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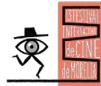
Cinema Park Screening: *Tour Convivir +*
Thursday, Oct. 29 | 6-7:30 p.m. | Cinépolis Escala La Huerta,
Calzada La Huerta 3000 Exhacienda La Huerta | Free Admission

Who We Are

■ Hollywood, Health & Society, a program of the USC Annenberg Norman Lear Center, provides entertainment industry professionals with free, accurate and timely information for storylines dealing with health and climate change through consultations and briefings with experts. Since its inception, HH&S has been supported by the CDC; other funders include the Bill & Melinda Gates Foundation, The California Endowment and The SCAN Foundation.

For more information about resources for writers, visit usc.edu/hhs. For help with questions on scripts, please contact us at hhs@usc.edu, (800) 283-0676, or visit www.usc.edu/hhs.

Follow HH&S at www.facebook.com/hollywoodhealth and @HollywoodHealth on Twitter.



WHAT'S YOUR STORY?

Changing Society Through Storytelling

Hollywood, Health & Society (HH&S), a program of the USC Annenberg School's Norman Lear Center, together with the World Bank, is conducting a series of activities at the Morelia Film Festival to enhance awareness and understanding of the importance of "entertainment education" for behavior change and to strengthen abilities to tell compelling and effective stories.

1

Entertainment Education? TV and Film Can Be Good for Your Health

Wednesday, Oct. 28, 5-7 p.m. | Teatro José Rubén Romero

Panelists from Hollywood, Health & Society, The World Bank and Cinépolis Foundation will discuss entertainment education (EE), showcase best practice examples in TV and film and highlight their own experiences in the creative process as it relates to public health messages in storytelling. Learn about other development themes and audience impact from an international group of writers/producers/filmmakers from Hollywood, Bollywood (India) and Nollywood (Nigeria), who will demonstrate the power of entertainment to successfully raise awareness and influence behavior.

2

Interactive Storytelling Workshop (Entertainment Industry Professionals)

Thursday, Oct. 29, 9 a.m.-12 p.m. | Hotel Mansión Real Morelia

If your story includes a health topic, sustainability or other development theme, accuracy is key to keeping your audience engaged. Learn from an international panel of master storytellers featuring television and film writers and producers from Hollywood, Bollywood and Nollywood. They will facilitate a three-



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hour workshop that allows participants to:

- Hone their storytelling skills around health & development to make films and TV more compelling.
- Learn how to select the important aspects of your subject matter for meaningful & dramatic effect.
- Gain experience by telling their stories and receive feedback from the professionals.

Sponsored by Hollywood, Health & Society, the workshop will highlight key themes that are of particular relevance to public health and development.

Closing Session: To the Future and Beyond Thursday, Oct. 29, 2-5 p.m. | Hotel Mansión Real Morelia

This session will look at the future of entertainment education. Examples of new shows and projects in the works may be shared, such as Cinépolis' ongoing EE programs in Mexico. Also, innovative tactics like mobile phone content, online shows, social media and other transmedia approaches will be discussed and demonstrated. Television networks and studios may share their commitments and plans for using their platforms to advance public health and pro-social topics. Attendees will be encouraged to think about how they can utilize what they have learned and incorporate it into their current and future projects.



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Workshop & Presentation **Panelists (More to Be Announced)**

- **Christian Borja-Vega**
Economist, The World Bank
- **Jennifer Cecil**
Consulting producer, "Hell on Wheels"
- **James Dowling**
Director of development, Development Media International
- **Bond Emeruwa**
Filmmaker & Creative Director/Co-Founder, Nollywood Workshops
- **Jose Carlos Ferreyra**
Communications specialist, The World Bank
- **Kate Folb**
Director, Hollywood, Health & Society
- **Mburugu Gikunda**
Executive producer, "The Team"; Search for Common Ground
- **Ingeniera Lorena Fabiola Guillé-Laris**
Executive Director, Cinépolis Foundation
- **Arianna Legovini**
Manager, Development Impact Evaluation, The World Bank
- **Vinta Nanda**
TV writer-producer; director of The Third Eye (joint project with HH&S)
- **Victor Orozco**
Economist, The World Bank
- **Indira Paez**
Writer, Telemundo Studios/NBCUniversal
- **Alejandro Ramirez**
Executive director, Cinépolis Foundation