

# **KENYA FILM CLASSIFICATION BOARD **E-NEWS****

## **KFCB Deliberates with Parliamentary Committee on Draft Co-Regulation Guidelines**



*The Kenya Film Classification Board (KFCB) Management, led by the Ag. CEO, Mr. Christopher Wambua, held a consultative meeting with Members of the Communication, Information and Innovation Parliamentary Committee, led by their Chair, Hon Jane Njiru on 1st April, 2022. They deliberated upon KFCB's proposed Co-Regulation Framework for broadcast, Video on Demand (VOD) and Over the Top (OTT) content as well as the Radio Content Classification Guidelines. The draft Co-Regulation Framework is currently out for public feedback before being adopted by the Board.*



*Hon Jane Njiru, Chair Communication, Information and Innovation Parliamentary Committee,*

# Digital Employability III Programme Launched



*Key guests during the launch of the COVID-19 and Digital Employability Phase III program*

The COVID-19 and Digital Employability Phase III – Digital Content Creation Skills Programme, an initiative spearheaded by the Foreign, Commonwealth and Development Office (FCDO) through the British High Commission in Nairobi and the African Centre for Women in ICT (ACWICT) in partnership with the Kenya Film Classification Board, among other partners was

launched on 15th March, 2022. State Department for Broadcasting and Telecommunications, PS, Ms. Esther Koimett, CBS, presided over the launch of the program that targeted to train least 2,832 young women aged between 18 and 34 on digital skills and development of local relevant digital media content in a bid to enhance their livelihoods. Themed: Enhancing Livelihoods for Vulnerable Women through Digital

Skilling, Development of Local Relevant Digital Media Content, the programme also seeks to inspire young women to either join or grow in digital spaces for employability. The PS lauded the programme, noting that it resonated well with the Government's desire to empower young people for wealth and job creation through Ajira and other relevant projects.



## Educational visit by the De-Capture Media Institute Students



*KFCB hosted students from the De-Capture Media Institute (DCMI) who paid the Board an academic visit with the aim of understanding our regulatory mandate, programs and clean content campaigns. The students were taken through the Board's regulatory mandate (Film Registration, Film Licensing, Examination and Classification, Compliance and Monitoring) as well as the provisions of the Films and Stage Plays Act Cap222 that establishes the Board.*



## CS Joe Mucheru Meets KFCB's Board of Directors and Management



*The Ministry of ICT, Innovation and Youth Affairs Cabinet Secretary (CS), Mr. Joe Mucheru, EGH, with the KFCB Board of Directors, during a breakfast meeting at Movenpick Hotel, Nairobi.*

The ICT, Innovation and Youth Affairs Cabinet Secretary (CS), Mr. Joe Mucheru, held a breakfast meeting with the Board of Directors of the Kenya Film Classification Board at Movenpick Hotel, Nairobi on Wednesday 19th January, 2022. The CS who was accompanied by the PS State Department of Broadcasting & Telecommunications,

Ms. Esther Koimmett, commended the Directors and Management for efficiency in executing the Board's regulatory mandate. He added that the Board should always endeavor to ensure a facilitative regulatory environment for the industry to realize its potential in creating wealth and job opportunities in line with the Presidential Big Four Agenda.

# Board's Participation at the Kenya Institute of Mass Communication's Career Day



*The Board participated at the Kenya Institute of Mass Communication's (KIMC) Career Day, organized by the 3rd Year Public Relations and Creative Advertising Class of 2022 on 12th March, 2022.*

*The Career Talk graced by experts in the PR, Advertising, Events Management and the Communications field from Government and public sector was part of the students' examination evaluation process as well as a mentorship forum. KFCB's Corporate Communications Manager, Ms. Nelly Muluka Oluoch, represented the Board at the event and leveraged on it to sensitize the students and participants on our regulatory mandate, programs and campaigns and Communications as a career.*



# Forging Partnerships towards Digital Employability



*The Board's Management, led by the Ag. CEO Mr. Christopher Wambua, during a meeting with UKaid and Africa Centre for Women, Information and Communications Technology (ACWiCT) where they discussed a roll-out of the COVID-19 and Digital Employability programme themed: Enhancing Livelihoods for Vulnerable Women through Digital Skilling and Development of local relevant content on 2nd February, 2022. Through the partnership, the Board seeks to sensitize influencers, exhibitors, distributors and creatives on cyber hygiene and their obligations for child-friendly and age-appropriate digital content. The ongoing project will also equip young women creatives with digital skills to earn livelihoods in the digital economy.*

## Board's Participation at Inaugural Kenya Theatre Awards



**T**he Board participated in the inaugural Kenya Theatre Awards (KTA) held at the Kenya National Theatre, Nairobi. Ms. Nelly Muluka, the Corporate Communications Manager, represented the Ag. CEO Mr. Christopher Wambua. The Awards Gala that took place on the 17th of February 2022 had been organized by the Kenya International Theatre Festival (KITFEST). The Awards recognized

outstanding productions, artistes in Performing Arts, Theatre, Film, Music and other art genres as well as the legacy of artistes who have become icons. As part of enhancing ties with the theatre industry, the Board supported the Awards through printing of co-branded certificates. The Board is keen on working with like-minded public and private sector agencies to support initiatives aimed at promoting the local film industry.

