“PMC is one of my top organizations in terms of giving because, as a donor, I want to know how I can be effective.”

PMCs, making the world a better place, one soap opera at a time.

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

Laney Thornton, Founder of the Laney Thornton Foundation and Chair of Trustees, is passionate about philanthropy, he thinks, affect long-term sustainability, which leads him toward numerous entertainment initiatives, but he still has a few opportunities for his own learning and for the greater impact.

“PMC is one of my top organizations in terms of giving because, as a donor, I want to know how I can be effective,” says Laney, Founder of the Laney Thornton Foundation and Chair of Trustees for The Flora Thornton Foundation. “I want to understand the issues directly and personally and be a better philanthropist.”

It’s been more than fourteen years since Laney first began supporting PMC’s work. Laney began giving his money and his time to PMC, and he believes in the potential of PMC’s shows to reach out and successfully and meaningfully address environmental issues.

“Addressing climate change must be one of the top activities for the greatest impact. PMC has a role to play in it effectively, a great reason to invest, and is scalable. This is one of the real solutions that exist.”

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translates to Joan of Arc. She lives in the Burundian and, yes, her name Burundi team traveled to Jeanne's village. Two months later, members of the PMC-Promotions in PMC's Burundi office, dialed Jean Sacha Barikumutima, who works on Population Media Center (PMC). The tournament drew teams from across the country to make a truly national event in and around a handball court in Kigali, the capital On Sunday, January 11th, a crowd gathered BEYOND THE NET, IMPACTING CHILD A HANDBALL GAME IN RWANDA HAS GOALS around reproductive health issues, including use of condoms, the prevalence of HIV/AIDS, and Jeanne's also using the drama to reach out to children and not being able to feed them.' "Come, listen to ...the misfortune Tengenge I have seven children. I invite women who began using bednets to prevent malaria was $1.62 US. At clinics, of three million people between 15 and 59 years old. The estimated Ndava region of Cibitoke Province. She's the organizer addressing many sexual and reproductive health issues. We're pleased to address some of these issues." "Results like these are promising," says Scott Connolly, PMC's Director of Research. PMC actors in the studio recording episodes of Saliwansai in Sierra Leone. PMC's VC I love the sense of complementarity and people exacts a demanding schedule. Jean "I am and have always been focused on improving the lives of people. and people are human. togetherness that permeates the PMC Staff. In our small team in Burundi – I call people, and people are human. continued innovations of the staff, such as conducting evaluative research calls to get to the root of the problem and the feedback to the teams to improve. "I love the sense of complementarity and the culture that permeates the PMC. As Jean Bosco (Rugira) – I call them the ‘Mutatibis,’ "Jean Bosco, says Emmanuel Rugira, the Country Director, "They are able to draw on a wealth of knowledge and experience to support anyone they need to help." Jean Bosco who, with his undergraduate degree in clinical psychology, is leading the PMC’s development to its hook. He explains that workdays are 12 or more hours a day, which can lead to stress, burnout, and the end of the work. "If the patient is not able to verbalize their feelings, they're likely to suppress them. When the patient is not able to talk and when they need help, they're likely to suppress them."


Jean Bosco

Bill Bosco

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