

Media Impact, in partnership with the State Government of Chiapas, Mexico, is training local radio and television broadcast professionals in Entertainment-Education methodology and social change communications to inspire enduring change through the use of creative storytelling and effective communications delivery campaigns. The project is part of a government campaign to promote women's rights and gender equality in Chiapas. The dramas are dedicated to making the public aware of new laws and state services that are designed to support the welfare of the family and promote the empowerment of women.

Our radio and television drama series will raise awareness about a host of issues pertaining to the social, economic, and health status of women in Chiapas. The dramas will tackle issues like domestic violence, adult literacy, teenage pregnancy, sexual and reproductive health, and HIV and AIDS. The dramas will link these pertinent issues in Chiapas society to women's empowerment and female economic and social mobility through innovative storylines that are both entertaining and educational.

The drama narrates the story of three generations of women as they seek to change the reality of their circumstances. The trajectory of their lives illuminates the duality of pain and joy that represents womanhood. Each episode is a heartbeat that pulsates with the pain, the incomprehension, the fear and the injustice and is calmed by love, solidarity, resistance, joy and faith. *Heart of a Woman* will touch the fibers of the audience, bringing the audience close to the daily struggles of Chiapas women and will provide audience members with information, examples, and the encouragement to face their problems and move forward. The dramatic plot will suck in audience members who will learn to model their attitudes and behaviors after positive and transitional characters and avoid the attitudes and behaviors that result in negative consequences.

Media Impact's role as an E-E methodology advisor and a communications for change consultant will build the capacity of the network of radio and television industry to use creative storytelling and effective communications platforms to catalyze change in Chiapas society. With the radio and television dramas, Media Impact will proposition a favorable change in the society in relation to gender equality and the empowerment of women.

About Media Impact and My-Community:

PCI-Media Impact (Media Impact) is a leader in Entertainment-Education. For 25 years, we have empowered communities worldwide to inspire enduring change through the use of creative storytelling. Using our unique **My Community** methodology, we engage and empower audiences around the world to improve their own lives. We have been working with local partners since 1985 to change the world one story at a time.

My Community is Media Impact's approach to social change communications developed during 25 years of work. Using a unique blend of Entertainment-Education (E-E) storytelling, community dialogue and ***My Community*** mobilization campaigns, trained coalitions engage and empower audiences to motivate positive social and environmental change in their communities around the world. ***My Community*** Campaigns complement this work by directly engaging the target audience in all stages of program design and implementation, giving them tools to build a brighter future. The methodology can be used with any media platform: radio, TV, theater, podcasts and print.