

Announcing the Next Generation of
KIDS FIRST! Film Critics
A Two Part Program ...

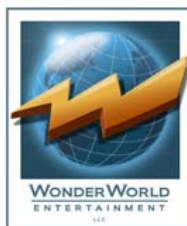
Beginning July 2010

**Nationwide Search for 5 Children to Become
Official KIDS FIRST! Film Critics**

October 1 - 3, 2010

**KIDS FIRST! Film Critic's Weekend
Set The World's Record**

**Goal: 1 Million "Viewing and Reviewing" The Same Film
KIDS FIRST! Film Critic Winners Announced**



Why Would Your Youth Want To Be Involved?

Media is here to stay

The average American child between, age 8 to 18 now spends more than 7 ½ hours a day watching a “screen” – TV, computers, videogames, film, smart phones.

- Media literacy is a critical analysis of all information accessed, whether from film, videogames, Internet, television or event text books. The information received through media is constructed reality with messages, often subconscious, that shape our beliefs, values and attitudes. In this “Information Age” students must be aware of the techniques used and their impact so our citizens cannot be manipulated. Ethnicity, gender roles, and age presentations in the media affect our youth in many ways, often not positively.
- By teaching children how to critique media, we are giving them the skills to seek out and use more appropriate media, media that will enhance their lives.
- By learning to critique media, a child develops skills in critical thinking, writing, and public speaking.
- The KIDS FIRST! Film Critics’ curriculum has been developed by leading children’s media specialists. It is a secular program, designed for children between the ages of 6 and 15.
- Organizational partners can receive \$1 per DVD sold at the Stepping Stones.com website by becoming an affiliate member. More details tba.



KIDS FIRST! Film Critics' Search Beginning July 2010

Search for kids to critique films for kids

KIDS FIRST! searches the country this summer to find the next generation of Film Critics.

Five kids will become official KIDS FIRST! Film Critics who will

- Review new theatrical releases
- Attend Red Carpet Events
- Interview celebrities
- Write blogs and reviews for KIDS FIRST! and its media partners



Winners
Announced
October 2010

The Search :

- *Open to kids ages 6 to 15*
- *Applicant reviews 1 of 5 five official titles*
- *Written and videotaped reviews required*
- *20 Finalists determined by viewer voting*
- *5 Winners determined by celebrity judges*

This program is a project of KIDS FIRST! / Coalition for Quality Children's Media, a national, nonprofit organization founded in 1991 whose goal is to make children's use of media a positive one, one that enhances learning and cultivates a healthy media lifestyle through viewing and reviewing. www.kidsfirst.org



KIDS FIRST! Film Critics' Weekend Break The Record October 1-3, 2010

***Kids reviewing films for kids.
Doesn't this make sense?***

The goal of the KIDS FIRST! Film Critic's Weekend is to Break the World Record for the most children **viewing and reviewing** the same film, on the same weekend.

Children will view *The Velveteen Rabbit* and post their reviews on their social media sites: MySpace, Facebook, Twitter or school website.

Discussion guides will be available from KIDS FIRST! and partners.

Fundamental to KIDS FIRST! mission is teaching children to seek out media that is beneficial to them and learn lessons relevant to their lives. We feel, that with proper training, kids can be their own best critics.

Winners of the KIDS FIRST! Film Critics' Search are announced during the KIDS FIRST! Film Critics' Weekend.

Proceeds from this program will benefit the KIDS FIRST! Film Critics' program.



**Goal:
World Record
1 Million
Viewers and
Reviewers**



KIDS FIRST! Film Critics' Search And Film Critics' Weekend Get Involved Starting July, 2010

Fact: The average American child will spend more time watching television and playing videogames than he or she will spend in school. *You have a right to be concerned about the amount of time kids spend on media.*



The goal of KIDS FIRST! is to engage children in becoming media savvy so that the time they spend with media is beneficial. And this takes education. *Please join us to teach children healthy media habits that last a lifetime.*

Rather than tell kids what to watch, we teach them the skills to make their own informed decisions. In the KIDS FIRST! Film Critic's program, children learn to critique and write reviews about media they enjoy. Kids learn to take individual responsibility for a healthy media lifestyle.

Why not have kids reviewing films for kids? Most film reviewers are adults and review films from an adult perspective. As veteran film critic, Gene Shalit commented recently in his review of *Clash of the Titans*, "Clash of the Titans is cool for kids, plenty of fights, beasts, and best of all the words don't matter."

Do you really believe that words don't matter to a child?

KIDS FIRST! Film Critics' Search And Film Critics' Weekend Get Involved

With your support, KIDS FIRST! can reach millions of kids and *change their behavior from being passive to active viewers*. When we change kids' behavior, we change the behavior of families and our communities. Everyone benefits.

Parent to Parent. Kid to Kid. Neighbor to Neighbor. This is how we plan to spread the message of this campaign, through people who have a vested interest in how kids behave and want to make positive changes in their lives.

Your participation is needed to make a difference.



