



THE MEDIAE COMPANY
MEDIA FOR EDUCATION AND DEVELOPMENT



Makutano Junction is an educational TV soap opera, produced by Mediae in Nairobi in English for East African audiences.

15 series have been aired since 2005, audiences have continued to grow and it has become recognized as the leading quality TV educational and entertaining drama series in Kenya with an audience of over 7 million people.

Makutano tackles social and rural issues, and reflects the realities faced on the ground in rural and peri urban parts of Kenya. By using humour and entertainment to educate audiences, Makutano is a highly impactful show.

Access

According to the research, the show has an audience of 7.2 million people, made up of 68% rural viewers. It also has a higher female audience than male (53% vs. 47%). Most viewers rate the show as either good (62%) or very good (34%).

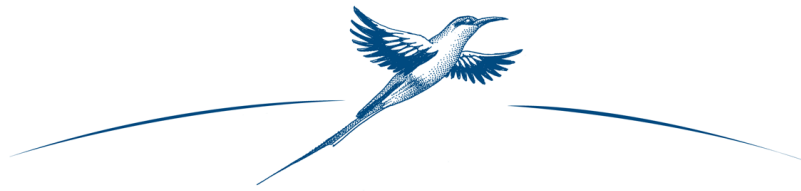
Knowledge shifts

Research shows that Makutano Junction has helped people understand their health and avoid illnesses, improve their farming, support their schools (and, therefore, their children's education), and fight for their rights to services from government.

For instance, after the drama depicted the problem of primary school girls missing classes during menstruation, the research revealed a significant increase in understanding of the key drivers of the problem. 61% of viewers identified lack of proper sanitary pad disposal facilities as a problem, versus 29% of non-viewers.

Attitudes changed

After one of the leading female characters was successfully elected to the Makutano Primary School committee, research showed widespread attitude changes concerning school



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governance. Before watching the show, only 36% of viewers agreed with the statement "all parents have the right to be school committee members"; after the show, this grew to 96%.

New practices adopted

After showing women struggling and then succeeding with banking, opening savings accounts and managing their money, the 2013 Nawiri Dada campaign, linked to real banks in Kenya, caused 138,000 women to set up their own bank accounts – a 9% increase in the number of women banking in Kenya.

Leaflets and SMS functionality

Viewers can SMS for more information and are sent a leaflet by post. Viewers can also ask questions about the content in the show and have their questions answered or be directed to a source of information.

Work with Makutano Junction

Partners can buy into Makutano Junction and feature as a leading story in the show, to promote awareness, market products or change attitudes.

The cost per episode is US\$30,000 – this includes featuring as that episode's main story and as the underlying stories in the preceding and following episodes, all SMS interaction, social media and clips from the show.

Timelines

- Series 16 will be produced and broadcast in 2017.
- Partners work with the creative team to develop storylines (Sept - Dec 2016)
- A story document (outline of the series) is produced.
- Individual episodes are scripted (scene by scene, first draft, second draft, shooting script etc.).
- The show is filmed and edited
- Final cuts are viewed for approval
- Broadcast and SMS interaction

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