

**WHAT IS THE  
KIDS FIRST! JUNIOR FILM CRITIC CLUB PROGRAM?**  
A project of the Coalition for Quality Children's Media

Because children are influenced so much by the media around them, we believe that by teaching them to look at media more critically, they will make their own good media choices.

In the KIDS FIRST! Junior Film Critics Club program, kids examine the positive and negative messages that media promote. Rather than tell kids what to watch and what not to watch, the goal of this course is to empower kids to make their own critical media choices.

This program is a 10 session course designed for children ages 8 to 13. The program teaches children to be aware of what is and is not real in media, to recognize stereotyping and bias, to discern the difference between gratuitous and non-gratuitous violence, and to observe how media violence often has few or no consequences.

The Junior Film Critics Club program teaches children how to evaluate and review media using the standardized criteria and evaluation tools. It encourages them to share their opinions about media, both verbally and in writing. It offers an opportunity to discuss their opinions with their peers. The evaluation skills they learn can be applied to films, videos/DVDs, audio CDs, TV shows, and interactive media (videogames).

During the course, the children will have the opportunity to explore media as a career option, write their own scripts, and produce their own video.

At the completion of this course, the students and their leaders will have explored a range of media, learned to evaluate and review it and will have the opportunity to join the KIDS FIRST! jury.