

PERIPHERAL VISION INTERNATIONAL

BIENNIAL REPORT: RESILIENCE & TRANSFORMATION

2020-2021



Peripheral Vision International



Peripheral Vision International

www.pvinternational.org

TABLE OF CONTENTS

4

WELCOME

5

WHO WE ARE

6

OUR APPROACH

9

PROJECTS

13


EXPENDITURES
& IMPACT

14


SUPPORTERS

15

BOARD



I miss school. I miss my friends. I miss my teachers, but I have a lot of fun learning from home with N*Gen and I love science now.



- Eshazi (age 9)

*On learning with N*Gen during the COVID-19 lockdown*



WELCOME.

It has long been our philosophy to amplify the messages of the amazing organizations we work with rather than focus on our own contributions. However, the last two years have been undeniably remarkable. **The time has come to share just a few of these contributions with the world.**

A decade ago, Peripheral Vision International (PVI) began as a pilot project in Uganda developing advocacy videos for screening in a few thousand Ugandan video halls. Over the years that followed, PVI's work expanded into a much broader portfolio of projects, including an expanded distribution network in East Africa, highly rated broadcast television shows, mobile-based social good gaming, and a variety of research outputs and pilot projects. The last two years – throughout the pandemic – have been a period of exponential scaling for PVI's work.

Our MIT award-winning platform Wanji enables basic telephones to be used to deliver interactive teaching stories in spoken local languages. With our partners at Viamo, Wanji projects have now reached more than 3.9 million people across 20 countries in Africa, Asia, and the Caribbean.

Our television projects proved an even larger scaling success.

When COVID struck, we worked with teachers and children's media experts to design and launch *N*Gen*: Africa's first science TV show for kids. Filmed across Kenya, Nigeria, Tanzania, South Africa, and Uganda, the reception for *N*Gen* season 1 has been overwhelming since its launch in September 2020. The 13 episodes in its first season have been broadcast on 45 networks across 13 countries in Africa – as well as across the continent on satellite television. It has reached audiences in the US on: The Africa Channel; Common Sense Media's new Sensical streaming service; AfroLandTV; and on Discovery Education (available in half the classrooms in the US). A second 13-episode season – focused on climate change – premiered in November 2021. We believe *N*Gen* is PVI's most exciting project to date and have been thrilled to see it used by teachers in classrooms from Kampala to Kansas City.

Our “remixed” telenovela *Love and Wealth* — delayed by the onset of the pandemic — was finally launched. At the time of writing, it had already been picked up by 30+ broadcasters in 11 countries across Sub-Saharan Africa.

Finally, PVI has stepped into the role of convener. We brought to market our first book, *Entertainment-Education Behind the Scenes: Case Studies for Theory and Practice* (Palgrave Macmillan 2021). An astounding 34 authors contributed to the book, including many of the top scholars, practitioners, and organizations in the entertainment-education field. More than 25,000 readers have downloaded the open-source book – and that number continues to grow.

With this increased footprint comes new opportunity. We feel we have unlocked the door to the next phase of PVI's growth — as a convener/consultant and producer/distributor of global media that bring the voices of marginalized communities into the mainstream. Under this vision, PVI provides a platform for the largest youth population in the world to see themselves represented on screen, facing the challenges of the 21st century with resolve and renewal. We also believe the climate crisis is a global call to action that requires every one of us to pitch in and help shape this next age of resilience and transformation. PVI is exploring ways that we can be a more impactful part of this movement.

We have been amazed by the evolution of our work and are proud to watch PVI's growth, especially through one of the most extraordinary times we have faced globally. This is a true testament to the power of media changing the world for the better. Join us.

Malini Doddamani
PVI BOARD OF DIRECTORS, CHAIR

Paul Falzone, PhD
PVI EXECUTIVE DIRECTOR

WHO WE ARE

(Our officially unofficial mission statement.)

Peripheral Vision International (PVI) is an award-winning media NGO that combines the strength of a creative media agency with the latest technical knowledge and training on Social and Behavior Change Communication (SBCC).

PVI's mission is to use media, technology, and popular culture to catalyze social change in Sub-Saharan Africa and beyond. Working in a multidisciplinary team and together with partners, PVI designs and tests communication on health, gender, livelihoods and citizenship for hard-to-reach and marginalized populations.



We've spent much of the last decade thinking hard about how to reach marginalized communities in some of the most remote regions in the world with life changing entertainment-education.

The purpose of a media campaign is never to save the world, but to change it, often in some small but important – and preferably measurable – way.

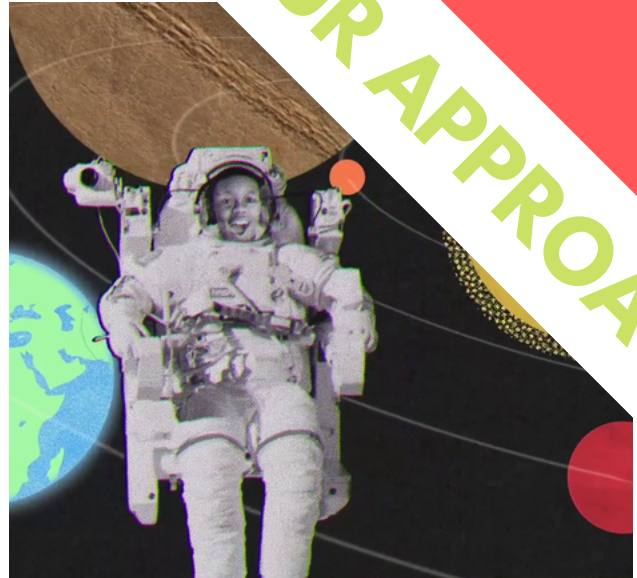
INNOVATION

Creating new methods to bring media interventions to the hardest to reach populations is at the core of PVI's mission. Our technology and innovation team are continuously designing new methods to fulfill this mission. PVI's recent media innovations include Wanji Games, an educational "choose your own path" audio game delivered through basic mobile phones, as well as Village Video, a solar powered motorcycle micro-cinema.

DISTRIBUTION

Media that doesn't reach the audience is not worth making. That's why a tactical approach to distribution is at the heart of our process. In addition to utilizing mainstream broadcast channels, PVI has innovated effective last mile media strategies that reach our audiences where they are with the tools they have; from rural video halls to basic phones to ambient screens in bars, buses, beauty salons, marketplaces and other public venues.

OUR APPROACH



CONTENT DEVELOPMENT

PVI works with writers, producers, and creatives from the communities we serve to generate all of our best-loved programs and campaigns. We combine local knowledge and insights with a disciplined SBCC approach to co-create cultural content that broadcasters want to air. Our formats have included telenovelas, comedy, documentary, radio drama, e-comics, interactive audio games and a range of other entertainment-education formats.

RESEARCH

Research extends from conceptualization to evaluation. It helps drive design, test concepts fast, iterate effectively, and assess impact. PVI's approach connects the areas of academic study, creative media and international development. Over the years, our partnerships have generated a range of published articles, book chapters, and reports. PVI's research outputs have been presented at universities and conferences around the world.

I was worried about my children learning at home. I didn't know how I was going to handle it because at school they have their teachers.

I've enjoyed the distance learning through the N*Gen videos. **I think it has really solved all the problems because then the kids are able to watch and they're able to solve all the experiments that they're given. They're able to understand and learn.**

- Mother of three girls (ages 5, 7, and 9)

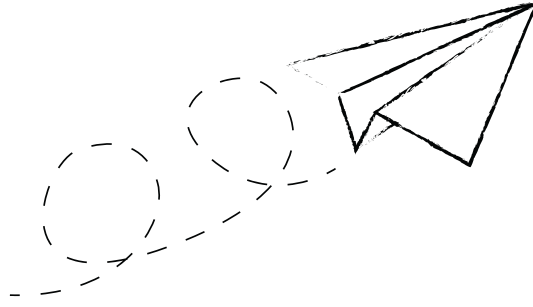
*On learning with N*Gen during the COVID-19 lockdown*

N*Gen has really engaged the children and therefore their motivation for learning is infectious. And it makes me want to find creative ways to teach better.

