



CIFEJ General Assembly

China-Beijing

May 2014



中国儿童少年电影学会
China Children's Film Association



CIFEJ General Assembly China-Beijing May 2014



中国儿童少年电影学会
China Children's Film Association



Contents

		Proposals	42
		Bubulia, Firdoze (South Africa)	42
		Gowda, N.R.Nanjunde (India)	43
		Mbilima, Nector (South Africa)	44
		Milinković Fimon, Dragan (Serbia)	45
		P. Sheshadri (India)	46
		Pendiuc, Emanuela (Romania)	47
		Candidates of the Board	48
		For the Presidency	48
		Jasiewicz, Andrzej Roman (Poland)	48
		Keming, Hou (China)	49
		For the Board	51
		Dyagilev, Volodymyr (Ukraine)	51
		Ganatra, Vinod (India)	53
		Gowda, N.R.Nanjunde (India)	54
		Hijazi, Sulafa (Syria)	55
		Isiakpere, Faith (Nigeria)	57
		Kantola, Maikki (Finland)	59
		L. Mendoza, Christine (USA)	61
		Moalem, Ali (Iran)	63
		Nagabharana, Ts. (India)	64
		Pendiuc, Emanuela (Romania)	66
4	The Host Welcome		
6	Message from the President		
10	Message from the Secretary General		
14	Message from the Vice.President		
16	Agenda		
18	Board Members and Boad Meetings (2012.2014)		
20	CIFEJ Days		
21	Tunisia		
23	Dubai		
25	China		
27	Ukraine		
28	Seminars and Conferences		
29	Ukraine		
30	Qatar		
31	Romania		
33	CIFEJ Prize Winners (2012.2014)		
38	The Statistical Graphs of the Membership Status		
39	General Financial Report (2012.2014)		
40	Previous CIFEJ Info Magazine Covers		

The Host Welcome



Hou Keming

Dear CIFEJ Members,

In December 1984, China Children's Film Association (CCFA) was established in Beijing. With the coming of our 30th anniversary, we're honored to meet children's film professionals from all over the world here. Under the guidance of Ms. Yu Lan, who was the founder of CCFA and selected as CIFEJ board member at GA 1988 and 1991, we joined CIFEJ family in 1986 and held GA-Beijing in 1991. Therefore, it's the second time for us to be the GA host and welcome CIFEJ members.

I sincerely hope in the GA, every CIFEJ member could fully voice their own opinions, tell the opportunities and challenges they face in their countries, share different concepts and understanding, and take a new direction for CIFEJ's future. To encourage the children's healthy growth, we need to create a better media environment and produce high-quality films for them. We also need to protect children's rights of choosing their own favorite films, and help them achieve the dream of filmmaking. It's a significant and heavy burden for CIFEJ to strengthen the link among international children's film professionals so as to improve the development of children's film in the new media age.

China government pays high attention to CIFEJ GA-Beijing. State Administration of Press, Publication, Radio, Film and Television, P.R.China (SAPPRFT) provides the conference full grant. China Film Group Corporation, China Movie Channel, Beijing Film Academy and China National Film Museum also support GA's events strongly. I hereby on behalf of CCFA express my deep gratitude to them.

Wish CIFEJ GA a great success!

CCFA welcomes heartily your coming to Beijing!

HOU KEMING PhD

Board Member of CIFEJ (2012-2014)

Chairperson of China Children's Film Association

May 7th, 2014



Message from the President



Firdoze Bulbulia

Dear Colleagues My love letter to CIFEJ

I have served as President of CIFEJ for two mandates (2010-2014) and I was Sec-General of CIFEJ for two years whilst the CIFEJ HQ was hosted in South Africa (2008-2010) I have grown to love and respect CIFEJ with every fiber in my being...

It was in June 2001 during the 3rd World Summit on Media for Children in Greece that I had my first encounter with CIFEJ prior to that meeting I had heard from a Mauritian colleague in 1996 whilst we were hosting the Southern African Development Countries (SADC) Summit on Media for Children in Johannesburg about CIFEJ however, it was not until the 50th Anniversary of CIFEJ hosted by Kanoon in Tehran, Iran that I fully understood the magnitude and history of this iconic organization and I immediately fell in love!

My love affair with CIFEJ began in 2004 in Buenos Aires, Argentina and by 2005 I was elected on the Board of CIFEJ during the iconic 50th celebration of CIFEJ and the CIFEJ GA that was so magnificently hosted in Tehran, Iran in partnership with Kanoon. It was during this CIFEJ GA that I was first introduced to Kanoon's activities and the wealth of Iranian films for children. In those first few years of my love story with CIFEJ I began to meet professionals working in Children's Film who are competent and dedicated in the overall progress and support of Children's Film and Media. I attended many film festivals hosted by CIFEJ members. I was privileged to attend these festivals as a member of the jury and in some cases as the President of the Jury of the festival. It is through CIFEJ that my own understanding of "quality media for all our children" deepened and so in 2007 when we in South Africa hosted the 5th World Summit on Media for Children (5WSMC) CIFEJ was a major partner to our Summit. For the first time Films for Children as a stand-alone category was included in the World Summit agenda. CIFEJ was a solid partner in bringing media literacy through film to our children in Africa. CIFEJ also assisted in forging partnerships with professionals from many countries who are dedicated children and media producers, activists and

advocates.

Much like a marriage made in heaven the idea of honor, respect and defend was carved in the initial contact I made with CIFEJ not only because I am in awe of the history of this global iconic organization and its members who do a sterling job of creating “quality media for all our children” through workshops, screenings, film festivals, seminars, projects and summits—but also because our friendship and respect is sincere and profound. We look to each other for support both moral and financial and we find common ground because ultimately we all want what is best for our children and youth.

Thus to say I am still in awe of CIFEJ would be an understatement. I have grown to love and know CIFEJ over a decade and I will continue to be a loyal partner and member to CIFEJ.

I am grateful to all of you for the trust you have bestowed in me as the president of CIFEJ. It has been an amazing four years at the helm of the CIFEJ family!

I want to take this opportunity to thank all CIFEJ members, CIFEJ Board and CIFEJ HQ under the leadership of Mr. Mohsen Chiniforashan for all the support given to me during my two mandates as President of CIFEJ.

CIFEJ’s steady progress and sound financial stability has lead to numerous CIFEJ activities and partnerships with our members in several countries.

In the past two years we travelled to Tunisia, Dubai, Kharkov, Bucharest and Beijing for Board meetings that included CIFEJ Days; these are CIFEJ activities hosted by the host country with support from CIFEJ HQ. In many cases CIFEJ Days includes screenings of CIFEJ winning films and animation workshops. The results of

these can be seen on *the CIFEJ website, CIFEJ Info Magazine and CIFEJ Facebook page.*

In 2013 we attended the China International Children’s Film Festival (CICFF) and we discussed during that festival that CICFF would host this CIFEJ GA. We are enormously grateful to the team that worked extremely efficiently to host this GA. Dr Hou and his team and Mohsen and Elham have been very diligent in preparing this GA.

As you can read dear members the past two years have been quite busy and fulfilling. We are so privileged to have a team of professionals that *place children first* and have always sought to provide the best environment for children’s media. CIFEJ will continue to grow and become the most dynamic international organization for children and youth media because our membership is global and our partnerships are meaningful. We pride ourselves on being able to provide members with support for proposals in their country and offering CIFEJ mentorships where required. These proposals are sent to the CIFEJ HQ and discussed and finalized in CIFEJ Board meetings. CIFEJ Proposals are an important way of providing support and learning more about our members.

Our latest move is towards *Regional Offices*. This will provide added value to members and can be a useful way of localizing and managing CIFEJ activities thus creating more opportunities for local and regional partnerships and also bringing CIFEJ closer to its members.

I wish you a successful GA and I now hand over the baton to the new CIFEJ President, as I remain a committed CIFEJ member.

Peace!

Jrdice.



Message from the Sec-General



Mohsen Chiniforoushan

We Are in the Middle of the Way Dear Friends

“The past makes the present and the present makes the future.”

CIFEJ has had an active presence in the children and young adults’ media for half of a century and it has a good situation now. This couldn’t be achieved without members’ and directors’ efforts and plans during these years. Now, as these friends’ trustees, our most important duty is to make CIFEJ better and more active than the past.

We have had very good activities during the past two years (from Warsaw to Beijing). We have had seminars, workshops, publishing of CIFEJ Info magazine, and CIFEJ Days. We have awarded CIFEJ prize to several films, and more important than all of these, the number of our members has increased. This is a great honor for us to have 89 members from 40 countries. But that’s not enough. I think that we are *in the middle of the way*, and CIFEJ family has a greater capacity and as we are judging the past of CIFEJ, the posterity will judge us and our plans and activities.

There isn’t any institute or organization that can improve itself without the criticism of the status qua and having plan for its future. So, while I appreciate your views and constructive suggestions, I want to give you some points of my view about the future of CIFEJ:

The most important problem we are facing is securing the budget; since all have good plans but when it comes to execution, we have to stop because of this problem. One of my main concerns is to make CIFEJ independent. One way could be reconnecting with UNESCO; or may be to find some ways to make money like publishing books, CDs,... or even investing in international stock market. The problem gets more complicated when we refuse to have sponsors so that we keep CIFEJ independent. Now, what are your suggestions?

