



POPULATION MEDIA CENTER

Acting for Change

2019 ANNUAL REPORT



THE BEST TOMORROW DEPENDS ON OUR ACTIONS TODAY

PRESIDENT'S MESSAGE

As we look back together on Population Media Center's accomplishments in 2019, they may seem distant or even as if they took place in a completely different era. The profound dislocations the world has experienced in 2020 rightly demand our attention, our focus, and our ongoing efforts.

But, while it is the very nature of PMC's work to create programs that are immediately helpful to our audiences, we also determinedly create change built to last. That is why I know, despite the historic nature of the year 2020, our work in the year 2019 remains enduring, powerful, and important. The knowledge, attitudes, behaviors, and social norms we affected in 2019 are helping to create a sustainable planet with equal rights for all.

For example, in Rwanda, we learned about the positive contributions to the well-being of the next generation our *Umurage 2* ("Inheritance for a Better Future") program made. Listeners were 2.5 times more likely than non-listeners to think that a parent is not justified in hitting his/her children as a form of behavioral discipline. Overall, we worked across three continents in 2019, advancing human health, human rights, and

"PMC's dedication to measuring impact allows us to do better to achieve the project objectives. The honesty and trust they have shown from day one — PMC is serious and transparent and fulfills its purpose."

— Raúl Febles, Creative Vice President
Lafábrica&jotebequ/GREY
Global Marketing Agency, partner in
Guatemala

environmental sustainability. These successes will carry on for generations to come.

With more than 20 years of operating experience, PMC has honed our Theory of Change to be adaptable, exciting, and effective. But tomorrow's media markets and the entertainment preferences of our audiences will not be the same as they are today. That is why, in 2019, we continued to reflect on our program design process — committing ourselves to even more rigorous research on audience needs, desires, and habits. You'll read a bit about that here and adjustments it has brought as we explore new countries.

Across PMC, we believe that the best possible tomorrow will be created by today's actions. But, we cannot act without the support and generosity of our wonderful donor community. That is why, in 2019, we launched our Giving Circles program — a tiered membership program that recognizes and celebrates the power of individual philanthropy and is improving our public education efforts, launching a series of engaging webinars and panel discussions in 2020.

PMC was founded on the realization that systemic change is absolutely necessary. What we accomplished in 2019 was both immediately transformative and enduring. We will continue to move the arc of history towards a sustainable planet with equal rights for everyone. This may be an extremely challenging time, but I know we will never give up, and together we can overcome anything that stands in our way.

Thanks for being here with us,

WILLIAM N. RYERSON
Founder and President, Population Media Center

MAKING A DIFFERENCE

PROVIDING A TRUSTED VOICE FOR HIGH-RISK AUDIENCES DURING COVID-19

SAMPLING FROM PMC FIELD OFFICES

This annual report covers our activities and successes from 2019, but we would be remiss not to mention COVID-19. It has changed lives globally.

At PMC, we know about vulnerable populations because these are the audiences we reach. We've positively impacted the lives of more than half a billion people in more than 50 countries.

Many issues PMC focuses on are being compounded by COVID-19, such as WASH programs (water, sanitation, and hygiene), child marriage, and domestic violence, to name a few. All of our shows, regardless of the focus issues, reach people who need accurate information about COVID-19 now and as the situation evolves.

PMC has been collaborating with local health ministries and trusted information sources, like the World Health Organization and UNICEF, to create new content in local languages to dispel myths and misinformation about COVID-19.

Thank you to all our partners and donors. United, we will get through this pandemic and build a more sustainable planet with equal rights for all.

PMC's global field offices have pivoted to add COVID-19 information for audiences, while also assessing how COVID-19 has exacerbated pre-existing social and health issues. This is most notable for women and girls, making PMC programs even more essential. Some COVID-19 examples include:

MESSAGES & EPILOGUES

PMC-Zambia aired Ministry of Health approved COVID-19 messages and epilogues. PMC-Nigeria partnered with UNICEF and used resources from the CDC for COVID-19 epilogues and jingles.

