



PRESS STATEMENT BY THE KENYA FILM CLASSIFICATION BOARD CHIEF EXECUTIVE OFFICER DR. EZEKIEL MUTUA, MBS ON THE UNVEILING OF KFCB NAIROBI REGION CLEAN CONTENT AMBASSADOR ON 5TH NOVEMBER, 2019

The Kenya Film Classification Board is pleased to unveil the KFCB Nairobi Region Clean Content Ambassador. The nominee has been selected through a rigorous process that focused on his proven track record of quality production, exhibition and distribution of content as well as the scope and reach of his music. The Board scrutinized the nominee's commitment to using music as a tool for promoting culture and inspiration as well as the substance of the content and his depth and command of the language of delivery of his message.

One of the requirements of the nomination criteria for the Nairobi Region Clean Content Ambassador is that one has to be a Kenyan citizen aged 18-35 years, whose content addresses issues related to the Board's mandate, namely promotion of Kenya's culture and moral values through film.

The Board further scrutinized the digital distribution of the content under consideration and we are pleased to note that most of our nominee's music fits within the General Exhibition (GE) rating, meaning that it is suitable for family viewing and listening as per our content classification guidelines and the Programming Code. It was a requirement that where the content has scenes or language intended for adult audiences, there would be a disclaimer that the content is meant for such adult audiences only and not for children under the age 18. This meant that the nominee demonstrated a deliberate effort to protect children from premature exposure to adult content.

To this end, the Board is satisfied that today's nominee for the Nairobi Region has produced music that meets the Board's threshold of the requirements of the Clean Content Ambassador in that his music is:

- Educative
- Informative

- Entertaining
- Innovative
- Free from Classifiable Elements which include violence and crime; sex, obscenity and nudity; occult and horror; drugs, alcohol and other harmful substances; religion and community; as well as propaganda for war, hate speech and incitement.

Further, we are also satisfied that the nominee's music is compliant with content regulatory requirements as Film and Stage Plays Act, CAP 222 of the laws of Kenya.

Ladies and Gentlemen,

It will be recalled that in November 2016, the Board commissioned a survey on “The Effects of lewd, vulgar, violent and obscene music content on children, the youth and communities in general”.

During the survey, the Kamba community topped the list of vernacular music with the most foul, obscene and unpalatable content. Other communities with obscene vernacular music were the Kikuyu, Luo, Meru and Luyha communities.

However, it was disturbing to see that most Kamba vernacular music bands adopted obscene stage names such as Katombi and Maima that promoted obscenity and vulgarity.

From the survey, it emerged that most kamba musicians had resorted to using offensive lyrics and indecent monikers in a bid to create controversy, generate viewership and drive traffic to their content. The misleading narrative has been that content has to be dirty or have sexual innuendo to sell.

In a bid to reverse this wave of dirty music that contributed to moral decadence, KFCB has in the past one year rolled out a countrywide campaign dubbed ‘Clean is Cool’. The aim of this campaign has primarily been to sensitize the public on the need for the creation and consumption of clean content as well as encourage musicians to embrace mature, inspiring and educative messages in their music and performances.

To this effect, the Board sought to identify Clean Content Ambassadors through our Eight (8) Regions that cover the Forty-Seven (47) counties in Kenya. We sought to identify artistes that would change the narrative that content has to be dirty, sexualized or vulgar for it to sell.

Our nominee for the position of the KFCB Nairobi Region Clean Content Ambassador was therefore identified through this rigorous and well thought out process.

With the conferment of this prestigious title today, the nominee is expected to besides meeting the above-listed requirements of a KFCB Clean Content Ambassador, identify and nurture talents among young musicians in Nairobi region, as well as, with the support of the Board, mentor them in their journey to becoming responsible and successful artists.

The area of jurisdiction for the KFCB Nairobi Region Clean Content Ambassador shall be Kiambu, Machakos, Makueni, Kajiado and Nairobi Counties during his performances.

Ladies and Gentlemen,

The Kenya Film Classification Board Nairobi Region Clean Content Ambassador Mr. Tobias Mulwa alias Toby Bisengo of Elevax Media.

Congratulations to Toby and all the best in your new Role as KFCB's Nairobi Region Clean Content Ambassador.



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

