



# CAPUCHIN FRANCISCAN FATHERS

## General Custody of Kenya

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# The Capuchin Television Network

## Request for Financial Support to the Capuchin Television Network Activities



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### Executive Summary

Reading and responding to the signs of times, the Capuchin Friars in Kenya, led by the Spirit of the Lord, decided to venture into an uncharted territory of evangelization. Since the country gained independence in 1963 until the establishment of Capuchin TV, the local church had evangelized primarily through the traditional church method as well as through the other means, namely; education, health and socio-economic initiatives. Evangelization through media was basically in form of publications.

There existed scattered broadcasting houses in form of diocesan radio stations. There were also a few congregations that produced audio-visual materials for individual, family or group consumption. Private owners dominated local television channels which were secular in nature. The state-owned public broadcaster (Kenya Broadcasting Corporation – KBC) provided meagre spiritual content. Religious broadcasting existed on a higher frequency only on pay-television channels which aired international tele-evangelical programs.

The founding of Capuchin TV therefore was a game-changer in the local television industry. Never before had Catholic content been aired, save for a few interviews sometimes during Easter and Christmas seasons, or when a Pope visited the country. Catholic doctrine, liturgy and music which was 'strange' to hear and see on television has now become a welcome feature in many homes and workplaces, courtesy of Capuchin TV. 'Capuchin TV' is now a house-hold name and brand, not just among Catholic viewers but also among other Christian churches.

Our monthly running cost is about Kenya Shillings four (4) million. Our support base are viewers and a few advertisers whose donations and payments allows us to pay the staff and some service providers (government levies and internet providers). Our heaviest burden is the signal-carrying



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company that consumes almost 80% of our monthly expenses hence, the debt we have. We believe that with improved content we can attract more viewers and with it more advertisers.

Our local partners include various Catholic institutions and a few non-Catholic business companies. The local conference of Catholic Bishops has not fully and openly supported this project. Discussions are still on-going to see how we can collaborate better.

Capuchin TV first went on-air on 15<sup>th</sup> August 2017. This was in response to a two-fold reality;

- i) The former Minister General (now bishop) John Corriveau had, in his visit to Kenya, invited the brothers to diversify their ministries.
- ii) There was a gap in the existing television industry that needed to be addressed hence, quest for a Catholic Television as a tool for preaching the Gospel.



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### Needs Assessment

The four years of our existence have seen tremendous growth in many areas; from content creation, personnel, office space, studio infrastructure, mobility and outreach among others. This expansion continues to create more and more needs to meet the growing expectations of viewers and the nature of work itself.

Area	What we have	What we need	Remarks
Space	We occupy the same building with students in formation.  Our current premises have room for additional rooms.	Separate premises with more offices/studios.  To extend the upper part of the building; equip it with furniture (cabinets, tables & chairs).	Adding more floors at our St. Jude custodial friary which is centrally located in Nairobi has been advised.
Equipment	A total of 9 video cameras.  A total of 8 computers.  One Live-Transmission (LT) unit.	Additional (6) cameras and accessories for indoor and outdoor shooting.  Additional (10) computers for editing and office work.  Additional LT unit.	A good production requires a minimum of 3 video cameras at a time.
Mobility	One aging Outdoor Broadcasting (OB) van.	Additional vehicle.	For off-road and long-distance travel.

### Conclusion

The Capuchin Franciscan Friars in Kenya continue to appreciate all well-wishers and donors for their continuous support especially at the Capuchin television network. We trust that you will be able to support the project as we all look forward for its sustainability in the near future. God bless the efforts of each benefactor.

**NB: WE ARE REQUESTING ANY FINANCIAL ASSISTANCE FOR THE CAPUCHIN TV**