MINI-SERIES

PMC-Rwanda designed a six-month communications campaign featuring a 54-episode radio show with storylines on family planning, hygiene, and COVID-19. The campaign also included epilogues, online messaging, and videos.

VIDEOS

PMC-Haiti used popular characters from our hit show *Zoukoutap* to create animated videos addressing common myths and attitudes related to COVID-19.

RADIO TALK SHOWS

Many field offices have hosted talk shows featuring trusted show characters and medical experts that also allow callers to ask questions.

PMC HELPS RAPIDLY DISSEMINATE COVID-19 INFORMATION TO DISPEL MYTHS AND MISINFORMATION

PMC has a pre-existing network of broadcast partners and audiences that we are leveraging to provide accurate information about COVID-19 immediately and efficiently. Please contact us to learn more if you represent a health or governmental agency that needs to reach vulnerable populations.

partnerships@populationmedia.org

OUR VISION: A sustainable planet with equal rights for all.

OUR MISSION: 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.

The Story of Social Change

We are all influenced by the stories we read, hear, and watch. We fall in love with characters; we mourn losses; we aspire; and we learn from mistakes. Stories connect us, and present a specific version of our society. In so many ways, stories create the narrative of tomorrow — influencing us as individuals and as communities.

Building on more than 20 years of international success, PMC has continued to hone its methodology in order to tell the most authentic and multi-dimensional stories possible, with a laser focus on storytelling for social good. Our journey to great entertainment always follows one guiding star: to create a sustainable planet with equal rights for all.

“I learned a lot. I found out that family planning will help children grow well. I have decided to go for contraceptives, based on lessons from *Umurage 2*.”

— Female listener, Rwanda



THE WORK NEEDED IS IMMENSE.

THE GOOD NEWS IS THAT THERE ARE PROVEN SOLUTIONS...



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 stifle the never-ending increased need for food, water, land, air, energy, and other resources.



Global impact, one story at a time.



2.1x MORE

Listeners were 2.1 times more likely than non-listeners to have taken action to discourage child marriage.

Hilkor, Nepal



1.5x MORE

Listeners were 1.5 times more likely than non-listeners to believe that people in their village approve of couples using contraceptive methods to prevent pregnancy.

Agashi 2, Burundi



2.4x MORE

Listeners were 2.4 times more likely than non-listeners to report engaging in activities to protect animal species.

Pambazuko rebroadcast, Democratic Republic of the Congo

A WATER, SANITATION, AND HYGIENE PROJECT WITH LIMITED WATER



It's difficult to properly care for children when you are not educated in basic hygiene. This underlying obstacle contributes to numerous deaths and illnesses in Ethiopia's hard to reach *woredas* (districts) of the Afar and Somali regions, especially among children. This is especially critical during a pandemic.

With funding from UNICEF, PMC-Ethiopia embarked on a difficult project. PMC is accustomed to impacting knowledge, attitudes, and behaviors. This water, sanitation, and hygiene and cholera prevention project was no different, focused on improving health outcomes for infants and children — by educating adult caregivers and older children. But these locations were considered “remote” even by PMC standards. The areas face almost incomprehensible poverty, with very little water, limited roads, and next to no infrastructure — explaining the otherwise perplexing lack of what many consider basic hygiene information.

PMC-Ethiopia produced two radio shows, *Hangi Ala'ah* (“Focus on Children”) in the Afar language and *Daryel* (“Care for Children”) in the Somali language, both 60 episodes long. The team knew in-person performances and events, despite the difficulty of traveling to these locations, would be an absolute necessity.

“The project is very important for illiterate mothers like me who have not had adequate access to information pertaining to child health before...I have gained knowledge of personal hygiene and sanitation such as hand washing with soap or ash and safe child feces disposal.”

— Dichoto Kebele, listener, Elidar woreda

“PMC has a rich experience in entertainment that works across people, places, and media environments, and it's designed to impact multiple social, health, and environmental challenges.”

— Jane Bevan, UNICEF



This page: photos from PMC-Ethiopia trips to Afar and Somali regions.

I WON'T MARRY HIM

THEY WANT TO STOP THEIR MARRIAGES, AND THOSE OF OTHER YOUNG GIRLS



Sangita Kumari Sadi is 17 years old. Discrimination because of her caste and poverty pushed her out of school when she was ten. At a Janaki Women's Awareness Society (JWAS) learning center in Nepal, she began listening to PMC's radio show *Hilkor* ("Ripples in the Water") as part of the community theater program.

She used *Hilkor* to talk to her parents about staying in JWAS' classes instead of getting married. The next day there was a boy, a prospective husband, whom she refused to see. Her parents were angry — and they beat her. She was determined, and eventually, her father acquiesced and said he would not marry her to anyone until after the age of 20.

The facilitator of one of the JWAS teaching centers says, "Many girls talked about their marriage with their parents after the show... And they are excited now."



Sangita's learning center gathers for an episode of *Hilkor*. Background photo: another JWAS learning center group gathered to listen to *Hilkor*.

In Nepal, PMC has partnered with Janaki Women's Awareness Society (JWAS). In 2019, we joined forces for a unique and powerful community theater program. PMC-Nepal adapted the 104 episodes of *Hilkor* ("Ripples in the Water") to inform and support the JWAS Life Skills students' curriculum, reaching 1,600 girls from some of the most marginalized communities of Nepal. These girls have either dropped out of primary school or have never formally attended school before. The girls have *Hilkor* listening sessions and lessons, and are acting out the scenes and stories of *Hilkor* in local communities. These girls, the most impoverished of Nepali society, are powerfully impacting Nepali communities and their own families with crucial lessons about child marriage, girls' education, and more.



MAKE SURE TO WEAVE THE RIGHT STORY

It's imperative that PMC understand the issues, contexts, audiences, target behaviors, and media markets where we work. This is just part of the reason PMC: 1. hires local staff in each country who write, produce, and manage projects, 2. conducts extensive formative research that is inquiry-based to collect actionable information, and 3. conducts feasibility studies before opening offices and projects in new countries.

These three components are crucial for a successful communication campaign, but they are particularly important when looking to impact social norms. Social norms are “invisible” or unspoken rules that guide how people behave based on how they think others would expect them to behave. When social norms shift toward equal rights and environmental sustainability, such as a “norm” that all girls go to school, the community creates peer pressure that results in more girls attending school. Social norms are a core barrier or driver of behavior for all members of a community. Social norms are complex, but if you're looking for sustained change, as PMC does, then social norms should be an important part of your focus.

1. LOCAL ROOTS

PMC global field offices are staffed in-country, not with expats. Members of the local communities know the needs and the culture. These teams create the most powerful project possible.

2. STRONG FOUNDATION

Every PMC show is informed by extensive formative research that takes a multi-faceted approach to understanding the norms, issues, and experiences of our audiences.

3. FEASIBILITY STUDY

Even if it's an issue PMC has addressed numerous times before — every audience and every location is different. PMC conducts extensive feasibility studies before starting any new country projects. In these studies, we meet with donors, media partners, and experts in the field to learn about local norms, infrastructure, potential partners, and media markets. In 2019, PMC conducted feasibility studies for new projects in both Ghana and Peru, which have laid the foundation for the possibility of promising future programs.

“Learning from [the character] Gasake, producing many children you are not able to support, I learned that one must produce children that are within his capacity to support—where everyone has a right to everything he or she needs. I learned a lot from this scene.”

— Woman, Bugesera District, Rwanda



Above, drawing from a Rwanda listener depicting Gasake and the many children he cannot support. Bottom left, actors perform a scene in Rwanda and the director of PMC-Rwanda addresses a crowd.

