Mediae’s Newest TV Series
Makutano Junction
6 million audience
Once a week
6 months of the year
Kenya, Uganda and Tanzania

Shamba Shape Up
5 million rural families
Twice a week
12 months of the year
Kenya, Uganda and Tanzania
English/Swahili

Know Zone
2.5 million 7-14yrs
All year, once a week,
1 hour x 3
Class/Standards 2, 4 and 6
Mediae’s new TV Series

**Shamba Chef**
Estimated to reach 3 million families
Once a week, 6 months of the year

**Don’t Lose the Plot**
Four Young Farmers Compete to Make most money on one Acre
Estimated to reach 3 million families
Once a week, 6 months of the year
14 Million TV viewers country wide 18+

DAILY TV TRENDS IN TOTAL SURVEY AREA - SUNDAY PM

16% of 14 million = 2.24 million (Swa)
10% of 14 million = 1.40 million (Eng)
Total viewers 3.64 million 18+

+++ Makutano Junction

+++ Shamba Shape Up

14 Million TV viewers country wide 18+
W2 A19 What behaviour/ practices did you change as a result?
W2 viewier (130)

- Improving soil fertility (using manure...): 26%
- Rearing Chicken: 25%
- Rearing dairy cattle: 18%
- Intercropping maize and beans: 13%
- Other specify: 12%
- Selection of seed variety: 10%
- Use of chemicals while having safety...: 8%
- Control of pests and diseases: 6%
- Storage of maize: 5%
- No response: 9%
Dairy farmers who watched SSU and made specific changes to their milk production practices as a result benefited by $24,100,000.

429,000 households benefited from adopting Shamba Shape Up recommendations through increased profits or improved household food situation.
Why is there a need for these TV shows?

- No national TV show supporting rural audiences livelihoods
- Entertain and meet information needs = big audiences
- Pipe line to large numbers
- Commercial, civil society, research donor organizations use
- Educate, scale out and support and link to etc
- Drive development from the rural, peri-urban, urban audiences
- Meet and create demand for further information
- Content and funding support with KAP studies and impact
Impact: Save Lives, improve health and livelihoods, empower women and quality of children’s lives and education

Improved understanding of importance of nutrition to family and changed practices in choice and access to new foods for improve health.

Key issues around the cookstoves:
- Household economics, Health, Environment, Economic development
Nutrition

Dietary Diversity
5 Key Food Groups
Nutrition

1000 Days
Pregnancy, Breastfeeding, Weaning, Complimentary Feeding

Image Courtesy of UNICEF
Cooking with the family

Make over and new cookstove:
- Improved Cookstove
- Improved ventilation
- Hygienic food preparation
- Food Storage
- Water harvesting

Improved nutrition supported by:
- Expert Nutritionist
- Professional Chefs
- Tasty and nutritious 5 food group every day!
Locally available food

• Local produce from markets – costs and seasonal

• Affordable and nutritious choices at different socio economic levels

• Kitchen gardens that can provide this and an income
iChef

Viewers and partners encouraged to sign up to iChef

Weekly SMS info on nutrition/cook stoves

Call Centre to expert advice SMS/Tel

Nutrition.

- Event based if subscriber provides info
- Recipes
- 5 Food groups
- Choice for iShamba participants

350,000 farmers currently participating
2 product info crops seasonal /livestock event
Market prices choose 2
Weather for area
CALL CENTRE
1,000 iShamba Farmers pre receiving messages over one growing season
Followed by follow up after harvest and sales (5 Months)
Leaflets after every episode

SMS us and we will post a free leaflet

Content of the leaflets will be:
- Cookstoves
- Health
- Environment
- Financing
- Recipes
- Call centre access info.

Used for research
- send a SMS to agree
- send a questionnaire
- get back in 2 weeks
- mPesa incentive

Produced by Mediae

Watch us on Citizen Television on
Saturday 1.30 - 2.00pm (English)
Sunday 1.30 - 2.00pm (Kiswahili)

Sponsors

For another leaflet or more information
SMS 30606
The global challenges of tomorrow, drive our work today.
We shape sustainable development one shamba at a time.

Keep Kenbro chickens for both eggs and meat. The meat is as good as Kienyeji chickens, but Kenbro chickens grow faster. They can reach 3kg in 3 months. You can make a good profit.

Feed Chick and Duckling Mash, from Cooper K-Brands for the first 21 days. After 21 days, slowly let them outside to free range. Supplement with
AFRICA KNOWLEDGE ZONE
OVER 1 Million users

The program is available on mobile through Short clips in English and Swahili

45% increase in internet use last 2 years
All of it accessed by mobiles

Safaricom this year for first time sees decrease of SMS/Mobile income and overtaken by internet use