Our world has changed into a virtual one, the world of information. The present world is a competition among ideas. Under such circumstances, organizations, like human beings, succeed when they are creative and have new thoughts to talk about. CIFEJ is no exception.



All of us, as members of CIFEJ, must think in a more global way; not regional or continental, not even inter-continental. Simultaneously, we must respect the CIFEJ statutes and the approvals by the general assembly. In CIFEJ, all members must be active in all programs. The present virtual world or internet makes it possible. So, we must try hard to first increase the number of CIFEJ members, then have more active participation of them.

CIFEJ must attract filmmakers for children and artists which make this organization more reliable. This can be considered as an agenda for the general assembly to discuss how it should be: The honorary member or official member or....

CIFEJ is established for children and young adults' film; so the most important duty of us is to recognize its addressees and their needs. Our addressees do not belong to only one country or one continent or one region. We have addressees in all parts of the world. To know such worldwide addressees, we need to do investigations. CIFEJ suffers from the absence of such surveys. If we choose the right topics for research, we hopefully get good results. The result of such surveys can help filmmakers.

At the end, I would like to express my gratitude to the dear members of the board, esp. Firdoze, who always supported us in all the steps. Although she won't be the president of CIFEJ in the next term, but she will be beside us and we can use her consultations.

Dear Firdoze, the four and half years of your presidency, were the most productive years for CIFEJ. Congratulations! I should also thank Maryam who was the executive director for four years and made great efforts for CIFEJ and I should also welcome Elham who has been the executive director since a few months ago, and thank her for all the efforts she has made for this GA.

I shake friendly hands with all of you.

I am certain future of CIFEJ will be more beautiful and fruitful than today, since we are willing....

Mohsen Chiniforoushan
CIFEJ Sec.General



Message from the Vice-President

Dear Friends and CIFEJ Family,

We all face times of fast change. From Europe to Asia, from Africa to America, from Middle East to Australia, everywhere, we all confront global issues, security risks, financial crises, environmental, health problems and so on.

On the other hand, we all live times of huge opportunities. So many ways of communication, unimaginable just a few years; cheaper and faster traveling means; education and work mobility almost everywhere in the world, advanced medical procedures and cures and so on.

But it depends on us what we choose to see and it depends on our decision to take action.

We can all agree that most of the educational systems for children, all over the world, nowadays is becoming outdated and the fast growing communication area confronts a lot of challenges for all adults. As a consequence, the social factor became more important than in the past. Children are learning today less from their parents and close family and more from groups in the society around them, once the technology of mass media, mobile phones and internet has expanded so rapidly. Under these circumstances, the film and media industry for children has a more important role than ever and a huge responsibility in education all over the world. CIFEJ is one of the most important stakeholders that give the awareness and the impulse to the film and media industry to provide children with good education.

And CIFEJ is us... you, me, EACH of US. It depends on us how we will use this wonderful international tool of communication and networking, its prestigious history and principles, the valuable experiences of its high professional members, in order to educate our children and youth and to create a better world where we all live together in peace, in a way that emphasize our best human potential.

Ema Pendiuc,
Vice-President of CIFEJ

Ema Pendiuc



Agenda

CIFEJ General Assembly; Beijing; May 7- 9, 2014

Venue: Ninghui Hall, 3rd Floor, Jade Palace Hotel

Wednesday, May 7th

9:00 - 12:00: Opening Ceremony

President's Speech

The Host's Welcome Speech

Verification of the Proxies

Secretary General Report

Approval of the Minutes of the GA 2012

Financial Report

12:00 - 14:00: Lunch and Rest

14:00 - 17:00: Reviewing of the Proposals

Discussing about:

Workshops

Seminars

Regional Offices

CIFEJ Face Book Page

CIFEJ Info Magazine

Animation CKC (CIFEJ Kids' Club) Website

Etc.

18:30 - 19:30: Welcome Dinner by China Film Bureau

Venue: Beijing Quanjude Roast Duck Restaurant (Bus Departures at 17:30)

Thursday, May 8th

9:00 - 12:00: Election of President

Election of Board Members

12:00 - 14:00: Lunch and Rest

14:00 - 17:30: International Forum on the Development of Children's Film

Venue: China National Film Museum (Bus Departures at 13:00)



Board Members & Board Meetings

President: Firdoze Bulbulia (South Africa)

Secretary General: Mohsen Chiniforoushan (Iran)

Vice-President: Emanuela Pendiuc (Romania)

Directors: Sulafa Hijazi (Syria), Maikki Kantola (Finland), Katarina Minichova (Slovakia),

Eli Stangeland (Norway), Ali Ahmad (Lebanon), Hou Keming (China)

Executive Directors: Maryam Bafekrpour (Iran), 2012–Nov. 2013/ Elham Shirvani (Iran) Nov. 2013–2014

Treasurer: Mohammad-Reza Hedayati (Iran)

Board Meetings:

Warsaw (Poland); 22 January, 2012

Hammamet (Tunisia); 2-10 June, 2012

Dubai (UAE); 15-19 January, 2013

Kharkov (Ukraine); 26-27 September, 2013

Bucharest (Romania); 25-30 March, 2014

The Approvals of the Board:

- New criteria for membership
- New criteria for awarding CIFEJ Prize
- The project proposals for CIFEJ Days, the criteria for holding CIFEJ Days; holding CIFEJ Days in Tunisia, United Arab Emirates, China and Ukraine
- Film script writing contest
- Animation CIFEJ Kid's Club (Animation CKC) website, designing an animated character for characterizing CIFEJ, approving of the designed character in the last board meeting
- Choosing animation workshops trainers from CIFEJ members
- Having administrative policies about managing CIFEJ face book page. Ms. Maikki Kantola is the administrator of the page
- Involving CIFEJ members more in the CIFEJ Info Magazine by publishing about their activities and their articles and about events in their countries. Having editorial policies for publishing the magazine
- Host of CIFEJ General Assembly in 2014, its agenda and programs
- The criteria for establishment of CIFEJ Regional Offices
- Budget and financial reports
- New requests for membership
- Presidency and board members candidates



CIFEJ Days

CIFEJ Days-Hammamet-Tunisia June 2-7, 2012

CIFEJ hosted a 5-day-animation workshop in collaboration with International Cultural Centre of Hammamet and FIFEJ (Sousse International Film Festival) from 2nd to 7th June, 2012.

CIFEJ Board member, Maikki Kantola conducted the animation workshop, in which 20 young people aged between 16-20 years attended. They were divided into 4 groups and they could make 4 animations, each film between 2-3 minutes in length, by using "Dragonframe" software. These short films were uploaded on the CIFEJ face book page.





CIFEJ Days-Dubai-United Arab Emirates Jan. 15-19, 2013

CIFEJ Days in Dubai was hosted by Adab School Complex and the Iranian Club. During this event, 26 young students from Adab School and other foreign schools in Dubai, participated in a 5 day animation workshop, conducted by the Iranian Animator “Abdollah Alimorad” from 15th to 19th of January, 2013 in the morning and afternoon.

Other students, about 20, participated in the “Story and Filmscript Writing” workshop conducted by the Iranian writer “Seyed Mehdi Shojaei” for 5 days and in the afternoons.

During CIFEJ Days, screening CIFEJ winner films such as: “Harun-Arun, by Vinod Ganatra (India)”, “Themba: A Boy Called Hope by Stefanie Sycholt (South Africa)”, “Red like the Sky by Cristiano Bortone (Italy)” was held.

On January 19th, a Closing Ceremony was held with the presence of some of the hosts and the animation made by participants of the workshop, CIFEJ winner films “A Flame in the Wind by Farhad Mehranfar (Iran)” and “Movement 2012 by Aleksandr Chernobay (Ukraine)” were screened.

In the end, the student participants at these two workshops received certificates of appreciation for their valuable works during CIFEJ DAYS in Dubai.



CIFEJ Days-Siping-China Sep. 8-14, 2013

CIFEJ Days in Siping, China held during the 12th China International Children's Film Festival-CICFF organized by Dr. Hou Keming, Chairperson of China Children's Film Association and president of China International Children's Film Festival, from 8th to 14th of September, 2013.

There was a 6-day Animation Workshop for the youth, conducted by Maikki Kantola, CIFEJ Board Member, for 12 kid participants, and 2 short animations were created.

Maikki also conducted 3 documentary workshops during the festival, in each of which, 6 young people participated and created several documentaries.

During the festival, CIFEJ Prize was awarded for the best film chosen by the CIFEJ Jury Members Pouran Derakhshandeh (Iran), Maryam Bafekrpour (Iran), and Faith Isiakpere (Nigeria).



CIFEJ Days-Kharkov-Ukraine Sep. 22-28, 2013

CIFEJ Days in Kharkov-Ukraine were held during the 5th Kharkov Television Festival and with the close collaboration of the CIFEJ HQ in Tehran and the International Children Television Festival “Dytiatko”.