MOBILIZING ACROSS THE COUNTRY

PMC's *Umurage 2* (“Inheritance for a Better Future”) was broadcast on five radio stations across Rwanda, addressing family planning and couple communication, antenatal and post-natal care, adolescent sexual health, gender-based violence, and malaria.

The PMC-Rwanda team designed numerous traditional and digital strategies to engage fans and enhance impact, including in-person performances and events that drew more than 15,000 Rwandans, community dialogue events, social media efforts, and 31 supporting radio talk shows designed to feature experts to expand upon issues raised in the storylines.



“From *Umurage*, I learned how to be open to my child about sexual health so that when she is growing up she doesn't fear to tell me, for example, if she needs a sanitary pad. That way, she will always be open to me if she needs anything. Even if someone tries to abuse her, I believe she will not hesitate to tell me everything. However, if you are a kind of a father who scares kids when you reach home, it is different. This [show] helped me always to discuss with my children things to do with reproductive health and they eventually became free with me.”

— Father, *Umurage 2* listener

2019 FINANCIAL OVERVIEW

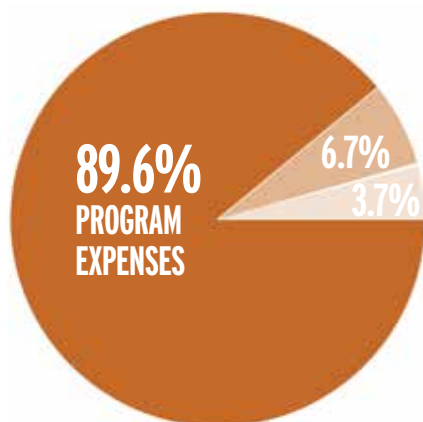
TOTAL NET ASSETS AS OF DECEMBER 31, 2019: \$16,573,400

2019 SUPPORT AND REVENUE

	UNRESTRICTED	TEMP. RESTRICTED	TOTAL
Contributions and Grants	\$ 3,066,095	\$ 5,484,092	\$ 8,550,187
Investment Income	\$ 551,445		\$ 551,445
Other Income	\$ 344,409		\$ 344,409
Net Assets Released from Restriction	\$ 7,583,240	(\$ 7,583,240)	
TOTAL 2019 SUPPORT AND REVENUE	\$ 11,545,189	(\$ 2,099,148)	\$ 9,446,041

2019 EXPENSES

	TOTAL
Program: General Program Development	\$ 952,257
Program: Public Outreach	\$ 253,245
Program: National & International Initiatives	\$ 7,899,230
Management and General	\$ 681,001
Fundraising	\$ 373,128
TOTAL 2019 EXPENSES	\$ 10,158,861



- 89.6% PROGRAM EXPENSES
- 6.7% MANAGEMENT & GENERAL
- 3.7% FUNDRAISING



INTERNATIONAL PROGRAMS

2019 SNAPSHOT

BURUNDI

Agashi 3 (“Hey! Look Again!”) 156-episode radio show, August 2019 - February 2021

DEMOCRATIC REPUBLIC OF THE CONGO

Pambazuko (“New Dawn”) 156-episode radio show, rebroadcast November 2018 - November 2019

ETHIOPIA

Hangi Ala’ah (“Focus on Children”) 60-episode radio talk show, April 2019 - June 2020

Daryel (“Care for Children”) 60-episode radio talk show, May 2019 - June 2020

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

Hilkor (“Ripples in the Water”) 104-episode radio show adapted to Community Theater Program, August 2019 - February 2021

NIGERIA

Jolokoto (“Mirror of Life”) 120-episode radio show, July 2019 - August 2020

RWANDA

Umurage 2 (“Inheritance for a Better Future”) 54-episode radio show, November 2018 - July 2019, rebroadcast July 2019 - January 2020

