

SCRIPT SHUJAAZ KENYA

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LEAD

It has to roll out as a wave over the whole of Kenya.
The new comic cartoon called Shujaaz, which means Heroes in Kiswahili.
The cartoon will be embedded in the Kenyan national news paper The Daily Nation.
500,000 copies in the first month, then 300,000 copies monthly.
There is also a website, and the cartoon is played live on radio.
Shujaaz is meant to freshen the lives of the many jobless youth.
The country copes with massive youth unemployment.
Many of the give up, and risk ending up in criminal activities.

SCRIPT

SOUNDBITE MUSIC SHUJAAZ, PICTURES CARTOON

It' supposed to be the hit of the year.

SOUNDBITE MUSIC SHUJAAZ, PICTURE

Main character is Boyie,
presenter of a pirate station.

SOUNDBITE STATION CALL RADIO STATION

He leads his readers through several adventures with clever lessons.
Like painting chicks pink.
So birds of pray don't catch them anymore.
Then later you could sell thrice more chickens.

Shujaaz is made by youths themselves.
Marvin make sure the color are splashing.
He is interesting in what Shujaaz is doing.

QUOTE MARVIN WERE, ARTIST SHUJAAZ

I also like the artwork I saw, and I like the stories.

SOUNDBITE CARTOON

This lady goes to a slum estate for the cheap groceries there.
On the way she learns how to grow vegetables herself.

SOUNDBITE ANIMATION

Shujaaz also comes as animation on the internet, and can be heard on radio.

SOUNDBITE PLAYING CARTOON ON RADIO

You'd better not pray for it.

QUOTE PAUL NJOGO, actor

Something when you're doing these things you don't feel them.
But with this particular one you feel them because it is what happens in the society.

The reality is that many jobless Kenyan youths give up.
Shujaaz has to refresh their minds with ideas.

QUOTE ROB BURNET

publisher

We are young people making this project.
So we think we certainly going to have a big conversation with people.
And time will tell, and actually research will tell,
whether or not that translates into the actions that we hope.

Shujaaz hopes to reach 10 million young people.