

*Announcing the Next Generation of*  
**KIDS FIRST! Film Critics**

**Beginning July 2010**

Nationwide Search for Next Generation of  
KIDS FIRST! Film Critics  
5 Official Films Reviewed . . . 5 Critics Selected

**October 1 - 3, 2010**

Break The World's Record  
On KIDS FIRST! Film Critics Weekend  
When 1 Million Kids "View and Review" One Film  
KIDS FIRST! Film Critics Winners Announced



**ANCHOR BAY  
ENTERTAINMENT™**



# KIDS FIRST! Film Critics Search Beginning July 2010

## Why not have kids review 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 of 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](http://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 Critics 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 or Twitter.

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 Studio Participation July – October, 2010**

**\$10,000 per official selection.**

**Only 5 films selected for review by contestants.**

**Official film selections will be reviewed by kids throughout the promotion**

- **Contestants reviews are played for viewer voting for 3 months**
- **Finalists' reviews are critiqued by celebrity judges**
- **Reviews are played on KIDS FIRST! Film Critics Weekend**
- **Reviews are available to sponsor for promotional use**

**Official film selections in DVD format will be featured**

- **At Toys R Us  
4 million visitors weekly**
- **On Amazon  
6 million impressions weekly**

**Official films will be promoted**

- **By KIDS FIRST! social network organizations  
5 million members**
- **At KIDS FIRST! supporting festivals and film societies  
1 million members**
- **On KIDS FIRST! media partners both on-line and print  
1 million monthly subscribers**
- **On the Starz Kids & Family Channel during September  
14 million subscribers**

# **KIDS FIRST! Film Critics Search And Film Critics Weekend Retail Participation July – October, 2010**

Promotional campaign will reach parents, teachers, librarians, child development professionals and film buffs. National publicity campaign will utilize social media such as emails, blogs, newsletters and personal stories.

Participating retail partners need to carry and promote all DVDs

- Promote 5 Official Search titles both in-store and on-line
- Promote *The Velveteen Rabbit* both in-store and on-line
- Promote both programs in advertising and circulars

KIDS FIRST! will Promote Participating Retailer by

- Banner ad on KIDS FIRST! website
- Coverage by KIDS FIRST! social network organizations  
5 million members
- Coverage by KIDS FIRST! on-line and print media partners  
1 million monthly subscribers
- At KIDS FIRST! supporting festivals and film societies  
1 million members
- On the Starz Kids & Family Channel during September  
14 million subscribers

KIDS FIRST! will Help Drive Traffic to the Retailer

- To purchase 5 Official Film Critics Search DVDs
- To purchase *The Velveteen Rabbit*
- To pickup KIDS FIRST! Film Critics application

Donation of \$1.00 per unit sold to support the KIDS FIRST! Film Critics Program, where kids review films for kids.

# KIDS FIRST! Film Critics Search And Film Critics Weekend Corporate Social Marketing Sponsor Starts 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. *Won't you 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 Critics program, children learn to critique and write reviews about media they enjoy, from their own perspective. 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 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 Corporate Social Marketing Sponsor

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 corporate social marketing sponsorship is needed to make a difference.



# KIDS FIRST! Film Critics Search And Film Critics Weekend Corporate Social Marketing Sponsor

## **Named Sponsor \$200,000 (Limit 1) July through December**

- Sole named sponsor for event, promoted for 6 months
- Sponsor's Ad on *The Velveteen Rabbit*
- Exposure on KIDS FIRST! website
  - Banner Ad, priority position, for 6 months
  - Customized mix of advertorial and editorial on your product
  - Ad on KIDS FIRST! news for 1 year
  - Coverage on KIDS FIRST! partner sites for 4 months
  - Total exposure: 100,680,000 impressions

## **\$50,000 - Gold (Limit 4) July through October**

- Sponsors name and logo as event sponsor for 4 months
- Sponsor's name, logo and tagline on *The Velveteen Rabbit*
- Banner on KIDS FIRST! website – in 2<sup>nd</sup> priority position
- Ad on KIDS FIRST! news, in rotation
- Named as event sponsor on KIDS FIRST! partner sites for 4 months
- Total exposure: 24,840,000 impressions

## **\$20,000 – Silver (Limit 10) July through October**

- Named as event sponsor for 4 months
- Sponsor's name on *The Velveteen Rabbit*
- Sponsor's name on KIDS FIRST! website – in 3<sup>rd</sup> priority position
- Sponsor's name on KIDS FIRST! news for 4 months
- Total Exposure: 10,840,000 impressions

# KIDS FIRST! Film Critic Sponsors

## Toys R Us

- Retail promotional space
- Coverage in national circulars for September 2010
- Value \$1 Million
- 4 million per week in-store traffic
- National Circular impressions

## Stepping Stones Entertainment (*The Velveteen Rabbit* producer)

- Donating 100% of retail price of *The Velveteen Rabbit* purchased on the Stepping Stones site

## Anchor Bay Entertainment (Distributor)

- Distribution and Promotion of *The Velveteen Rabbit* to major retailers for campaign
- Donating portion of sales to KIDS FIRST!

## Starz Kids & Family Channel

- Will broadcast *The Velveteen Rabbit* on Film Critics Weekend
- Providing on-air promotion

## WonderWorld Entertainment ([www.wonderworldtv.com](http://www.wonderworldtv.com))

- Hosting videotaped reviews for viewer voting
- Hosting Red Carpet Event for Film Critics Weekend

## KIDS FIRST! Supporting Festivals and Film Societies

- Providing venues for screenings
- Promoting entire campaign to their membership
- Promoting entire campaign to local media



# KIDS FIRST! Film Critics National Committee Members

- *Marcela Aviles, President/CEO, Mexican Heritage Belles Artes de San Jose*
- *Carol R. Darcy, Ed.D, World Organization for Early Childhood Education-, USA Film Festival Committee Member*
- *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 Giangrasso , 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*
- *Allan Shedlin, Founding Executive Director, National Elementary School Center, Founder and President, REEL FATHERS*
- *John Storm, Managing Director, Lone Star Film Society*
- *Jay Reinbold, Warner Home Entertainment*
- *Amit Desai, Warner Home Entertainment*
- *Karen Torcivia, Toys R Us*
- *Erin Crawford, Anchor Bay Entertainment*
- *Steve Belgard, Starz Family Channel*

# **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*

## ***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." 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." Jill Putnam, Juror

**For more information, contact**

**Ranny Levy**  
**ranny@kidsfirst.org**

**Ann Church**  
**ann@kidsfirst.org**

**KIDS FIRST!**  
**112 W. San Francisco St. Suite 305A**  
**Santa Fe, New Mexico 87501**  
**505-989-8076      www.kidsfirst.org**

