



## PCI-Media Impact

population.org  
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*PCI-Media Impact's approach uses creative media, the power of storytelling and the reach of broadcast media to mobilize individual, community and political action.*

*Founded in 1985, Media Impact has trained hundreds of organizations and thousands of community leaders in the effective use of media and broadcast with more than 242 productions in 27 countries, including radio and television serial dramas, comic books, documentaries and public service announcements.*

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Media Impact tells stories to change lives. A Non-Governmental Organization based in New York, they are pioneers in the use of creative media to tell compelling stories on television and radio. These programs have loyal audiences all over the world and can be found in India, Kenya, Tanzania, Rwanda, Pakistan, China, Mexico, Peru, Guatemala and Honduras.

The subject matter of Media Impact's programming may be somewhat less than compelling for many people however; sexual and reproductive health, HIV/AIDS, women's empowerment, human rights, environmental conservation and economic opportunity. But these are matters of life and death. Media Impact marries their life-saving messages with culturally relevant, entertainment-education programs. The end result? A wildly popular soap opera in which the main characters interact with topics such as reproductive health.

## The Challenge

Media Impact faced the dilemma of effective communication abroad without enough awareness at home. With programming so culturally sensitive, it was difficult to connect with American audiences. It was an important challenge to address; making strong connections is a vital element for increased funding which makes additional programming possible.

## pci media impact

*"3BL Media made it possible for us get to where we are. We've discovered our social media voice and established a distinctive web personality based on the guidance 3BL has given us."*

Media Impact decided to focus on social media where a highly engaged audience was primed to listen. Through social media, Media Impact could find companies that could fund their programming; companies that care. PCI-Media Impact also wanted to let these companies know what they have to offer in return, such as direct connections to the communities that these companies are working to help. (i.e. Coca Cola can connect through Media Impact to the real people who need clean water.)



Media Impact can also help companies by offering appropriate product placement in popular programming which allows companies to simultaneously find new markets while helping to raise the standard of living.

In order to provide this connection for companies, Media Impact needed to become part of the dialogue taking place between companies and their stakeholders - they needed to become relevant. Social media, as the one place where these conversations take place, was the key.



## The Solution

To meet the challenge of navigating new media, Media Impact turned to 3BL Media. ***“3BL knows how to send compelling tweets, they understand video and media releases, and they have pre-established relationships with the community. Essentially, their word of mouth actually matters. It goes to the right, valuable people who already respect the voice of 3BL.”*** For Media Impact, 3BL Media was a far more attractive option than hiring and training interns, with no guarantee of success.

Media Impact was able to utilize 3BL Media’s communications portal to upload, manage, target and distribute news and content across the social web. By making use of this unlimited distribution of press releases, blogs, reports, white papers, videos, podcasts and other announcements, they found the solution they were looking for.



***“The thing that really wowed us with 3BL was how much you could do – from press releases, to photos, to audio clips, to videos – we couldn’t believe you could do all of that - from one place, at one time.”*** Media Impact knew that press releases weren’t going to be enough. ***“The timing was impeccable - we were already looking for a service exactly like 3BL Media – we couldn’t believe how perfect they were for us.”***

Media Impact needed more than a good tool to communicate it’s message across social media - they needed some hands-on assistance. 3BL Media provided just that. From guidance on which words will be picked up more readily on the web, to direct technical assistance. Essentially, businesses and non-profits who are not yet using 3BL Media are missing out on a great value. ***“You don’t need a huge communications budget to get amazing results.”***

## The Result

PCI-Media Impact saw immediate results in the form of time saved (no more confusing days of navigating social media), stress relieved (no more paralyzing efforts to determine what to send out where and when) - not to mention increased awareness of Media Impact across the social web. ***“It had been extraordinarily time-consuming to identify, evaluate, and build relationships with the communities that we are determining relevant. We were easily spending six months trying to establish a relationship before we would realize its not even working.”*** Now with 3BL Media, the Media Impact team is able to focus on their core work: telling stories to save lives.

The results went beyond saving extraordinary amounts of time and energy. In fact, when Media Impact first engaged 3BL Media the timing coincided with an invite to become a full participant on GlobalGiving.org (<http://www.globalgiving.org/site>).



One of the requirements was that Media Impact would bring approximately \$10,000 from new donors in 30 days. This last-minute undertaking may have overwhelmed Media Impact but for the help of 3BL Media. ***“3BL prepared two CSR-minute videos for us and a blog that propelled people to awareness and to our website. Thanks to their help, we were able to reach our goals.”***

3BL Media is proud to be able to be a part of the life-saving work of PCI-Media Impact around the world.