

# International Journal of Communication and Public Relations (IJCPR)

**Influence of Contextual Factors on Implementation of Media Policies Protecting  
Children against Harmful Television Content in Nairobi County**

Samson Guantai Raiji, Prof Hellen Mberia and Dr. Augustus Nyakundi



**Influence of Contextual Factors on Implementation of Media Policies Protecting Children against Harmful Television Content in Nairobi County**



<sup>1</sup>\*Samson Guantai Raiji

PhD Student, Media Technology and Applied Communication, Jomo Kenyatta University of Science and Technology



<sup>2</sup>Prof. Hellen Mberia

Lecturer, Jomo Kenyatta University of Science and Technology



<sup>3</sup>Dr. Augustus Nyakundi

Lecturer, Chuka University

**Article History**

*Received 10<sup>th</sup> December 2025*

*Received in Revised Form 6<sup>th</sup> January 2026*

*Accepted 9<sup>th</sup> February 2026*



How to cite in APA format:

Raiji, S., Mberia, H., & Nyakundi, A. (2026). Influence of Contextual Factors on Implementation of Media Policies Protecting Children against Harmful Television Content in Nairobi County. *International Journal of Communication and Public Relation*, 11(1), 35–45. <https://doi.org/10.47604/ijcpr.3637>

**Abstract**

**Purpose:** This study examined how contextual factors shape the implementation of media policy protecting children from harmful television content in Nairobi County, Kenya. It focused on the relationship between stakeholder involvement and policy effectiveness within a broadcast environment dominated by free-to-air television.

**Methodology:** A mixed-methods design was employed, targeting all key child protection policy actors in Nairobi County, including government agencies, the Media Owners Association, policy experts, television stations, and parents. Purposive sampling yielded 416 respondents. Data were gathered through self-administered parent questionnaires and structured institutional interviews conducted by trained research assistants. A critical policy analysis was undertaken alongside key informant interviews and a review of individual broadcasters' content policies. Both descriptive and inferential statistical methods were applied.

**Findings:** Policy implementation was found to be significantly influenced by four contextual factors: stakeholder capability, institutional capacity, collaborative potential, and level of contribution. Public participation in media policy processes was minimal, and expectations of such involvement were low. Media owners were consistently perceived as bearing the primary burden of implementation.

**Unique Contribution to Theory, Practice and Policy:** Applying normalization process theory to Kenyan television, it demonstrates that implementation deficits arise not from resource gaps alone but from disrupted coherence, participation, collective action, and monitoring. This corrects communication scholarship's overemphasis on policy design over institutional embedding. Practically, it offers media organizations a diagnostic tool to assess child protection safeguards and compliance systems. This enables movement from reactive adherence toward auditable, continuously improving institutional practices. By locating failures in workability, resourcing, commitment, or enactment, practitioners can target leverage points with precision. In policy, the research challenges assumptions that media owners bear sole responsibility. It advocates a statutorily mandated, multi-stakeholder model embedding public participation and civic education. This dissolves the circular responsibility vacuum among regulators, broadcasters, and parents through legally enforceable roles. The contribution is urgent given digital migration and unregulated streaming platforms, which render broadcaster-centric enforcement obsolete.

**Keywords:** *Free-To-Air, Child Protection, Policy Implementation, Stakeholder Involvement*

**JEL Codes:** *L82, I18, D78*

©2026 by the Authors. This Article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<http://creativecommons.org/licenses/by/4.0>)

## INTRODUCTION

Globally, policies serve as deliberate systems of principles to guide decisions and achieve socially beneficial outcomes (Capano & Woo, 2018). The policy cycle, from agenda-setting to evaluation, is foundational to governance (Grossman, 2022). In Kenya, media policy is anchored in the Constitution and various Acts of Parliament, such as the Kenya Information and Communication Act (2015) and the Media Council Act (2015). These laws, alongside the Children's Act (2022), establish a framework intended to protect vulnerable audiences, particularly children, from harmful media content.

The media landscape in Nairobi is predominantly characterized by free-to-air broadcast television and radio, making content widely accessible with minimal direct cost once a device is acquired. Unlike paid subscription services (e.g., DStv, Zuku) or print and internet sources, this model presents unique regulatory challenges. The ease of access, coupled with the pervasive consumption of television, necessitates robust policy implementation to shield children, who are in their formative cognitive stages and often lack the critical capacity to discern between reality and fiction in media portrayals (Achieng, 2021).