- Frieda Aduno, primary five teacher

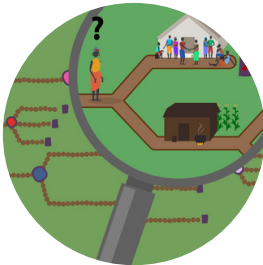


PROJECTS



N*GEN – NEXT GENERATION TV

A next-generation television program that promotes a culture of holistic learning and development, N*Gen is an engaging compilation of STEM (science, technology, engineering, and mathematics) educational segments delivered through charismatic teachers, exciting animation, fun quizzes, experiments, and more.



WANJI GAMES

PVI works with local content partners to identify communication gaps around critical and timely social issues; we translate these into basic mobile games that place players as the protagonists and decision-makers.



LOVE & WEALTH

A cutting edge soap opera that addresses sexual reproductive health and gender-based issues, told through the lens of narrative-driven entertainment.



RECENT PARTNER PRODUCTIONS

Tamani is an animated video series about a bird who wishes for teeth. Once his wish is granted, he learns all about dental hygiene. Developed as part of a media collaboration award granted by PVI to Miracle Corners Tanzania.

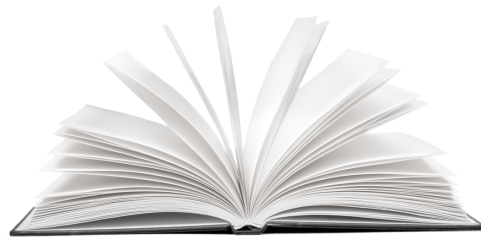
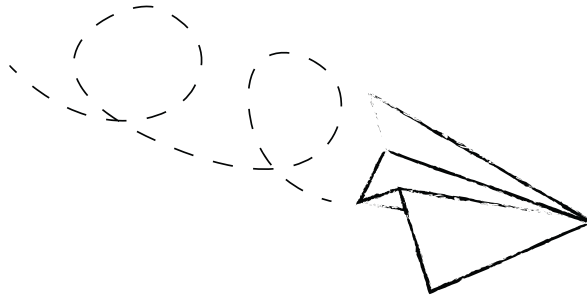
In partnership with **TICAH**, PVI released a short animation to help demystify comprehensive sexuality education (CSE) and communicate the benefits of providing adolescents with accessible and accurate CSE information.

BY THE NUMBERS



3.9M

PEOPLE REACHED (ACROSS 20 COUNTRIES) BY WANJI, OUR MIT AWARD-WINNING PLATFORM THAT ENABLES BASIC TELEPHONES TO DELIVER INTERACTIVE TEACHING STORIES IN SPOKEN LOCAL LANGUAGES



35,000+

READERS HAVE DOWNLOADED PVI'S OPEN-SOURCE BOOK, *ENTERTAINMENT-EDUCATION BEHIND THE SCENES: CASE STUDIES FOR THEORY AND PRACTICE*



28

PIECES OF PRESS COVERAGE BETWEEN 2019 - 2020

OUTLETS INCLUDE VOX, JOHNS HOPKINS MAGAZINE, THE GUARDIAN, YAHOO!, NPR, AND CBC



30+

BROADCASTERS HAVE AIRED *LOVE AND WEALTH* SINCE ITS DEBUT IN SEPTEMBER 2020

LOVE AND WEALTH CURRENTLY RUNS IN 11 COUNTRIES ACROSS SUB-SAHARAN AFRICA



N*GEN SPOTLIGHT

When COVID struck, PVI worked with teachers and children's media experts to design and launch N*Gen: Africa's first science TV show for kids. Filmed across Kenya, Nigeria, Tanzania, South Africa and Uganda, its goals were to promote girls and women in STEM, increase trust in science and scientists, make life-saving COVID information memorable and engaging, and help give people the critical thinking tools to fight misinformation.

First launched in September 2020, the welcome for this project has been overwhelming.

