



POPULATION MEDIA CENTER

Acting for Change



2018 ANNUAL REPORT



WHAT WORKS? A CHANCE TO CELEBRATE & LEARN

PRESIDENT'S MESSAGE

In January 2018, Population Media Center (PMC) was already busy preparing our presentations for the International Social and Behavior Change Communications Summit. This key bi-annual conference, which would convene that April in Indonesia, had chosen a focus perfectly aligned with PMC's vision of a sustainable planet with equal rights for all: the power of entertainment to create positive change around the world.

In conjunction with the Summit, 2018 also presented PMC with another special opportunity for reflection. Twenty years earlier, in June of 1998, I had founded PMC. Two decades of experience across more than 50 countries amounts to a lot of success and a lot of lessons learned. While we took the opportunity to celebrate our 20th anniversary, we also reflected deeply.

What we saw made us proud. PMC is, and always has been, dedicated to measuring our impact. We want to know what each show accomplishes. We want to have educated, data-driven insights into why any given show hits or exceeds our targets. Just as important is when we may miss our objectives – there is no better educator than a challenging experience in the field, after all.

As you know, from the very start, we have been dedicated to the entertainment quality of our programs. Only after audiences are fully engaged in our stories can the social and communication theories embodied in our Theory of Change really bear fruit. With Bandura's Social Learning and Social Cognitive Theories playing a central role, we show audiences new behavioral options and their different repercussions. We entertain. We don't "lecture" or "message."

But, we do meet the audience where they are: hiring all local teams to write and produce the entertainment. The rich characters. The amazing plot twists. The poignant resolutions and denouements. Our shows, which have been proven capable of appealing to diverse audiences on a variety of critical and difficult-to-address issues, have had amazing impacts in over 50 countries on four different continents. Our intervention is not only fun for the audience to engage with, but owing to the typically huge scale of our reach, it is highly cost-effective too.

In 2018, we also saw that the increasing complexity of media markets in the developing world are seriously impacting the way we need to research, produce, market, and measure our shows. We realized that we needed to evolve our research and design thinking, along with continually updating our understandings of how behavior change is catalyzed – and how cultural norms are built, maintained, and changed.

With this in mind, late in 2018 we launched multiple internal focus groups to review our own creative processes. We also retained external social norms experts to improve both our normative impacts and the ways in which we evaluate that impact. We have to make sure we get a robust picture of successes and failures – to celebrate and to learn from.

Within this annual report, you will find a roster of programmatic successes on crucial environmental and social issues – like child marriage in Nepal or girls' education and species protection in the Democratic Republic of the Congo. We work tirelessly to empower women and girls, to encourage small family sizes, and to fight climate change. We always will. Every show is designed to make progress on key issues that are essential to the health of individuals, societies, and the planet.

I want to thank you for your support toward our shared vision. I can't think of a more important goal than a sustainable planet with equal rights for all. Without your support, we could not pursue this essential work. I am so grateful for your vision, your loyalty to PMC, and your appreciation of how we combine art and science to effect positive change in the world. The most exciting and difficult journeys still lie ahead.

Thanks for being here with us,

A handwritten signature in dark ink, appearing to read 'WR' followed by a stylized flourish.

WILLIAM N. RYERSON

Founder and President, Population Media Center



In April 2018, Population Media Center (PMC) was invited to take some lead roles at the International Social and Behavior Change Communication Summit (SBCC Summit). The conference, gathered in Nusa Dua, Indonesia, focused on “What works?” in entertainment-education. PMC hosted numerous sessions designed to share insight.

Approximately 1,200 professionals from 90 different countries delivered an exciting look into what’s working to improve lives in SBCC entertainment. PMC’s team gave six presentations and conducted a standing-room only skills-building workshop on methods to evaluate impact. PMC also had two poster presentations and hosted a booth throughout the week for discussions with other attendees.

“The summit was valuable in so many ways,” says Scott Connolly, PMC’s Director of Research, “including the opportunity to connect with others doing similar work and form possible partnerships for future programs.”

The SBCC Summit Committee, in their Summit Declaration, confirmed the vitality, dynamism, and evolution of social and behavior change communications, explaining, “We return home more united, more committed to people-centered development than ever.”