# Indian Gay-Themed Film Titled: ‘Badhaai Do’ Restricted



**KFCB Ag. Executive Officer, Mr. Christopher Wambua, flanked by Mr. Marcos Masiga, Registration (left), Ms. Nelly Muluka, Corporate Communications Manager, Ms. Redempta Amondi (Head of Classification Department) and Ms. Loice Shalakha (Head Legal Department) during a Press Conference on restricted Indian-produced gay-themed film dubbed: Badhaai Do on 14th february, 2022, at the Board’s Offices, Nairobi**

The Kenya Film Classification Board restricted an Indian-produced gay-themed film dubbed: Badhaai Do because of the producers’ intent to promote the same-sex marriage agenda as an acceptable way of life.

At a Press Conference held on 14th February, 2022, the Ag. CEO Mr. Christopher Wambua, said the Board had received the 147-minute drama comedy film for examination and classification before exhibition.

It was noted that the film had a clear intent to promote same sex marriage as evidenced by the gay

and lesbian characters in the film. Mr. Wambua said that while the film is acceptable in its country of origin, India, the Board had rated it as RESTRICTED in Kenya as it propagates a worldview that is in dissonance with Kenya’s constitution, culture, values and norms and could easily expose vulnerable consumers to perversion.

“While adults and people who subscribe to the LGBTQ+ may have a right to choose what they consume within the parameters of the law, children and other vulnerable segments of society are at the risk of being corrupted,” he stated.

**SAVE the DATE**  
**Safer Internet Day 2022** Tuesday 8th February  
Theme: All Fun and Games? Exploring Respect and Relationships Online.  
Join us live from 10:00am - 11:30am on  
Kenya Film Classification Board

## Safer Internet Day 2022

The Kenya Film Classification Board in partnership with Google Kenya, EveMinet Communications Solutions Limited, CODE-IP Trust Kenya Scouts Association (KSA) held a joint Webinar to commemorate the #SaferInternetDay2022 on 8th February 2022. Themed: ‘All fun and games? Exploring Respect and Relationships Online’, the webinar was streamed Live on the Board’s social media platforms, bringing together experts who discussed and highlighted societal and stakeholder responsibility in creating and ensuring safer internet for young people.

# Clean Content Awareness for Namanga Students



*The Board in collaboration with Elimu TV conducted a sensitization exercise for students at the Namanga Girls High School, Kajiado County, on responsible broadcast and media content consumption on 9th February, 2022. Also present at the event were class 8 pupils from neighbouring primary schools as the world celebrated the #SaferInternetDay2022. Ms. Nancy Munyi, Compliance Department led the KFCB team.*

## Sensitization for Nyanza Region Upcoming Filmmakers



**T**he Board's Nyanza Regional Office led by the Manager, Mr. Edward Koech, conducted a sensitization exercise for more than 30 upcoming filmmakers drawn from Kisumu County and Uganda.

The regional training workshop for filmmakers was held at Arina Community Social Hall, Kisumu on 18th February, 2022. Mr. Koech urged the aspiring filmmakers to promote clean content in efforts to protect children from exposure to harmful content as well as adhere to the provisions of the Films and Stage Plays Act Cap 222 of the Laws of Kenya.

**“ Promote clean content in efforts to protect children from exposure to harmful content**

**Edward Koech**

## Joint Sensitization for Mathira West Sub-County Boda Boda Riders



The Kenya Film Classification Board (KFCB) through its Central Regional Office, led by the Regional Manager Ms. Jennifer Naserian, collaborated with Ms. Faith Muthoni (clean content ambassador), Mathira West Sub-County National Administration Tumu Tumu location Chief, Assistant Chiefs from the area and other like-minded partners such as NACADA, NHIF, NTSA, Youth Fund, Women Enterprise Fund and the National Executive of Boda Boda Safety Association of Kenya to sensitized Mathira West Sub-County Boda Boda riders on the need to embrace moral values as they serve the public on 17th March, 2022.

## Consultative Meeting with Meta Officials



The Board's Management led by the Ag. CEO Mr. Christopher Wambua, held a consultative meeting with the META Public Policy Director, East and Horn of Africa Ms. Mercy Ndegwa on 18th February, 2022. The discussions were geared towards collaborations in content monitoring with the aim of educating the public on the Board's mandate and Meta's community standards as well as jointly flagging down of inappropriate audio-visual content. This is pegged on mutual themes such as violence, propaganda for war, hate-speech and incitement, among others.



