WHO IS TELLING THESE STORIES?

Population Media Center (PMC) is a nonprofit leader in entertainment-education that has helped 500 million people live healthier lives in more than 50 countries.

WHAT ARE THESE STORIES?

PMC creates entertaining long-running serial dramas for radio, TV, or the web. These popular shows draw huge audiences and inspire positive behavior changes for issues ranging from health to gender equity to environmental protection.

HOW DO THESE POWERFUL STORIES WORK?

- PMC creates entertaining, hit shows that engage and excite large audiences.

- These dramas create emotional character-driven connections with the audience instead of using cognitive appeals.

- Characters role model different behaviors and consequences. A show never lectures the audience or labels something as “good” or “bad.”

- The long-running nature of PMC dramas (the story is spread across many episodes) allows the audience the time needed to evolve with the characters.

- PMC hires all local writers and producers, creating authentic stories. Extensive training in PMC methodology is provided to each team.

- PMC uses a multi-issue approach to every drama and all issues addressed benefit from extensive formative research.

- A rigorous and multi-pronged monitoring and evaluation process benefits every drama and future projects.
NORTHERN NIGERIA, RUWAN DARE, RADIO SERIAL DRAMA
• 72.4 percent of the population in the broadcast area listened
• Reached an estimated 12.3 million loyal listeners
• Generated 1.1 million new family planning users
• Cost $0.89 US per new family planning user

UNITED STATES, EAST LOS HIGH, TV SERIAL DRAMA
• Rose to be one of top five shows on hulu.com in its first season
• More than 27,000 people used a Planned Parenthood widget from eastloshigh.com in the first month of broadcast
• Nominated for five Emmys
• Renewed for subsequent seasons and secured international distribution deal

SIERRA LEONE, SALIWANSAI, RADIO SERIAL DRAMA
• Cost $0.53 US per regular listener
• Reached an estimated 3 million loyal listeners between 15-59 years old
• Cost $2.54 US for each person that began discussing family planning with family, friends, or neighbors
• Cost $1.62 US for each person that began using a bednet to prevent malaria

A SAMPLING OF DIFFICULT ISSUES THAT CAN BE SUCCESSFULLY ADDRESSED

Family Planning
Listeners to Nigeria’s Ruwan Dare were 2.6 times more likely than non-listeners to think that “couples should space children 2.5 to 3 years apart.” (Adjusted odds ratio with p = .005 controlling for sex, urban/rural location, education, age marital status, and state).

HIV/AIDS
Listeners to Sierra Leone’s Saliwansai were 3.7 times more likely than non-listeners to say that it is possible for a healthy-looking person to have the AIDS virus. (Adjusted odds ratio = with p<.001, controlling for age, sex, marital status, education, religion, ethnicity, and urban/rural residence).

Gender Equality
Listeners to Burkina Faso’s Yam Yankré and Hèrè S’ra were 1.8 times more likely than non-listeners to state that women in their family participate in decisions regarding the education of children. (Adjusted odds ratio with p<.014, controlling for sex, age, and urban/rural residence).

Female Genital Mutilation
Listeners to Burkina Faso’s Yam Yankré and Hèrè S’ra were 2.2 times more likely than non-listeners to disagree with the belief that being circumcised results in social acceptance for a girl. (Adjusted odds ratio with p<.046, controlling for sex and education).

Child Health & Nutrition
Listeners to Burkina Faso’s Yam Yankré and Hèrè S’ra were 1.5 times more likely than non-listeners to state that a baby should be put to the breast within one hour of birth. (Adjusted odds ratio with p<.005, controlling for sex, age, marital status, education, religion, and urban/rural residence).

The Environment
Listeners to Rwanda’s Umurage Urukwiye were 1.6 times more likely than non-listeners to know that protection of gorillas and their habitat can reduce poverty and bring tourists. (Adjusted odds ratio with p = .0167 controlling for sex, age, education, and urban/rural residence).