



## SIMON KASYATE: Sexual network ad grating on nerves

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I don't know whether it's something about me but this 'sexual network' campaign is really sending heavier jabs below the belt than initially anticipated. Like a stubborn persistent drizzle that would wet you to the core than a thunder storm, this campaign is surely rattling feathers in town.

"Man, they have skits you don't want to listen to when driving with your wife," a colleague said recently. "The guilt of the realism in the message makes you almost break down in confession."

Whoever coined that campaign certainly knows their job because even when you chose to ignore it by switching off the car radio, an imposing billboard with an even more graphic presentation of the same message will catch yours and a spouse's or side-dish's eye.

The TV versions are even more shattering – I am told. While such campaigns last a couple of months, fade away from the scene and are forgotten, this sexual networking thing seems to have taken forever.

Make no mistake, this is not to criticize it but rather to laud ingenuity of whomever is spear heading it in sending a very clear message about a social ill, preventing those not yet indulged and shattering those in the practice to a point of surrender and retreat.

The buzz word now is networking and I am afraid, this otherwise 'innocent' word could soon get a negative connotation to it.

A more similar campaign was one against cross-generational sex – the catch for me was this imposing picture of an elderly man with the following inscriptions 'would you allow this man to be with your daughter? Then why are you will his?'

This campaign is long off the radar, whether or not there is still cross generational sex, your guess is as good as mine.

There are several societal ills, the campaign against which takes more subtle forms and the question for today is why? Imagine if the quest to rid this country of drugs took this form of 'real' vigorous campaign? How about the much hyped chant on the fight against corruption?

Yes, we all are savouring the successes of PLE graduates bearing week long headlines in newspapers about these kids' dreams, aspirations and whatever was behind their success. But we forget all too fast that unlike previous years, last year registered the highest number of malpractice cases in exams as low as Primary Leaving Exams. Imagine a child cheating at PLE what kind of government or corporate official will they make in the future? But instead, we are all so engrossed in celebrating as if all is well and there is no foul play. I am not saying those who have earned their grades should not be lauded, but let me remind you that exam business in this country is not all too smooth.

UNEB should drop us a campaign about exam malpractice as effective, if not more, than this networking thing. Rather than hitting off to restrain a bunch of women from an alleged strip tease at a public office, in a bid to show displeasure about the officials therein, the police should issue a major graphic campaign against stripping – sorry, demonstrating that is deterrent enough to avoid the kind of skirmishes of the week gone by.

From the reactions about this sexual networking campaign, nothing seems to work better than 'guiltifying' realism in campaigning against an ill or cause. May the campaigns begin.

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