



FOR IMMEDIATE RELEASE

DATE: 28TH FEBRUARY 2024

ATTN: ALL NEWS EDITORS

PRESS RELEASE: INAPPROPRIATE/HARMFUL AUDIO-VISUAL CONTENT

As students and pupils break for the mid-term, starting Wednesday 28th February 2024, the Kenya Film Classification Board (KFCB) notes with great concern, the influx of unrated and inappropriate content circulating on diverse media platforms, mainly the social media, thus, prematurely exposing children to inappropriate content, and the general public, to a great extent, unpalatable content.

Further, the Board through its Media Monitoring Department, has received a myriad of complaints and public outcry on inappropriate audio-visual content by some local artists, which is circulating on diverse media platforms. Some of the content is being propagated as art and freedom of expression, and disguised as religious songs, contravening the law, in utter disregard for the interests and safety of children and public at large.

To cite but a few, the culprits include local artists going by the names, Chris Embarambamba, whose latest title is, '*Niko Uchi*' among other songs, and William Getumbe, of the blasphemous song '*Yesu Ninyandue*'. The unpalatable songs, which also contravene *Films and Stage Plays Act Cap 222 of the Laws of Kenya* are circulating on social media and other media platforms, eliciting sharp reactions and outcry from the public.

The song titled: '*Niko Uchi*', which is purported gospel invites ridicule to the Christian religion, also contains nudity, vulgarity. It has further been noted that some of the artist's dancing styles are violent and others present imitable behaviour, which if copied by children/minors, can be dangerous and disastrous.

Other depictions of inappropriate content do not include recorded religious acts by a Bishop going by the name 'Johanna', who is among the adults, using their religious influence to mislead the public through indecent exposure performances, with sexual innuendos, in a religious institution, where minors are likely exposed. It is more appalling that adults who should be gatekeepers in protecting children to exposure of harmful content are taking lead in circulating these inappropriate videos.

As the Government entity mandated to regulate film and broadcast content within the country, the Kenya Film Classification Board, in the exercise of its regulatory mandate, wishes to state as follows:

1. Creation of content/filming within the country without a filming licence contravenes section 4 of the Films and Stage Plays Act Cap 222, and according to Part III, Section 12, of the same Act, no film or class of film should be distributed, exhibited or broadcast, either publicly or privately, unless the Board has examined it and issued a certificate of approval.
2. The Board does not wish to curtail creativity and of freedom of expression. However, freedom of expression as enshrined under Article 33 of our Constitution, is not absolute. It has certain limitations and must be interpreted within the broader context of other provisions of the Constitution, including Article 11 on culture, and Article 24 on the limitation of rights and fundamental freedoms.
3. The Board appeals to parents, caregivers, and guardians to pay attention and to keenly monitor the content children under their care access on social media networks, broadcast channels and other platforms, and be more vigilant as their children stay home during the mid-term break. In cases where children have access to the internet and smart devices, parents/guardians must exercise responsibility to ensure that minors do not access inappropriate content.

4. The Board, further, urges content creators across the country to adhere to the provisions of Cap 222 and other laws that govern the creative industry space and should create content that does not compromise our culture, moral values and national aspirations, as well as ensure that they are not channels of exposing minors to harmful content.

To this effect, the Board wishes to inform the public that:

1. A demand letter has been issued to: (Chris Embarambamba and William Getumbe) to pull down any inappropriate content from their various platforms, failure to which, they will face the law in line with the Films and Stage Plays Act Cap 222 of the Laws of Kenya.
2. Letters have been issued to relevant platforms to pull down the inappropriate content by Chris Embarambamba and William Getumbe.

Finally, the Board shall continue to monitor and flag inappropriate and disturbing audio-visual content and report the same to relevant Government agencies and platform operators for appropriate action. The Board commends members of the Public for their continued support in monitoring and reporting such cases. The Board encourages all complaints to be forwarded to info@kfcg.go.ke.

Thank you.



Nelly Muluka

For: Ag. CHIEF EXECUTIVE OFFICER