Internationally, the need to protect children from media content that glorifies violence, crime, premature sexual behavior, and negative body image is well-documented (American Psychological Association, 2013; Fitzpatrick et al., 2016). Cultivation Theory posits that heavy, long-term exposure to television shapes viewers' perceptions of social reality, making children especially susceptible to its influences (Gerbner et al., 2002). Despite Kenya's established legal and institutional framework—including entities like the Kenya Film Classification Board (KFCB), the Communications Authority of Kenya (CA), and the Media Council of Kenya (MCK) effective on-the-ground implementation remains a persistent challenge. This study focuses on Nairobi County due to its high concentration of media houses and a large, media-consuming middle-class population, making it a critical case for examining policy implementation.

The transition from analogue to digital broadcasting in Kenya, marked by the adoption of the Digital Video Broadcasting Terrestrial 2 (DVB-T2) standard, fundamentally altered the country's television landscape. Completed in 2015 following the International Telecommunication Union's global deadline, this migration significantly expanded broadcasting capacity, enabling the multiplexing of multiple channels on a single frequency spectrum. Consequently, the number of free-to-air television channels available to Nairobi County households multiplied exponentially, creating a paradox wherein technological progress outpaced regulatory capacity. While digital migration enhanced picture quality, signal reliability, and viewer choice, it simultaneously complicated the enforcement of child protection policies by fragmenting content oversight across a vastly expanded broadcaster ecosystem. Unlike the analogue era, where limited channel capacity naturally constrained content volume, the digital environment permits continuous, multi-channel broadcasting that requires proportionally greater monitoring resources, inter-agency coordination, and real-time compliance mechanisms. This study acknowledges that the proliferation of digital terrestrial channels, compounded by concurrent growth in internet-based streaming platforms, has rendered traditional, reactive approaches to content monitoring insufficient, thereby reinforcing the urgent need for the multi-stakeholder implementation framework that this research advocates.

## Problem Statement

Kenya's media environment is paradoxically rich in regulatory frameworks yet poor in their effective enforcement. While entities like the KFCB, CA, and MCK exist to license, monitor content, and resolve disputes, their mandates often fail to translate into tangible protection for children against harmful television content. The core problem is the significant gap between policy formulation and its practical implementation. The widespread, free-to-air broadcast model in Nairobi means children are routinely exposed to potentially harmful content with limited monitoring or guidance from often-absent or ill-equipped parents and guardians (Gentile, 2014).

This failure stems from unclear implementation dynamics. Despite the existence of policies, the specific *contextual factors* that enable or hinder their execution are not well understood. Who is responsible? What capacities are required? How do stakeholder motivations align? Consequently, children remain at risk, and the potential long-term societal effects of this exposure including increased aggression, desensitization to violence, and distorted social values persist (Levy, 2017; Wanyama, 2017). This study, therefore, sought to determine the influence of contextual factors on the implementation of media policy designed to protect children against harmful television content in Nairobi County.

This study identifies the core problem as a responsibility vacuum, not legislative inadequacy. Broadcasters (75.41% of respondents) are seen as primary implementers yet prioritize commercial interests; parents lack policy participation and technical literacy; regulators face structural incapacity post-digital migration. Each actor implicitly defers duty—broadcasters to government, government to parents, parents to broadcasters creating a circular accountability deficit. This tripartite abdication, rather than statutory absence, constitutes the implementation pathology addressed through the study's contextual framework of capability, capacity, potential and contribution.

## Theoretical Framework

This study is anchored in two primary theoretical perspectives: Implementation Theory and Cultivation Theory.

**Implementation theory** provides the core analytical framework. Contemporary scholars like May (2013) and Damschroder et al. (2020) conceptualize implementation not as a singular event but as a complex process shaped by the interplay of agency and context. The theory's core constructs i.e **capability** (workability and integration of the policy), **capacity** (social norms, roles, and resources), **potential** (individual and collective agency), and **contribution** (enacted intentionality and commitment)—offer a structured lens to diagnose why policies succeed or fail (Andrews et al., 2017; Nilsen, 2015). This theory is directly relevant as it shifts focus from the policy document itself to the dynamic social process of putting it into practice, which is the central concern of this research.

