

CIJEF
Montreal, Canada

May 24, 2005

Dear CIFEJ members,

My involvement in the CIFEJ is very recent. However my involvement in film and television, as well as my efforts to promote cultural diversity, goes back 30 years.

I participated in the founding of Télé-Québec, Canada's educational television network, prior to forming my own educational film production company. This company eventually became involved in feature film production and distribution.

I was also President of the Association of Canadian Film Distributors for nearly 20 years, and fought for cultural diversity by importing films from all over the world and helping to create laws and policies to protect Canadian culture.

Having retired from business 5 years ago, I created the René Malo Fondation. The foundation's goals are to help child poverty and education, and support the arts, particularly film.

I am Chairman of "Chair René Malo" in film and cultural production strategies at *Université du Québec à Montréal*, and a director of the *Montreal Museum of Fine Arts* and *Collège Stanislas*.

The goals of CIFEJ touch my deepest preoccupations. In a world where audiovisual communication is now more than ever a major part of our children's and young people's lives, it is imperative that we train them to properly "read" these omnipresent modes of communication. As Marshall McLuhan said: "The medium is the message".

The promotion of cultural diversity must be intensified by a greater international circulation of films and videos for children. The ***Internet should help us create more interest for those productions throughout the world.***

Great things have been accomplished by CIFEJ during the last 50 years, however future challenges are considerable. The possibilities of the Internet, as a medium as well as a tool, are tremendous. We will have to tame and use it to its maximum.

As *Secretary General*, it is my intention to fulfill all the responsibilities specified in the statutes, and to ascertain the financing of the secretariat in my host country.

I will be very honoured if you nominate me as *Secretary General* of CIFEJ.

Sincerely yours,

René Malo
Chairman
RENÉ MALO FONDATION