At top: SBCC Summit opening ceremony. At right top: PMC’s Scott Connolly (Director of Research), Kriss Barker (Vice President of International Programs), and Fatou Jah (Research Associate) at the PMC booth. At right center: PMC’s Jean Bosco (Head of PMC-Burundi), Fatou Jah, and Priyanka Rajendram (PMC volunteer in Nepal). At right bottom: PMC and PCI Media Impact honored Miguel Sabido (center) during the opening ceremony. It was a privilege for us to honor this pioneer in entertainment-education.





GLOBAL IMPACT ONE STORY AT A TIME

DONORS LIKE YOU MADE THIS HAPPEN.

2018 marked our 20th anniversary.
More than half a billion people have listened to our shows.

We could not have dreamed that such a community of donors, volunteers, and advocates would exist to make this possible.

**IMAGINE WHAT CAN BE ACCOMPLISHED
IN THE NEXT 20 YEARS.**

We're fighting for a sustainable planet with equal rights for all.
Nothing else will do.

EMPOWER WOMEN & GIRLS

With social status, health, and education, women will make their own decisions that will reduce unwanted pregnancies and strengthen our societies.

STOP POPULATION GROWTH

With empowered and educated women with access to contraception, population growth will decline and every child will be a wanted child.

PROTECT THE ENVIRONMENT

With population growth stabilized, we end the never-ending exponential increased need for food, water, land, air, energy, and other resources.



Storytelling has framed people's worldviews since before there was written language. We learn from stories.

PMC stories, delivered as popular entertainment, change attitudes and behaviors around deeply entrenched beliefs, particularly regarding gender equality and the rights of women and girls. Although these aren't light topics, our shows very well may be.

PMC shows work across cultures, languages, religions, and media markets because every show is designed for the particular challenges, in a particular culture, faced by a specific audience. Every show is designed for impact.

PMC's successful motivation of large audiences makes the approach incredibly cost-effective. Specifically designed stories are one of the most powerful and scalable strategies for sparking long-term behavior change and motivating major societal shifts on the most crucial issues of our time.



OUR MISSION is to use entertainment-education and mass media to promote social and cultural change by addressing the interconnected issues of the full rights of women and girls, population, and the environment. Our goals are to empower people to live healthier and more prosperous lives and to stabilize global population at a level at which people can live sustainably with the world's renewable resources.

IN NEPAL, LISTENERS TO ONE OF PMC'S SHOWS WERE 2.7 TIMES MORE LIKELY THAN NON-LISTENERS TO BELIEVE THAT WOMEN AND MEN HAVE EQUAL LEADERSHIP CAPABILITIES.

ZAMBIA

\$2.6M TO IMPROVE HEALTH OF WOMEN AND CHILDREN

In 2018, the United States Agency for International Development (USAID) awarded PMC \$2.6 million and the Erik and Edith Bergstrom Foundation granted PMC \$135,600 to develop programs to support improvements in the health of Zambian women and children, with emphasis on increasing use of family planning.

“I have lived and worked in Africa for many years and can attest to the power of community radio,” said USAID/Zambia Mission Director Patrick Diskin. “Through PMC and the USAID Community Radio Program, our goal is to reach a greater number of women and children with important messages that will help improve their basic health and overall quality of life.”

PMC designed two radio shows that began broadcast in January 2019 on strategically selected community and commercial radio stations because radio is the most commonly used form of mass media among Zambian adults and adolescents. PMC trained local teams to produce the shows in the local languages of Bemba and Lozi. The Bemba show is broadcast in the Muchinga, Luapula, and Central provinces, while the Lozi show is broadcast in the Western province.

“We’re grateful for the opportunity to work in Zambia,” said Kriss Barker, PMC’s Vice President of International Programs. “PMC looks at a number of indicators to determine our priority countries and Zambia ranks high on many of them. Zambia’s rapidly expanding population faces many challenges. As you might expect, Zambia’s women and children suffer the most, but PMC can build upon the work in progress, both from a policy and infrastructure standpoint, and catalyze significant change.”

“Zambia is ranked 139th on the United Nations Development Programme Gender Inequality Index,” said Charles Kalonga, PMC-Zambia Resident Representative, who oversees PMC’s project in Zambia. “Our show addresses family planning, nutrition, gender-based violence, and HIV. These are tied to other issues, like maternal and child health, early marriage, adolescent pregnancy. To address these issues we must have a culturally sensitive social behavior change approach that considers the Zambian local cultural contexts.”