During the “CIFEJ Days in Kharkov”, the first CIFEJ International Media Conference “Global Village, Children, Television and Cinema” was held at the National University in Kharkov, on September 26th, 2013.

CIFEJ Film Script Workshop “From Idea to Film Scriptwriting” was conducted for 27 creative youth of Ukraine, by the Iranian filmmaker “Rasoul Sadr Ameli”. CIFEJ animation and documentary film workshops were conducted by “Maikki Kantola” for children and young adults.

CIFEJ Prize awarded by the CIFEJ International Jury-who were presided by Athina Rikaki, CIFEJ Ex-president, to the best films.

The CIFEJ Board meeting, the CIFEJ Press Conference by the TV Channel “Kharkov News”, and screening most recent CIFEJ Prize winner film at schools were among other programs of the CIFEJ Days in Kharkov.

The CIFEJ Prize winner films screened for the Ukrainian young students were: A Flame in the Wind, by Farhad Mehranfar (Iran), Harun-Arun, by Vinod Ganatra (India), Red like the Sky by Cristiano Bortone (Italy), Themba, A Boy Called Hope, by Stefaine Sycholt (South Africa).



Conferences and Seminars



The First International CIFEJ Conference “Global Village, Children, Television and Cinema” Kharkov, Ukraine; Sep. 26, 2013

The first CIFEJ International Media Conference was held at the Karazin, the National University in Kharkov, Ukraine on 26th of September, 2013.

Mohsen Chiniforoushan the Secretary General of CIFEJ since the CIFEJ General Assembly 2009-was the first main speaker at the Conference. He introduced “globalization” and then spoke about “TV and its role”, and continued to explore “the relationship between the two” from the viewpoint of previous thinkers as well as his own one.

Firdoze Bulbulia, The President of CIFEJ since 2009 and the Moderator and Facilitator for the Kharkov Conference was the other main speaker who made a presentation on “Cry of Love”

Sergii Chernov, Head of the Kharkov Regional Council and convener of the festival “Dytiatko” and host of CIFEJ Conference, Athina Rikaki, respectful President of CIFEJ for three terms (2002-2009), were the main speakers at the conference too.

Professor Vil S. Bakirov, President of V. N. Karazin Kharkov National University, and co-host of the conference, Natalia Levchenko, Deputy of the head of the Festival’s Organization Committee and deputy of the Kharkov Regional Council, and Maryna Landa, the host of the programmes in carousel channel, the author and the host of the Radio of Russia programmes and the jury at the Kharkov Festival, were other speakers at the conference who spoke about the Children, Television and Cinema.

Master the art of media with “*Our Children First!*” Industry Forum at Ajyal Youth Film Festival Doha, Qatar; Nov. 27–28, 2013

The Doha Film Institute’s first Ajyal Youth Film Festival was held from November 26th to 30th, 2013 in Doha, Qatar.

The inaugural two-day Ajyal Industry Forum (Nov. 27th–28th, 2013), themed “Our Children First!” discussed aspects ranging from the value of local content to policy making and film marketing, and presented diverse perspectives of filmmakers from around the world. Participants at the panel discussions underlined the need to narrate stories for children from their perspective and to promote localized content.

The Forum brought together some 80 film professionals and youth-media experts from countries around the world.

Firdoze Bulbulia (the President of CIFEJ), was the consultant for Ajyal Industry Forum. Mohsen Chiniforoushan (the Secretary General of CIFEJ), Athina Rikaki (the Ex. President of CIFEJ), Andrzej Roman Jasiewicz (Member of CIFEJ), Faith Isiakpere (Member of CIFEJ), and some other members, took part in this Forum as presenters and delegates.

During this forum, some of the old friends of CIFEJ reunited to it again. CIFEJ also found some new friends from Tanzania, India, Sweden, and USA.



International Conference “Films for Children Is an Important Tool for Children’s Education” Romania, Bucharest; Mar. 6, 2014

CIFEJ was participating to the International Conference “Films for Children Is an Important Tool for Children Education”. It was organized by the Little Stars–School of Film and Television for Children, Romanian Cultural Institute and City Hall of Bucharest District 6 during the occasion of CIFEJ board meeting in Romania.

Ema Pendiuc, The vice president of CIFEJ, President of Little Stars School of Film and Television for Children, TV Presenter and Producer at Romanian National Public Television, introduced CIFEJ board members and talked about Little Stars School. Then she explained about how she has been collaborating with CIFEJ since 2010.

Firdoze Bulbulia (the President of CIFEJ), Mohsen Chiniforoushan (the Secretary General), Hou Keming, Maikki Kantola and Sulafa Hijazi (the Board members) talked about the different aspects of the topic of the conference. There were other speakers from Romania like: Sorin Dina, Public Manager, Bucharest City Hall District 6, Liviu Jicman, Vice President of Romanian Cultural Institute, Cătălin Tîrlea, Minister Counsellor, Head of the Office for Romanians Abroad, Ministry of Foreign Affairs, Vlad Dumitrescu, Grants Officer for the Romanian NGO Fund, Cătălina Chendea, Inspector, Ministry of Education and Research and Felicia Filip, Soprano and Director of the Comic Opera for Children.

At the end of the conference, some of the participants talked about their activities in the children’s media field and asked the board members about CIFEJ and its activities.





CIFEJ Prize Winners from 2012 up to May 2014

The CIFEJ General Assembly, Warsaw; Jan. 20-23, 2012

On Friday, Jan 20th, 2012 at the Opening Ceremony, CIFEJ Lifetime Achievement Award was given to **Witold Gietsz**, the Polish outstanding animator and inventor of “oil painted animations”, by Mohsen Chiniforoushan, the CIFEJ Secretary General.

21st Cairo International Film Festival for Children, Egypt; March 23-30, 2012

“I am Kalam”

Director: Nila Madhab Panda

India/2011

CIFEJ Jury Members: Firdoze Bulbulia (South Africa), Faith Isiakpere (Nigeria), Jahmil Xolani (South Africa), Elske Falhena (the Netherlands)

International Children’s Television Festival «Dytiatko», Ukraine; Sep. 21- 24, 2012

“Movement 2012”

Director: Aleksandr Chernobay

Ukraine/2012

CIFEJ Jury Members: Martina Lassacher (Austria)

26th Isfahan International Festival of Films for Children and Young Adults, Iran; Oct. 8-12, 2012

“Ways to Live Forever”

Director: Gustavo Ron

Spain.UK/2010

CIFEJ Jury Members: Vinod Ganatra (India), Rasoul Sadr-Ameli (Iran), Volodymyr Dyagilev (Ukraine)

42nd Roshd International Educational Film Festival, Iran; Oct. 26-Nov. 2, 2012

“A Flame in the Wind”

Director: Farhad Mehranfar

Iran/2011

CIFEJ Jury Members: Rasoul Sadr-Ameli (Iran), Liset Cotera (Mexico)





31st Oulu International Children's and Youth Film Festival, Finland; Nov. 19-25, 2012

"Arcadia"

Director: Olivia Silver

USA/2012

CIFEJ Jury Member: Maikki Kantola (Finland)

15th Olympia International Film Festival for Children and Young People, Greece; Dec. 1-8, 2012

"Electrick Children"

Director: Rebecca Thomas

USA/2012

CIFEJ Jury Member: Martina Lassacher (Austria)

8th Tehran International Animation Festival, Iran; March 3-7, 2013

"Father"

Director: Ivan Bogdanov

Bulgaria, Croatia, Germany/2012

CIFEJ Jury Members: Ebrahim Forouzesh (Iran), Prof. Dragan Milinković Fimon (Serbia), Isabel Herguera (Spain)

China International Children Film Festival, China; Sep. 10-14, 2013

"Cool Kids Don't Cry"

Director: Dennis Bots

Netherlands/2012

CIFEJ Jury Members: Puran Derakhshandeh (Iran), Maryam Bafekrpour (Iran), Faith Isiakpere (Nigeria)

International Children's Television Festival «Dytiatko», Ukraine; Sep. 25-28, 2013

1) "All for One"

Director: Daria Liubshyna

Russia/2012

2) "Teenager"

Director: Olena Kovalenko

Ukraine/2013

CIFEJ Jury Member: Athina Rikaki (Greece)



27th Isfahan International Festival of Films for Children and Young Adults, Iran; Oct. 7-11, 2013

“Ashi Mashi; Little Sparrow”

Directors: Masoud Keramati, Gholamreza Ramezani, Vahid Nikkhah Azad

Iran/2013

CIFEJ Jury Members: Ema Pendiuc (Romania), Ali Moallem (Iran)

Olympia Int’l Film Festival for Children & Young People, Greece; Nov. 30-7 Dec. 2013

“Irina.The Scarlet Briefcase”

Director: Bernard Mazauric

France/2013

CIFEJ Jury Member: Andrzej Roman Jasiewicz (Poland)

9th Children’s India International Children’s Film Festival, India; Jan. 20-24, 2014

“Mother, I Love You”

