

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

## **Africa Public Service Day National Celebrations**



*KFCB officers at KICC for the Africa Public Service Day National Celebrations.*

**T**he Kenya Film Classification Board (KFCB) participated at the Africa Public Service Day National Celebrations that were held from 21st to 23rd June, 2022, at the Kenyatta International Conference Centre (KICC). KFCB leveraged on the three-day event to sensitize participants on its mandate, programs and campaigns. The Board officers also shared about Innovations that KFCB has adopted in a bid to enhance service delivery.

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Themed: ‘Celebrating Public Service Transformation; Ten Year Journey and Beyond, the event organized by the Ministry of Public Service and Special Programmes brought together National Government Agencies and County Governments to showcase services and innovations.

To ensure ease of access to our services, the Board has continued to adopt the use of ICTs in the

execution of its regulatory mandate, programs and campaigns.

Our innovations include the use the Online Licensing System (OLS) for licence application, Live Chat for instant response, access to the People Living with Disabilities (PWDs) on the website ([www.kfcb.go.ke](http://www.kfcb.go.ke)), online sensitization among others.

## KFCB Meets Standard Group over Co-Regulation



**T**he Board’s Ag. Chief Executive Officer, Mr. Christopher Wambua, led the Management in a meeting with the Standard Group Broadcast Division Managing Director Joe Munene on 15th June, 2022

They discussed the Board’s proposed Co-Regulation Framework for broadcast, Video-on- Demand

(VoD) and Over-the-Top (OTT) content. The development of the framework was informed by the overall increase in production, access and consumption of content which has inevitably led to the proliferation of unrated content into the airwaves and digital spaces. The Board is engaging the Creative

Industry players for feedback before rolling-out the Co-Regulation Framework. The objective is to enhance compliance, ease the way of doing business as well as to ensure that children are protected from exposure to inappropriate content.

# KFCB at Kalasha TV and Film Market



*Mr. Joe Mucheru, EGH, Cabinet Secretary, Ministry of ICT, Innovation and Youth Affairs at the event.*

**T**he Board participated at the Kenya Film Commission's (KFC) 5th Edition of the Kalasha TV and Film Market that took place from 10th to 12th June, 2022, at the Kenyatta International Convention Center (KICC).

The 3-day event, organized by KFC, offered a unique platform for regional and international stakeholders in film to gather, exchange ideas, collaborate, share stories and develop new business opportunities.

The Market presented a conference, workshops, pitching sessions, trade fair as well as showcasing of local and international companies, opportunities for trading and sharing ideas.

The event also saw the launch of Kenya's Locations Mapping which was officiated by Ministry of ICT and Youth Affairs CS Joe Mucheru.

The Board continues to support efforts geared towards spurring the growth of the film industry as well as to enhance compliance in the industry.



*Panel Discussion during the Kalasha TV and Film Market*



*Public Sensitization Session during Kalasha Market*

# Film Distributors' Forum



*Mr. Christopher Wambua, Ag. CEO KFCB during a film distributors' forum at Sarova Stanley, Nairobi*

**T**he Board's Ag. CEO Mr. Christopher Wambua joined other players in the Creative Industry at the Film Distributors' Forum organized by the Kenya Film Commission (KFC) on 22nd April, 2022. The event that brought together digital broadcasters, filmmakers, film distributors, among other players in the industry was aimed at finding strategies for monetization of film content. Mr. Wambua stated that the

film sector had undergone rapid transformation courtesy of digitization, adding that the same had led to the need for film stakeholders to assume a role in the regulation of film content. "KFCB is leading the way as evidenced by the proposed co-regulation framework that shall see broadcasters classify seventy percent of film content themselves," said the CEO, adding that the Board had developed a co-regulation

framework that is meant to take care of broadcasters and over-the-top services with regard to examining and rating their own film content.

The KFC CEO Mr. Timothy Owase reiterated that the Commission was passionate about telling Kenya's stories within and without our borders. He further challenged film producers and distributors to embrace collaborations rather than competition.



