



**STATEMENT BY THE KENYA FILM CLASSIFICATION BOARD CHIEF EXECUTIVE OFFICER DR EZEKIEL MUTUA, MBS, DURING THE LAUNCH OF THE BOARD'S REVAMPED WEBSITE AT THE KFCB HEADQUARTERS ON 22<sup>ND</sup> JUNE, 2021**

Distinguished Guests  
Members of the Fourth Estate  
Colleagues  
All protocols observed  
Ladies and Gentlemen

Good morning:

1. The Kenya Film Classification Board is a State regulatory agency mandated to regulate Film and Broadcast content to ensure that it conforms to our culture, National Values and morality as well as to protect children from exposure to harmful content.
2. The Board is alive to the fact that virtual communication has become extremely important, particularly during the COVID-19 pandemic. Consequently, this has greatly revolutionised our normal way of transacting businesses. Government agencies and even the private sector are now encouraged to conduct their businesses virtually as much as possible. This has led to the inevitable transition from in-person to virtual business transactions as the new normal. Traditionally, services that could not be offered virtually are now a click away.
3. As part of our business continuity, our Board has come up with diverse strategies of serving our stakeholders even better, under the above context. In our endeavour to continue executing our mandate well while observing the COVID-19 protocols as much as possible, we have revamped our website and made it more interactive, user-friendly, efficient and effective. As a matter of fact, the future of businesses will be more online than it was before the COVID-19 pandemic struck.
4. Indeed, the website that we are launching today is greatly fuelled by a commitment to serve our internal and external stakeholders better, timely and effectively. In this regard, we have added key features to our website to ensure that we change with the times. Some of the newly introduced features include a LIVE CHAT to ensure real-time

correspondence between the Board and our stakeholders in a fast changing, fast paced era indebted to information. With real time correspondence, we intend to minimize delays normally occasioned by paper trails, emails re-directed to spam folders and other such inconveniences.

5. Our revamped website has also synchronized our Twitter handle and Facebook page making it a one-stop-shop for our communications - in brief, our revamped website will allow one to follow all our events and engagements on one page, easily and interactively. A converged information platform is bound to help you get information centrally, not opening a zillion tabs to be kept abreast with our activities and other information.

6. For persons living with disabilities, our new website allows an opportunity to navigate with minimal assistance. We have for instance ensured the webs adaptability, not just across devices but also to allow persons with visual challenges to effect befitting changes. With such features, filmmakers and other stakeholders are now able to navigate with little or limited assistance.

7. Among the services available online are our film licences. Film distributors, exhibitors, and filmmakers can now apply for whatever licence they need at their convenience and comfort. This is not just a step to curb the spread of the Corona virus but a new reality for stakeholders in Kenya's film industry with regard to their acquisition of licences and other related permits.

8. It is now my distinct honour to declare the new KFCB website officially launched. Engage with us via [www.kfcb.go.ke](http://www.kfcb.go.ke).

Thank you and God bless you.



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