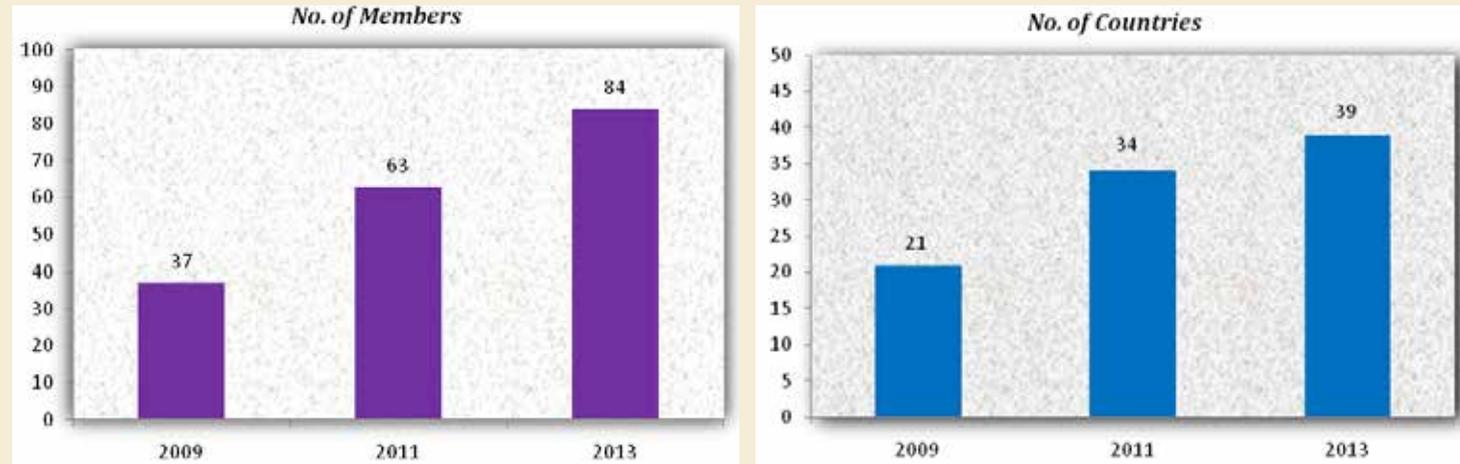
Director: Janis Nords

Latvia/2013

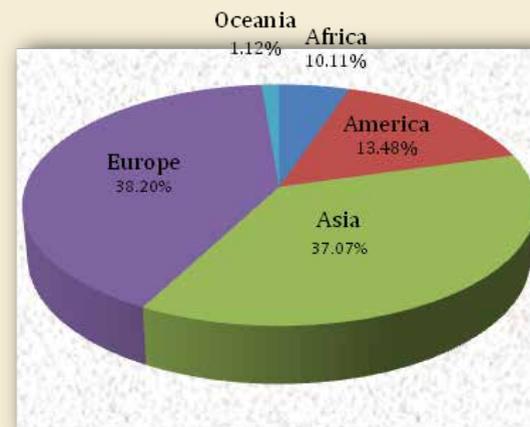
CIFEJ Jury Member: Vinod Ganatra (India)



The Statistical Graphs of the Membership Status



Geographic Distribution in 2014

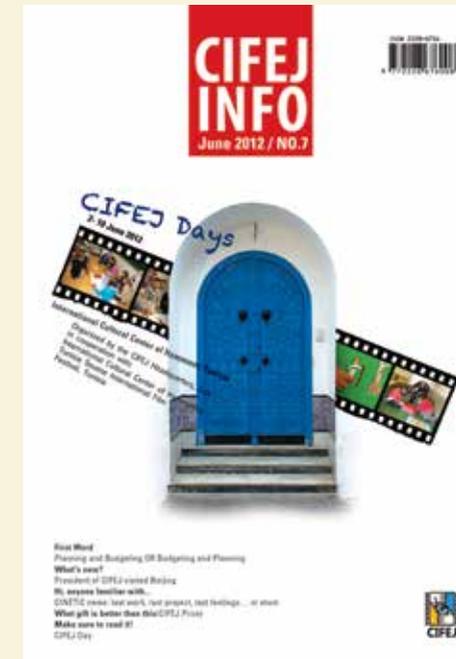
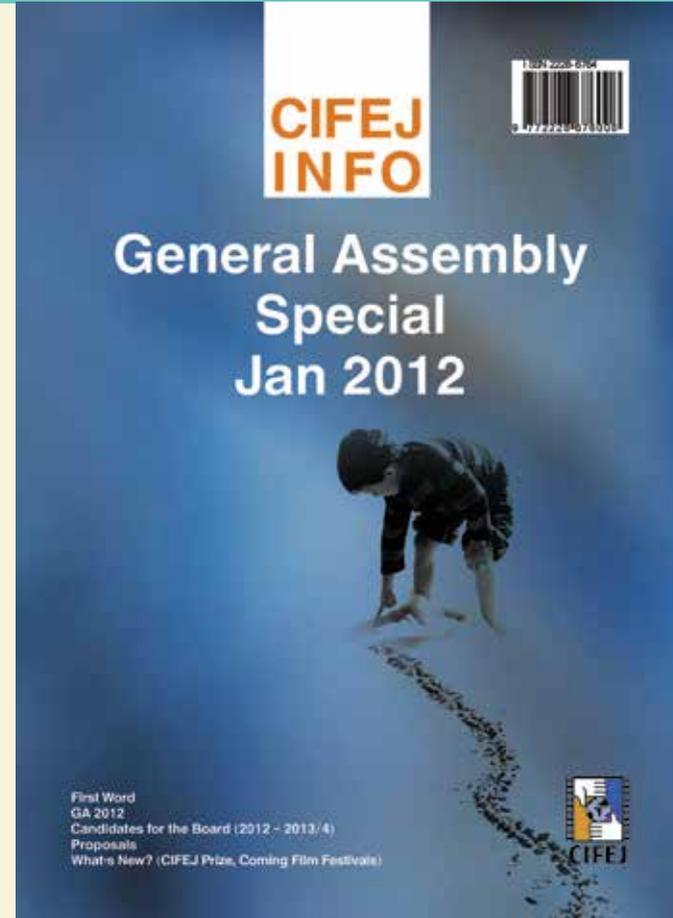


CIFEJ (International Center of Film for Children & Young People)

General Financial Report-From 01/01/2012 to 31/12/2013

Income (Cash & Sponsored Services)	USD	Expenses	
Remaining Budget from 2011 & 2012	25,140	Board Members	Travel Expenses (Hotel & Accomodations, Visa, Departure Tax,...=37763 \$), Financial \$ Supports = 6600
Membership Fees	6,376	Workshops & Proposals	
Kanoon (Cash)	101,852	CIFEJ Info (Design & Print)	
Tehran Mayor (Cash)	16,326	Website	
Others	52,274	Prizes & Gifts	
		Mail Expenses	
		CIFEJ Office in Istanbul	FEJ Office in Istanbul=14433 \$, Istanbul Bank Account \$ Expenses= 437,21
		CIFEJ HQ	Office rent, Current Expenses, ... , Computer, Staff
		Other Expenses	Graphics & Prints (Brochure, Desk Calendars,...=1,844 \$), \$ Trailer=400
Total Income	201,968	Total Expenses	162,498

Previous CIFEJ Info Magazine Covers



Proposals

Project Proposal: Bringing “Children’s Films At their Doorstep”, a year long film bonanza for children and families aimed at Education, Entertainment and value based learning through films, on every Saturday and Sunday in public places.

Project Proposal: CBFA-CIFEJ- NAC Pan-African Film, Arts & Media Festival

Family Name: Bulbulia

Given Name: Firdoze

Brief Explanation of the Project:

1/3 of the world population is made up of 2 billion young people. We need programming that is positive with clear messages which encourages and inspires the youth of today. African countries need to create content and characters that are African based.

Media literacy, story-telling, multi-media workshops, screenings, discussions to combine film, arts and culture in a celebration of children’s lives, provide a dynamic opportunity for children to express themselves and encourage them to participate in a variety of art forms that will empower them.

Practical workshops, offer the participants the opportunity to experiment, improvise without having the constraints of a learning environment and prefer to interact in a non-formal space. However, it is also a safe space that allows the participants to learn as they play, sing, dance, draw..., engage in an art form that they are comfortable with but also a new form that they are willing to learn.

During this intense period they negotiate skills, listening, sharing, supporting, engaging, debating. They are also learning about new and different issues such as their environment, their rights, their support structures, their government, their media, their voice and how to harness their power!

This project offers media and film workshops and screenings as part of the overall arts, film and media event, film festival, red carpet of Cry of Love with Yvonne Chaka Chaka & Cast, CIFEJ screenings, animation workshops, music for films, children and youth media workshops.

Budget of the Project:

The budget for travel, accommodations & meals, workshops, fees (artists, professionals), materials & content:

Budget from CIFEJ US\$ 4000

Budget from CBFA US\$ 5000

Budget from NAC US\$ 5000 (in kind)

Family Name: Gowda

Given name: N.R. Nanjunde

Country: India

Brief Explanation of the Project:

After having successfully organized 9 editions of International Children’s Film Festivals in 14 cities of the State of Karnataka, reaching out to lakhs of children. Children’s India embarked on the quest of engaging children with films at a more intimate level - in 2011.

