Entertainment-Education and Social Change:

A (fun) Journey with Ev Rogers

by

Arvind Singhal
Ohio University
Beginnings at USC.......

Fall 1985
ANSC 582
“Wouldn’t it be fun to study *Hum Log?*”
The *Hum Log* Project

- 156 episodes
- Unbelievable Ratings
- Phenomenal Public Discourse on Social Issues

Research Funded by the Rockefeller Foundation
Half-a-Million Letters

Audience-authored, low cost, rich narratives
By late 1980s, USC – Prominent on the E-E Map

- Publications and Dissertations
- First International E-E and Social Change Conference
- Graduates who pursued E-E (Brown, Singhal, Poppe, Amin, Shefner, McCroskie, Valente, Chandran, Chaganti, and others…..)
Fast forward to.....

*Tinka Tinka Sukh* Radio Project
1996-1997

- 104 episodes
- 4 percent listenership.
- 125,000 letters

Research Funded by the Packard Foundation
Research carried out by the Centre for Media Studies, New Delhi
An Unusual Letter....
“Wouldn’t it be fun to study this community?”
Village Lutsaan, 1997
Six Months Later

Ratio of Girls to Boys 40:60
How come Lali now attends school?
Answer from community.....

- An engaging air cover
- ground-based facilitation
- community conversations
- over a period of time.

*Journal of Communication (2000)*
“Wouldn’t it be fun to apply these learnings to other E-E projects?”
“Wouldn’t it be fun to begin our E-E Book with this case study?”
Costa Rica 1997

Published in 1999
Fast forward to 2001….

The *Taru* Radio Project in Bihar
Applying learnings from *Tinka*....

Finding a ground-based partner.....

Janani
A Network of 25,000 Rural Health Provider Couples
Private Vending and Service Delivery
Pre-Broadcast Orchestration
On-Air and On-the-Ground
Taru Listening Clubs
Wall Hoardings, Posters, Stickers
Taru’s Listenership in Bihar

- Ten percent of all households

Wow!
Taru Research

- Formative and summative
- Quantitative and qualitative
- Participatory methods

Research Funded by the Population Communications International
Research carried out by the Centre for Media Studies, New Delhi
2003 Conversation with Ev on Participatory Methods

Paulo Freire’s 1973 work in Peru

What is exploitation?
“Wouldn’t it be fun to apply participatory methods to E-E?”
Shooting Back: Participatory Photography in Taru

A Dozen Cameras

150 Photos
The lived reality of a girl child

Photo by Meenakshi, 20 yrs.
Girls can do anything!

Photo by Sunita, 18 years
Participatory Sketching in the Peruvian Amazon

Bienvenida Salud!
How Has My Life Changed?
Antes

Ahora

Emira, 21 years
Participatory Theater with 
*Taru* Listeners

- 50 youth
- Mixed gender
- 3-Day workshop
How has Taru influenced my life?
On Stage, with a Microphone, in Front of the Family and Community
E-E and Participation

- Giving voice to the muted….
- Beyond “Textocentrism”….
- Sites of community discussion, decision-making, and action

At the Intersection of Theory, Method, and Practice
In Conclusion………

Reflections on this 20-year journey….
It’s Been Fun!
Thanks Ev.