

KENYA FILM CLASSIFICATION BOARD E-NEWS

Monitor Content Watched by Children

The Board's Chief Executive Officer, Dr. Ezekiel Mutua, has urged parents/guardians and caregivers to be at the fore-front of monitoring content consumed by children on TV, radio and the internet.

While speaking at the Baden Powell Park in Nyeri County, during the Annual Scouts Founders' Day celebrations on Saturday 20th February 2021, the CEO emphasized that protecting children from exposure to harmful content is a collective responsibility.

"We appeal to parents, caregivers and society at large to monitor the content consumed by their children on TV, radio, online and other channels," said Dr. Mutua, adding that the Board shall continue to spearhead campaigns aimed at ensuring child online safety.

"Protecting children against exposure to harmful content is a collective responsibility,"
Dr. Ezekiel Mutua.



Dr. Ezekiel Mutua, MBS, addressing the press during the Annual Scouts Founders' Day celebrations, 2021.

He said that the Board will strengthen its partnerships with Google, Communications Authority of Kenya (CA), EveMinet Communications Solutions Limited among other like-minded private and public stakeholders in programs that will equip parents with digital skills.

Nyeri County Governor H.E. Mutahi Kahiga, who presided over the event, applauded KFCB's role in ensuring safety of children from exposure to harmful content.



The Board's CEO among other key guests laying wreaths at the Baden Powell grave during the Annual Scouts Founders' Day celebrations.

Champion Clean Content, Dr. Mutua says



Dr. Ezekiel Mutua, MBS, Making Opening Remarks at the 5th National Student Leaders Conference

Dr. Ezekiel Mutua, KFCB CEO, has called on university student leaders across the country to champion clean content in their respective institutions.

While speaking at the 5th National Student Leaders Summit, held at the Kenya School of Government, Mombasa, Dr. Mutua commended the key role played by university student leaders stating that the Board shall endeavour to incorporate them in its talent

identification and nurturing programs.

“Moving forward, KFCB shall work with the university’s student leaders’ Council to establish a working formula and collaboration in our clean content campaign,” Dr. Mutua said. The Board’s CEO urged university student leaders to claim their place as agents of change and seek to be included in Government policy formulation programs.

He also noted the need to mentor youths to become responsible citizens and be part of Kenya’s development agenda of the clarion call for moral values.



'Firirinda' Re-launch Concert cum Fundraiser' for ailing Music Star



The Board's CEO Dr. Ezekiel Mutua, MBS, the 'Firirinda' hitmaker Dickson Njoroge (seated) among other supporters during the 'Firirinda Re-launch Concert cum Fundraiser' for the ailing Music Star.

The Kenya Film Classification Board CEO Dr. Ezekiel Mutua has pledged support for the 'Firirinda' hitmaker Dickson Njoroge alias Dick Munyonyi whose song came alive 35 years after its release.

Dr. Mutua was speaking during the 'Firirinda Re-launch Concert cum Fundraiser' for the ailing Dick Munyonyi which was held on Saturday 27th February 2021



in Gatundu. He stated that KFCB will support re-launching of the song as well partner with the Kenya Copyright Board to ensure benefits accruing from the new anthem are enjoyed by the artist. The support is premised on the fact that the song promotes Kenya's culture and traditions and is suitable for persons of all ages.

"Our Board will promote the 'Firirinda' hit since it speaks and promotes Kenya's culture and tradition," Dr. Mutua said during the event organized by Talented Musicians and Composers (TAMCO) Sacco.

Dr. Mutua urged content consumers to embrace and express Kenya's

diverse cultures through clean film and music, further stating that the culture of celebrating musicians only when they are dead should come to an end.

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Dr. Ezekiel Mutua.**

KFCB in talks with National Council of Elders for partnership to promote Kenya's Moral Values



The Board's CEO Dr. Ezekiel Mutua, MBS (center), with the National Council of Elders Patron, Rtd. Captain Kung'u, among other leaders, during the joint Press Conference at the Nairobi Film Centre

The Board has initiated discussions with the National Council of Elders across the country aimed at reviving family and community structures in a bid to protect children from exposure to harmful content and promote Kenya's moral values.

The collaboration comes in view of the rising cases of homicide and deaths related to negative effects of the media and the recent clarion call by His Excellency President

Uhuru Kenyatta for parents and caregivers to pay attention on the content consumed by children.

During a joint Press Conference held at the Nairobi Film Center (NFC) on Friday 12th February 2021, the Board's CEO Dr. Ezekiel Mutua, said the engagement with the Council of Elders is part of the Board's wider strategic plan to work with like-minded public and private organizations to tame the rising moral decadence in Kenya.

"As a 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," the CEO noted, adding that the battle against moral decadence must be taken to the grassroots.

Uphold Moral Values and Embrace Positive Use of Technology



Ministry of ICT, Innovation and Youth Affairs Chief Administrative Secretary (CAS), Ms. Nadia Abdalla

The Ministry of ICT, Innovation and Youth Affairs, Chief Administrative Secretary (CAS), Ms. Nadia Abdalla has urged youths across the country to embrace positive use of technology in efforts to create job opportunities as well as uphold moral values.

Nadia was speaking during a two-day #KenyaNiMimi Upper Eastern Region Youth Dialogue held at El-Boran Resort in Isiolo County on 26th and 27th

February, 2020. The CAS reiterated that the campaign was aimed at improving national and social cohesion as well as promote youth representation on issues related to leadership and governance.

The #KenyaNiMimi Upper Eastern Edition brought together youths from Meru, Embu, Tharaka Nithi, Marsabit and Isiolo with further aim of building a movement of youth dedicated to creating solutions to the challenges facing the society.

EVENTS PICTORIAL

Annual Scouts Founders' Day Celebrations



National Student Leaders' Summit



Firirinda Re-launch Concert



National Council of Elders

