

# CHANGING LIVES

Population Media Center's entertainment programming promotes social and cultural change and has helped improve the lives of hundreds of millions of people. See what people are saying.

A writer's zeal for **SIZZLING STORIES** with a scientist's passion for **QUANTIFIABLE METRICS**.

- *Earth Island Journal*

PMC is **INSPIRING** change.

- *World Watch Magazine*

There is **SOMETHING GREATER** behind it than just entertainment.

- Luke Ryan, The Alchemist CEO, quoted in *Biz Journals*

For a poor man like me, the drama is a great source of **HOPE**.

- Iyassu, listener of *Yeken Kignit* in Northern Ethiopia

Designed to **TEACH** us as much as **TITILLATE**.

- *Hollywood Reporter*

Soap operas on radio and television can **QUICKLY CHANGE PEOPLE'S ATTITUDES**.

- Lester R. Brown, *World on the Edge: How to Prevent Environmental and Economic Collapse*

PMC provides information, corrects misinformation and **EMPOWERS** people to make their own decisions.

- *Green Source DFW*

**EDUCATING THROUGH ENTERTAINING** provides a fascinating opportunity to confront these taboos and usher in new conversations.

- Georgetown University *Institute for Reproductive Health*



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**POPULATION**  
MEDIA CENTER

Acting for Change