle love, how to overcome violence, how to manage my education and the extent to which I have to go to have my rights as a woman respected. In our country, there are, indeed, serious harmful traditional practices. The drama taught me how to change them. All in all, it has enabled me to have a new vision and enjoy a new life.”

– Tsigereda Sibhat, Ethiopia, talks about *Sibrat*, a PMC radio serial drama