IN ZAMBIA:



ALMOST 1/3 OF TEENS
BECOME PREGNANT



MORE THAN 1/3 OF
GIRLS ARE MARRIED
BEFORE TURNING 18



ONLY 16% OF 20-24
YEAR OLD WOMEN HAVE
COMPLETED SECONDARY
SCHOOL



50% OF ZAMBIANS
CANNOT AFFORD BASIC
NEEDS



Toma mi Mano

The morning sun filtered through the glass domed roof. Underneath the dome, fictional shops lined the town center where guests peered in the windows or entered the barbershop to sit in the barber's chair and put on headphones that gave them the voice of the barber relating the latest town gossip. Other people had their pictures taken, or found themselves laughing beside the pen of contented goats munching on hay. It was the end of February, 2018, in Guatemala City, and PMC was introducing its first Guatemalan show, *Toma Mi Mano* ("Take My Hand"), to the press and associated guests.

As everyone sat down at circular banquet tables, the emcees on stage told them more about the fictional town of San Juan Renacimiento and asked guests to close their eyes and don sleep masks, which would enhance their next imagination experience. A snippet from the show's first episode began to play and guests heard the voices of the characters, whose lives would unfold in this town over the next year and a half.

In this town Alex would have to decide whether to pursue the future he wants, even if it means turning his back on his family. Here Esperanza, raising her lovely granddaughter, would have to try to prevent her daughter's fate from falling on this beautiful child. Jefferson would have to decide whether his relationship with his father was more important than the well-being of his wife and daughter. And Ruth would have to choose whether she should put herself in harm's way to protect her sister from a man she knows is a sexual predator.

In March 2018, *Toma Mi Mano* began airing on 51 radio stations in all 22 Guatemalan states. The 156-episode show broadcast until September 2019 and addressed reproductive health, teen pregnancy, gender-based violence, rape, and gang violence.

To promote the show, PMC partnered with the Guatemalan advertising agency Lafabrica&Jotabequ, subsidiary of GREY International. The project's advisory committee included organizations such as Plan International, Planned Parenthood Global, the United Nations Children's Fund (UNICEF), ASOGEN, and ALAS (Fundación América Latina en Acción Solidaria). Project funders include Fred and Alice Stanback, the Weeden Foundation, and the Erik and Edith Bergstrom Foundation.



When girls grow, so do we all.

In 2018, PMC finished broadcast of *Mai Sari Sunakhari* (“Orchid, Like Me”) in Nepal. The two-year, 208-episode radio show had a particular focus on child marriage because Nepal has one of the highest rates of child marriage in the world. For poor families in Nepal, the marriage dowry they receive for a daughter is a financial necessity, and many families suffer from the perception that women not married early will be considered “impure.” The NGO Girls Not Brides reports that 41 percent of Nepali girls are married before they are 18 years old.

PMC benefited from the support of well-known Nepali figures. Ram Baran Yadav, former president from 2008-2015, spoke at the show’s launch celebration, and Rajesh Hamal, a beloved Nepali actor often called “Maha-Nayak” (“Great Actor”), appeared in TV and radio spots advertising the show.

Evaluation results for *Mai Sari Sunakhari* showed that listeners in Nepal were three times more likely than non-listeners to believe people in the community are working to end child marriage, three times more likely to believe girls should be encouraged to continue their education to higher levels, and more than twice as likely to have taken action themselves to discourage child marriage.

“I have learned to say no and take a stand against child marriage in any situation,” said one young female listener. “Sometimes parents can force you, but you should never get married that young. We need to be confident about our life and future. We should complete our education and be self-dependent before making the decision to get married.”

Mai Sari Sunakhari and another PMC radio show broadcast in Nepal, *Hilkor* (“Ripples in the Water”) were funded by the Kendeda Fund, which focuses on girls’ rights as one of its five programmatic areas of funding.

*The right to play, learn,
and be valued.*

“Things need to change. I got the opportunity to study and became a medical doctor. My sisters did not get to go to school, only because they are girls...We have made great political changes in Nepal, [but] there is much more to achieve. I thank the *Mai Sari Sunakhari* team. This cannot be achieved overnight. It requires weeks, months, and even years.”

