



**SPEECH BY THE KFCB CEO DR. EZEKIEL MUTUA, MBS, DURING THE CHRISTIAN PROFESSIONALS EXECUTIVE BREAKFAST HELD ON 7TH NOVEMBER, 2019 AT THE LAICO REGENCY HOTEL**

It is my great pleasure to join you this morning as we revisit the ever-important conversation on Kenya's national and moral values. Allow me first to take this earliest opportunity to thank the Global Spheres Kenya (GSK) and Kenya Christian Professionals Forum (KCPF) for bringing us together this morning. Indeed, religious leaders and their organizations have a pivotal role to play in championing for national values and a moral renaissance.

We are living in times when many people in our country no longer care about moral values. Vices have been normalized and virtues ignored. The media as an agenda setter for the society has failed in its gatekeeping role. Prominence continues to be given to sensational stories/news items at the expense of inspirational or development stories.

The media has sold the narrative that content has to be dirty, vulgar, sensational and/or obscene in order to entertain or sell. It is a no wonder then when we see children composing videos full of adult language and insults or youths composing pornographic YouTube music videos depicting women as objects of sex and promoting vices such as rape and violence in the name of creativity.

Further, cases of corruption that the country is fighting with have a root in moral values. So are all other challenges that this country is battling with.

The question then is, where is the church in the middle of all this? What about parents? Where are they when their children dancing on TV late in the night in the name freedom? The Board has continued to talk about these issues including banning some unpalatable content that is exhibited in the public space. As a result, we get a lot of bashing from the public. Many times we expect the church to speak but very little has been done despite our many meetings over the same.

As a matter of fact, the church is instrumental in influencing thoughts, beliefs and characters of faithfuls. Church leaders are models in faith, conduct, as well as the epitome of virtues. The character, lifestyle even utterances of a religious leader has no doubt a direct impact on the people that he or she ministers to. It is my plea, therefore, that we collaborate in the campaigns to restore our moral fabric as a country, with the religious organizations using their vantage position to create awareness while Government handles the legislation.

We are banking on religious organizations as our priceless partners, especially today when the society is edging towards the path of sin and moral compromise.

As the Bible says in Mathew 5:13-16, 'You are the salt of the earth. But if the salt loses its saltiness, how can it be made salty again? It is no longer good for anything, except to be thrown out and trampled underfoot.

'You are the light of the world. A town built on a hill cannot be hidden, neither do people light a lamp and put it under a bowl. Instead they put it on its stand, and it gives light to everyone in the house. 16 In the same way, let your light shine before others.'

I am using this verse to demonstrate that we should talk on issues moral values relentlessly. If we do not do this, we are likely to lose a whole generation because of the media that our children are consuming and the absence of role models for our youth.

With Art being the mirror of society, the content in our films, songs and other audio-visuals ought to reflect our national values. What we listen to or watch as consumers should dictate content framing and priming by broadcasters and exhibitors. Our commitment to national values must be reflected in our media choices. Our demand for content that is in tune with who we are and advocates for what we believe shall starve compromised media and content creators who glory in vicious and unbecoming content.

I am persuaded that as believers and Christian leaders, we have a landmark influence in the direction the nation is taking. Though Kenya be reeling in a moral crisis, the time to reverse this narrative is now and with you, Christian leaders, as the agents of change. With crime, drug abuse, immorality and other vices dominating the news every other day, the commitment of the few virtuous influencers shall without a doubt reverse this narrative.

As a regulator, I urge you, Christian leaders, to add your voice to the call for sane broadcast content that glories in our values and culture. You must champion for values and nationhood from the pulpit and in conduct, inspiring the laity to rally behind you in the journey to reverse the disdain for our values as a people. We must pool efforts if we are to cement our national values and identity and redeem our nation from moral decadence. As I said earlier, this is a collective responsibility which cannot be left solely to the regulator.

**Thank you and God bless you.**