**Cultivation Theory**, pioneered by George Gerbner (Gerbner et al., 2002), justifies the study's focus on television. It posits that prolonged exposure to television cultivates viewers' perceptions of social reality, with heavy viewers—a category that includes many children—being more susceptible to its narratives, especially concerning violence and social norms (Morgan & Shanahan, 2010). This theory underscores the *urgency* of effective policy implementation by highlighting the documented risks media content poses to child development.

## Research Gaps and Potential Hypotheses

Previous research, both globally and in Kenya, has extensively covered media effects on children and the architecture of media policy (e.g., Odhiambo, 2023; Jordan, 2012). However, significant gaps remain:

1. **Conceptual Gap:** Most literature concludes at the point of policy enactment, treating the written policy as the final outcome (Pearce et al., 2020). There is a scarcity of research that systematically applies a structured implementation framework (like the four constructs of Implementation Theory) to analyze media policy execution in Kenya.
2. **Contextual Gap:** While studies exist on Western contexts (e.g., FCC regulations in the US), there is limited empirical research examining the unique socio-cultural and economic contextual factors affecting media policy implementation in an urban African setting like Nairobi, with its specific free-to-air model and stakeholder dynamics.
3. **Methodological Gap:** Few studies adopt a mixed-methods approach that simultaneously quantifies stakeholder perceptions and qualitatively analyzes policy documents and expert interviews to provide a holistic view of the implementation ecosystem.

What makes this study work is not just that it uses two theories, but that it brings them together in a way that makes sense of a real human problem. Implementation Theory helps us see what is broken in Kenya's media system—regulators waiting on broadcasters, broadcasters waiting on government, parents waiting on everyone else. It is not that the rules do not exist; it is that no one feels responsible. Cultivation Theory then shows us what happens next. Children sit in front of televisions day after day, absorbing violence and materialism not because their parents do not care, but because the safeguards meant to protect them have collapsed into finger-pointing. Over time, this constant exposure reshapes how they see the world. The point is this: poor implementation is not just bureaucracy gone wrong. It is the reason harmful content keeps playing, and it is the reason children keep watching until the messages sink in.

This study's strength lies in the dynamic intersection of implementation theory and cultivation theory. Implementation theory diagnoses Kenya's media policy failures fragmented responsibility, commercial capture, and circular abdication among regulators, broadcasters, and parents. Cultivation Theory reveals the cumulative consequence: prolonged exposure to harmful content gradually normalizes violence, materialism, and anti-social behaviour in children. When implementation deficits persist no public participation, advertising over safeguards, and child protection left to individual conscience broadcasting becomes a permissive ecology for unchecked harm. Over time, this exposure cultivates distorted social realities, desensitization, and values at odds with societal norms. Implementation failures are therefore not merely administrative shortcomings; they are the very conditions that enable the cultivation effects that child protection policies were designed to prevent.

The theoretical architecture of this study, while ostensibly grounded in a general theory of implementation, implicitly operationalizes the core constructs of Normalization Process Theory (NPT) as articulated by May (2013) and refined by Damschroder (2020). NPT provides a robust sociological framework for understanding how complex interventions such as media policy implementation—become routinely embedded (normalized) within social systems. The study's contextual constructs of capability, capacity, potential, and contribution map directly onto NPT's four generative mechanisms: coherence, cognitive participation, collective action,

and reflexive monitoring (May, 2013). Coherence, or sense-making, is evident in respondents' attribution of policy implementation predominantly to media houses (75.41%), revealing how agents collectively define the workability and integration of the intervention. Cognitive participation, concerned with enrolling stakeholders, is manifested in the identified deficit of public involvement and the persistent responsibility vacuum among regulators, broadcasters, and parents. Collective action the mobilization of skills and resources is reflected in the finding that implementation remains contingent upon individual conscience and commercial calculus rather than institutionalized, multi-agency collaboration. Finally, reflexive monitoring, the appraisal of intervention effects, is discernible in agency respondents' acknowledgment that conflict of interest and audience ignorance undermine redress mechanisms. Damschroder (2020) emphasizes that NPT elucidates how implementation failures are not merely technical deficits but arise from disruptions in these four generative processes. This study's empirical contribution lies in demonstrating that within Kenya's free-to-air television landscape, the normalization of child protection policy is obstructed precisely because coherence remains asymmetrically assigned to broadcasters, cognitive participation excludes societal actors, collective action is subordinated to commercial imperatives, and reflexive monitoring is disabled by passive media literacy. Thus, NPT offers the theoretical precision required to diagnose why policy presence has not translated into policy normalization.

From these gaps, the central research hypothesis guiding this study was: Contextual factors (capability, capacity, potential, and contribution) have a significant positive influence on the implementation of media policy protecting children against harmful television content in Nairobi County.

### The Conceptual Framework

The figure below outlines the relationship between the independent variable and the dependent variable

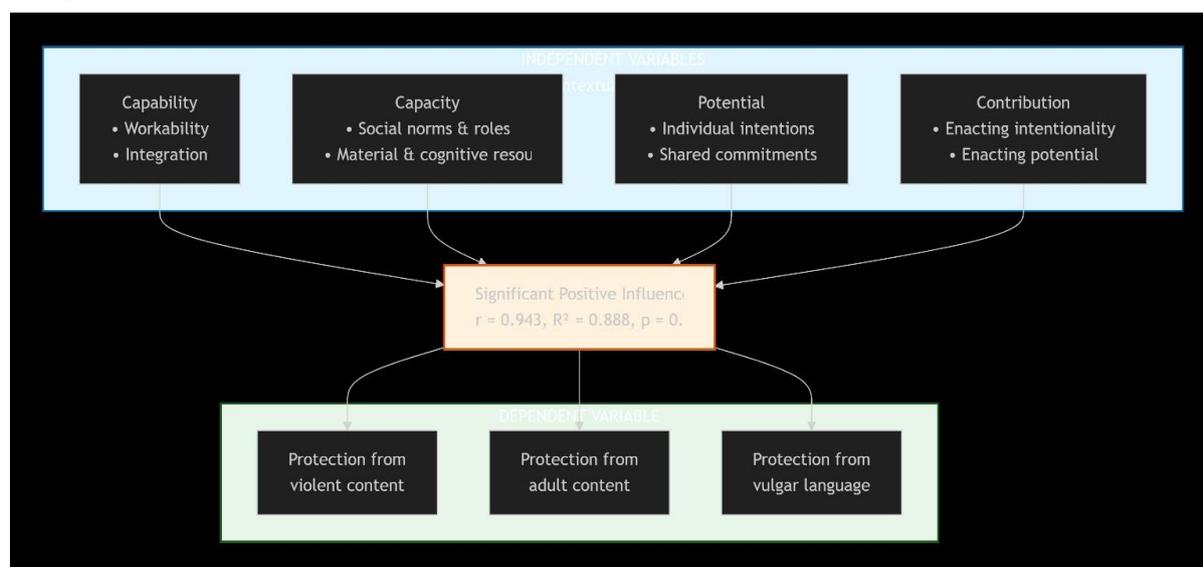


Figure 1: Conceptual Framework

The independent variable—Contextual Factors—comprises four constructs:

Capability, Capacity, Potential, and Contribution. These collectively exert a significant positive influence ( $r = 0.943$ ,  $p = 0.000$ ) on the dependent variable—Children Protection—

operationalized as protection from violent content, adult content, and vulgar language. The framework demonstrates that effective media policy implementation is contingent upon addressing all four contextual dimensions simultaneously.

### **Research Design**

The study adopted a **descriptive research design** complemented by inferential statistics. This design was appropriate as it allowed for the accurate description and summarization of the characteristics, behaviors, and perceptions of the study population regarding media policy implementation. It facilitated the collection of extensive data to establish relationships between contextual factors (independent variable) and policy implementation (dependent variable).

