

# STORY

## **Top Story**

A media literacy TV reality show  
for young people.





It's a **National  
Mentorship Project**  
to find and prepare  
the next generation  
of **Investigative  
Journalists**



# WHAT WE DID

Produced a unique **TV reality show** featuring a competition on **Investigative journalism**.  
The original idea came from **Armenia**



## ABOUT US







## HOW WE DID IT

The show was produced with support from the European Journalism Center. We raised additional funds from friends and other supporters to create the *open newsroom* where the public see how the university teams find and tell their stories.



A group of four people are seated in a meeting or interview setting. On the left, a man in a dark jacket is looking down at a notebook. In the center, a man in a light-colored button-down shirt is gesturing with his right hand while speaking. To his right, a woman with long dreadlocks is also gesturing. On the far right, a woman in a blue dress is looking at a notebook. The background features a large blue backdrop with the word 'STOP V' in white, and a screen on the left shows a colorful bokeh pattern. The entire image is overlaid with a semi-transparent blue and purple gradient.

# WHY WE DID IT





# **Media Literacy**

to reveal to the general public how journalism actually works; how journalists find and tell stories and the struggles involved.





# Professional journalism

to promote high standards of professional journalism and ethics by showing the right and wrong ways of working, using an entertainment format.





# Development Agenda

To focus public attention on important development issues that don't get enough media attention.





To find and showcase  
young journalism talent.

**TA  
LENT**

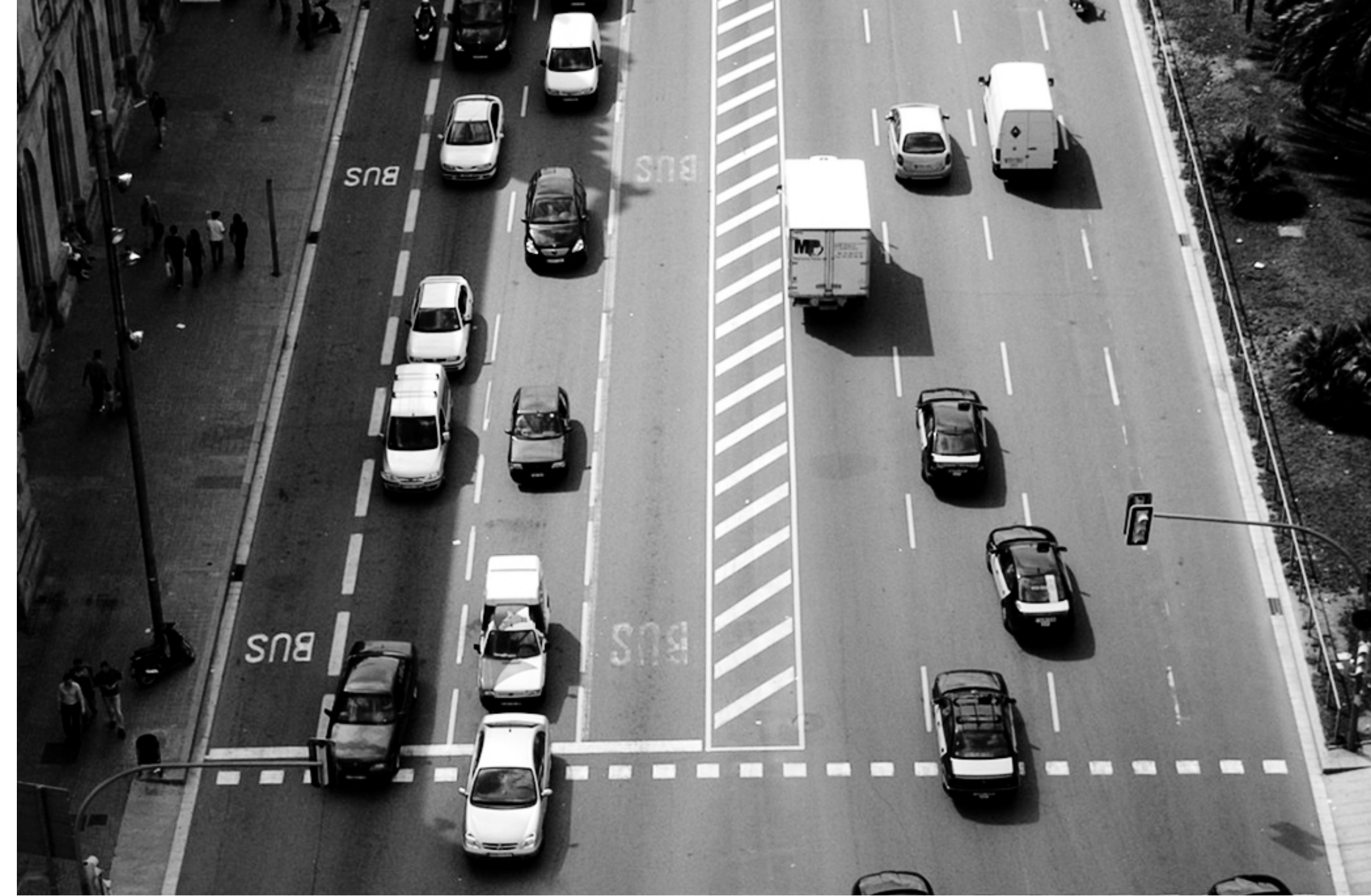




The contestants must dig into the story, find and interview sources, and file a digital story within 14-hours for assessment and judging.

**THE  
PLOT**





The stories are real and focus on pressing development issues that are of public interest.

**THE  
PLOT**





Camera crews follow the teams everywhere they go in different Counties, as they investigate their stories and try to beat the 14-hour deadline.

**THE  
PLOT**





Before the **challenge begins**, all the contestants gather at a boot camp to attend journalism master classes, which are run by well-known and experienced media professionals from Kenya and abroad.

**THE  
PLOT**



A group of people, likely contestants, are shown from the chest up. They are wearing white t-shirts with 'STORY CONTESTANT' printed on them. Some are also wearing lanyards with ID badges. The person on the left is a man with a beard, smiling broadly. The person in the center is a woman looking down. The person on the right is a woman looking down. The background is a residential street with houses and trees. The entire image is overlaid with a semi-transparent red color.

# THE CONTESTANTS





60 final year journalism students from 20 leading universities in Kenya enter the challenge for the top prize.



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Each university team has **three members all below the age of 29.**



# THE JUDGES







## Top Story features highly experienced **journalists in Kenya**

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Season One judges were:

**Alex Chamwada, Rose Lukalo Owino** and  
**Dennis Okari.**

The contestants worked under the guidance of two  
seasoned mentors ; **John Allan-Namu** and  
**Joseph Warungu**, a former **BBC Africa Editor**.





A large satellite dish antenna is the central focus, mounted on a tall, lattice-structured pedestal. The dish is dark and textured, with a central feed horn. The background is a dramatic sky at sunset or sunrise, with warm orange and yellow light breaking through dark, heavy clouds. The horizon shows a line of trees and distant hills. The overall mood is mysterious and technological.

# THE SHOW

Top Story trailer

<https://drive.google.com/a/africaonair.com/file/d/1gFZYFiQwAEsyUugMDS3HI8e7UsrbBqWs/view?usp=drivesdk>

ON AIR



# Each week

we are on the trail of two universities who fight it out for a place in the finals with the judges deciding who proceeds to the next level of the competition.



A **Gala award dinner** is held at the end of the 26 weeks where the winners are announced.



**ABOUT US**







# THE PRIZES





The top university wins a **one week fully sponsored visit abroad.**

Individual members of the winning team and the teams in second and third place receive high-tech media and communication equipment. These include [cameras](#), [smartphones](#) and [tablets](#).