*A section of delegates during the Film Distributors' Forum*

# ICT Ministry Signs MoU with Netflix



**T**he Board's Ag. Chief Executive Officer, Mr. Christopher Wambua, joined the Ministry of ICT, Innovation and Youth Affairs Cabinet Secretary Mr. Joe Mucheru and the Kenya Film Commission (KFC) CEO Mr. Timothy Owase in inking a Memorandum of Understanding (MoU) with Netflix. The MoU is anchored on four key areas namely: Content investment, capacity building, media marketing

and digital partnerships as well as institutional capacity building. The CS noted that content generation and consumption have changed over time fueled by the rapid penetration of the internet which has also led to an increase in platforms through which content is shared. He called on KFCB to pursue a progressive content regulation regime, including co-regulation, to create a conducive regulatory

environment for broadcasters, OTT and VOD service providers in the country. The Ag. CEO thanked Netflix for complying with the local laws regarding content creation as well as collaborating in the implementation of the co-regulation framework for the broadcast, OTT as well as the VOD Services that the Board has developed.

## Courtesy Call on the KWS Director General



**T**he Board's team, led by the Ag. CEO Mr. Christopher Wambua, paid a courtesy call on the Kenya Wildlife Service (KWS) Director General Brigadier (Rtd) John Waweru on 21st April, 2022. The two agencies discussed areas of collaboration in facilitating filmmaking in the KWS-protected areas across the country. The Board is keen on collaborating with like-minded partners in executing its regulatory mandate for the benefit of the industry.

# Disseminate Unifying Content, Media Advised



*Mr. Emmanuel Mbutu, KFCB North Rift Regional Manager*

The Board's North Rift Regional Manager Mr. Emmanuel Mbutu has urged content creators to create and disseminate content that promotes peace and Kenya's culture as well as national values as the country gears towards the August 9th General Election.

Speaking during a public sensitization exercise organized by the Uasin Gishu Journalists Association in Langas, Eldoret, to commemorate the World Press Freedom Day on 3rd May, 2022, Mr. Mbutu advised content creators to shun content that propagates hate speech, propaganda and incitement.

"Film and media content has the power to jeopardize peace and security, especially during this electioneering period and therefore journalists should act responsibly," said Mr. Mbutu.

During the event, Mr. Mbutu and team sensitized participants, among them journalists, children and religious leaders, on the Board's regulatory mandate, programs and campaigns.

He also enlightened participants on the dangers of creating and consuming inappropriate content and instead urged them to consume media content responsibly.

Mr. Mbutu's team in collaboration with the Uasin Gishu Journalists Association later visited the Jesus Love Ministry Children's Home and interacted with children, mainly orphans, and donated foodstuff and clothing among other items.



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**Film and media content has the power to jeopardize peace and security, especially during this electioneering period.**  
~Mr. Mbutu.

# Board Participates at the Africities 2022



*KFCB staff during the 9th Edition of the Africities Summit*

The Board participated at the 9th Edition of the Africities Summit christened #Africities2022 which took place from 17th to 21st May, 2022 in Kisumu County. Led by the Corporate Communications Manager, Ms. Nelly Muluka, jointly with the Board's Kisumu Regional Office led by Mr. Edward Koech, the KFCB team leveraged on the

platform to sensitize participants who attended the Summit on the Board's regulatory mandate, programs and campaigns. Themed: The Role of Intermediary Cities of Africa in the Implementation of Agenda 2030 of the United Nations and the African Union Agenda 2063, the Africities Summit is an initiative of the United Cities and Local Governments of Africa flagship

Pan African that is held every three years to address questions related to the attainment of the African Union (AU's) Agenda 2063. KFCB remains committed to working with public and private agencies in the implementation of its regulatory mandate, programs and campaigns while offering support towards the realization of local and regional development blueprints.



*Public Sensitization during the 9th Edition of the Africities Summit*

# Students Must Create and Consume Content Responsibly, Says KFCB



*Mr. Victor Okello speaking during the Central and Eastern Regions' University Drama and Film students Workshop*

**M**r. Victor Okello, a Kenya Film Classification Board Film Registration Officer, called on students to create and consume content responsibly. He was speaking during the Central and Eastern Regions' University Drama and Film students Workshop held at the Kenyatta University Kitui Campus from 28th April to 1st May 2022.

The workshop was organized by the Ministry of Education (MoE) in collaboration with other partners

and brought together diverse participants including students and drama patrons from public and private universities across the country as well as facilitators from public and private-sector agencies. The objective was to train and mentor students, patrons and creatives in readiness for the regional and national drama and film festival calendar. Further, the workshop sought to sensitize participants, especially students and creatives, on their role in promoting peace through creative

arts during this electioneering period.

Mr. Okello sensitized participants on the Board's regulatory mandate touching on film registration, licensing, examination and classification, compliance and monitoring.