KIDS FIRST! Film Critics' National Committee Members

- *Marcela Aviles, President/CEO, Mexican Heritage Belles Artes de San Jose*
- *Steve Belgard, Promotions, Starz Family Channel*
- *Erin Crawford, Executive Director of Brand Marketing Anchor Bay Entertainment*
- *Carol R. Darcy, Ed.D, World Organization for Early Childhood Education, USA Film Festival Committee Member (OMEP)*
- *Madeline DiNonno, Executive Director, Geena Davis Institute, Former Head of Marketing, Starz Home Entertainment*
- *Leslie Feibleman, Director of Outreach and Family Programming, Newport Beach Film Festival*
- *Joe Giangrosso , Former Head of Development for National Child Safety Council, The Missing Children Help Center*
- *Dr. Ed Greene, Early Child Development Specialist, former Director of Global Outreach, Sesame Workshop*
- *Nancy Kenney, Vice President, Coalition for Quality Children's Media, Ms. International & Intercultural Education*
- *Chris Kientz, President, Raven Tales Productions, Dept Chair, Animation Dept., New Mexico State University*
- *Ranny Levy, President and Founder, KIDS FIRST!*
- *Jane Peacock, KIDS FIRST! Trustee, Bureau Chief, Public Health Division, New Mexico Dept of Health*
- *Jay Reinbold, SVP, Category Management, Warner Bros.*
- *Allan Shedlin, Founder and President, REEL FATHERS; Founding Executive Director, National Elementary School Center*
- *John Storm, Managing Director, Lone Star Film Society*
- *Karen Torcivia, Buyer - Movies, Music, Batteries Toys R Us*

KIDS FIRST! Film Critics’ Social Network Organizations

Supporting Organizations 5 Million Members

*Geena Davis Institute
Nat’l Association of Elementary
School Principals
National PTA
National Education Association
New Mexico Film Commission
New Mexico State University
REEL FATHERS
World Organization for Early
Childhood Education (OMEP)*

Supporting Media Partners 1 Million Monthly Subscribers

*Working Mother
Parenthood.com
Boston Parent
LA Parent
Bay Area Parent
Colorado Parent
Macaroni Kids
GRAND.com
Home Media Retailer
Moving Pictures Magazine*

Supporting Film Festivals and Film Societies - Providing Support and Screening Venues on Break The Record Weekend Totaling Over 1 Million Members

*Ashland Film Festival
Atlanta Film Society
Avalon Theater, Washington DC
Austin Film Society
Beloit Film Festival
Big Island Film Festival
Brooklyn Children’s Museum
Children’s Museum of Houston
Cinema Circle, Tulsa
CineYouth, Chicago
Delray Beach Film Festival
East LA Film Festival
Florida Film Festival
Images Cinema
Lone Star Film Society
Los Angeles County Museum of Art
Key West Film Society
Mexican Heritage Bellas Artes de San Jose
Newport Beach Film Festival*

*On Location Memphis
Orange County Museum of Art
Oxford Film Festival, OH
Oxford Film Festival, MS
Pennsylvania Film Institute
Phoenix Film Society
Key West Film Society
Santa Fe Film Festival
Saugatuck Center for the Arts
Seattle Film Society
Sedona Film Society
Starz Denver Film Society
Tiburon Film Festival
University of Hawaii, Manoa
Wild and Scenic Film Festival
Woods Hole Film Festival*

KIDS FIRST! Film Critics' Weekend

"Our sponsorship of KIDS FIRST! is a crucial part of our grassroots outreach efforts for our family friendly projects." Dorrit Ragosine, Vice President, Public Relations, MGM/20th Century Fox Home Entertainment Public Relations

"I have worked with KIDS FIRST! for nearly three years. They have done a fantastic job of leveraging our sponsorship dollars and tremendously over-delivering. We find the exposure garnered from this program to be a valuable piece of our marketing plan." Kim Leibowitz, Marketing Director for Animal Planet Media and Discovery Kids Media

"KIDS FIRST! not only performs a critical role in providing parents and families with wholesome and trusted entertainment for young children, but is also an invaluable grass-roots marketing resource in creating wide-spread consumer awareness of these films. It is a great cost-effective way to screen films in a targeted environment. We have been working with KIDS FIRST! for years and they have always over-delivered in all aspects," Suzanne Faber, Vice President of Brand Marketing, Starz! Home Entertainment (Anchor Bay)

"We recommend KIDS FIRST! to all of our clients who are producing or distributing children's entertainment content. I can't think of a better value, especially for newly launching TV and DVD properties. KIDS FIRST! generates impactful, meaningful visibility on a grassroots level and beyond - and it's totally turn key!" - Alan Winnikoff, Sayles & Winnikoff Communications

"Some kids play doctor or teacher or firefighters. My kids play Film Critic. Maybe Siskel and Ebert costumes for Halloween?" H. Dallman, mother and KIDS FIRST! Juror

Jay was impressed. "I asked Zeb, age 7, how he liked the movie. He started talking about the characters, what he liked and didn't like, and kept going on. I couldn't believe it. " Jay didn't realize that Zeb had been a KIDS FIRST!® juror since the tender age of three.

"It is very cool that I, as a kid, can have influence on other kids and parents on what movies that they buy. I have learned about how important the content of the films are and how many great movies there are for kids." B. Waldman, KIDS FIRST! juror

"I embrace the Coalition for Quality Children's Media's mission. As a graduate student I reviewed research concerning the effect of media on children. It validated what I suspected all along. It is very important to empower children to become critical viewers, give guidance on what that means, & help parents to make appropriate choices." J. Putnam, Juror

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