



# STORYTELLING FOR THE GLOBAL GOOD

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STORYTELLING FOR THE GLOBAL GOOD

**Population Media Center (PMC)** is a U.S.-based nonprofit with 25 years of experience in social and behavior change communication (SBCC). Collaborating with local teams globally, PMC creates mass media dramas that address complex social, health, and environmental challenges. Using a research-driven methodology, PMC's programs—broadcast in over 50 countries—resonate with audiences and promote positive behavioral change. PMC is dedicated to advancing women's and children's health, empowerment, and rights, with successful SBCC programs on maternal health, gender-based violence, and family planning. These dramas engage local stakeholders, shift social norms, and have demonstrated measurable behavior change, confirmed through rigorous research and evaluation.







# PMC IMPACT

# 1.5 MILLION

people impacted, on average, per PMC show

PMC's podcast, *Crossing the Line* was winner of Marcom's 2022 Platinum award for Best Podcast Series, and featured on Apple Podcast's "New and Noteworthy."



# 60+

shows broadcast in 50+ countries in 30+ languages

# 54,000

An estimated 54,000 people intend to stop child marriage in their family and community after listening to the most recent PMC show in Nepal.

Listeners in the DRC were 3 times more likely than non-listeners to believe girls should be encouraged to continue their education.



Our hit shows generate more community-empowering, positive behavior change for every dollar raised.



*Jolokoto* in Nigeria was named a finalist in *Fast Company's* World Changing Ideas in Media and Entertainment awards.

# 55 MILLION

lives impacted in the last ten years





# POPULATION MEDIA CENTER

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