He empathized on the importance of clean content creation as a life skill for students taking part in drama and film festivals and the need for students to consume film and broadcast content responsibly.





# Advocate for Responsible Creation and Consumption of Content, Uriri Residents Urged



*Participants during the Uriri Constituency sensitization forum*

The Board's Corporate Communications Manager, Ms. Nelly Muluka urged residents of Uriri Constituency, the media and the public to be cautious of the content they consume, upload or share on traditional and social media platforms as well as verbally as the the August 9th General Election nears. Ms. Muluka was speaking at a sensitization forum for the constituents and that brought together diverse stakeholders such as upcoming artists, religious leaders and youths, under KFCB's consumer awareness function.

"The Board has noted a worrying trend where audio-visual content bordering on political incitement and hate speech is being produced, uploaded and peddled on social media platforms as well as through other broadcast channels in a deliberate breach of the provisions of the Films and Stage Plays Act, KFCB's Film Classification Guidelines and other laws," Ms. Muluka said.

She further stated that it is a collective responsibility for Kenyans, especially parents, opinion leaders and creatives to promote peace before, during and after the General Election.

Ms. Muluka appealed to creatives present at the forum to use their talents to create content that promotes peace, development and not hate speech, propaganda

or incitement with the objective to ensure that content conforms to Kenya's culture, moral values and national aspirations as well as to protect children from exposure to inappropriate content. She further reiterated the need to know the laws governing film content creation and regulation.

Participants were also sensitized on the Board's regulatory mandate, clean content campaigns as well as the Sinema Mashinani initiative which seeks to identify and nurture talents among the youth and is anchored on the Big Four Agenda with the aim of creating job opportunities for the youths.

The Board remains committed to creating a facilitative environment for local creatives to showcase their creativity.



# Youths Advised to Embrace Peace in the Forthcoming General Elections



*Ms. Nelly Muluka, Corporate Communications Manager during the event.*



*Kids nominees during the inaugural Mr. and Miss Tranquility Kenya.*

The Board's Corporate Communications Manager, Ms. Nelly Muluka Oluoch, has urged young people across the country to champion peace before, during and after the August 9th General Elections.

Speaking during the inaugural Mr. and Miss Tranquility Kenya, a beauty pageant organized by the Wezesha Youth Initiative, at the Nairobi Film Centre (NFC) on Saturday 25th June, 2022, Ms. Muluka said that young people and creatives can use art to champion for peace and cohesion.

"It is gratifying to observe that Wezesha for Peace aims at promoting and celebrating youths' creativity in modeling, music and the arts. The idea of Mr. & Miss Tranquility Kenya

wouldn't have been more timely and relevant than now when the country is gearing up for the August 9th General Elections," she said.

Ms. Muluka noted that the event was timely now that the country is headed to the General Elections and that it was prudent to ensure the youths are sensitized not to cause mayhem before, during and after the elections.

She said that the Board recognizes Creative Arts as a vehicle for social change and its key role in promoting and safeguarding Kenya's culture, moral values, national aspirations and socio-economic transformation.

"Our Board remains committed to supporting initiatives that are meant

to empower and mentor local creatives and the youths. We are also open to working with local content creators, and other like-minded public and private sector agencies on programs aimed at promoting Kenya's Arts industry," she said.

Ms. Muluka also urged the youths to leverage on the various initiatives that the Government is spearheading for job opportunities, exposure and wealth creation.

The event sought to promote and celebrate youth's creativity in modeling, music and the arts as well as to engage the youths in enhancing peace, especially during this electioneering period.



*KFCB officers at the inaugural Mr. and Miss Tranquility Kenya*



*Some nominees at the event*

# Board to work with the Directorate of Immigration Services for Compliance



*Mr. Christopher Wambua, Ag. Chief Executive Officer, Kenya Film Classification Board (Right) with Mr. Alexander Muteshi, Director-General, Directorate of Immigration Services.*

**T**he Board's Management, led by the Ag. Chief Executive Officer, Mr. Christopher Wambua, held a consultative meeting with the Directorate of Immigration Services (DIS) Director-General, Mr. Alexander Muteshi on 6th May, 2022.

The meeting explored possible areas of collaboration to streamline the Board's operations in regulating non-resident/foreign filmmakers visiting Kenya.

