

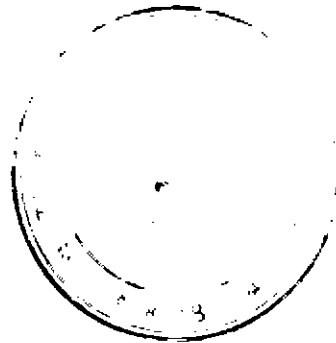
STUDENT'S DECLARATION

I, the undersigned declare that this project ' Living Dangerously' is out of my original work achieved through my personal reading, research and critical observation. It is submitted in partial fulfillment of the requirements for the Bachelor of Arts in Social Communication. It has never been submitted to any college or university for academic credit. All sources have been cited in full and acknowledged.

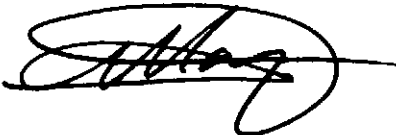
Signed: 

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Date: 22/06/2011



This project has been submitted for examination with my approval as the College Supervisor

Signed: 

Supervisor: Fr. Narciso Cellan

Date: 22/6/2011

INSTITUTE OF SOCIAL COMMUNICATION

TANGAZA COLLEGE

CATHOLIC UNIVERSITY OF EASTERN AFRICA

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LIVING DANGEROUSLY

Supervisor

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A Video Production submitted in Partial Fulfillment of the Requirements for the
Bachelor of Arts in Social Communication

NAIROBI 2011

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1. LIVING DANGEROUSLY

1.0 Communication Objectives

The project focused on poor garbage collection and dumping in Ongata Rongai that has caused the area to become a hazard to human life and even domestic animals. It aims to show that many areas of Ongata Rongai are seriously polluted mostly due to neglect from the relevant authorities and the effects it has had on the inhabitants. It is a 20 minutes long documentary that brings to light this messy situation and attempt to understand where it started and if any solutions have been put in place after talking to the relevant authorities and its victims. The production was based in Ongata Rongai and specifically the households that receive garbage collection services from the service providers and the trenches that cover a big part of Rongai. The target audience will be the general population of Ongata Rongai and any other region that suffer the same setback.

1.1 Production plan

I covered 2 residential houses that receive garbage collection services and got their opinions on their value for their money regarding garbage collection. I interviewed the residents of that area and anyone else within that was willing to contribute meaningfully about the service, so as to have a wide range of opinions and material to work with. I also covered the poor drainage systems set up on the roadsides then went into detail covering each and every aspect relevant to the issue. I also made sure I talked to at least one garbage collection bureau and got to understand their system of operation. I also enquired about the provisions for cleaning up parts of the city from the council and chief and followed the garbage collectors to the dump site. I talked

to the people living around the dumpsite so as to understand their lives better. My technical team was Leah Muthoni, David Micheke and Reginald Werema for assistance in transportation and carrying equipment and Vanessa Muckoya who assisted in directing.

1.2 Motivation

This project is close to my heart because I was born and raised in Ongata Rongai and over the years I have seen the transformations it has gone through. I have called it home since I was a baby and to see it become what it is quickly becoming is saddening. I have seen it go from bad to good and vice versa. Garbage collection is very important to the society today and without it, any homestead can become unbearable. Something has gone terribly wrong in its maintenance and I plan to bring this out clearly. Proper regulation lacks in controlling how garbage is disposed hence Ongata Rongai has become unsanitary with apartments coming up day in day out.

1.3 Relevance of the Topic

The topic “Living Dangerously” is relevant and sensible because the video clearly depicts the horrid dirty conditions that people are living in, and with the diseases that are transmitted by dirt, it is safe to say that it is a ticking bomb hence people are living dangerously.

1.4 Expected Impact

Hopefully the authorities in charge of ensuring hygiene will watch this video and realize how widespread the situation is and what its effects to human health is and correct it for a cleaner happier environment. I also hope that the residents of Ongata Rongai will watch it and take it upon themselves to dispose off their dirt properly or clean around them to prevent this ticking bomb from exploding.

1.5 Objectives of the video

The video's objectives is to reach Ongata Rongais' residents and authorities and show them how grave the situation is so it can be corrected.

1.6 Time Table

STAGE	DATE
Topic and pre-production stage	26 th October.
The script	18 th November
The production stage	Start 17 th November
	Ends by February 2011
The post production stage	Starts on 7 th February

	Ends by 31st March.
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1.7 Expenditures

INTERVIEWEES	1000
TRANSPORT	2500
LUNCH	1500
PRINT PAPERS	1000
BINDING	100

2. TREATMENT

Title: Living Dangerously

Audience: Ongata Rongai Residents.

