Mediae supports Development and Education
Our Edutainment Model

ENTERTAIN +

meet INFORMATION NEEDS of audiences

= 

build big audiences

(Tembea Na Majira 8 million
Makutano Junction 6-7 million
Shamba Shape Up 4 million)

AND

serve development and commercial sectors

= 

SUSTAINABILITY

(12 years weekly “Tembea Na Majira” radio soap opera)
(14 series of Makutano Junction and 12 to come)
Why TV instead of radio?

Tembea na Majira radio audience (Millions)

versus:

Makutano Junction TV audience (Millions)

Rural viewers = 70%
(4.9 million)

Steadman research commissioned by DFID/Mediae
Wealth and vulnerability

Figure 2.7 - Ownership of selected household assets in % by rural/urban

All figures are percentages of population indicating ownership.
DAILY TV TRENDS IN TOTAL SURVEY AREA - SUNDAY PM

14 Million TV Viewers Last Month 15+
Quarter 2 2013

DAILY TV TRENDS IN TOTAL SURVEY AREA - SATURDAY AM

Know Zone

14 million viewers past month
Viewers = 3 million

Rural, 18+, Farming areas = 1.67 m
36% Made changes = 601,200
26% Used Fertiliser = 156,312

Increased value of yields

Cost of $32
Yield before change 4.2 bags /acre
Yield after change 7.6 bags/acre
(Let's say 2 bags)

Average Price per bag $35
Value before 4.2 bags @ $35 = $147
Value after 7.6 bags @$35 = $266
Total Increased value $119

Minus cost of change = $35 = $84
$84 x 156,312 = $13,130,208
Leaflets – 4 pages of condensed information

Ploughing

Traditional Victory plough

- Hard to use in dry soil
- They are not good at keeping water in the soil
- They can lead to soil erosion

Ripper

- A ripper breaks the soil surface only where seeds are to be planted
- It allows water to enter the soil only where seed will be planted
- It is faster than traditional ploughing
- It is easier than traditional ploughing as it has a narrow edge

Terraces

Why you need terraces

- Terraces conserve water
- They stop soil from being washed away
- Water gets held by the terrace and gets into the soil
- The wet soil keeps nutrients in it which is good for your plants

1. Dig a trench
2. Heap soil on top to make a terrace
3. Make sure you always look after the terrace so it works properly
4. Plant grass on the terrace
5. If left bare, the terrace will erode
6. Napier Grass is a good grass type as you can also feed it to your animals

Drum Irrigation Kit

You will need

- A tank
- A platform
- Rows of pipe attached to the tank
- Pipe connections

How it works

Small holes are made in the pipes. These holes let water slowly drip out to keep the base of the plant wet without using too much water.

Advantages

- Saves water
- Very easy to use
- Makes watering quicker
- Less weeds grow as water only reaches the crop

1. The tank needs to be put on a platform about 1.5 metres high. This is to make sure water can flow down. You will need another container to fill the tank with water
2. Lift tank on top of platform
3. Attach main big hose to the tank
4. Smaller pipes are attached to the main hose
5. Lay the pipes in line with your crops
6. Fill the tank with water
7. Watch as drips water your crops!

Shamba Shape Up Series 1: Episode 2

Joseph Wambua’s Farm - Kimutwa, Machakos

Watch us on citizen television on
Saturday 1.30 - 2.00pm(English)
Sunday 1.30 - 2.00pm (Kiswahili)

For another leaflet or more information sms 5606

Produced by Mediac

THE MEDIA COMPANY

AECF

AGRA soil health consortium

FSD Kenya

AFRICA agriculture

syngenta

For more information, SMS TERRACES to 5606

The leaflet contains information on: irrigation, poultry house, ploughing, terraces and crop diversification.
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Mapping requests for research

Respond directly

Users
- Search contacts
- Advanced contacts search
- All users (134271)

Tools
- Settings
- Received Messages Export
- Send SMS
- Mailing Labels

Message
- Original
  Farmer EVANS My POSTAL ADDRESS CODE 50410 PORT VICTORIA, 1 MILES
Using the SMS system to form farmer groups

- Presenter announces on the episode:

To receive more information SMS ‘POTATO’
With your name and address to 30606

To join the potato farmer group, SMS ‘POTATO’ with your name and address to 30606

- Viewers SMS in with their details
- Individuals can be mapped, and contacted directly with relevant information/questions
Makutano Junction
Getting women banked. Working with Women’s World Banking

TV drama sees the start of a campaign at the “Rural Bank” in the drama

Same time the “Nawiri Dada” campaign banners go up on the main street banks

136,000 New Women's accounts opened during the 5 months of the project directly related to MJ

65% said Primary reason was from watching MJ
### Know Zone Children’s series
20 schools x 40 children in each

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Post TV shows interaction

- SMS for leaflets, questions - onto data base
- Access Face Book, Web pages, I Shamba
- AKZ TV access to U tube
Content providers
Mediae, TV stations, other digital platforms, donors, civil society organisations, YouTube, Internet links education institutions

EXCLUSIVE

Drive to platform in progs.
Makutano Junction 7 m
Know Zone 3 m
Shamba Shape up 8 m

Partners and links
- iKilimo, eSoko, Airtel,
- All contributors

Content management
Content stored and distributed:
Platform:
Google Premier Channel – Stream
Internet connections to partners

Users get content on demand

On demand TV

Mobile phones

Laptops and Computers
The team help shape up Vincent’s shamba – building a chicken house and water harvesting unit.
USING ICTs for Education

• It’s the learning that matters, not the technology

• Teachers/Educationalists/Research/Learners must be involved from the beginning

• Sustainability built in from the start

• Appropriate focused content must be developed

• Equality of access for all learners wherever possible and interaction

• Continual monitoring and evaluation

• Good practices, rather than best
iShamba

Esoko/Mediae partnership
Mobile service for FARMERS

ESOKO
Provides back up Data services
Enrolment systems
Market prices
Mobile access and management
Existing clients

iShamba
Mobile/SMS/Internet/ U TUBE
Call centre
Partners Information
Research/Development
Commercial links
Special offers
Links to services
Market prices
Groups - Inputs + Markets
Events/VOD//print/media

Shamba Shape UP TV
Educates/Demonstrates the value of iShamba/AKZ/Google/UTube to farmers
Regional 8 million audience and drives viewers to participate
Qn9.1 How much of the following attributes should be on a TV drama? Base=749