Many school faculties and parents, came ahead to us with the request of making films a part of the regular lives of children. Since our festival can only be organized once a year, they believed and hoped that our organization, with its large potential came with a plan of really involving these highly remarkable films in the routine life of a child. “Children’s Films At Their Doorstep” was born out of this need, and having being hosted in over 15 localities of Bengaluru city, in open air locations, schools, and public halls, it was organized on every weekend (Saturday and Sunday) for the whole year.

We will revive this project and make it a mainstay from 2014.

The Project is aimed at promoting Cultural Co-operation and Understanding among children through films. We seek to promote value based films, and show stories that respect and highlight the role and rights of a child. The ultimate goal is to extend our boundaries and take these films to places beyond the city, to other cities, municipalities, small towns and villages.

Budgets of the Project:

Total budget of project for a month- 3.500 Euros

Signature:

N.R. Nanjunde Gowda

President

Bulbulia, Firdoze

Gowda, N.R. Nanjunde



Project Proposal: African Media Outreach For The New Generation-Among: Capacity Building For Sustainable Partnership

Family Name: Mbilima

Given Name: Nector

Country: Zambia

Brief Explanation of the Project:

The word “Among” is a preposition that means “Among” others: situated more or less centrally in relation to (several other things), or being a member or members of (a larger set), or occurring in or shared by (some members of a group or community) or differentiation involving participants. Used in this context, it can also mean an acronym for African Media Outreach for the New Generation, and may also be domesticated to mean “American Media Outreach for the New Generation or Asian Media Outreach for the New Generation should need be for expansion. Our colleagues in the above mentioned regions could domesticate “Among” should they feel it is a viable project. Understanding the peculiar nature of media technology and the speed at which it is penetrating the minds of young people, and its face globally, we the people from Africa have come out with an initiative outside normal curriculum time and have agreed to provide a massive outreach that will sensitize the children and young people as the new generation on the type of media they would like to have. Knowing our challenges as the continent, we are determined to, through concerted efforts, use creative means to conduct reliable and sustainable media outreach programs for the new generation with full participation of children and young people as the custodian of the programs.

Budget of the Project:

As usual it is difficult to quantify and attach monetary component to a project whose request is ultimately moral support in nature, it would be prudent to leave this component to the Board and CIFEJ membership to advise on what kind of moral support and the financial implication the organization would offer.



Mbilima, Nector

Project Proposal: Film In Schools

Family Name: Milinkovic

Given Name: Dragan Fimon

Country: France

Brief Explanation of the Project:

School, is a scientific institution, which offers the knowledge through art. Film as the most popular art, is worthy to be entitled as a school course.

School is the organized system of educating the youth. It is obliged to implement a more systematic shape of education through film.

The more complete and better way is that, film be added as a curriculum schedule, in schools. And that, the teachers who studied film in university, come and teaches. In this condition, the weekly film-shows, once or twice, for two whole years, will be offered to students. Schools will be equipped by the tools suitable for teaching and presenting this lesson.

Budget of the Project:

1,500 Euro

to be discussed with the Board of Directors and the Executive Committee

Signature:

Dragan M. Fimon

Milinkovic Fimon, Dragan



Project Proposal: The Flute

Family Name: Pattabhiramaiah

Given Name: Sheshadri

Country: India

Brief Explanation of the Project:

The proposal is for a children film by name THE FLUTE. The Flute is a musical instrument and popularized in Indian mythology as *Krishna*—an Indian God—born in the world to propagate peace and tranquility and deaths to the wicked, used to hold it during his childhood to lure the damsels and other animals like cows and birds, who were mesmerized to its tune. The Flute becomes an instrumental to release his mundane parents from captivity of a demon and liberate his fellowmen & women.

Budget of the Project:

120,000 Euros

Signature:

P, Sheshadri



Sheshadri, Pattabhiramaiah

Project Proposal: CIFEJ Days in Romania

Family Name: Pendiuc

Given Name: Emanuela

Brief Explanation of the Project:

We will organize a series of events dedicated to CIFEJ, in cooperation with some of the most important public, cultural and educational institutions in Romania.

We will organize films for children screenings and debates with children, based on the topics and subjects that were shown in the film.

The films for children will be produced by or related to members of CIFEJ. We will use live action films as well as animations. We will use mainly films and animations that have educational subjects and children can learn important life lessons by watching them.

We will make 3 workshops on film and television acting for children aged 6 to 12 years old and even make a special TV Journal and reportage made by children.

Another important activity will be to make visits with the children participating in CIFEJ days.

We will make another special event, where children involved in the CIFEJ Days will meet film directors for films for children and will also meet the children actors from films for children that were selected at the Cannes Film Festival.

Budget of the Project:

5000 Euro (3000 Euro from CIFEJ and 2000 Euro from Little Stars School)

Signature:

Emanuela Pendiuc,

President of Little Stars School – Asociatia Tineripentru Terra

Pendiuc, Emanuela



Candidates for the Presidency



Name: Andrzej Roman Jasiewicz

Country: Poland

Education: He attended Wroclaw University, Adam Mickiewicz University, the High School of Theatre, Warsaw and Sorbonne in Paris. He took his Degree in Humanities.

As Producer/Director he made numerous supporting films for release by United Artist, CIC and Rank Film Distributors. He is the Founder Member of the Polish-British Film Foundation for Young Audiences, based in Poland and the U.K. He directed many promotional and advertising films. He has written, alone or with others, several scripts. He is a member of Society of Authors & Composers, Warsaw, Performing Rights Society in London, the Association of Polish Filmmakers in Warsaw and BCTU in London.

In view of the forthcoming General Assembly 2014 of CIFEJ and proposals for the election of new Presidency/Board members, we would like Mr. Andrzej Roman Jasiewicz-Chairman of Children and Youth Film Section to represent the Polish Filmmakers Association in the CIFEJ Board.

We feel that his experience in children filmmaking and international contacts could assist CIFEJ in developing its activities.

Jack Bromski

President of the Polish Filmmakers Association



Name: Hou Keming

Country: China

Professor Hou Keming PhD is a film academic, producer and director, and has held many prestigious roles in Chinese film institutions. In 1996 he was appointed Vice-President of the Beijing Film Academy (BFA) and in 1997 he became Head of the Youth Film Studio. Hou also is Secretary-General of the China National Coordination Committee of Primary and Secondary Education in Film and Television and Director of Children's Film Studies Department of China Film Culture Research Institute, BFA. He chairs the China Children's Film Association and is President of the China International Children's Film Festival. As a producer and director Hou has made more than 20 feature films, including Running on Karma, Spring Subway, When Ruoma Was Seventeen and My Avatar Horse.

Dear Friends,

I am from China Children's Film Association (CCFA). Founded in 1984, CCFA is a professional organization composed by volunteers who are engaged in the children's films. There are no less than 200 members in the association, including filmmakers, distributors, critics of children's films and specialists in children education. Its goal is to improve the quality of children's films, offer the children audience access to films, assist with the marketing, and promote international exchange. Authorized by the Ministry of Education, it is responsible for the recommendation of children's films for the whole nation's primary, middle and high schools students annually.

Supervised by the Film Bureau of the State Administration of Press, Publication, Radio, Film and Television, CCFA is also the organizer of China International Children's Film Festival (CICFF). CICFF is an international biennial film event and has been successfully held for twelve sessions since 1989. In the 12th CICFF, 43 excellent Chinese and foreign films were screened, about 20000 children audience enjoyed these films, and more than 300 Chinese and foreign film professionals attended the festival.

Jasiewicz, Andrzej, Roman

Hou, Keming



Candidates for the Board

It's well-known that China has the largest population in the world, which also means that children's films have a huge audience in China. Children's films are an important part of Chinese film industry. There were more than 600 children's films ever made since 1923. Because of the support of government and public, the amount of children's films increased to 50 per year since 2007.

However, the problems that Chinese children's films are faced with are similar to other countries'. Some filmmakers did not understand children's life and psychology so that they produced too many films which are not suitable for children. Besides, only ten percent of children's films have the opportunity to be screened in commercial theaters, and few of them could make a profit on box office.

Children are the world's hope and future, and children's films play an important role in their growing. It is our key mission to not only produce more excellent films for our children but also provide them more opportunities to watch these films. CCFA became the member of CIFEJ more than 20 years ago and hosted the GA in Beijing in 1991. This year, we will be the host again. My colleagues and I would like to serve as a bridge connecting CIFEJ and 200 CCFA members. It will be our great honor to devote our efforts to improve the development of international children's films. We look forward to cooperating with everyone of you, who came from all over the world.

Hou Keming



Name: Volodymyr Diagilev

Country: Ukraine

Education: Master of administrative management; Master of public administration

He has been the Executive Director of the International Children's Television Festival «Dytiatko» (2009 →), the Head of the Kharkov Association of Children's Screen Arts «Dytiatko» (2010 →). He has an experience of organization and holding of Annual Television Marathon; summer themed health-improving camp sessions for children «I create television ...»; annual contest of children's and young's movies, paintings, photos and compositions; sociological studies, conferences, panel discussions, seminars and master classes; etc.