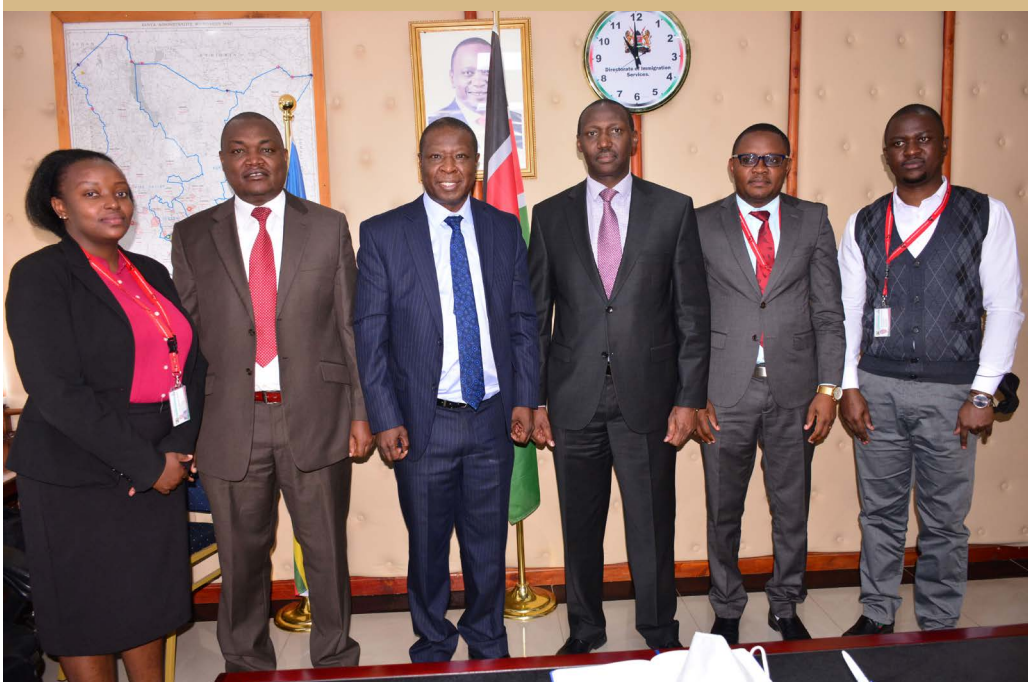
Mr. Wambua acknowledged

the integral role of the DIS in controlling the entry and residence of foreigners into the country, some of whom include foreign filmmakers visiting Kenya to undertake filming activities which are regulated by the Board.

He also applauded the support by DIS in facilitating foreign filmmakers intending to undertake filming activities or run their film businesses in Kenya, adding that the Government is formulating policies to foster the film sector.

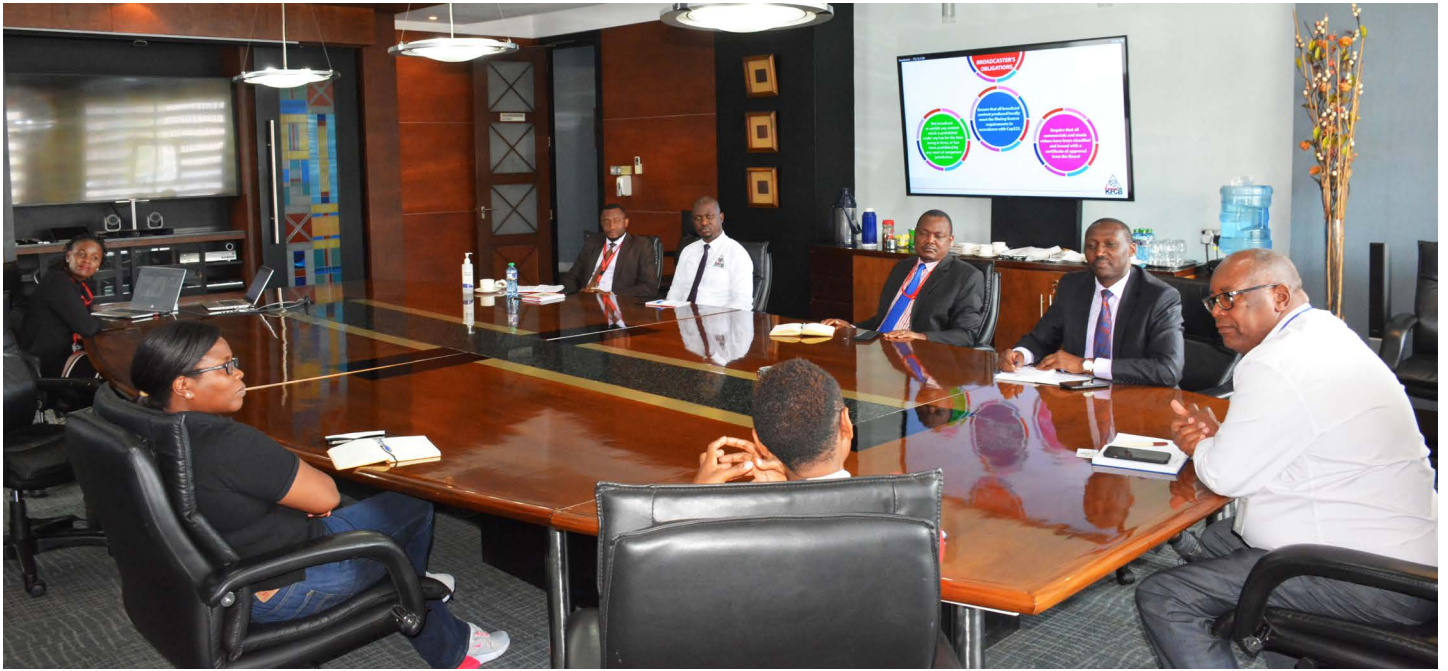
Mr. Muteshi affirmed his Directorate's commitment to working with the KFCB to promote the film industry, noting that there is a need for inter-agency collaboration to enhance filming compliance.