The 13 episodes in season 1 have been syndicated to 45 television networks across 13 countries in Africa (Botswana, Cameroon, Eswatini, Ghana, Kenya, Namibia, Nigeria, Sierra Leone, South Africa, Tanzania, Uganda, Zambia and Zimbabwe) as well as across Africa on satellite via MNET's Africa Magic Family Channel. It is also broadcast in the US on The Africa Channel, on Common Sense Media's new streaming service "Sensical" (available through Samsung, VIZIO, Roku, Amazon Fire TV, Apple TV, Peacock, iOS and Android), on AfroLandTV and on Discovery Education (available in half the classrooms in the US).

N*Gen has been used in classrooms from Kampala to Kansas City as well as reaching many millions through the growing medium of broadcast television in Africa. A second 13-episode season uses climate change as a unifying theme, while still promoting science, vaccines and combating misinformation. In November 2021 the US Ambassador to Uganda launched the new season at a special event sponsored by the embassy.

PVI is actively seeking partners interested in building on this success to produce a third season.

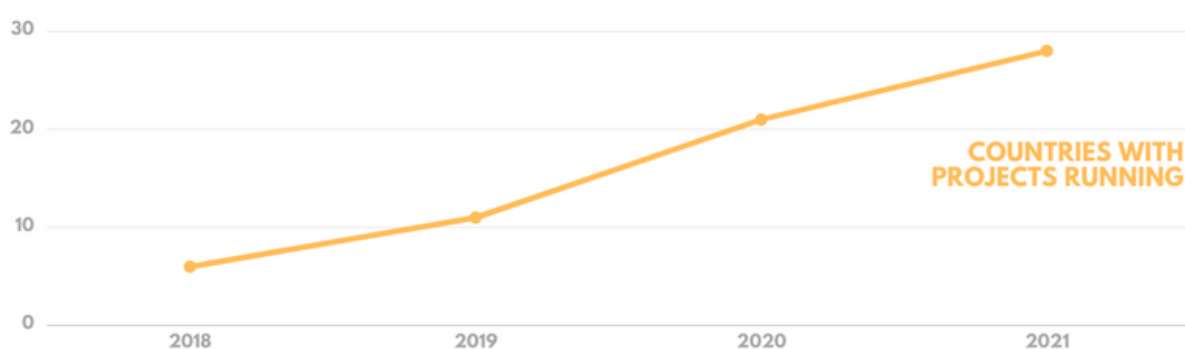
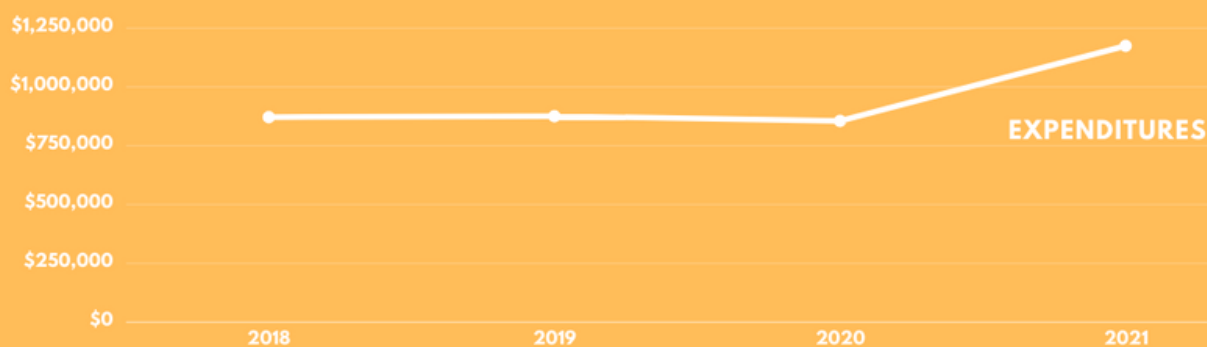


**CHANNELS AIRING N*GEN IN
SYNDICATION ACROSS AFRICA**



**REACHED VIA DISCOVERY
LEARNING ONLINE PLATFORM**

EXPENDITURES & COUNTRIES WITH PROJECTS RUNNING



year	expenditures	countries
2018	\$871,192	6
2019	\$875,197	11
2020	\$855,136	21
2021	\$1,174,315	28

For full audited financial information, email director@pvinternational.org.

