



KENYA FILM CLASSIFICATION BOARD

Office of the Chief Executive Officer

Mobile: +254 0711 222 204

Website: www.kfcb.co.ke

Email: info@kfcb.co.ke

Office Tel: (020) 2250600/+254 2241804

P.O BOX 44226-00100 NAIROBI, KENYA

Uchumi House, 15th Floor.

PRESS STATEMENT BY THE KENYA FILM CLASSIFICATION BOARD CHIEF EXECUTIVE OFFICER DR. EZEKIEL MUTUA, MBS, ISSUED ON 12TH FEBRUARY, 2021 AT THE NAIROBI FILM CENTRE (NAIROBI CINEMA) DURING A MEETING WITH THE NATIONAL COUNCIL OF ELDERS

TOPIC: Moral Decadence and the Need to Uphold Our Culture

Members of the National Council of Elders,
Colleagues from the Kenya Film Classification Board
Members of the 4th Estate
Ladies and Gentlemen

Good morning

In the recent past the country has witnessed increasing incidences of domestic violence and homicide and unprecedented wave of unruly and violent behaviour involving school-going children. Some of those cases have been attributed to exposure of inappropriate film content peddled through traditional and new media. This wave of delinquency and moral decadence has not spared even the political class, leading to pronounced bile and negativity among a section of our leaders - an unfortunate thing indeed!

As the Board mandated to regulate film and broadcast content with the aim of promoting moral values and culture, we are persuaded that there is need for revival of the community and family structures to effectively weed out moral decadence and establish a society that is strong on morals.

It should be recalled that His Excellency President Uhuru Kenyatta recently echoed our mandate by urging parents and caregivers to pay very close attention to the content consumed by their children.



Protecting Children from Exposure to Harmful Content



Not suitable for
persons under
16 years



Restricted to
Adult Only

Friends,

To win the battle against moral decadence, we must take the war to the household and count on small wins as family units.

Our Board is committed to creating more engagements for public sensitization amongst our stakeholders, especially parents. As a matter of fact, parents and caregivers should play the role of foot soldiers and constantly and effectively monitor what children are consuming on media.

Going forward, the Board has initiated discussions with diverse strategic and like-minded partners to deliberate on how the family unit can become a platform for promoting moral values and strengthening family structures. Key among these partners is the National Council of Elders who are here today, led by the Council's Chair Rtd Captain, Kungu Muigai. As a Board, we are cognizant of the fact that partnerships are the primary strategy to win the fight against moral decadence in our society as well as ensuring that children are protected against exposure to inappropriate content.

Fundamentally, we must all ask ourselves what kind of media content our children are consuming. The idiom that garbage in garbage out has been proven true, especially in light of the bizarre stories of children even killing their own parents after watching questionable films, unruly and violent behaviour exhibited by some students who have gone to the extent of destroying school property and fighting teachers. No parent is a secondary player in ensuring the posterity of their children is founded on the citadel of moral uprightness. Indeed, moral values must be resounded, practiced and cemented right from home.

Parents must be alive to the fact that to nurture is a deal greater than to birth since our parenting, or its lack thereof, has a direct bearing on how children turn out. We are to blame when our children cannot uphold common decency, even going to the highest heights of deviance by abusing leaders, establishments and worse, taking the lives of their relatives and shockingly, their own parents and siblings.

The media must also ensure strict compliance with laws and provisions of KICA 46(I) that requires that the Watershed Period be free of any adult content for the

free to air TVs and radios. Media must not be conduits of the unconscionable effects of negative broadcast content.

In its key role as the societal watchdog, the media must self-regulate and desist from airing content that could compromise our collective efforts aimed at moral renaissance. This goes beyond programming as it encompasses giving a blackout to deviants in the political class who abuse common decency and have little to offer the society save for insults and shame.

We must remember that the media not only sets agenda for the society but also gives meaning, cements culture, and explicates our identity to the watching world. We cannot, therefore, continue to have footages that point in a different direction and abuse our progress as a nation.

As a sphere of influence, the media must focus its cameras on telling stories of development and those that inspire hope.

Research has shown that film and media content influence behaviour and the thinking of consumers, especially children who are most impressionable. It is, therefore, upon us as a society, especially stakeholders in the film and broadcast sectors, to care about the content our children watch on TV and access on the internet.

It must reverberate in our hearts and minds that nations only rise on the bedrock of morality, not mere infrastructural development. This reinforces the fact that our mandate of regulating film content to ensure it reflects our culture, national aspirations and morality has a direct bearing on our development.

Our collective attention must be focused on ways of repairing the societal software and fabric for prosperity and posterity. As a citizenry, we all have a duty to ensure that the next generation is strong on virtues, norms, ethics, and our diverse yet rich and related culture.

Additionally, the adage that a fish rots from the head must ring a bell in our leadership. The political class, especially, must embrace tolerance and measure the language they use towards each other in public rallies. It is shameful that a section of leaders have been trading ugly barbs in public, totally disregarding our

cultural norms and the effect of their actions and words on our children. This trend of negative politicking is now a matter of national concern and stands condemned.

Leaders must understand that they are the custodians of morals and that their behaviour is easily emulated by their followers. They must, therefore, be role models and spearhead Kenya's moral agenda that is critical to the realization of national development.

As a Board, we remain resolute in ensuring that all audio-visual content in Kenya is regulated at the creation, distribution, exhibition, possession and consumption levels. It is in this regard that we condemn, in the harshest terms possible, this new wave that deprives us of positivity, morality, culture and identity as a people.

As a matter of fact, we are resolute to forging partnerships within and without Government to bequeath our children a better future.

It is our collective responsibility to teach our children that what makes us a distinct people are our societal values, national identity and morals.

Lastly, we call upon members of the public, leaders and all our stakeholders to expedite their commitment to the clarion call for moral values and protection of children against distasteful content. We must together appreciate that Kenya's culture, moral values and national aspirations are key ingredients for the realization of national development.

Thank you and God bless you.



**Dr. Ezekiel Mutua, MBS,
CHIEF EXECUTIVE OFFICER**