



"I hear you, but I throw the challenge right back at you. Douglas Wakihuuri is seated right here. If you want to follow Douglas and know his work and even if you really wanted to meet him, you will find him on social media. If you look for Julie Gichuru, you will find her. What I'm trying to say is that if you really look, you will find. But my problem with the young people is that you are waiting for someone to come and feed you. You are waiting for someone to bring it to you. And that's difficult."

Moderator Julie Gichuru, replying to a young person in the audience who had raised an issue that it is hard to access sports personalities.



"Government funding is another ballgame altogether we all know how it is. The primary schools need to get 1500 shillings per child per term, but it goes to the education fund, and this is where it gets lost."

"In my own way, as the Kenya private sector, we are trying to get this corrected. As far as the government

is concerned, unfortunately, every time the government interferes in matters concerning cricket, it does so for the wrong reasons, and there are wrong people who make wrong decisions and they don't know about the solutions."

Jimmy Rayani



"Speaking from a place of advocacy, when you talk about sexual harassment, majority of people of people who are sexually harassed in the sports realm are women.

"The question you are asking is; what can we do to protect victims? Of course, there is the normal recourse of going to court. The first time I got involved in sports was because there was a tennis player that was sexually harassed by the coach and dropped out of the team."

"From where I sit, I think that policy is very important. Why can't sports federations have sexual harassment clauses? What eventually happened is that they ended up setting up an ad hoc inquisitorial sort of tribunal. If we can't come up and streamline these things we will come back to another sports film festival and things are not happening."

Mercy Okiro.

Sports film Season Two round the corner

Safinaz Foundation, the Kenyan registered charity that is dedicated to the promotion of all sports in Kenya in conjunction with Alpha Sports Ltd., the publishers of *Sports Monthly* magazine - the authoritative sports magazine that has been published consistently for the past 19 years - are without a doubt true examples of "Being A Sport" and this was proof positive in their being the genesis of the inaugural Kenya International Sports Film Festival (KISFF), which was not just as a 1st for Kenya but a first for Africa. With support from the greater official Kenyan film sector as well as over 20 partners who contributed generously either in cash or in kind, KISFF was a four-day immersion into the spectacular synergy that exists between the worlds of sports and film.

The inclusion of Kenya's renowned living athletics legends, marathoner Douglas Wakiihuri and middle and long

distance runner, Rose Tata Muya as the pioneer Brand Ambassadors was truly inspired.

Right from the official opening ceremony on the morning of Thursday, 22, November, 2018 through to the official closing on Sunday, 25, the words - "On Your Mark and Action!" - were key as we sought to delve into this intriguing and beguiling mix of screening films that were sports-oriented and engaging panel discussions on a wide range of issues all related to sports and live-streamed throughout the festival duration. Brand Ambassador interviews and that of Festival Director, Florence Nduta were some of the avenues utilised. A TV feature on Aasif Karim, chairman of Safinaz and KISFF, also served as that very much needed icing on the cake. Karim is a former international sportsperson.



Reza Khazeni, left, presenting KISFF award to Director Mohammad Bakhshi winner of short movie(Are you Volleyball) in Tehran, Iran in 2018

MultiChoice Talent Factory was also represented through Academy Director, Njoki Muhoho, who served as KISFF's Chief Umpire. Kenya National Museum's, Leakey Auditorium was the venue that was graced by some of the biggest names in Kenyan athletics, private sector, government and related agencies as well as the diplomatic corps. Aah, yes! That was then. This is now. 2019, KISFF is back again.

KISFF 2019 gets new consultant



Risper Muthamia has come on board as Kenya International Sports Film Festival's (KISFF) consultant; working closely with the Chairman/Festival Director Aasif Karim.

Risper is a media practitioner with several years' experience in Broadcast Media Operations, Content

development & Management in Africa having worked with different media platforms. She has in the past worked at KBC Radio, KTN, Complete Video Africa, M-Net East Africa and M-Net West Africa where she has been vital in the content development strategy for DSTV in-house channels.

In 2015, she co-directed The Kalasha International Film Festival as well DISCOP Africa's Disco Pro Pitching programme in South Africa.

"I was very impressed by the inaugural KISFF and the work that the team put into it. I hope that we will have more entries this year and greater participation from local and international filmmakers as well as other stakeholders in the Filmmaking & sports sector" Risper says.

"KISFF is a festival that celebrates sports talent in a unique way; through showcase of compelling stories from all over the world; it is an absolute great initiative by Safinaz Foundation

and an important event in the world's festivals calendar."

Risper notes that Kenyan filmmakers have not extensively explored the sports' film genre, maybe because they think that audiences are not keen on such stories, but she believes that KISFF is a great avenue to spur renewed interest in this genre.

"We have a rich sporting history and incredibly compelling true-life stories to inspire sports film making in Kenya; definitely there is an opportunity for this genre to be explored more."

Risper describes herself as a driven, ambitious and passionate media professional. She is especially passionate about content development; which is exactly what KISFF needs as it seeks to explore myriad creative avenues - like sports' shorts, series and feature films - to take tell the stories of our sporting legends to a broader audience.

20th
Anniversary

Congratulations

SPORTS
Monthly

Kenya's Authoritative Sports Magazine

Our Brief History

Sports Monthly Magazine was established in May 2000 by Aasif Karim as a way of giving back to sports after a long successful career in sports. The launch was graced by world-renowned athlete Paul Tergat.

The authoritative Kenya's oldest existing magazines now turning 20 years old and 139 issues in circulation keeps scaling the heights. Magazines have come and gone, Sports Monthly which specialises in sports coverage with a vast circulation has weathered the storms and has proved popular for sports lovers.



Francesca Ashiruka, KISFF umpire (left) receives KISFF aw



ard from Cyril Gerardon from the French Embassy in Kenya