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As a board member of CIFEJ, I would concentrate on developing children's media culture, movies made by children, and to give a voice to them through audio-visual language. It's crucial to talk about the media education and to improve it and collect and share all the information and practical hints with all the people who are interested in or working in the media field. The humanitarian aims under Unesco and CIFEJ (understanding between nations; respect of the Rights of Man and the Child; racial, linguistic and religious tolerance) are some of the themes I've been exposing the children to in their media workshops.

Having been involved in the Oulu International Children film festival as a volunteer worker or a guest during the last 19 years, I'm eager to speak on behalf of good films. I think it is important that children and young people have a chance to see interesting films from all over the world, not only the mainstream ones. Since graduated from Turku Art Academy where I majored in film studies, productions made by children have become an important part of my work. I encourage and support children and young people to make their own films. I also organize an arena to show their works. In organizing these events it is important to remember that children's culture should have the same respect that adults have; children's right must also be taken into consideration.

In Europe two different organizations have been collecting information about media education, organizations and festivals (*European Coordination on Film Festival's and Swedish Film Institute's Media Education in Europe*). These surveys apply only to Europe. In most European countries media education is in quite good hands. There are many people in the world who desperately want the opportunity to express themselves through images and need a way to tell their stories. CIFEJ as a global organisation can expand these kinds of networks all over the world.

In Europe there are several video festivals for children and young people. "Kids for Kids" is one of these. Most of those are international, but low budget ones. There is never enough money but you find trust, craziness and good will to do this work. Strong co-operation, closer network and communication between these events are productive either for organisers and target group. "Kids for Kids" has a chance to visit in different festivals and seminars and get influenced by those, promoting children's films, create network and spread the message to even a remote corner of the world.

As Festival Director for the children and young people's video festivals over the past 14 years, I am happy to share whatever knowledge I have and I am eager to meet others and to find new members and create new plans of action. Apart from the festival I'm willing to provide a media educational system, which includes workshops, media camps for children and young people and also seminars and place to share knowledge to media educators. Camps and workshops are brilliant opportunity to gather together young people from all over the world. Besides the media education, these meetings provide understanding between different cultures and are part of the international education. It's possible to take these workshops and camps also into countries where the media education doesn't exist. With good networking and people who have the same goal, it gets even easier. This kind of work is important on many levels. Participants, both the ones abroad and the ones that are from the host country, are acquiring new skills. They have a chance to create something new and a possibility to tell something about things of importance to them. People of different countries and nationalities have a chance to meet new people, establish life-long friendships and acquire a deeper understanding of life. Other people are getting information about the country and young people's thoughts through their films, which are made in the workshops. We can take our know-how to the third world and at the same time learn different skills from them.

I can be involved in organizing these kinds of workshops by planning and doing some of the practical work and being the workshop supervisor. After being a part of the international media camps and workshops as an organizer or teacher, I have mostly good things to say about those. All of these examples and practical tips are possible to collect to CIFEJ's www-pages and create versatile materials for people to use. These pages could be a good addition to the international network and information bank for media educators.

I have a long and wide working history in children's and young people's media field. I have been organizing video festivals, running different kind of workshops and camps, writing scripts to TV's children program, travelling around the world taking part of different festivals, seminars and camps. I like challenges and I have energy to go for it. This is not only a work, it's lifestyle as well and it makes me feel good.