Why?

1. Desire to develop the organization, promote ideas, goals and objectives set by the CIFEJ.
2. CIFEJ should be more proactive in the information space.
3. Ability to use CIFEJ as communication platform for continuous dialogue and exchange of experience among directors, festival directors, experts in the field of cinema and television.
4. Possibility to use own knowledge, experience and energy more productively for development of children movies and television.
5. Inner personal growth.

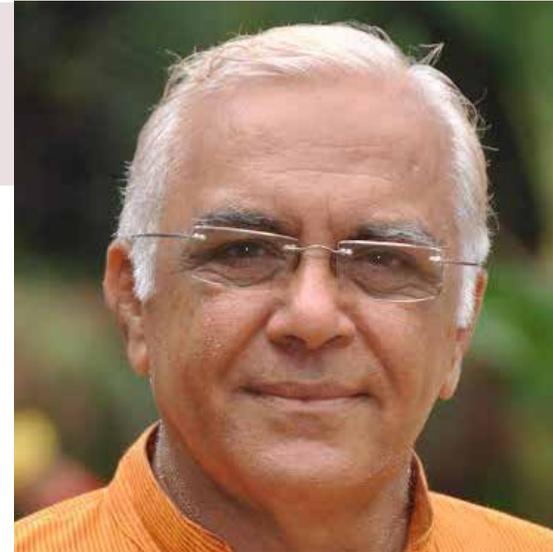
What Actions?

1. Popularization of CIFEJ, including expansion of influence of the organization on Russian-speaking countries.
2. Maintenance of the organization website online with constant and regular refresh of news feed. Creating a Russian-language website of the organization.

Dyagilev, Volodymyr



3. Creation of a permanent communication platform based on CIFEJ: exchange of experience, methodological and practical assistance to directors of festivals, etc.
4. Creating the conditions under which each member of CIFEJ be able to access the unique experience in the organization in the field of children's and youth film and television.
5. Development and launch of online course for young directors with the subsequent issuance of the relevant CIFEJ certificate. Involvement of members of the organization, experts in the field of media and cinema in this activity.
6. Increasing the number of CIFEJ members.
7. Development of children's movies and television.
8. Communication with colleagues, participation in festivals, organization of roundtables, conferences, etc.



Name: Vinod Ganatra

Country: India

He has been active in the Film & Television Production from 1982. He is the recipient of The Liv Ullmann Peace Prize, Chicago, and the recipient of Dada Saheb Phalke - Lifetime Achievement Award conferred by 'The Association Of Film & Video Editors'. Formation of his Ngo, Children's Audio-Visual Educational Foundation, is the output of his working with Children for over 2 decades.

His most famous and awarded films are: Harun - Arun; Heda - Hoda (blind camel)

I am a Member of CIFEJ since 1990 as a film maker. I wish to continue not merely as a member of CIFEJ but also wish to be on Board, as I feel some kind of bridge is necessary to be built up between festivals, distributors and funding agencies world over under the umbrella of CIFEJ.

If I am represented locally or through my country, it will not be that effective than if I am represented through an International Organisation. With my attachment to CIFEJ since 1990, I can say my representation through CIFEJ will certainly yield better results.

In connection with my Children Films, I have traveled various festivals and with exchange of experience at various countries, I feel CIFEJ being an important international body, we can certainly create that bridge to promote Children films world over in broader ways than any other organisation can.

I look forward to have an opportunity to be on CIFEJ Board.

Vinod Ganatra



Name: N.R. Nanjunde Gowda

Country: India

He says that he loves children and this love, turned into the birth of an organization “**Children’s India**”, in 2005, one of the few non-profit organizations in India that worked for the cause of children’s cinema. This organization has organized 9 editions of International Children’s Film Festivals in Bengaluru (headquarter) and 14 other cities of Karnataka. It has extended its boundaries, and introduced its film festivals to foreign lands, like USA, Chicago and Singapore. Children’s India has introduced many activities, workshops, courses and initiatives under its fold and constantly focused on growing and reaching more children.

When I first applied to CIFEJ as a member of the network, just a few years ago, I was awed by the work that the institution undertook and also saddened that India is so far behind in the developmental aspects of Children’s Cinema.

There is a need in India, a desperate need to educate children. The unfortunate system of inferiority, superiority, class, caste, child marriage, all these evils still exist to this day. Every individual sees horrible things in his childhood and grows up to committing the same misdeeds. There never was a positive motivation to change their attitudes, beliefs and understanding.

While this is unfortunate, there is hope. I strongly believe that films have the potential to transform an individual. It acts like a mirror, making him/her reflect his own actions. Children need to watch value based films that will influence their lives, and make them morally right citizens.

As a board member to CIFEJ, a prestigious international organization, I aim to elevate India to the level of countries like Netherlands, USA and Iran, where children’s films, child rights, child value based education is given importance. Using Children’s India’s strong foundation and CIFEJ’s immense know how, I would like to open the door for children from across India to actively participate and transcend their lives through cinema.



Name: Sulafa Hijazi

Country: Syria

Education: She studied at the Adham Ismail Center for Fine Arts and the Higher Institute of The Dramatic Arts-Syria, where she majored in Theater Literature.

Sulafa Hijazi is a Syrian director, writer and producer for educational TV series and other media and film productions for children and family.

Hijazi started her professional career in 1997; her productions include different types of animation, live drama, puppet shows, and documentaries. She was a member of the founding team of Spacetoon, the first free Arabic satellite channel for children, and a creative manager at Tiger Production Company. At the beginning of 2010 Hijazi established blue.dar a digital art production house based in the Middle East, and linked with a network of an international team of experts.

Gowda, N.R. Nanjunda

Hijazi, Sulafa



Dear Friends,

I have worked extensively over the last fourteen years as Director, Writer, and Producer with a number of channels and production companies in Syria and across the Middle East, specialising in children and family media.

Unfortunately, in Syria and the wider Arab world, production for children is often considered to be less important than media aimed at adults, although the market for Arab children is huge, with over 60% of the population being children and young adults.

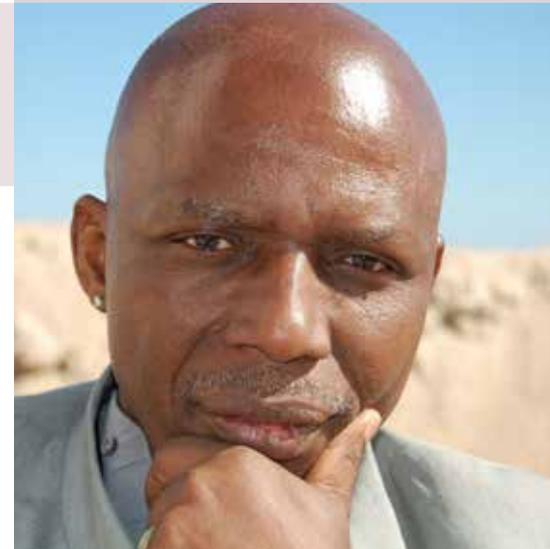
My goal is to contribute to the education and development of children and young adults, with a particular focus on education and child development through entertainment that provides parallel education, defined as education outside the formal setting of the school or classroom. To prepare the Arab children to face the century of globalization, teaching them how to get benefits from it, but at the same time reminding them the importance of holding on to their cultural identity. And focussing on the civic education of children far removed from patriotic sloganeering, instead teaching them their rights and responsibilities as citizens.

I do believe with my possible role as a board member in the CIFEJ I would be able to carry its messages to the Arab kids, engaging them in its programs, helping the Arabic children media sectors engaging with the CIFEJ international experience, and creating a platform of interconnection between the Arab kids and other kids from the world.

Additionally, through my work I have been able to build a substantial international network of media professionals including: production studios, artists, educators and researchers in pre-production, production and post-production worldwide. As a CIFEJ Board member I would like to work on increasing this experience, believing that such international collaboration under the auspices of CIFEJ would help in developing the children cinema and media sectors through skills transfer and professional contacts.

Sulafa Hijazi

Syria



Name: Faith Isiakpere

Country: Nigeria

Education: Studying of Film and Television Production at West Surrey College of Art and Design (1975-1978)

He worked in the UK for BBC, Thames TV, Central TV (1978-1991), and in the United States of America (USA) as a free-lance producer for Black Entertainment Television (BET) and other smaller independent production companies (1991-1993). In 1999 he started working in Nigeria as a Broadcaster for Minaj and continued until present as both broadcaster and consultant to Nigerian Media Networks. In 1999, Faith was instrumental in the establishment of **Nollywood**, when he became head of Content and Broadcasting at Minaj Broadcasting International [MBI] and Minaj System Television and Radio [MST] in Nigeria. Faith has completed many award-winning production including 4 feature films, numerous television and stage productions- and is currently working on his 5th feature film and a feature length documentary on “Mandela’s Africa”. Faith based between South Africa and Nigeria.

Dear Colleagues

I herewith offer my candidacy to be a member of the CIFEJ Board.