You've got our back.

(Thank you.)

The transformational work of PVI is made possible through the generosity of institutional and individual supporters. We are proud to recognize the following institutions who helped to bring PVI's work to youth across the globe in 2019 and 2020.

The following organizations provided funding for part or all of the listed calendar years.



OUR BOARD



MALINI DODDAMANI (BOARD CHAIR)

Malini has spent her career working on national and global brand recognition, marketing, and media relations for academic institutions and non-profits. She is currently the Chief Marketing Officer at The Pennsylvania Horticultural Society. Most recently, she served as the Head of Marketing for Ctrl M Health, a digital health and wellness platform. Previously, she was Chief Marketing Officer for the Pennsylvania Academy of the Fine Arts where she led the implementation and adoption of digital marketing solutions for the School and Museum to a national and international audience. She spent eight years at The Wharton School of The University of Pennsylvania. She has lived and worked in Grenada, India, Canada, Trinidad, Mexico, and the UK.



JON GOSIER (BOARD SECRETARY)

Jon Gosier is a globally-recognized serial tech entrepreneur, investor, and philanthropist. *Business Insider* recognized him among the 'Most Influential' in the technology space in 2013 and again in 2014. He's also been listed among the '20 Angel Investors Worth Knowing' and 'Innovators of the Year 2013' by Black Enterprise Magazine. He is a TED Senior Fellow and graduate of the THINK School School for Creative Leadership. In addition to holding executive leadership roles at many successful technology companies, Jon is the founder and co-founder of multiple companies including civic data firm D8A Group and non-profit organizations AfriLabs, HiveColab and Abayima.



JANET KLEINBAUM

Janet Kleinbaum is the Director of Marketing and Communications for the ELMA Philanthropies. Janet's extensive background in marketing and productions includes a tenure as Sr. Vice President of Marketing and Video Production for Jive Records, where she influenced some of the biggest names in music including Justin Timberlake, Britney Spears, Usher and P!NK. Janet has worked as an independent marketing consultant on behalf of clients such as The March of Dimes, The Carter Work Project and Entertain Impact. She has also directed and produced fundraising and marketing videos for several International NGOs. Janet holds a BA in Journalism from the University of Wisconsin, Madison.

OUR BOARD



ADDISON SMITH (BOARD TREASURER)

As a Senior Program Officer at Wellspring Philanthropic Fund, Addison Smith manages portions of Wellspring's human rights-focused grantmaking in Europe, Latin America and Africa, and previously managed Wellspring's external communications and internal knowledge management efforts. Prior to joining Wellspring, he held positions with the International Human Rights Funders Group (IHRFG), Funders for LGBTQ Issues, Digital Innovations Group (Web Lab, Games for Change), and the bilingual educational tool, Mesolore.org.



DR. PETER G. MWESIGE

Executive Director and co-founder of the African Center for Media Excellence (ACME), Dr. Mwesige is a holder of a Ph.D. in mass communications from Indiana University in the United States and a Masters in Journalism and Mass Communication from the American University in Cairo. He was previously the head of the Department of Mass Communication at Makerere University, Kampala, where he was also a senior lecturer. Until March 2006 he was the executive editor of the Nation Media Group's Kampala-based Monitor Publications Ltd, publishers of the Daily and Sunday Monitor. Dr. Mwesige served for two years as the first elected president of the National Institute of Journalists of Uganda (NIJU).



DAVID SNYDER

For over ten years David Snyder was the head creative content executive for Walt Disney Television International and a key creative force in the development, production, and programming of hundreds of hours of animation, live-action programming, and documentaries for the Walt Disney Company. David also led the launch of numerous international Disney channels, as well as their branded programming blocks on major terrestrial broadcasts. After Disney, he joined Gullane Entertainment where he produced three seasons of Thomas the Tank Engine and Friends among other shows. His programs have won numerous international awards.





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