# Educational Visit by the ICS Film and Journalism Students



*The Board hosted students from the Institute of Certified Studies (ICS) who paid us an academic visit with the aim of acquainting themselves with KFCB's regulatory mandate, programs and clean content campaigns. The students in the Department of Journalism and Media Studies graced the Board on the 25th February, 2022. The students were taken through the Board's regulatory mandate (Film Licensing, Film Registration, Examination and Classification, Compliance and Monitoring) as stipulated in the Films and Stage Plays Act Cap222 of the Laws of Kenya as well as programs and campaigns spearheaded by the Board. Institutions of learning are among the Board's key stakeholders in the Media Literacy Program and Public Sensitization dubbed: #YouAreWhatYouConsume. This campaign seeks to create awareness on our mandate and dangers of consuming harmful content.*



# Women in Film Awards Gala 2022



*KFCB graced the 3rd Edition of the Women in Film Awards (WIFA) Gala, held at the Kenya National Theatre, Nairobi on 9th March, 2022. Ms. Esther Koimett, Broadcasting and Telecommunications PS, was the Chief Guest at the event, where she commended female filmmakers for their contribution towards the production of local and clean content.*

*Themed: 'Nevertheless She Persisted: Celebrating Women of Character, Courage and Commitment,' the Awards recognized and celebrated women filmmakers in Kenya.*

*The Board's Corporate Communications Manager, Ms. Nelly Muluka Oluoch, represented the Board at the Awards Gala. The Board remains committed to supporting initiatives meant to empower and mentor local creatives.*



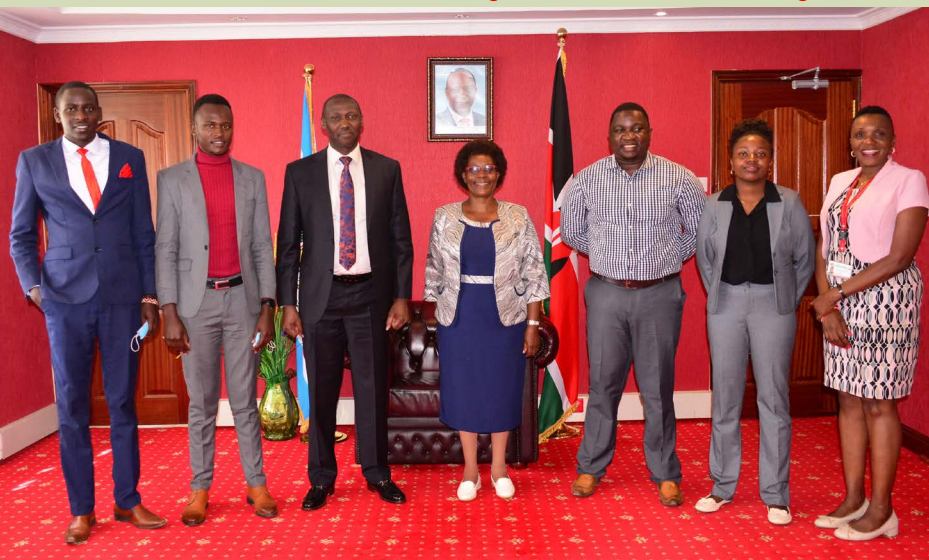
# Board's Courtesy Call on the Kenya Film School



*The Board's Ag. Chief Executive Officer Mr. Christopher Wambua, paid a courtesy call on the Kenya Film School (KFS) Ag. Director Mr. Kibaara Kaugi on 24th February, 2022. Mr. Wambua lauded KFS for providing hands-on skills that the film industry needs to prosper and urged students pursuing film courses at KFS to champion clean content when they graduate and also familiarize themselves with laws related to the creation, broadcasting, possession, distribution and exhibition of film and broadcast content.*



# Kisii University Courtesy Call on the Board



*KFCB hosted a delegation from the Kisii University led by Dr. Gladys Osoro, Dean of Students, when they paid the Board a courtesy call. They discussed partnership and collaboration during the forthcoming Kisii Cultural Week themed: Youths, Agents of Peace, Inclusivity & Value-based Cultural Integration, scheduled for April, 2022. They also discussed continued partnership in the Board's Media Literacy Program on clean content creation and consumption as well as responsible use of the internet, especially among students who are the highest users of internet-driven platforms.*

# Board's Participation at the Premier of the Film 'Talia'



*The Board graced the premier of the Film 'Talia' at the Anga IMAX, Nairobi on Saturday March 5, 2022.*

*Our Corporate Communications Manager, Ms. Nelly Muluka, represented the Board at the colorful event.*

*The Board examined the film 'Talia' and rated it as 16 (Not suitable for persons under 16 years).*

*The Kenyan crime/drama film revolves around a character named 'Talia Mwendé,' who is the city's most wanted criminal and who leads a group of criminals involved in a series of raids, murders and supply of illegal drugs in the city before the law catches up with perpetrators of crime.*



## EDITORIAL TEAM...



1. Nelly Muluka Oluoch - Corporate Communications Manager
2. Lawrence Kitema - Corporate Communications Officer
3. Bernard Ramoka - Corporate Communications Officer
4. Bonface Njogu - Corporate Communications Officer
5. Lilian Mutua - Intern, Communications Department
6. Margret Kinyumu - Intern, Communications Department