My Curriculum Vitae:

Born in 1955 in Nigeria and educated in Britain from age 11 years. Faith Isiakpere is a Life Member of British Academy of Film and Television Arts [BAFTA]. Faith has been working in the Media and Entertainment Industry since 1974. He started as a performing artist with the Greenwich Young People’s Theatre in London in 1974. He studied Film and Television Production at West Surrey College of Art and Design 1975-1978

From 1978-1991 Faith worked in the UK for British Broadcasting Corporation (BBC), Thames TV, Central TV and between 1991-1993 he worked in the United States of America (USA) as a free-lance producer for Black Entertainment Television (BET) and other smaller independent production companies. In 1999 he started working in Nigeria as a Broadcaster for Minaj and continued until present as both broadcaster and consultant to Nigerian Media Networks.

Isiakpere, Faith



Nollywood is now known the world over. In 1999, Faith was instrumental in the establishment of Nollywood when he became head of Content and Broadcasting at Minaj Broadcasting International [MBI] and Minaj System Television and Radio [MST] in Nigeria. Within three months of arriving at Minaj, Faith managed to turn the independent Network broadcasting from an 8-hours a day network to a daily 24 hours Family Entertainment Channel broadcasting from different regions of the vast country of Nigeria in both Television and Radio with at least 80 % being local content.

Mr. Isiakpere has won international acclaim for outstanding productions and direction of television documentaries, dramas, music videos, and also been a proficient writer. He has worked with renowned musicians and artists, ranging from Stevie Wonder, Miriam Makeba, Kool and the Gang, and Yvonne Chaka Chaka. He was one of the first Black journalists to interview **President Nelson Mandela** and is now producing a Series called "**Mandela's Africa**" based on President Mandela's Personal African diary. Faith was also the brainchild of the African version of Live-Aid in Africa (1991), to which he brought together over 60 international artists for a weekend in Nigeria. His "Children of Africa" documentary is still being sold today and the work with President Mandela has lead to several documentaries, including features on the great leader's 75th and 80th birthday celebrations. Faith's television productions and publications have depicted and contributed to nation-building in South Africa, following the historic 1994 elections. Mr. Isiakpere's output has been prolific with many award **winning series on children and youth in Africa**, and especially the region's fight against HIV-AIDS, on which he produced a well-researched series in over 14 African countries, and which was filmed widely in the region. Another series of programmes on Violence against Children, as part of a UNICEF study, was produced and relayed by international media to raise awareness on child soldiers and the conflict in Uganda. A feature-length docudrama, Soweto Blues (2006) on the occasion of the 30th Anniversary of the Soweto Uprisings, was another media triumph.

Faith has now directed and produced 5 feature films and that have won in local and international film festivals including in Russia, China, USA and South Africa and have participated at all major international film festivals.

Faith is working on a Mandela Legacy series "Mandela's Africa" based on President Mandela's African Diary.



Name: Maikki Kantola

Country: Finland

Education: She studied in Turku Art Academy and Tampere University specialised in a children's media culture. She also studied to become a teacher and at the moment she is studying film, new media and journalism in Communication University of China.

She is a director and producer in a media-and art education organisation, Videootit (1991-2002; 2010- 2014). She is also working on my own media art, documentary and music video and also photography art projects. She has been working as a free lance media educator (2010-2013) in Finnish national Broadcasting company's (YLE) Media bus-project running workshops for teens, teaching them to make short films from they own perspective to the Internet. She was also making 2x20 parts series, "Living pictures", for YLE's children program about moving pictures and environment control (2002-2004). From 2002 to 2010, she was working as a media pedagogue at the Pirkanmaa Film Centre in Tampere, Finland. She was also the executive and artistic director of children's Videotivoli Festival and Nordic and Baltic KFK, which are organised jointly by the Tampere Film Festival and Pirkanmaa Film Centre.

I'm interested in quality films for children and young people. Closest to my heart is children's and young peoples' own media culture, media education and workshops for kids and teachers. A film can be many ways a brilliant pedagogical tool. The reason to teach children and young people to make films is not to educate future filmmakers. The purpose of media education is to lead children and young people to understand how media works and lead them be more critical viewers and consumers. During these productions young people have a chance to express themselves and they can build up their self-esteem. Films and workshops also provides various topics for discussion, offers powerful experiences and enhances one's understanding of oneself and the surrounding world. I'm willing to give a voice to children and young people via media. One goal is also to teach a tolerance and understanding of different cultures true a films made by both children and adults.

With a synergy of CIFEJ it's a possibility to promote high quality cinema and different events and also create some educational material from the field of children and youth culture, film and media education. Through this organisation it's also possible to share media educational materials. It's no use to invent a bicycle again-when we can put our knowledge together.

CIFEJ is a building crossroads between festivals, filmmakers, distributors, educators, teachers and also the young people and children. For me it has been a privilege to get a chance to meet so many interesting people from all over the world.

Maia Kantola



Name: Christine L. Mendoza

Country: USA

Education: Master of Arts, MA, Comparative Ethnic Conflict. Dissertation focus: The Educational Accommodation of New Immigrants in Divided Societies.

Collaborative, program director with 10+ yrs experience working in the Non Profit Educational Sector with Public High Schools. Knowledge of the NYC Public School system and Common Core Standards. A product of the NYC Public School System. Experience coaching teachers, staff & developing critical literacy, social/emotional skills, & civic engagement of low income & immigrant students. Advanced knowledge of New Media, digital video cameras, nonlinear editing, storytelling & media literacy. Director of Educational Research and Evaluation & Co-Director of YDW, Educational Video Center.

I write this letter to express my intent for candidacy on the CIFEJ Board of Directors. I have been familiar with the work and mission of CIFEJ since participating in the World Summit on Children and Media in South Africa in 2005. Since then, I have come to know CIFEJ while in Doha Qatar this past year. I became further impressed by how the mission aligns with my personal views on the importance of children's media and youth media and the dominant race's continuous narration of other people's story.

I began working in media at the young age of 17 where I produced my first documentary at the Educational Video Center in NYC. Since then, I have worked to ensure that young people create their own media about their own lives, and tell their own stories through teaching film and media analysis. As a female and first generation Cuban American, I have grown up in a culture that has sexualized my gender and has made me feel less of a person because of my background. It is my passion in life to work with young people to help them read the media, create their own media and to use media to pave an equal place in this world.

As a nominee for the CIFEJ Board of Directors, if selected, I will work my hardest to promote the mission of CIFEJ. I will work locally, nationally and internationally to promote independent, locally produced media for children and young people and I will serve as a loyal board member and as a representative of the members of CIFEJ.

Please refer to my resume, which outlines further experience in the youth media field both locally in New York City and internationally as well.

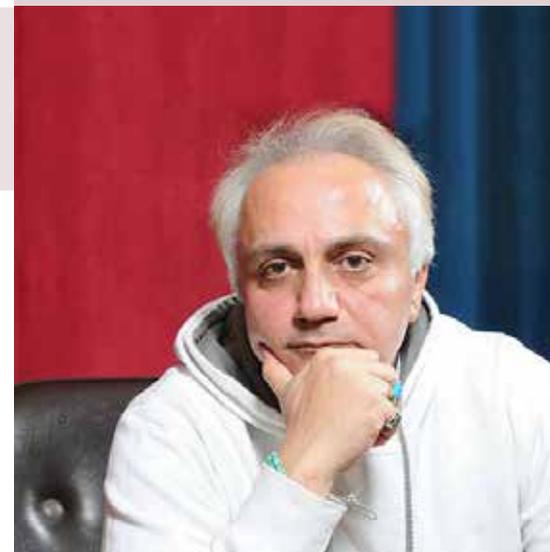
Sincerely

Christine L Mendoza

Co-Director, Youth Documentary Workshop

Educational Video Center

New York City, USA



Name: Ali Moallem

Country: Iran

Education: M.A. in Art Research major at University of Fine Arts in Tehran.

He is a writer (**Notes from a Period Not Past**), a producer (**Shokaran / Hemlock, Gav Khuni / The River's End, Marriage Iranian Style, Aal, Cyrus the Great and Devalpa → pre-production**), an actor (**Alma, Aal**), and a television host. Moallem established the monthly specialized magazine of **Donyaye Tassvir (Picture World)** in 1992. He also Published the world's first cinematic magazine for children and young people as a part of the magazine and special issues of **Donyaye Tassvir** in English.

To be perfect

Our Children may be small in size, but their world is great!

We, as their fathers, mothers, teachers or filmmakers and media guys, must be curious about their needs and wishes.

By attending in the General Assembly I would like to participate in CIFEJ Board of Directors to be at service of my children and others. We must do our job in strongest way and I'm happy to help, God bless CIFEJ and the members.

Ali Moallem

Film Producer,

President and Editor in Chief of Picture World Magazine

A handwritten signature in black ink that reads "Ali Moallem".

