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Each week Kenyan viewers of Mediae's development TV drama *Makutano Junction* are asked to send a text message if they want to be mailed a free leaflet on the episode's development content.

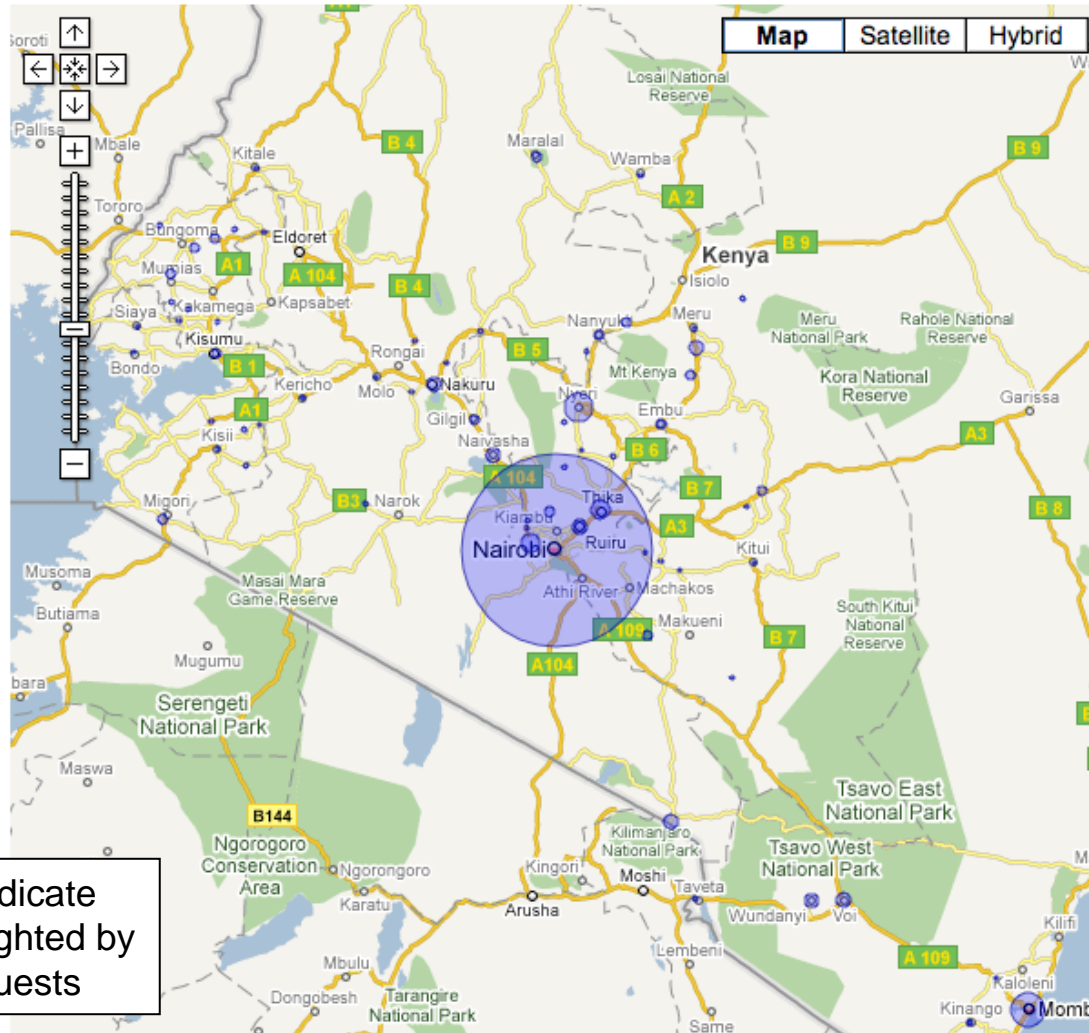




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Leaflets on Seed Soaking were mailed all over Kenya



Blue circles indicate recipients weighted by volume of requests



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Those viewers who sent texts and received leaflets were later asked by telephone if they had since tried Seed Soaking:

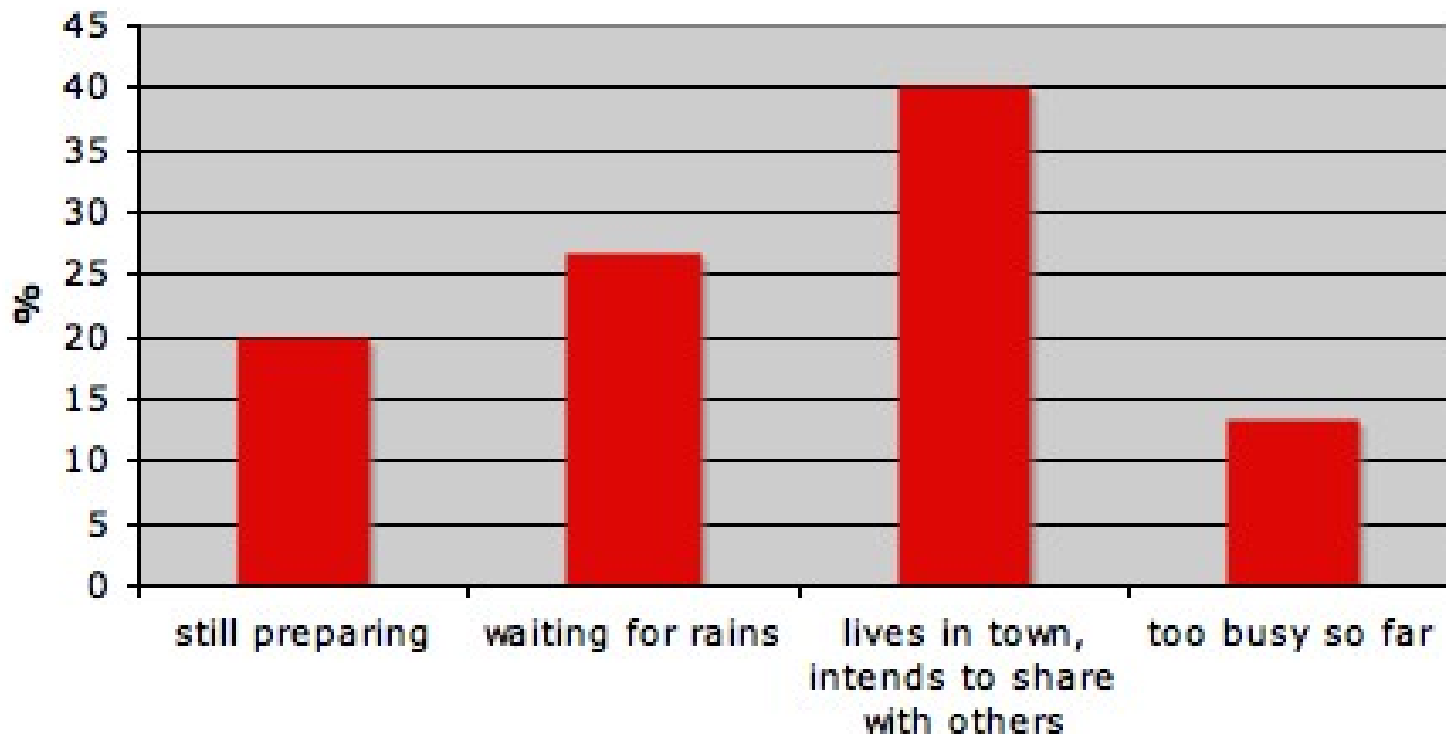
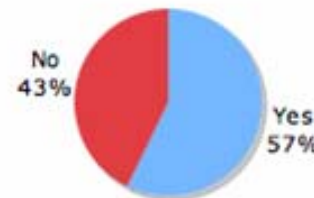




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Those who said NO they had not tried Seed Soaking gave these reasons:

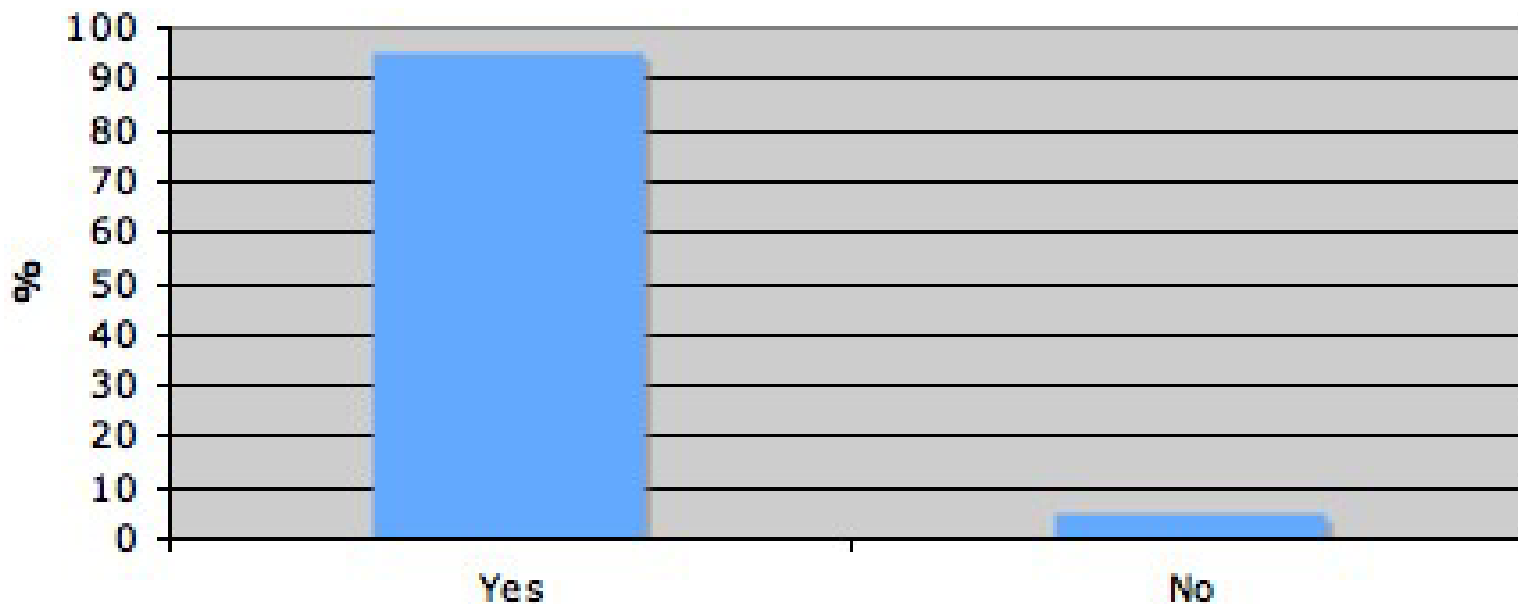
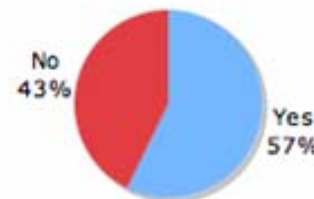




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Those who said YES they had tried Seed Soaking were asked if they had learned anything new:





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All those who received leaflets about Seed Soaking were asked if they had shared the information with others, and how many:

