



© Well Told Story

'A complete multi-channel media production, *Jongo Love* struck us as a comprehensive effort to reach an audience. The content is engaging, immersive and highly compelling, teaching life lessons using strong storytelling that is immediately relevant to youth. It uses digital media as a natural extension of broadcast media, much in the way that people naturally use digital tools to interact with the world around them.'

DIGITAL MEDIA AWARD JURY

*Jongo Love* lead character  
'Vinnie' makes a video blog

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## Digital Media Award

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### WINNER

**Jongo Love**  
Well Told Story

*Jongo Love* is an immersive multi-platform production, a modern narrative set in the fictional slum of Jongo in Nairobi. Told using engaging storytelling that resonates with the urban youth of Kenya, the drama seeks to increase contraceptive use by conveying important sexual health messages through multiple channels: an audio drama on ten radio stations across the country, a Facebook campaign with additional story content in the form of photos and videos, on-line live chats with the characters, including discussions with 'Dr Jongo' about sex and contraception, an interactive twitter feed, and a YouTube channel with videos relating to the content. Stories from the radio programme are also re-told in comic books.

*Jongo Love* entertains but also passes on crucial information to inspire people to think about the decisions they make around relationships, sex and their future.

### NOMINEES

**Africa Check**  
AFP Foundation with  
Journalism Dept, University  
of the Witwatersrand

*Africa Check* is the continent's first dedicated fact-checking website, promoting accuracy in public debate. Backed by figures such as Kofi Annan and Desmond Tutu, the site tests claims made by public figures around the continent using traditional journalistic skills and evidence drawn from the latest online tools, public sources and experts. It has published reports on topics from income inequality to childhood vaccination to the impact of gun control legislation and provides fact-checking resources for professional and citizen journalists.

**Aysén Profundo**  
Pablo Ocqueteau &  
Philine von Düselen

This interactive multi-media documentary combines 30 short films with panoramic photographs, text and music to present the traditional ways of life of the people of the Aysén region in Chilean Patagonia. Through a variety of digital media technologies, including an online forum for audiences, *Aysén Profundo* reveals the region's intangible cultural heritage and introduces viewers to the people that make Patagonia synonymous with struggle, affection and humility.

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