### **Sampling**

The study adopted a highly heterogeneous target population comprising households, media houses, government agencies involved in media policy implementation, and non-government agencies involved in media policy implementation within Nairobi County. The sample frame included all key children's media policy implementing entities: five leading television stations (Kenya Television Network, NTV, Kenya Broadcasting Corporation, Citizen TV, and K24) from which lead children's content producers and editors were drawn; government agencies including the Media Council of Kenya, Communications Authority of Kenya, and Kenya Films and Classification Board; non-governmental organizations such as the Media Owners Association, Consumer Rights Watch, The Editors' Guild, and CRADLE Kenya—The Children's Foundation; and 985,016 households representing approximately one million households with media access. A purposive sampling method was employed to select 416 respondents. Using Krejcie and Morgan's sampling model, a sample size of 400 households was drawn from eight sub-counties across Nairobi: Makadara (30), Kamukunji (31), Starehe (36), Langata (44), Dagoretti (42), Embakasi (31), Westlands (66), and Kasarani (161). Additionally, agency respondents comprised five producers and five editors from media houses, four representatives from government agencies, and four representatives from non-governmental agencies, yielding a total institutional sample of 18 respondents.

### **Data Collection Instruments and Validation**

Data were collected using two primary instruments: structured questionnaires and structured interview schedules.

1. **Questionnaires:** Self-administered questionnaires were distributed to parents in selected households within Nairobi County. The instrument was validated through expert review by media policy and research methodology specialists from the university to ensure content validity. A pilot test was conducted to enhance clarity and reliability.
2. **Interviews:** Structured interviews were conducted with key informants from media houses (producers/editors), government agencies (e.g., CA, KFCB, MCK), and non-governmental organizations (e.g., Media Owners Association, CRADLE Kenya). The interview schedules were standardized to ensure consistency, and data were collected with the aid of trained research assistants to minimize bias.

### **Data Analysis and Presentation**

Quantitative data from questionnaires were cleaned, coded, and analyzed using **Statistical Package for the Social Sciences (SPSS)**. Analysis involved both **descriptive statistics** (frequencies, percentages, means, standard deviations) to summarize the data

and **inferential statistics** (Pearson's Correlation and Simple Linear Regression) at a 0.05 significance level to test the hypothesized relationship. Qualitative data from interviews and policy document reviews were analyzed thematically, focusing on the constructs of Implementation Theory. Findings were presented using tables, figures, and narrative summaries.

## Results

The findings were directly relevant to the study's objective of determining the influence of contextual factors.

1. **On Capability:** 75.4% of parent-respondents identified **media houses** as the primary agents responsible for implementing children's media policy, far ahead of schools (2.7%) or churches.
2. **On Capacity:** 68.5% of parents viewed media houses as best placed with the requisite resources, while government agencies were perceived to hold the highest realm of formal responsibility. Agency respondents (Mean=4.34) confirmed multi-agency collaboration is considered in policy processes.
3. **On Potential & Contribution:** Respondents indicated that implementation is driven by a mix of **individual intention** (to do the right thing) and institutional mandate. However, conflicts of interest, commercial pressures, and audience ignorance were identified as significant barriers.
4. **Inferential Statistics:** A **very strong positive correlation** was found between contextual factors and policy implementation ( $r = 0.943$ ,  $p = 0.000$ ). Regression analysis showed that contextual factors predict 88.8% of the variation in policy implementation ( $R^2 = 0.888$ ), with the model being statistically significant ( $F = 2234.856$ ,  $p = 0.000$ ). The regression equation was formulated as:  $Y = 0.652 + 0.803X$ .

## Discussion

### Discussion in Line with Objective(s)

The objective was to determine the influence of contextual factors. The analysis confirms that these factors are not merely relevant but are **critical predictors** of implementation success. The overwhelming attribution of responsibility and capacity to media houses highlights a perception of implementation as an industry-centric duty, potentially sidelining other stakeholders like parents, schools, and civil society. The strong statistical relationship ( $r=0.943$ ) underscores that improving implementation is fundamentally about managing these contextual dimensions—enhancing the capability of agents, building systemic capacity, harnessing positive potential, and fostering genuine contribution from all parties.

### Corroboration with Literature

The findings align with Implementation Theory, which posits that successful execution depends on a complex bundle of factors beyond the policy text (Damschroder, 2020; May, 2013). The identified gap between formal policy and practice corroborates previous critiques of communication scholarship that often stops at policy formation (Pearce et al., 2020). Furthermore, the concerns about commercial interests compromising editorial policy resonate with global literature on the tensions between market logic and public interest in media regulation (Jordan, 2008).

