

January 31, 2014

Ms. Ranny Levy, President  
KIDS FIRST! / Coalition for Quality Children's Media  
112 W. San Francisco St., Ste 305A  
Santa Fe, NM 87501-2089

Dear Ms. Levy,

As Director of the NM Film Office, I wish to congratulate you for your work and that of your nonprofit organization, Coalition for Quality Children's Media and its KIDS FIRST! initiative.

The KIDS FIRST! Film Critics program takes media literacy, an area that New Mexico has long been a leader in, to the next level, teaching kids to be critical viewers and users of media. Your 22-year-old organization offers opportunities to children both within and outside of New Mexico to become actively involved as film critics and entertainment reporters. I am impressed with these kids do - from reviewing all the newest youth appropriate films to interviewing celebrities both on and off the Red Carpet to producing your weekly radio show, KIDS FIRST! Coming Attractions. You have given them a once in a lifetime opportunity.

I am impressed by the number of people that the KIDS FIRST! Film Critics' reviews reach - more than 5 million monthly through your broadcast, print and online publishing partners. Your Film Critics have made a name for themselves in Hollywood, interviewing talent on the red carpet and off. They have interviewed Ang Lee, John Lasseter, Adam Sandler, Nick Cannon and many more. Most adults would be jealous. They have posted more than 800 videotaped reviews on the KIDS FIRST! YouTube channel. Recently, they reviewed WADJDA, The Nut Job, Journey to the South Pacific, The Hobbit: Desolation of Smaug, Saving Mr. Banks and Frozen. That's a pretty impressive number.

The NM Film Office is proud to have the Coalition for Quality Children's Media's home office here in Santa Fe and we are grateful for the work you do for and on behalf of children and families. Please let me know how my office can be of assistance to you.

Sincerely,



Nick Maniatis  
Director  
New Mexico State Film Office