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# Season 1 Winners

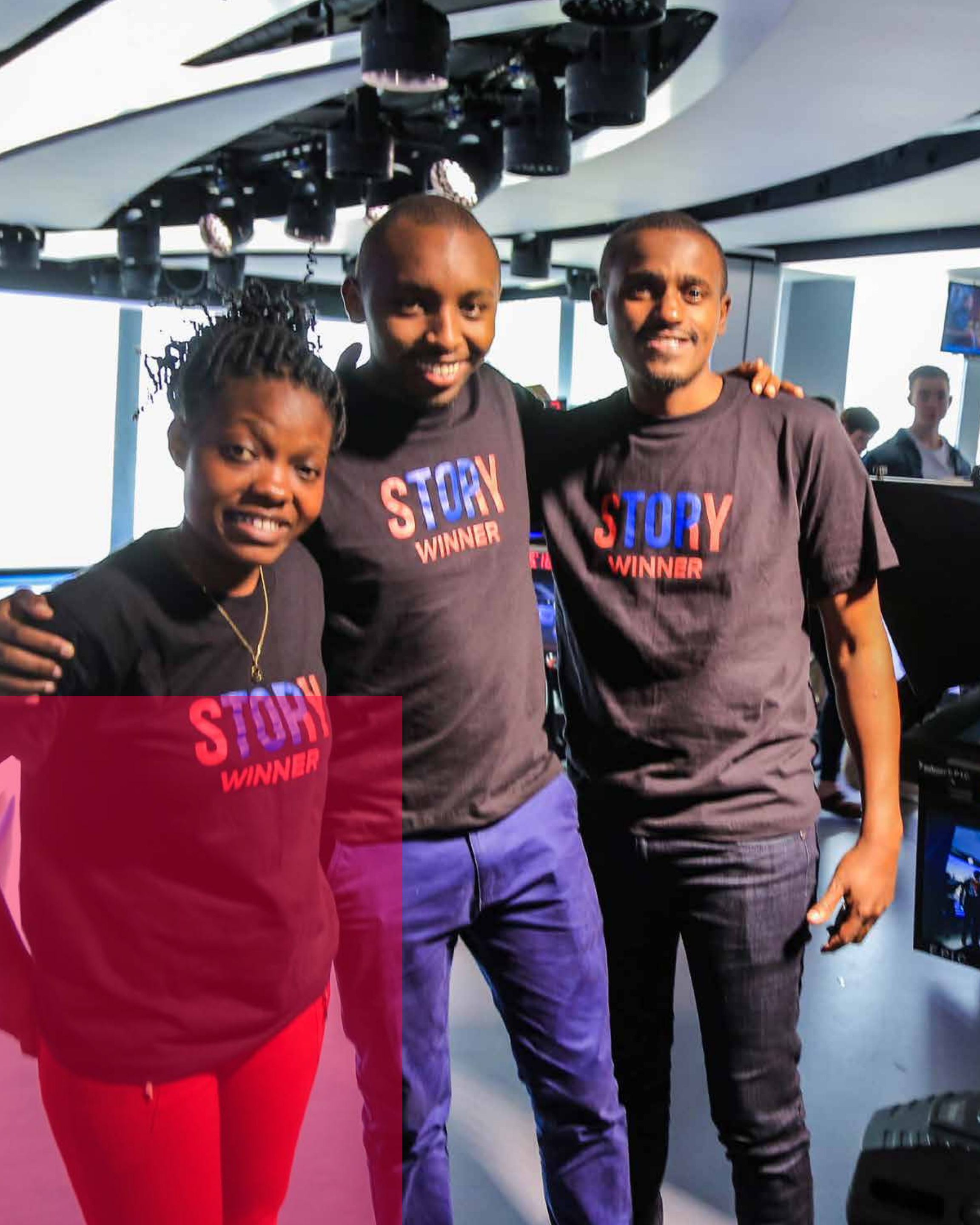
spent a Week in Rwanda

and one afternoon with

**President Kagame**

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# Season 2 Winners

spent a Week in London

And visited

**BBC HQ, Aljazeera**

and top attractions


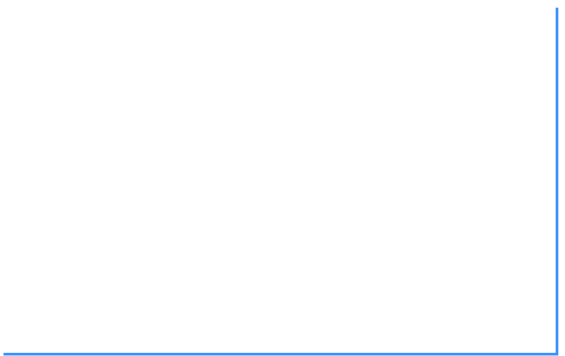


A group of five diverse young adults (three men and two women) are standing in front of a backdrop that features the 'Top Story' logo and the tagline '...only the real storytellers will survive... to tell the tale.' The individuals are dressed in a mix of professional and casual attire. The man on the far left is wearing a dark suit and a red tie. The man next to him is wearing a light blue shirt and a grey blazer. The woman in the center has long, curly hair and is wearing a dark top with a yellow beaded necklace. The woman to her right is wearing a colorful, patterned top. The man on the far right is wearing a blue and orange striped shirt. They are all smiling and looking towards the camera. The backdrop is dark with the 'Top Story' logo in white and red. The text '...only the real storytellers will survive... to tell the tale.' is repeated across the backdrop.

# HOW IT WORKED

A face-to-face survey of 1000 persons aged 15 and above was conducted throughout Kenya in 2018 to measure the impact of Top Story.



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- 25% of the Kenyan population has watched the show
  - More than 50% of the audience are young people under 30
  - 95% of the audience found it relevant
  - Show has equal appeal across gender
  - Show performed as well as other traditional investigative programs
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## SURVEY FINDINGS

**78%**

Agreed the show gave them deeper understanding of how the media works.

**77%**

Learnt about quality and professional journalism.

**76%**

Learnt the importance of mentorship in journalism and the importance of press freedom.





## Top Story numbers:

- Season I – 13 Universities
- Season II – 20 Universities
- Season III – 25 Universities
- 43 episodes so far
- 3 Mentors
- 5 Judges

Average weekly TV audience  
3 million using 6 TV crews



# NE XT

- Format works for other countries
- Bolivia has adopted the Top Story model
- It's easy and fun to do but expensive
- Partnerships is the way to go



**THANK  
YOU**

FOR WATCHING



# An Example

[https://drive.google.com/file/d/1gkRC-Z6Z15As8oPncJNRLXnD2ZAAz5CA/view?  
usp=sharing](https://drive.google.com/file/d/1gkRC-Z6Z15As8oPncJNRLXnD2ZAAz5CA/view?usp=sharing)