



Shujaaz FM Multimedia Youth Communication Initiative

USAID/Kenya- M. Peru



Young Kenyans show their copies of the Shujaaz comic book

The Program:

Implementer: Well Told Story

USAID Funding: US\$1,069,486

Period: June 2011 – July 2013

Geographical Coverage: National

The goal of this project is to inspire 5,000,000 Kenyan youth – using radio, comic books, animations and new media such as Facebook and Twitter – to transform youths’ understanding of issues important to them and give them the tools to make informed decisions. Some issues covered include peaceful elections, voter registration, negative ethnicity, political manipulation and good leadership.

The Context:

Kenya’s new constitution and upcoming elections make reaching out to Kenya’s youth population imperative. Implementation of the new constitution touches on many issues that are important to youth and impacts their lives. The 2012 elections presents an opportunity to get youth engaged in a peaceful manner avoiding election violence like in 2007-2008 where youth were manipulated by politicians to engage in violence.

The award-winning Shujaaz FM Youth Communication Initiative harnesses the power of multiple, simultaneous media to engage, motivate and inspire Kenyan youth on issues that are relevant to them and their communities. Shujaaz dramatizes and illustrates the daily challenges facing young people, and delivers compelling and realistic stories to huge audiences. In this way Shujaaz spreads accurate information, best practices and real-life examples that young Kenyans can use to make good decisions and improve the world around them.

Main Activities:

- Conceptualize, publish, and distribute on a monthly basis 500,000 copies of the Shujaaz comic book to youth across Kenya carrying stories of youth as change agents in governance and development issues
- Broadcast a 5-minute daily radio show – across 22 FM radio stations – on the governance same stories and themes as the Shujaaz comic book
- Produce and disseminate video animations of Shujaaz episodes
- Use social media like Facebook and Twitter and SMS, to engage youth on the same issues discussed in Shujaaz comic strips and FM radio shows.

Results

- Reached over 5 million Kenyan youth via various media sources
- Published and disseminated 500,000 comics per month with each comic being read by at least 10 people
- Broadcasted over 10,000 syndicated radio messages.

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