— Ram Baran Yadav, Former Nepal President



A NEW DAWN: THE *PAMBAZUKO* EFFECT

It's estimated that more than 350,000 Congolese listened regularly to *Pambazuko* ("New Dawn"), PMC's radio show in the Democratic Republic of the Congo. The show ran for 1.5 years, broadcasting 156 episodes from 2016 to 2017. Post-show surveys showed that listeners increased their knowledge in topics ranging from contraception to deforestation.

"*Pambazuko* brought powerful and fun storylines to life," says PMC Program Manager Lindsay Reid. "Our first rule is to be some of the best entertainment on the air. *Pambazuko* also took on issues like reproductive health and contraception, girls' education, and wildlife protection and demonstrated how these things are relevant."

When the broadcast ended, PMC got to work on the next stage of the project – what is internally called "endline." To evaluate the impact of the show, we surveyed 2,500 individuals stratified by residence (rural/urban), province and age. Given the region's high illiteracy, and social norms that frown on inter-sex conversations with strangers, researchers visited homes in male/female pairs to collect information face-to-face in a socially appropriate manner.

After collecting demographic information, surveyors asked residents their opinion on key topics like family planning, girls' education, and protecting animal species. Last of all, the surveyors determined whether residents were familiar with *Pambazuko*, and how often they listened to the show. Researchers conducted multivariate comparisons to determine whether differences between listeners and non-listeners were statistically significant and whether they could be attributed to the show.

"The results were encouraging," says Reid. "It's estimated that 30 percent of our target audience had heard of *Pambazuko* and 16 percent listened to more than half of the episodes. To reach more than 350,000 people at least once per week for 1.5 years – that scale of impact is part of why entertainment can change social norms."

IMPACT HIGHLIGHTS

▶ **2.4X**

Pambazuko listeners were 2.4 times more likely than non-listeners to say they approve of family planning.

.....

▶ **3.2X**

Pambazuko listeners were 3.2 times more likely than non-listeners to say that girls should be encouraged to pursue their education to a high level.

.....

▶ **2.9X**

Pambazuko listeners were 2.9 times more likely than non-listeners to say they have been involved in protecting animal species such as gorillas.

.....

▶ **2.1X**

Pambazuko listeners were 2.1 times more likely than non-listeners to say girls' education benefits the entire family.

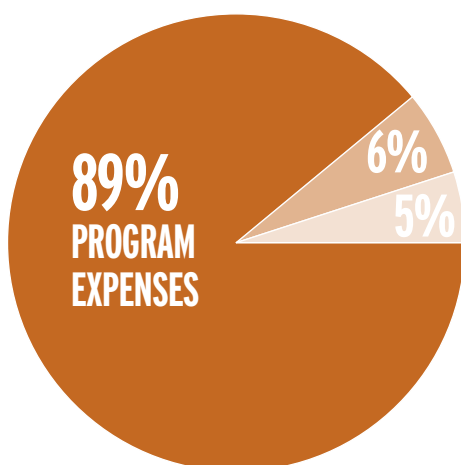
2018 FINANCIAL OVERVIEW

2018 SUPPORT AND REVENUE

	UNRESTRICTED	TEMP. RESTRICTED	2018 TOTAL
Contributions and Grants	\$ 1,545,558	\$ 5,113,078	\$ 6,658,636
Investment Income	\$ 207,226		\$ 207,226
Other Income	\$ 458,741		\$ 458,741
Net Assets Released from Restriction	\$ 5,288,669	(\$ 5,288,669)	\$ 0
TOTAL 2018 SUPPORT AND REVENUE	\$ 7,500,194	\$ -175,591	\$ 7,324,603

2018 EXPENSES

	2018 TOTAL
Program: General Program Development	\$ 947,887
Program: Public Outreach	\$ 180,472
Program: National & International Initiatives	\$ 5,230,918
Management and General	\$ 404,478
Fundraising	\$ 383,967
TOTAL 2018 EXPENSES	\$ 7,147,712



- PROGRAM EXPENSES
- MANAGEMENT & GENERAL
- FUNDRAISING

SHOWS THAT WERE COMING SOON!