UGANDA

Sotakai (“Footsteps”) 156-episode radio show, October 2019 - April 2021

Akakunizo (“Jigsaw Puzzle”) 156-episode radio show, October 2019 - April 2021

ZAMBIA

Siñalamba (“Breaking the Barrier”) 156-episode radio show, January 2019 - July 2020

Kwishilya (“Over the Horizon”) 156-episode radio show, January 2019 - July 2020

U.S. CONTENT DIVISION

After a successful five seasons of *East Los High* on Hulu, PMC launched its U.S. Content Division to develop and produce original content for the mainstream media marketplace. By 2019, PMC established itself as a viable production entity in Hollywood.

With the growth of Social Impact Entertainment (SIE), PMC’s Head of U.S. Content participated in an SIE panel organized by the Producers Guild of America and had Op-Eds published in industry trade publications, bringing more awareness to PMC.

PMC’s U.S. Content team is developing a pipeline of material across genres and formats to tell stories about contemporary and relevant issues that can both entertain and inspire change.

Supporting young girls’ involvement in science, technology, engineering, art, and math (STEAM) is just one of the issue areas to which U.S. Content is committed.

A POWERFUL PMC COMMUNITY

NEW GIVING CIRCLES PROGRAM: PARTNERS FOR A SUSTAINABLE PLANET!

PARTNERS FOR A SUSTAINABLE PLANET IS A COMMUNITY OF INDIVIDUALS COMMITTED TO ENVIRONMENTAL SUSTAINABILITY AND MAKING A DIFFERENCE GLOBALLY.

Help PMC create powerful culturally-specific entertainment that promotes the rights of women and girls, smaller family sizes, and environmental sustainability.

Your membership will not only catalyze sustained and dramatic change, it will also provide unique opportunities for connection, idea exchange, regular updates about current issues, exclusive content, and more from the PMC community.

Membership begins at \$600 per year, or \$50 per month. Membership benefits include perks such as “Behind the Scenes with PMC” webinars; clips from PMC shows; and registration to events to discuss essential topics of interest with peers and experts.

Thank you to all of our current members of Partners for a Sustainable Planet! Let’s continue to learn and advocate on behalf of these issues together.

**JOIN TODAY:
[INFO.POPULATIONMEDIA.ORG/GIVINGCIRCLE](https://info.populationmedia.org/givingcircle)**



*Arden Down, member of PMC's
Partners for a Sustainable Planet*

**“I WISH MORE PEOPLE KNEW ABOUT
PMC. PMC IS EMPOWERING PEOPLE TO
MAKE CHOICES.”**

— ARDEN DOWN, PARTNERS FOR SUSTAINABLE PLANET MEMBER



HAVE QUESTIONS?

Our Donor Engagement Officer, Bria Holness, would love to hear from you!

Email: bholness@populationmedia.org

Phone: (646) 828-8744

PMC'S GENEROUS DONORS

These individuals and organizations donated \$100 or more to PMC in 2019. We thank you. Without your support, this work could not happen.

Tim Aaronson
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"I ALWAYS LISTEN WITH MY YOUNG DAUGHTERS. IT HELPS ME TEACH THEM LIFE LESSONS, AND TO BE HONEST, IT ALSO TEACHES ME SOME OF THE LESSONS I DIDN'T RECEIVE GROWING UP...I'M ABLE TO GIVE ADVICE ON HOW THEY CAN LIVE HEALTHIER LIVES."

— BEATRICE NAWILA, *KWISHILYA* LISTENER, ZAMBIA

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JOLOKOTO ("MIRROR OF LIFE") IN NIGERIA GENERATED 1,732 CALLS FROM LISTENERS TO SEXUAL HEALTH HELPLINE PARTNERS AS OF DECEMBER 2019. CALLERS INQUIRED ABOUT CONTRACEPTIVES AND REPRODUCTIVE HEALTH GUIDANCE.

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Amy Kleppner
Bram Kleppner
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Julie & Glen Kohl
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