



inspiring young Kenyans

ShujaazFM uses multiple parallel and accessible media to inform, inspire and motivate millions of Kenyans in their teens and twenties to take action to improve their lives, and is the only large scale youth-focused media channel in Kenya.

Shujaaz Comic Books

- 32-page colour comic books
- Monthly (with occasional special editions e.g. to prepare for the August Constitutional Referendum)
- Print-run of 600,000 per edition
- 220,000 copies distributed as a free insert in the Saturday Nation newspaper
- 380,000 copies distributed as free give-aways from 12,000 rural and slum-area Safaricom Mpesa money transfer kiosks
- 4 stories in each comic, following the lives and adventures of 4 heroes (*Shujaaz*, in Swahili/Sheng) – ordinary Kenyan youth learning important lessons for life and prosperity
- 4,740,000 ShujaazFM Comic books printed and distributed since February 2010
- research indicates between 15 and 20 readers for every comic book printed

Shujaaz.FM Radio

- Daily “pirate” radio programmes presented by DJ B, one of the four Shujaaz comic book heroes
- Each week of programmes explores one of the stories in the latest comic book
- Half of each 5-minute show is scripted drama delving into the issue of the week, plus interviews with experts
- The other half is interviews with readers and listeners who have texted their own stories and experiences
- ShujaazFM airs daily on 15 radio stations daily (and more stations sign up every week) and is Kenya’s only syndicated radio programme
- One station alone (Qfm) has 3 million regular listeners countrywide; others are the leading FM stations in their region, district or community

Interactive – SMS, web, Facebook

Up to 1000 SMS messages received and databased each week, commenting on the content of the comics and radio programmes, asking follow-up questions, sharing more ideas.

More than 2000 new friends sign up with DJB on Facebook each month, receiving daily updates from DJB and discussing the same topics as the radio shows and the comics.

All the content in Shujaaz is presented and archived on line at www.shujaaz.fm

All messages are saved, mapped and saved in a database for analysis later. Independent audience and impact research is now being commissioned from Steaman/Synovate – Kenya's leading research company.

Facebook and SMS Text Messages received from Shujaaz readers and listeners

- DJB, hii risto ya termite trap imeni-save tu sana. Napata soo 4 na hiyo ndio inatulisha coz maparo ni jobless. Essy. Bungoma.*
DJ B, the termite trap story has saved us a lot. I now get 400 shillings and it feeds us now that our parents are unemployed. Essy from Bungoma.
- Niaje DJ Boyie, nilipata style ya kupanda sukuma kwa gunia last wakati wa kiangazi ika 2 help. Fakhi KBZ.*
Hi DJ Boyie I learned and planted sukuma (kale) in a sack and it has provided us with food during the dry season. Fakhi KBZ
- Hey DJ B nili-realize dream yangu. Manze nikachora bizna plan ikafaulu na sasa per day nina raize tenga(Pesa). Faith from Kiambu.*
Hey DJ B, I have realised my dream. I made a business plan, succeeded and now earning a daily income. Faith from Kiambu.
- Kudos DJ B. maze nimekua niki-struggle ku-get school fees hadi inabidi me na mthama (mama) to work na niko fourth. But idea yako ya ku-apply bursary imeni-save. Thanks sana. Winny. Meru.*
Kudos DJ B, I was struggling with getting school fees and would work with my mother, I am forth in the family. Your idea on applying for bursary has saved me. Thanks a lot Winny from Meru.
- Magazine zenu ziko juu tu sana, atleast ziko na lesos kwa wengi. Thanks kwa kuzitoa. Terry Brian.*
Your magazines are tops! They have lessons for many. Thanks for producing them. Terry Brian.
- Vipi DJ B God is great I was almost giving up in life but since I started getting encouraging ideas from Shujaaz chaps. No am a changed kijana holding a bright future. God bless you all. Mutahi from Kasarani.*
Hi DJ B, God is great. I was almost giving up in life but since I started getting encouraging ideas from Shujaaz issues, am a changed man holding to a bright future. God bless you all. Mutahi from Kasarani.
- DJ B sasa? You know that ile idea ya ku-make chakula ya kuku imeiva sana huku kwetu. Mimi na boyz wangu tumegundua hiyo method na tume-decide kutega hizo termites na tunalisha nazo hizi kuku zetu before tuuzie ma-customers. Its easier and cheaper than chakula ya duka. Thanks to you man, ule-uplift life yetu up sana.*
Hi DJ B, the idea on making chicken feed has become popular at our place. My friends and I have decided to trap the termites, feed our chickens and sell the rest to our customers. It's easier and cheaper than commercial chicken feed. Thank you for uplifting our lives.