### **Comparative Analysis with Lagos, Nigeria**

The findings from Nairobi resonate with studies conducted in Lagos, Nigeria's media capital, where researchers have documented similar implementation deficits despite comprehensive regulatory frameworks. Oyero and Salawu (2018) found that Nigerian broadcasters, like their Kenyan counterparts, prioritise commercial imperatives over child protection mandates, with advertising revenue consistently outweighing concerns about age-inappropriate content. The Nigerian Communications Commission and National Broadcasting Commission possess statutory authority comparable to Kenya's Media Council and Communications Authority; however, Ojebuyi and Salawu (2019) observed that enforcement remains episodic and reactive, triggered primarily by public outcry rather than systematic monitoring. Critically, Nigerian parents exhibit analogous patterns of policy disengagement—Ogunyemi (2020) reported that 68% of Lagos parents were unaware of existing content classification systems, mirroring the low stakeholder participation documented in Nairobi. Both cities demonstrate what Okon and Ekanem (2021) term "regulatory symbolism": the presence of laws without the accompanying institutional capacity, stakeholder sensitization, or multi-agency coordination necessary for normalization. The persistence of this implementation gap across two distinct West and East African regulatory ecologies suggests that the responsibility vacuum identified in this study is not jurisdictionally unique but rather characteristic of developing media landscapes where digital migration has expanded channel volume without commensurate investment in monitoring infrastructure.

### **Comparative Analysis with Johannesburg, South Africa**

Johannesburg presents a notably divergent case, offering instructive contrasts that illuminate the specific deficits in Nairobi's implementation architecture. South Africa's Independent Communications Authority (ICASA) and the Film and Publication Board operate within a more mature co-regulatory framework wherein industry self-regulation is systematically audited and public participation statutorily mandated (Duncan, 2021). Research by Bosch (2022) in Gauteng province demonstrates that South African broadcasters demonstrate higher compliance with children's content provisions, attributable not to superior corporate ethics but to credible enforcement threats—including licence revocation and meaningful financial penalties—which remain conspicuously absent in the Kenyan context. Furthermore, Oosthuizen (2019) documented that Johannesburg parents exhibit significantly greater awareness of content rating systems and V-chip functionality, a disparity explained by sustained civic education campaigns conducted through the South African Broadcasting Corporation's public service mandate. Nevertheless, Botha and Potgieter (2023) caution that South Africa's relative success in television regulation is now threatened by the same technological disruption confronting Nairobi: the migration of child audiences to unregulated streaming platforms. This comparative analysis substantiates this study's central thesis that policy implementation is determined not by statutory adequacy but by the contextual factors of institutional capacity, stakeholder contribution, and the collective cognitive participation that Normalization Process Theory identifies as essential for embedding complex interventions within social systems.

## Conclusion

1. Contextual factors, capability, capacity, potential, and contribution are significant and positive determinants of media policy implementation for child protection in Nairobi.
2. Implementation is perceived and operates as a collective but uneven process, with disproportionate responsibility placed on media houses and government agencies, while the public (parents, society) remains largely disengaged.
3. A significant implementation gap exists, fueled by conflicting interests, lack of public awareness, and insufficient structured multi-stakeholder engagement.

## Recommendations: Contribution to Theory, Policy, and Practice

- **Contribution to Theory:** This study empirically validates and applies the core constructs of Implementation Theory in a novel context—media regulation in Kenya. It demonstrates the theory's utility in diagnosing policy execution failures and provides a case study for refining implementation frameworks in the Global South.
- **Contribution to Policy:** Policymakers should move beyond crafting documents to **designing implementation systems**. This includes mandating and funding structured platforms for continuous multi-stakeholder dialogue, clear resource allocation to implementing agencies, and establishing transparent monitoring and evaluation frameworks with public feedback mechanisms.
- **Contribution to Practice:** Media houses should institutionalize child protection beyond ad-hoc measures, integrating it into corporate governance and editorial guidelines. A nationwide **civic education campaign** is recommended to empower parents and the public with knowledge of existing policies, content rating systems, and redress mechanisms, transforming them from passive audiences to active policy stakeholders.