Moallem, Ali





Name: Talakadu Srinivasaiah Nagabharana

Country: India

He has created a niche for himself in the present Indian Cinema by winning 9 National and 17 State Awards. Seven of his films are selected for Panorama at International Film Festivals. He was a former president of KCA (Karnataka Chalanachitra (Cinema) Academy) and was the very first to conduct Children's Film Festival and he also took initiative in conducting the first two International Film Festivals in Bengaluru (BIFFES), which now is one of the most celebrated events. He was the Chairman of Films Subsidy Committee, Government of Karnataka. He is the founder President of Benaka Children's Theatre Center, which has succeeded in producing some spectacular plays and also has given birth to great talents over a large span of 40 years. Nagabharana has a Special inclination towards children films. His children film Naviddeve Echcharike (Beware we are here) won the best Children's film award from Government of Karnataka (1995 - 96) and has participated in many International Children's Film Festivals.

The reason why I am applying for the board of directors of CIFEJ is, I have observed and have been obsessed with children's extracurricular development mainly in the areas of visual media and theatre. I am proud to say that I am the founder president of a children theatre group called as "Benaka Makkala Nataka Shibira" which started in the year 1974, and is doing a great work in terms of developing theatrical and art skills among the children from past 40 years. I have enjoyed doing children films and have been amazed by the way children connect to them. Some of my notable films are "Chinnari Mutta", "Naaviddeve Echharike", "Stone Boy", "Kamsaale Kaisaale", which have won international, national and state awards. I strongly believe that educating and providing opportunities to them will help them in understanding the power of their own creative imagination. CIFEJ is the best platform for the same.

Indian population is now approximately 1.22 billion and, and it has world's highest children population. India's children population is about 440 million. In an average, every 1 out of 5 kids in the world is in India! Approximately 65-70 % of these kids live in the rural areas. And it is unfortunate that kids live in rural areas don't get the same exposure to the visual culture when compared to the kids live in the urban areas. Covering the total children population. It should be responsible for encouraging the kids to empower their creative side by creating awareness and by conducting workshops in their state unit. Once the primary goals are achieved these state units can combine their resources and open the opportunities at international level, merging and exchanging the ideas and become one in the world's visual culture.

Even though India is world's highest film producing nation, the genre of children films is completely neglected. I was the board member of CIFEJ in the years 2002 and 2006. I believe with the help of CIFEJ, we can create space for budding creative minds and make them merge with the mainstream by, international body co-production which I believe helps in the exchange of ideas and knowing the world culture in a broader sense, which I did with the Indo-Mauritius co-production projects like "Stone Boy"

Bringing international workshops and seminars which helps kids in understanding the aesthetics of the films at global level. I realized the importance of it and when I was representing CIFEJ we had some of the esteemed members of CIFEJ visit India for the hyderabad film festival.

Bringing outside funding authorities within the marketing region of India which can help in the improving the quality and also the competition which may lead to innovative and creative films.

Digital utility is of uttermost importance for the children now. With the help of CIFEJ we can keep the kids of today well acquainted with usage of digital utility which is an open door for endless knowledge of digital media.

I hope you understand my concerns and goals I want to achieve and give a chance to prove the same through CIFEJ.

Thanking You,

Nagabharana, T.s



67 CIFEJ GA 2014



Name: Emanuela Pendiuc (Ema Pendiuc)

Country: Romania

Education: Master Diploma in Human Resources Management

The vice president of CIFEJ, President of **Little Stars School of Film and Television for Children**, TV Presenter and Producer at Romanian National Public Television, Producer of 17 short films for children. Six of them participated in the Cannes Film Festival 2010, 2011, 2012 and 2014, in the Short Film Corner.

Dear Members and Friends,

First of all, I must say that I am very grateful for the valuable experience as Vicepresident of CIFEJ in the past 2 years and I really appreciate for trusting me to be elected in this honorable position of the organisation. So many things I have learned, so many things I have shared with you and people around the world, so many things we have achieved together.

I have kept my promise and I achieved the major objectives I have declared 2 years ago, regarding promotion of CIFEJ around the world and promoting films for children, as an important tool for children's education worldwide. I mention here just two of the activities that I have done and helped achieving these goals. Being invited as Jury member for the Cinekid International Film Festival, in the Netherlands, I was appointed president of the Jury, which gave me the opportunity to have a speech. I used this chance, this speech, in order to promote CIFEJ, its principles and objectives in front of the delegates of many

countries around the world and people. I promoted CIFEJ, the same way, every time I was invited to a festival or conference. Another example is the high level International Conference "Films for Children – an Important Tool for Children's Education" that I have organised in Bucharest, Romania, in March 2014, where Board members of CIFEJ participated together with important cultural and educational institutions and we promoted CIFEJ and films for children. And these are just 2 examples of my work and achievements for these respected professional's organisation.

Taking into consideration everything that I have done so far and my plans for contributing further to achieving CIFEJ objectives for the next 2 years, I hereby express my intention to candidate again for the Board of CIFEJ, at the GA in May 2014.

Little Stars-School of Film and Television for Children, (www.en.micilevedete.ro), that I founded 4 years ago, achieved great results and it is a very active organisation in the field of film and mass media for children. We have produced *17 short films for children*, most of them on educational subjects, in which children are playing the main characters. Four of them were selected for the *Cannes Film Festival in 2011, 2012 and 2014*. I took the opportunity in 2012, while participating at Cannes Film Festival, to have different meetings with important people in the film industry and to promote CIFEJ and its projects. I plan to do the same, this year, in May 2014, as I will participate with 2 short films for children, in Short Film Corner section.

Little Stars School is an educational project in the field of media for children and production of films for children, mainly with educational subjects. *Little Stars project* is developed by the *non-governmental, non-political and non-profit organisation* that I founded 12 years ago and that I am president of, since then. It is called *Youth for Earth Association* and has developed many international projects so far, with great results in helping children and young people, especially from Eastern and Western Europe, in following their vocation and gift of their life. On the other hand, I am a *journalist specialised in social issues*, collaborating with Romanian National Public Television for several years, developing public campaigns that reached large audiences, with focus on children, youth and education. My current TV Show, at Romanian National Public Television, which I produce and host (present) it is called "The Road to Success", (<http://www.tvrplus.ro/emisiune.drumul.succesului-5669>), and broadcasts the profiles of the most successful children and young people in Romania. So, *during my career, which is very much active, I have been taking part in both sides, media and film, on one side and N.G.O. , on the other side.*

I am willing to put all my experience and knowledge in achieving CIFEJ long term objectives and help it as much as I can. I am really proud that Little Stars School, my organisation, is member of CIFEJ and my intentions are to work hard to take CIFEJ to the next level. It is time to promote CIFEJ principles, values and projects wider in the world, to attract and get involved important stakeholders that, together with CIFEJ members, through the next projects reach the children and the young adults in a fastest and deeper way. As a member of the European Union I will use this opportunity in order to access funds in cooperation with CIFEJ and in the benefit of CIFEJ, from the new launched programs of E.U. in international cultural and media domains.

We can all agree that most of the educational system for children, all over the world, nowadays is outdated, which should be a real concern on a global level. The society has evolved so fast in the communication area, in the past only couple of years, that the education system didn't keep up. As a consequence, the social factor became much more important than in the past. Children are learning today less from their parents and close family and more from groups in the society around them, that they have contact with more and more nowadays, once the technology of television, mobile phones and internet has expanded so rapidly. Under these circumstances, the film and media industry for children has the most important role than ever and a huge responsibility in education all over the world. CIFEJ is one of the stakeholders that give the awareness and the impulse to the film and media industry to provide children with good education. And one of my intentions is to help CIFEJ to initiate and join projects in this direction. Therefore, from my position inside CIFEJ Board, I will support the projects that will raise the awareness of the professionals in this area, on one hand and on the other hand, the projects that will educate the children and their parents, through mass-media and film.

As member of Board of CIFEJ I will work day by day to bring my contribution to create a better world, where we all live together in peace, in a way that emphasize our best human potential and takes care of our children and youth.

Thank you,
Ema Pendiuc

CIFEJ GA 2014 Organizers:

CIFEJ

China Children's Film Association (CCFA)

CIFEJ GA 2014 Contributors:

Film Bureau of State Administration of Press, Publication, Radio, Film and Television, P.R.China

China Film Group Corporation

China Movie Channel

Beijing Film Academy

China National Film Museum

Catalog Contributors:

Editor in Chief: Mohsen Chiniforoushan

Managing Editor: Elham Shirvani

Graphic Design: Mahshid Mohajer

Coordinator and Communication: Elham Shirvani, Maryam Bafekrpour, Saeedeh Rezaeyoun



You can find all the issues of CIFEJ Info Magazine on the CIFEJ website. All the viewpoints, suggestions, articles and other texts from those people who are involved in the domain of films for children and young people are invited and appreciated.

We are waiting for you...!

CIFEJ Headquarters,



End of Seif St., Phase 3, Shahrak-e Gharb, Tehran 1466893311 Iran.

Tel: + 98-21- 880 87 870 ; Fax:+ 98-21-880 85 847;

E-mail: info@cifej.com

Website: www.cifej.com

Facebook: <https://facebook.com/CIFEJ>



KANOON

Inst. For the Intellectual Dev. Of Children & Young Adults