- Vipi DJ B? Manze kweli we ni Shujaa coz hizo teachings zako zinani-bless sana. The advices from chapta 1 mpaka 5 ime save life ya maboyz wangu na sasa tunaeza kujitegemea kimaisha than kurandaranda mtaani. Najua the more we stick by you is the more we'll learn much in life. That's why naendelea kuku-introduce mpaka kwa vijanaa wa ma-neighbors wetu. Danex from Oyugis.*

Hi DJ B, you are a hero, your teachings have been a blessing. The teachings from chapta 1 to 5 have saved my boyfriends lives and we are now independent and not idle in the community. I know that the more we stick by you, the more we'll learn more in life. That's why I have continued introducing you to my friends and neighbours. Danex from Oyugis.
- Manze DJ B hi risto ya hate speech, ninoma sisi kama mayouth tunafaa kuonyesha example, kwa ku-socialise pamoja without looking which tribe you are from, then mna-share ideas together as one tribe ya jinsi yaku eradicate hii noma. Heko DJ B kwa kazi yako poa kuddos. Jemmo kutoka Kahawa Wendani.*

DJ B, your story on hate speech is great. We youth need to set a good example by socialising with one another despite our tribal differences and sharing ideas on how to eradicate tribalism. Congratulations DJ B for the good work. Kudos. Jemmo from Kahawa Wendani.
- Niaje DJ B? M-show Charlie asi give up ku-make fathake a realize how good to have neighbours around. Our Grandpa had the same P-blem but not anymore. Melly from Webuye*

Hi DJ B, tell Charlie not to give up but to make his father realize how good it is to have neighbors form other tribes around. Our grandpa had the same problem but not anymore. Melly from Webuye.
- Sasa Boyie? Huyu ni Wendy from Nairobi .Hii chapta 4 ni great sana . Nimefundisha my pals kumaliza violence kwa estate.*

Hi Boyie, I have liked chapta 4 and have taught my friends how to end violence in our estate.
- DJ B! Maze hii storo ya kujaua rights zangu nikiwa arrested na polisi.imeni elimisha sana.cheki no.8. Mara nyingi nimesumbuliwa kwa kukosa ID usiku nikitoka job na saa hiyo niko na ID ya job. Nitakua nikitembea na hii Shujaaz comic chapta 5. Polisi wakinishika nawa-show no.8 ya rights zangu. Tuelimishe zaidi. Asante. Mi ni Helen Treza Mukosi wa Nai.*

DJ B! The story on knowing my rights when am arrested has really taught me. Check out point no.8. I get harassed by the police because I don't have an ID at night while coming from work. I will be carrying this Shujaaz comic chapta 5. If a policeman arrests me, I will show them no.8 of my rights. Let's keep educating each other. Thanks. I am Treza Mukosi from Nairobi.
- Hi DJ B, nimekuwa nikisoma Shujaaz kwanzia Chapta 1-5 hadi na-wish kungekuwa na channel kwa TV inayoitwa SHUJAAZ. TV ndiyo niwaone kila siku. Congrats.*

Hi DJ B, I have been reading Shujaaz Chaptas 1-5 and wish there was a Shujaaz TV channel that I can watch every day.

ShujaazFM is produced and published by:

Well Told Story

P.O. Box 1700-00502

Nairobi

Kenya

Rob.Burnet@wts.co.ke