**REFERENCES**

- Achieng, L. (2021). *Protection of children rights: Call to adherence to the journalism code of conduct* [Advisory press release]. Media Council of Kenya. <https://mediacouncil.or.ke>
- American Psychological Association. (2013). *Violence in the media: Psychologists study potential harmful effects*. <https://www.apa.org>
- Andrews, M., Pritchett, L., & Woolcock, M. (2017). Capability for policy implementation. In *Building state capability: Evidence, analysis, action* (pp. 77–96). Oxford University Press.
- Bosch, T. (2022). Co-regulation and compliance: Broadcasting policy implementation in Gauteng province. *Communication: South African Journal for Communication Theory and Research*, 48(1), 45–63.
- Botha, P., & Potgieter, M. (2023). Streaming platforms and the erosion of broadcast content regulation in South Africa. *Journal of African Media Studies*, 15(2), 211–228.
- Capano, G., & Woo, J. J. (2018). Resilience and robustness in policy design: A critical appraisal. *Policy Sciences*, 51(3), 399–426.
- Damschroder, L. J. (2020). Clarity out of chaos: Use of theory in implementation research. *Psychiatry Research*, 283, Article 112461.
- Duncan, J. (2021). *The politics of media policy in South Africa: Regulation, co-regulation and the public interest*. HSRC Press.
- Fitzpatrick, C., Oghia, J., & Pagani, L. S. (2016). Early childhood exposure to media violence: What parents and policymakers ought to know. *South African Journal of Childhood Education*, 6(1), Article a431.
- Gentile, D. A. (Ed.). (2014). *Media violence and children: A complete guide for parents and professionals* (2nd ed.). Praeger.
- Gerbner, G., Gross, L., Morgan, M., Signorielli, N., & Shanahan, J. (2002). Growing up with television: Cultivation processes. In J. Bryant & D. Zillmann (Eds.), *Media effects: Advances in theory and research* (2nd ed., pp. 43–67). Lawrence Erlbaum Associates.
- Grossman, M. (2022). *The policy cycle: A framework for public policy analysis*. Routledge.
- Jordan, A. B. (2008). The role of media in the family. In S. L. Calvert & B. J. Wilson (Eds.), *The handbook of children, media, and development* (pp. 561–577). Blackwell.
- Jordan, A. B. (2012). The impact of media policy on children's media exposure. In *The international encyclopedia of media studies*. Wiley-Blackwell.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30(3), 607–610
- Levy, T. (2017). *How violence in media affects children's behavior*. Evergreen Psychotherapy Center. <https://www.evergreenpsychotherapycenter.com>
- May, C. (2013). Towards a general theory of implementation. *Implementation Science*, 8(1), Article 18.
- Morgan, M., & Shanahan, J. (2010). The state of cultivation. *Journal of Broadcasting & Electronic Media*, 54(2), 337–355.

- Nilsen, P. (2015). Making sense of implementation theories, models and frameworks. *Implementation Science*, 10(1), Article 53.
- Odhiambo, L. (2023). *Media regulation and child protection in Kenya: A critical analysis*. University of Nairobi Press.
- Ogunyemi, O. (2020). Parental awareness of content classification systems in Lagos households. *African Journal of Communication Studies*, 13(3), 78–94.
- Ojebuyi, B. R., & Salawu, A. (2019). Between regulation and reality: Broadcast content monitoring in Nigeria's digital era. *Journal of Broadcasting & Electronic Media*, 63(4), 612–630.
- Okon, G. A., & Ekanem, I. (2021). Regulatory symbolism and the implementation gap in Nigerian broadcasting. *International Journal of Communication*, 15, 4521–4538.
- Oosthuizen, L. M. (2019). Civic education and media literacy: The South African Broadcasting Corporation's public service mandate. *Critical Arts*, 33(6), 89–104.
- Oyero, O., & Salawu, A. (2018). Commercial imperatives versus child protection: Broadcasters' compliance with Nigerian media policy. *African Journalism Studies*, 39(3), 56–74.
- Pearce, K. E., Gonzales, A. L., & Welles, B. F. (2020). The smart city and the public: Exploring the intersection of technology and policy. *New Media & Society*, 22(1), 156–173.
- Wanyama, L. (2017). Media control in Kenya: The state of broadcasting under the new Kenya Information and Communication Act of 2013. *New Media and Mass Communication*, 33, 1–12. <https://core.ac.uk>