“Yam Yankre opened my eyes. It allowed me to change my life and my family. The advice in soap operas helps for the future.”

- Soumalia Nagre, Burkina Faso (Listener of Yam Yankre)

“That girl [in the drama] that was pregnant and the parents insisted she must not go to the hospital, rather she should use their local herbs, but the husband refused. We love that because it is what has been happening in real life.”

- Jummai Abubakar, Nigeria (Listener of Hannunka Mai Sanda)

“Drama is a way of correction and advice that everyone in the world can see...I see the disadvantages of early marriage. When our children are rushed into early marriage, they will not have time to educate themselves.”

- Balikisu Ahmed, Nigeria (Listener of Hannunka Mai Sanda)

Population Media Center (PMC) works worldwide using entertainment-education for social change.

“Sex, revenge, love...plus information about HIV/AIDS, birth control, and nutrition. This upbeat, provocative, and exciting TV drama brought Population Media Center (PMC) to Hollywood and confirmed the power of using transmedia storytelling to support dramas for social change.

In early 2014, Hulu announced that it had ordered 12 new episodes of Population Media Center’s award-winning English-language series East Los High, which features an all-Latino cast and explores real-life issues such as teen pregnancy. In 2013, the series consistently ranked among Hulu’s most popular programs. Season two launched in July 2014 and is performing even better, prompting Hulu to announce it will be picking up East Los High for a third season.

“We are thrilled with the success of both Season One and Two of East Los High in terms of both the social impact and the large and dedicated audience. And to be green lit for Season Three just days after launching Season Two speaks to the tremendous success of the show,” said Katie Elmore Mota, Executive Producer.

East Los High’s popularity has led to media coverage in the Los Angeles Times, The Huffington Post, NPR, Cosmopolitan, and many more, but it’s not only East Los High’s big audience that’s drawing attention. In the first month of broadcast last year, more than 30,000 people used the Planned Parenthood widgets on eastloshigh.com to connect with information or services. More than 98 percent of those who watched the episodes and used the transmedia elements said that they found East Los High’s resources incredibly helpful, and 76 percent said they shared those resources with friends.

“Population Media Center is pleased to announce that East Los High has been renewed for a third season,” said Bill Ryerson, President of PMC. “The show has continuously been one of the most watched programs on Hulu, with a dedicated audience who engage with the show in a variety of ways to learn about important topics such as teen pregnancy, nutrition, and STD prevention.”

East Los High is a co-production of PMC, Wise Entertainment, and Just World Entertainment.

For more information about East Los High, please visit eastloshigh.com.

Watch East Los High for free in the United States: www.EastLosHigh.com
“AGASSI” AND PMC’S BURUNDI OFFICE

“Zoukoutap was the best way I could help.”

When Norbert Regero was awarded a role in a radio serial during his last year of school, he was in trouble with sex and drugs. At his job as a waiter, he was “the waiter of nothing.” He was even threatening to throw a chair at a customer. When Norbert Regero was awarded a role in a radio serial during his last year of school, he was in trouble with sex and drugs. At his job as a waiter, he was “the waiter of nothing.” He was even threatening to throw a chair at a customer. “By the time I was hired, I realized there must be more to this world than just a glass of water.”

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It was a turning point for Norbert. He found his passion for acting and started attending workshops. He also began volunteering at a soup kitchen to help out and give back to his community. His performance in the radio serial was noticed by a director, who offered him a part in a soap opera. Norbert seized the opportunity and took it seriously. He immersed himself in his role, studied the script, and learned about the importance of the storyline.

As Norbert continued to act in different roles, he realized that acting was more than just a job. It became a passion, a career, and a way to make a difference. He started using his platform to raise awareness about social issues and promote positive change. Norbert now feels fulfilled and grateful for the impact he has made as an actor and a community leader.