The Board is keen on embracing strategic partnerships with like-minded partners in executing its regulatory mandate for compliance as well as ensuring a facilitative environment for players in the industry to execute their business.



*A section of the Board's management led by the Ag. Chief Executive Officer, Mr. Christopher Wambua, during the consultative meeting with Mr. Alexander Muteshi, Director-General, Directorate of Immigration Services.*

# KFCB Meets Nation Media Over Co-Regulation



**T**he Board's Ag. CEO, Mr. Christopher Wambua, led the Management in a meeting with the Nation Media Group Chief Executive Officer, Mr. Stephen Gitagama on 27th April, 2022. They discussed KFCB's proposed Co-Regulation Framework for broadcasters, Video on Demand (VOD) and Over the Top (OTT) content operators. Mr. Wambua pointed out that

the film and broadcast content regulation environment has expanded, hence the need for collaboration in ensuring compliance. He further said that KFCB has developed a framework of engagement to guide the same with the guidelines having already undergone public participation. The proposed Co-Regulation Framework will, therefore, see the involvement of industry players in

the examination and classification of content meant to air on their respective platforms. Under the proposed framework, the Board intends to classify only 30 percent of the content that targets traditional broadcasting and new media platforms. To ensure compliance, the local film and broadcast content regulator shall undertake regular audits on 70% of the self-classified content.

## Board's Participation at the Kisii University Cultural and Film Festival



*A Cultural dance during the Kisii University Cultural and Film Festival*

The Board participated at the 8th Kisii University Cultural and Film Festival held from 20th to 22nd April 2022 and that was Themed: Youths as Peace Agents, Inclusivity and Value-Based Cultural Integration.

Speaking at the Cultural Festival, the KFCB Nyanza Regional Manager Edward Koech, urged the students and upcoming artistes to shun dirty and obscene content. He further implored the students to use the

internet and social media responsibly and promote peace initiatives before and after the forthcoming General Elections.

The Board is keen on collaborating with like-minded partners in executing our regulatory mandate and in initiatives geared towards identifying and nurturing young talents for job and wealth creation under the Board's Sinema Mashinani initiative that is aligned to the Presidential Big 4 Agenda.



# KFCB Meets Mediamax Over Co-Regulation



**T**he Kenya Film Classification Board (KFCB) Ag. Chief Executive Officer Mr. Christopher Wambua, led the Management in a meeting with MediaMax Group Chief Executive Officer, Mr. Ken Ngaruiya, on 10th June, 2022. They discussed the KFCB's proposed Co-Regulation Framework for broadcast, Video-on-Demand (VoD) and Over-the-Top (OTT) content.

The development of the framework was informed by the overall increase in production, access and consumption of content which has inevitably led to the proliferation of unrated content into the airwaves and digital spaces. The Board is engaging Creative Industry players to get their views before rolling-out the Co-Regulation framework.

## EDITORIAL TEAM:

1. Nelly Muluka Oluoch - Corporate Communications Manager
2. Lawrence Kitema - Corporate Communications Officer
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