



Susana Velleggia, Argentina

CIFEJ Bureau asks me to answer the question: "Who am I?"

Now, I will talk about me, very well of course ...

I am the President of the non profit organization (ONG), *Asociación Nueva Mirada* (New Approach Association) and the director of the *International Film Festival for Children and Youth* from Buenos Aires, Argentina.

Nueva Mirada is member of the International Alliance for the Cultural Diversity Program from UNESCO.

I'm a sociologist and a film maker. I'm a specialist in educational TV and in cultural management.

I have worked in creating, developing and evaluating projects in many public organizations and university educative television centers from latin-america and I was a consultant for international organizations in these matters.

I work in the following areas:

- ❖ Children Festival and showings
- ❖ Communication for development
- ❖ Television for children
- ❖ Training in educational communication and educational television production for teachers of all the levels of educational system
- ❖ Titular teacher at the public university from Argentina (UNER), and invited teacher of the universities of Berkley (USA), Andalucia (Spain), UNAM (Mexico), between others.
- ❖ Research in audiovisual media, in special cinema and TV for children.
- ❖ Production and direction of films and TV programs for children and young people in Argentina, Peru and Mexico. Some of them have won national and international awards.
- ❖ I have published several books and articles in Argentina, Peru, Ecuador, Mexico, Uruguay, Venezuela, Brezil, France, Canada, United Kingdom.
- ❖ I have participated as a speaker in many international seminars and as jury in national and international festivals of cinema and television.
- ❖ I was the argentine representative from CIFEJ in the 4th. *Mundial Summit of Media for Children and Adolescents* to be held in april 2004, Rio de Janeiro, Brezil. I exposed a synthese of the work "*Creating a space for children in Latin America*". This is a CIFEJ proposal in the *MERCOSUR Showing of Film and Video for Children*, organized by me in november 16 to 22, 2000, in Mar del Plata, Argentina. This proposal is at this moment introduced and approved by the Action Plan of the RECAM (Specialized Meeting of Film and Audiovisual from MERCOSUR)

At this moment I created and I am in the process of developing the following principals projects:

- ❖ 4th. International Film Festival for Children and Youth, to be held in Buenos Aires from october 27th to november 2th 2005, in co-production with the National



Institute for Film and Audiovisual of Argentina (INCAA). This Festival was declared of national educational interest and has the support of UNESCO, UNICEF, OEI, and Cultural and Educational of Argentina.

- ❖ International Seminar “*A critical view*”. This seminar aims to compatibilize methodologies of teaching and analysing audiovisual operas to children in view of educating them in the critical perception of the audiovisual media. It was approved by the RECAM
- ❖ *National Children Cineclubs Network*, approved by the RECAM and the National Council of Child, Adolescent and Family. UNICEF Argentina will be support this project in two regions from Argentina (NOA and NEA).
- ❖ Children television series of MERCOSUR “*Once upon a time...*”, in co-production with Tao Productions from Brazil and Alter Productions from Venezuela, with the participation of: Chili, Bolivia, Mexico, Peru, Paraguay, Spain, Uruguay. This series is about legends and myths from original people of these countries.
- ❖ Diagnostic research “*Creating a space for children in Latin America*”, approved by the RECAM.
- ❖ “*Audiovisual Suitcase of MERCOSUR Children*” with six features films and six short films for children from Argentina, Brazil, Chili, Mexico, Bolivia, Peru, Spain, Venezuela and Uruguay. The suitcase includes a book for teachers “*Audiovisual Analyse Operas*”, a catalogue and a CD. It will be distributed in 2.000 MERCOSUR schools.
- ❖ Provincial showings of our International Film Festival and workshops for children and teachers.

All these projects are open for the CIFEJ members.

I believe I could be a good representative of latinamerica in the bureau of CIFEJ because I have a long experience in the matters related, a knowledge of latin-america problems in audiovisual media and in the child people and many contacts with organizations and persons of the region.

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