An Effective, Scalable Solution: PMC’s Entertainment Improves Lives
• Population Media Center (PMC) uses entertainment-education

• Works globally with broadcast media (radio, TV, online, print)

• Non-profit, non-governmental organization, 501(c)(3)
Some of the Issues We Address

**Human Rights**
- Child Marriage
- Gender Equality
- Access to Education
- Domestic & Other Violence

**Human Health**
- Family Planning
- HIV/AIDS/STIs
- Reproductive Health
- Maternal & Child Health
- Nutrition
- Female Genital Mutilation

**Environment**
- Climate Change
- Reforestation
- Agricultural Practices
Proven To Work Around World

Impacted more than **50 countries** worldwide. Over 500 million people reached.
People seek PMC’s programming because it’s fun.
ROLE MODEL

Instead of telling people what to do, show them options.
**Character-Driven: 3 Types**

**Positive Characters**
- Guided by remarkable morality and embody the positive values in the “values grid”
- Are icons (an ideal to which the audience can aspire)
- Are constantly rewarded for their positive deeds

**Negative Characters**
- Embody the negative values in the values grid
- Negative behavior is slightly exaggerated
- Are regularly punished for their bad behavior
- Occasionally suffer internally and regret their actions but DO NOT CHANGE

**Transitional Characters**
- Most similar to target audience
- Faced with real-life dilemmas
- Are rewarded or punished for good or bad actions (oscillate)
- Struggle to change their behavior
- Eventually move toward positive behaviors and are rewarded

Photo by Tom Getting  
Photo by Ellen Morgan  
Photo by Mark Pelleiter
PMC’s Format

A Rule: Long Running

• 156 episodes over 1.5 years is ideal for radio
• Characters to evolve at believable pace
• Time for audience to evolve
• Time for emotional bonding with characters
PMC’s Production

A Rule: All Local

- Hire all local writers, producers, and actors
- Choose best language for that area/audience
- Test pilot episodes with local audiences
Formative & Ongoing Evaluation

A Rule: Research, Research, Research

- Formative research!
- Monitoring and evaluation during broadcast
- Pre- and Post-broadcast evaluation
A Sampling of Theoretical Underpinnings

Social Learning Theory of Albert Bandura:
We learn from role models; the successes and mistakes of others

Social Cognitive Theory of Albert Bandura:
People need to believe change is possible before trying to change

Parasocial Interaction of Horton and Wohl:
Audiences form relationships with characters
DIFFICULT ISSUES

Stories can address deeply entrenched beliefs.
MULTIPLE ISSUES

Compelling stories are **multi-dimensional**.
Multiple Issues Example

*Umurage Urukwiye* ("Rwanda’s Brighter Future")

- Reproductive Health
- HIV/AIDS
- Specialty Farming & Family Planning
- Biodiversity/Protection of Species

- Adolescent Reproductive Health
- Education
- Financial Literacy & Independence
- Maternal & Child Health
- Reforestation
- Gender Equity
- Gender-Based Violence
- Nutrition
The scientific formula works across PEOPLE, PLACES, AND MEDIA MARKETS.
SCALABLE

PMC’s approach engages huge audiences on multiple issues.
5 Daytime Emmy Nominations

More than 27,000 people use Planned Parenthood widget in first month of broadcast

First day of broadcast, traffic to StayTeen.org doubled

60% of viewers said they referred East Los High’s resources to a friend
PMC’s long-running dramas
GET RESULTS.

Ruwan Dare

$0.08 US per loyal listener

Reached an estimated 12.3 million loyal listeners

Catalyzed estimated 1.1 million new adopters of family planning

$0.89 US for each person adopted family planning
Real Results: Child Labor & Trafficking

In Niger, *Gobe da Haske* (“Tomorrow Will Be A Brighter Day”), 67% of listeners had heard about exploitative child labor compared to 28% of non-listeners. This is particularly important because 42.8% of Niger children were subjected to child labor.

In Côte d’Ivoire, 32% of listeners to PMC’s radio drama *Cesiri Tono* (“Fruits of Perserverance”) knew at least three factors that can lead to child trafficking, compared to only 14% of non-listeners.
Real Results: Reforestation

In Papua New Guinea, Nau Em Taim ("Now is the Time") addressed clear cutting and the percentage of individuals involved in clear cutting declined from 58% to 45% from pre- to post-broadcast. Additionally, listeners were 4.3 times more likely than non-listeners to seek environmental conservation services related to logging.

In Rwanda, Umurage Urukwiye ("Rwanda’s Brighter Future") led to 11% of people buying tree seedlings reporting they had been directly motivated by the radio drama.
Real Results: Nutrition

In Burkina Faso, *HEre S’ra* (“The Road to Happiness”) and *Yam Yankré* (“The Choice”) listeners were 1.5 times more likely than non-listeners to correctly state that a baby should be put to the breast for the first time within one hour of birth.

Listeners were also 1.6 times more likely than non-listeners to have ever given ready-made ORS (oral rehydration solution) to a child suffering from diarrhea.
Real Results: Child Marriage

In Nepal, listeners reported intervening to stop a child marriage at more than twice the rate of non-listeners.

In Ethiopia, *Yeken Kignit* (“Looking Over One’s Daily Life”), mean ideal age for marriage of women among listeners rose to 20.6, compared to 18.4 among non-listeners.
In Senegal, *Ngelawu Nawet* (“Winds of Hope”), listeners were 6.3 times more likely to state that women should be 18 years old or older before marriage.

In Nigeria, *Ruwan Dare* (“Midnight Rain”) resulted in listeners being twice as likely as non-listeners to say that a woman should delay getting married for the first time until she is aged 19 or older.
The times when PMC’s approach MAKES SENSE:

- Multiple, deeply entrenched socio-cultural norms
- Need to generate demand for services at scale
Broadcasting stories AROUND THE WORLD.

Reaching more than 500 million people in 50+ countries
Our Work In...

Africa:
Botswana
Burkina Faso
Burundi
Cote D’Ivoire
Democratic Republic of the Congo
Ethiopia
Mali
Niger
Nigeria
Rwanda
Senegal
Sierra Leone
South Africa
Sudan
Swaziland
Zimbabwe
Zambia

Asia/Pacific:
India
Kyrgyzstan
Nepal
Papua New Guinea
Philippines
Vietnam
Happening Right Now

Active:
Burundi
Guatemala
Haiti
Nepal
Nigeria
Mexico
Philippines
Rwanda
Zambia

Active, also new projects in development:
Democratic Republic of the Congo
USA