Medium: Video tape (DVD)

Estimated Length: 20minutes

Date: 28\3\2011

2.0 Introduction

The documentary starts with cover shots of Ongata rongai,. There are shots of boards welcoming people into the town and then an aerial view of the town. Under this is be the voiceover “ On the outskirts of Nairobi is a city called Ongata Rongai. It is well known for its affordable Nyama Choma joints because it was initially a Maasai land before people started migrating from their native lands.....” There is soft instrumental music below the voice over that fades a few seconds into the production.

2.1 Part1

Then we see the town’s main market’s entrance littered with dirt of all sorts and people walking by and jumping over it unconcerned. There is soft background music to give it a mellow feel, then the second part of the voice over comes in. The Ongata Rongai open air market caters to the

needs of many people, but it is poorly maintained.....” then there is an interview with two people who work there.

Show a second market ‘soko mjinga’ which is even dirtier. There are shots of waste lying on the ground carelessly and dirty filthy water flowing through the trenches in front of the food market. There is an interview with two people who work there to explain the gravity of the situation.

2.2 Part 2

I went go to the two slums existing in Ongata Rongai, Kware and Bangaladesh and showed just how filthy conditions are and how children are at risk of catching diseases from the unattended dirt that scatters their surroundings.

2.3 Part 3

I talked to private garbage collectors, and followde them around to show how they carry out their duties , then talked to the chief so as to get some insight on the situation at hand. I also talked to someone at the city council of Olekejuado and asked a few relevant questions regarding the dumping of dirt after collection..

2.4 Part 4

I visited a dumping site and tried to understand whether the waste affects them as the inhabitants and get any benefits that the dump site comes with. I conclude the project by advising people to be very careful with where they dispose their garbage for better living conditions.

3. SHOOTING SCHEDULE

LOCATION	SCENE	TIME\DATE	SUBJECTS
Ongata Rongai, along the tarmac roads\ Kingdom hall road- Smiles shop	Covershots and one interview of a resident living in the flats	Tuesday 8/3/11 10.30am-3.00pm	Shots of dirty unkempt trenches and interview with one resident of Ongata Rongai. Then later shot of residential flat and garbage sitting, interview with one of the residents.
Ongata Rongai on Nafrom road- Residential flats	Cover shots and one interview of a resident living in the flats.	Wednesday 9/3/11 10.30am-3.00pm	Shot of a different residential flat and garbage sitting then interview with one of the residents
Ongata Rongai. Kware and Bangladesh slums	Cover shots and one interview of a resident living in the flats.	Thursday 10\3\11 9.00am-2.00pm	Shots of the two slums in LS and aerial shot, then shot of the dirty environs, the interview with two residents.
Ongata Rongai. Kware	Interview	Friday 11/3/11 2.00pm-4.00	Interview with Mutiso the Public Health Officer of Ongata Rongai
Ongata Rongai. Garbage dumping site	Shots and interview with the residents and the garbage collectors	Saturday 12\3\11 9.00am-12.00pm	Garbage collectors going about their business of unloading trucks.
Ongata Rongai, Olerai	Interview	Tuesday 15/3/11 10.30am-3.00pm	
Garbage dumping site, Tuskyz Ongata Rongai.	Cover shots	Tuesday 29\3\2011 10.30am-4.00PM	Garbage lying on the dump site, burning and men picking the dirt.

4. DOCUMENTARY SCRIPT

SHOT

LS of a board written “Ongata Rongai” Zoom into it to make it a CU shot

MCU of board written “ Welcome To Ongata Rongai”. Zoom out to Make it LS

Aerial shot of Ongata Rongai With a little bit of panning. Driving shot of businesses

AUDIO

Slow MSC with a voice over:

On the outskirts of Nairobi is a small town called Ongata Rongai. It is commonly known for its many affordable ‘nyama choma ‘ joints because it used to be a Maasai land before people started migrating from their native lands in search of greener pastures.

very light MSC under voice over

Welcome to Ongata Rongai

Voiceover “At a glance it’s clear to see that Ongata Rongai is a very busy town. It is mostly a residential hub but businesses have sprouted out tremendously over the last couple of years...”

There is everything ranging from Tuskyz, Shopping malls, bars, salons, butcheries, restaurants

SHOT

AUDIO

to shoe shiners and repairs.