In addition to the places we were already broadcasting, in 2018 PMC was also actively conducting formative research and preparing to launch shows in Mexico, Nigeria, Uganda, and Zambia.

Mexico launches a show in January 2020; Nigeria launched a show in July 2019; Uganda launches two shows in October 2019; and Zambia launched two shows in January 2019.

DRAMATIC

2018 HIGHLIGHTS

BURUNDI

Agashi 2 (“Hey! Look Again!”) 208-episode radio show, August 2016 - August 2018

ETHIOPIA

Sibrat (“Trauma”) 226-episode radio show, rebroadcast 2016-2018

GUATEMALA

Toma Mi Mano (“Take My Hand”) 156-episode radio show, March 2018 - September 2019

HAITI

Zoukoutap 3 (“To Limp”) 156-episode radio show, November 2018 - July 2020

NEPAL

Mai Sari Sunakhari (“Orchid, Like Me”) 208-episode radio show, April 2016 - April 2018

Hilkor (“Ripples in the Water”) 104-episode radio show, April 2016 - April 2017; rebroadcast April 2017 - April 2018

RWANDA

Umurage (“Inheritance for a Better Future”) 156-episode radio show, June 2017 - July 2018

Umurage 2 (“Inheritance for a Better Future”) 54-episode radio show, November 2018 - May 2019



PERSEVERANCE IN HAITI

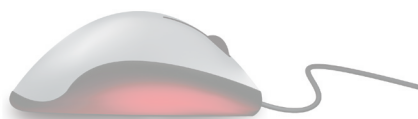
Last summer, a fuel riot erupted in Haiti after the government announced a reduction in fuel subsidies that would result in major increases in the price of gasoline, diesel, and kerosene. The civil unrest spread throughout the country and lasted for days on end. Haiti remains the poorest country in the Americas with close to 60% of the population surviving on less than \$2.00 per day.

It's within this context that PMC's *Zoukoutap 3* (“To Limp”) debuted in November 2018. This 156-episode series celebrates the beautiful people of Haiti – while working to impact some of the unspoken, challenging realities of Haitian society. Because of the unrest, broadcast was interrupted for a short period in Haiti's capital, Port-au-Prince, but it soon resumed and broadcast had continued during that period in other regions.

Notably, this is the third show to carry the *Zoukoutap* title and expand upon the plot and characters. *Zoukoutap 3* is written, produced, and acted in Haitian Creole, a language spoken by over 90 percent of Haitians. We are proud to be working in Haiti, to be one tiny piece in the larger push for progress and human rights.



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Dr. Negussie Teffera retired from PMC at the end of 2018.

CELEBRATING DR. NEGUSSIE TEFFERA

To acknowledge his tremendous service to Population Media Center upon his retirement, the Board of Directors recognized Dr. Negussie Teffera for his exemplary and dedicated work as Resident Representative of PMC-Ethiopia from 2000 to 2019. In a resolution, the board honored his two decades of leadership. During his tenure, Dr. Negussie:

- Acted as the spokesperson and guiding force for PMC-Ethiopia.
- Raised support and built partnerships with the Ethiopian government, NGOs, UN agencies, and foreign embassies.
- Oversaw the production and broadcast of nine very successful PMC shows and numerous workshops for journalists, as well as community, youth, and religious leaders.

- Reduced dramatically the acceptance and practice of female genital mutilation.
- Authored the books *Communication for Social Development: An Overview and the Ethiopian Experience* and *The Ethiopian Media Profile*. He also published several collections of real-life stories relating to reproductive health and gender issues, which were then distributed across the country.

Dr. Negussie's accomplishments come from his extraordinary commitment to the rights of women and girls, reproductive health, and the people of Ethiopia. He has given the country—and the world—much to thank him for. The Board of Directors considers him a permanent part of the PMC family. ■

2018 INDIVIDUAL DONORS

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“THE DRAMA REFLECTS THE SITUATION WELL. IN FAMILIES, SONS ARE IN HIGH DEMAND. MY BROTHER ALSO HAS A DAUGHTER ONLY, BUT I BELIEVE DAUGHTERS ARE LIKE SONS. THEY ARE EQUAL.”

— MALE MAI SARI SUNAKHARI/ LISTENER, NEPAL

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