

Safaricom, a Kenyan mobile service provider initiated an inter-university competition for university students pursuing journalism as their future career. The initiative required Journalism students from the different universities to form groups of a maximum of 5 individuals and come up with a Video advert that would promote the Safaricom online customer care services. Some of the Universities participating in the competition include our very own, The University of Nairobi, Daystar University, Kenyatta University, USIU among others.

Out of a total number of 42 groups competing for the top slots, the University of Nairobi emerged among the top ten. A group of five students, SAFARIZ aka BIG 5, from the University of Nairobi – School of Journalism were honored to have their video selected to get to the next stage of the competition. The group that consists of two men and 3 ladies- Eric Ndun'gu, Collins Kemboi, Yvonne Ogwang', Maimuna Chuba and Joy Wahome, all 2nd Year students of the School of Journalism were the brains behind the idea and comprised the cast aided by some of their colleagues.

In this second part of the competition, the group that gets the highest number of views of their video emerges victorious. The students from the School of Journalism request for your support by viewing their video on you tube by following this link:

<http://www.youtube.com/watch?v=pJLSfiJ3xE>, or search for SAFARIZ AKA BIG

5 on You Tube.

Kindly support them by viewing this video that showcases the students' creative capabilities and will also motivate them to be more innovative, creative and independent.

<http://www.youtube.com/watch?v=pJLSfiJ3xE>