MSC (Michael Jackson-Heal the World Instrumental)

MSC\SFX\FADE OUT completely

LS of a mini bill board informing
We are near the Ongata Rongai
Open air market.Zoom in to make
It a CU shot

Voice over “Ongata Rongai Open Air Market
caters to the needs of many but its maintenance
is below standard. At the entrance we are met
by a heap of waste which people jump over to
Get into the market. It is appalling to first timers
but the venders say one gets used to it,
that it’s only a matter of time.

MCU of a woman. Interview:

Her answers:

-What problems do you face here?
-How does this affect business?
-Have you ever launched complaints
To the relevant authorities?
-Does this water collect dirt?
-Who cleans it up and how often?

This tank overflows pouring its water onto our
work space. It floods the walk paths such that
customers would rather buy from other shops.
When it gets windy, papers are blown onto
the water and we can only clean up when it
dries up. I have nowhere else to go, so what

SHOT

-Why haven't you moved shop?

MEDIUM shot of the

Markets surroundings.

LS of donkey strapped

Onto a cart full of drums

Of water and the owner.

Zoom into the donkey

To get an XCU of its head

And mouth fishing through a heap

Of trash for food.

LS of man standing in front of a

Huge heap of waste. Interview:

-What do you think of the unhygienic

state of this market?

-Who cleans it up and how often?

-Where does the dirt get disposed?

AUDIO

I'm I supposed to do?

The markets surroundings are completely neglected which is breeding ground for all sorts of dangerous things. At the time of the shoot it was suspected that a woman had disposed off her new born baby in one of the trenches.

but they did not allow me to take shots because it would tarnish the name of the market if

found to be true. This donkey eats away From this heap of trash as the owner loads and

Unloads drums of water on its cart

This is the man who gave us a tour around the market and he had a few things to say about the markets' hygiene.

Uncollected waste is a significant problem to us. The county council collects dirt three Times a week. The vendors clean up their

-What about the dirty drainages

spots and collect it together for the council

SHOT

surrounding the market?

-How much do you pay?

LS of a lot of dirt in front of
a market.

AUDIO

To collect. Unfortunately there are areas

Without structures so no one cleans them up

Just like the drainages. The council should take

Charge and allocate that job to someone. We

Pay 30 shillings a day and expect our money to

Work for us.

Voiceover:

Soko mjinga is a well known name and

Ongata Rongai's soko mjinga is ailing

because garbage covers its soil extensively.

It is so dirty that one can smell its offensive

stench from a mile away. In an off air interview,

the administrative officer of Ole Kejuado

county, Joseph N. Ngige said the council

doesn't recognize Soko Mjinga as a

legitimate market because the land it sits

on is a road reserve. This translates to less

SHOT

AUDIO

care compared to Ongata Rongai open air

market which seems a bit cleaner in

comparison, only in comparison.

LS of cow feeding on dirt

These cows feed off the dirt just like the

donkey and one can't help it but wonder

how much dirt they consume their entire lives.

MS of man in front of garbage

This filthy water sits in front of the market and

Interview: What do you think of

as a result this man worries for his health and

The dirty condition this market

that of others.

has been put into?

What effects does this open filthy

Water have on people around here?

MS of assistant chief. Interview:

Why do we have so much

dirt by the road sides?

MCU of man in front of garbage.

SHOT

AUDIO

Interview:

-How often does dirt get collected?

Which days are these in particular?

What do you do if the council doesn't
show up to collect trash?

LS then zoom into XCU of

Dog feeding.

This dirt has been sitting there for weeks
now. Just like the donkey and the cows,
this seemingly happy stray dog looks for
a meal through the scattered mess and
seems to have scored a juicy bone
This is a case of pure neglect and
taking chances with people's health.

MS of man. Interview: Cart Puller

-what do you think is the problem?

-what exactly happens here?

-who do you think is in charge?

This man is a cart puller and he holds
very strong opinions about the state
Of the trenches.

The city council isn't working as it should,

-How long has that heap been there?

That's why these trenches are so filthy and

SHOT

AUDIO

-What do people do In the event that
the council doesn't pick up the waste?

Can't pass water. They only pick Soko
Mjingas trash but never clean the trenches.
That heap of dirt has been there for
Approximately 5 days now. Sometimes the taxi
Drivers have to bribe someone to get it collected.

Aerial shot of the bus terminus
then zoom into XCU for clear
shot of dirt and filthy water
in trenches.

"This is stage one, the first bus terminus
as the name suggests. It is not too busy
at the moment, because it is midday, but
come evening and morning hours,
people flood it to catch transport to
their destinations. Ironically it is surrounded
and covered in dirt yet hundreds of
people use it every day. One would
assume something would be done about it.

Aerial shot of Kware, first
a CU shot of people going on

"This is kware, quite vast and buzzing with activity
It is a neighborhood whose habitants are of a lower

with their activities then

social class hence the many scattered unstructured

SHOT

AUDIO

Zoom out to see a LS of Kware

houses and poor unfavorable living conditions.”

Establishing shot of a

“Futher down the road, I spotted this compound

Neighborhood, with some

whose dwellers discard their trash infront of their

Panning. LS of garbage

houses yet no one collects them. They have gone

outside houses and on

further to dispose them onto the children’s’

Playground accumulated

play field

Into heaps and infested with flies.

LS of play ground and

Voiceover: “These children play on this playground

Children playing on it,

every day after school and all day on

Kicking the ball onto the

the weekends according to mama Odhis

Heap of dirt and

Unknown to them is the danger that lies in the

Picking it up.

heaps of trash they kick their ball into and pick

up with their tiny, little hands repeatedly in one game”

CU of woman talking of the

This area is so dirty, that snakes live among us. We

Situation. Interview: Resident.

Killed one here just the other day, and I must

-In your opinion how efficient is

barricade the opening under my door with anything

Garbage collection in Ongata Rongai

to keep them away from getting into the house.

SHOT

AUDIO

-What problems do you face because

Children fall sick from playing on a field full of

Of negligence in cleaning up this

dirt, they might pick food from that heap and put it

neighborhood?

In their mouths. It smells awful here because some

-Do children fall sick from this?

people do not have toilets, so they go anywhere.

-Does it smell bad sometimes?

That woman tried cleaning up but had to stop

Because people started insulting her for stopping them

From disposing on this play field.

LS of Bangladesh slum

Bangladesh slum is at the entrance of

Pan till CU of play ground

OngataRrongai. It is safe to say that when

Welcoming a visitor the entrance should be

Presentable, but that isn't the case with Rongai.

Just like Kware this play ground is very dirty

It doubles up as the dump site and

please note the habitants say it doesn't

get collected at all. This causes a bad

smell over the whole area, unless someone

volunteers to collect it together then burn it.

Edson Kadoka is the man who volunteered

SHOT

AUDIO

to clean up the slum 14 years ago to be precise,

but has never received a dime for his work.

Sad, isn't it?

LS of old man. Interview:

V.O.: Edson Kadoka is the man who

EDSON Kadoka

volunteered to clean up the slum 14

-What do you do?

Years ago to be precise, but has

-what keeps you going despite

never received a dime for his work

.the lack of pay?

Sad, isn't it?

-How often do you clean up?

I sweep up so our environs can look

-Where do you take the dirt after collecting it together?

Presentable plus so this kids

-Do you also clean up that play ground?

Can play on clean grounds. After sweeping

-So who does?

I put everything together and burn it. The

-who is supposed to clean it?

Council visits us but only to collect money from

Do the kids get sick a lot from

vegetable vendors, never to clean up. The children

playing at a soiled play ground

spend their weekends on those dirty grounds playing.

LS of slums play ground

Not a very pleasant site you will agree with me.

SHOT

LS/MCU/XCU of woman

Interview: Assistant Chief of Kandisi

-Do you think Rongai is dirty?

-Who is in charge of its maintenance?

-how many trucks do they have?

-how often do they collect dirt?

-where is it dumped after collection?

-where do you think the problem lies?

Are private garbage collectors

Licensed? By who?

AUDIO

I caught up with the assistant chief of

Kandisi who tells us she believe

original planners of Ongata Rongai did

not consider a drastic increase in Rongais

population because the waste collection

and dumping process is not very elaborate

which leaves some places unattended.

Measures have not been put in place to deal

with this crisis because the council owns one

truck for the whole of Ongata Rongai, which

also collects in Kiserian, Nkoroi and a part of

Ngong's waste. It is too much work for one

truck clearly, no wonder it cannot cover

everywhere in only three days a week.

her answers:

Rongai is not too clean neither is it

Too dirty. The city council is in charge.

SHOT

AUDIO

They have one truck, which collects all
Around Rongai and Kiserian. They collect
twice a week and dump it in Ngong. Lately
Rongai's population has grown tremendously,
So they are not in a position to cover
everywhere, no wonder the rise of private
Collectors, who must be licensed by the council.
Council.

LS of a garbage truck parked
In front of an apartment ready
To pick up garbage. MLS of
men getting off the truck,
picking up the garbage and
throwing it into the trucks back

I followed these private garbage collectors
who cover a very big portion of Ongata
Rongai. Twice a week, Tuesday a
Thursday. I chose to follow them
on Tuesday but their car broke
down so no work got done all day.
I therefore had to come on Thursday
and I learnt their job is no ordinary man's job.
I Here we see them unloading these bags

that they use to put recyclable plastics in.

He is peeping to inform the residents they

SHOT

AUDIO

have arrived so the gate can be opened, as

the others sort out the plastics from the rest

and throw them in the bags. They sell them

to someone who in turn sells them to recyclers

at 50 shillings a kilogram. On a good day they

make 1000 shillings. We see them getting in

to collect the garbage after the gate is open,

as the two men on the truck continue sorting

the plastics. In a few minutes they have

collected all the trash bags and start loading

them onto the trucks with the help of the two

men on top. Within no time they are done, and

they make sure everything is sitting right, as

the two men on the ground throw the plastics

on the ground into the available bags. They then tie them up and throw them in the truck then close the gate and get ready to go do the same

SHOT

AUDIO

at a different spot. A man with soft skin couldn't do it. This boy in maroon fell off the truck later that day and was hospitalized for a week due to a concussion and broken bones. The pay is not much and the work demands a lot of physical and brain energy. Here we see them doing the same only that

this is partially a business hub and partly

residential. Just as organized as before they get to work and in no time they are done and off again to their next clients.

LS/CU/XCU of the dump site
at Ngong. XCU of city councils

Voiceover: "The dump site is in Ngong is a long way from Ongata Rongai. It took

5 COMMUNICATION THEORIES

Media coverage helps define the things that people think about and worry about. This is agenda setting. It occurs as the media create awareness of issues through their coverage, which lends importance to those issues. The media don't set agendas unilaterally, but look to their audiences in deciding their priorities for coverage. For example: Many Ongata Rongai residents have access to television or at least newspapers because it is mostly a middle class town. If the media practitioners would take advantage of this and highlight the dangers living in dirt cause, it would definitely make a difference in the society. People would be more pro-active towards cleaning up, showing up to community clean up days. They would also be more careful about littering. The administrative officer of Ole Kejuado said people never show up on organized events to clean up the city but he mentioned they plan to start using local ways of advertising like posting on public notice boards, making fliers and anything else that seems reasonable. The media in any form is very strong.

Agenda setting phenomenon has been recognized for a long time. Sociologist Robert Park, writing in the 1920's articulated the theory in rejecting the once popular notion that the media tell people what to think. As park saw it, the media create awareness of issues more than they create knowledge or attitudes. Today agenda- setting theorists put it this way: The media do not tell people what to think but what to think about. In this case of a neglected community it is clear to me after this production that people are aware of the mess the city is in but, they have other things on their minds, so it is not a priority. So if the media came in to remind them of the situation incessantly, it would definitely be on peoples' minds.

ne news media take pride in purveying information to help people be active and involved in public matters. In that case, it would help in getting people off their couches just for a little while during their free time to help make a difference in Ongata Rongai. On the other hand, media has the ability to turn people into couch potatoes, a condition called (media induced passivity), constructive media should get people up and down and concerned. The best media outlet would be a community radio station that highlights the highs and the lows of the area.

Agenda setting happens at several levels:

- Creating awareness
- Establishing priorities
- Perpetuating issues

5.0 Creating Awareness

People become concerned about an issue only if they know about it. Many people know about the situation on the ground as was evident during the production but that doesn't mean the bigger population is aware. Plus people might know about it but may not understand to what gravity the situation is. So we as the media personalities must follow it up, dig deep into it and feed people with all the information they need to become pro-active towards cleaning up Ongata Rongai.

5.1 Establishing Priorities

Not only does how a story is played affect peoples' agendas, but so do the time afforded to them. Therefore people trust the news media to sort through the events of a day and give them order according to their importance. E.g. a lead story either on a news cast or news paper gets first priority unless media ownership brings about changes. This influences the audience hugely. If Ongata Rongai had its own community radio taking care of its problems, it would be smart to give the issue of dirt covering its soil priority over other stories for a while. This would set the agenda for the community and get people more concerned about their trash disposal habits.

5.2 Perpetuating Issues

When an issue is spoken about frequently, day after day and consistently, it becomes part of one's life, unlike just mentioning it once or twice and forgetting about it. Out of sight out of mind, and Kenyans are very vulnerable to this disease. In that case then media should have follow-up stories that are interesting to its audience to serve as reminders of the garbage problem.¹

¹ V.John., *The media of mass communication*: Australia. Allyn and Bacon. 1997