



CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE • INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

Montreal, 27 May 1996

Dear Colleague,

It's with real pleasure that we write to invite you to CIFEJ's next General Assembly and Colloquium, to be held in Poznan, Poland from 6-10 December 1996. Your host is Ogólnopolski Ośrodek Sztuki Dla Dzieci I Młodzieży (The National Center of Art for Children and Young People).

This will be an important meeting. After six years as president of CIFEJ, Renate will be stepping down, and it will be up to the assembly to choose the next president. As well, eight members of the Board of CIFEJ must be elected or re-elected (see item 7 below).

The current Board plans to propose a more long-term vision to the assembly about the objectives CIFEJ should pursue in the future. The proposition stems from an evaluation of the work accomplished since 1990, and the needs as they are presently identified. This vision will accommodate the suggestions from members which, as usual, will be formulated on the last day of the G.A. after regional meetings.

Holding the G.A. in Poznan also provides us with the chance to continue the dialogue begun in Bratislava with colleagues from Central and Eastern Europe. The changes since our meeting there have been great. In addition to members of CIFEJ, a certain number of observers are expected to come to Poznan, especially for the Colloquium. We hope that you will be able to join us or to be represented at this meeting.

1. Registration forms. Registration forms should be completed, signed and returned to the general secretariat in Montreal as soon as possible, but no later than 1 October 1996.
2. Accommodation. In Poznan, all delegates will be staying in a fine hotel in the centre of the city. For the first time, the costs of the four days must be born by each member but will not exceed \$350 U.S. for the entire stay. This fee includes a hotel room for the nights of the 6th, 7th, 8th and 9th of December, breakfast on the following mornings, four meals at noon and three dinners in the evening. Dinner on the 6th is not included as members will be arriving throughout the day and evening. Each member may send one voting delegate. Additional delegates or accompanying persons are also welcome. (Both CIFEJ and the Ośrodek have begun to try and raise funds. If we are successful, the amount for each member will be reduced by the amount raised.)
3. Registration fee. The registration fee, once established, will be billed to members as the secretariat receives the registration form. Members are asked, if possible, to pay via bank draft or transfer directly to our hosts in Poznan. Members who are unable

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to use a bank transfer are asked to notify the secretariat. Members who find this contribution difficult are encouraged to so inform the secretariat of CIFEJ. (Our hosts cannot accept payment in any currencies but Polish zloties once members are in Poznan so we count on the cooperation of all to settle this fee before arriving at the G.A.)

4. Travel expenses. All delegates must pay their own travel expenses from their respective countries to Poznan. CIFEJ has requested a grant to help members who, otherwise, would be unable to attend, but will not know for several months if the request will be granted. Members in need of travel assistance are asked to inform the secretariat in writing of this, and to state what applications for assistance have already been made in the member's own country.

5. Participation in the General Assembly. Only members whose dues are up-to-date through 1996 have the right to vote. Dues must be received by the general secretariat no later than 1 October 1996, and members must be registered to participate in the General Assembly by that time. Each member has one vote.

6. Proxies. Fully paid members who are unable to send a delegate to the General Assembly may give a specific or a general proxy to another fully paid member to vote in their place. The appointment of this proxy must be made in writing to the general secretariat in advance of the meeting. We request that proxies be named by 1 November.

7. Elections. The Board of CIFEJ is made up of eight members elected by the G.A. and a ninth "Permanent Member" elected by the Canadian members (the country which contains the secretariat). Board members serve for two-years, and may be re-elected once (please consult the Statutes). The president, who is elected before the rest of the Board, is the tenth voting member of the Board. Two of the current board members, Elisabeth Lysander and Walter Buchberger, have completed two terms of office and cannot be re-elected. All the remaining members of the Board are eligible for re-election. In Canada, Rock Demers has given notice that he will not be a candidate for re-election to the post of Permanent Member. Nominations may now be submitted in writing to the general secretariat for the posts of president, and members of the Board.

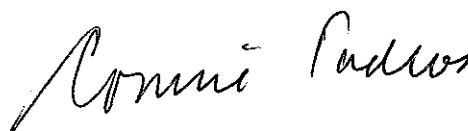
8. Agenda. A draft agenda is hereby included. Any additional suggestions should reach the secretariat no later than 1 September 1996.

9. Working groups. The entire last morning will be devoted to articulating a work program for CIFEJ for 1997-1998. Members who have concrete proposals for projects are strongly encouraged to send them to the general secretariat as soon as possible.

10. Programme. In the framework of the General Assembly, a colloquium will be held on the theme "Cultural Frontiers and Programming for Children." An outline of this colloquium, included with the agenda, offers a choice of subjects. Members are encouraged to let the secretariat know by the end of June which of these topics are most interesting. The time allowed for the Colloquium -- which this year will include screenings of programmes and films -- cannot accommodate all these subjects, and the Colloquium will be pared down according to the response of the members. Also, modifications may be made to make certain of the subjects more pertinent to issues specific to Eastern Europe.

We hope you will respect the deadlines recommended, as a matter of courtesy and also to aid the organizers in their task. If there are any difficulties or questions, please don't hesitate to contact the secretariat in Montreal.

We are looking forward greeting all the members of CIFEJ, old and new, and thank the staff of the Osrodek Sztuki for taking up the challenge of organizing the General Meeting and Colloquium.



Renate Svardal
President

Robert Roy
Secretary General

Connie Tadros
Executive Director

**GENERAL ASSEMBLY CIFEJ 1996: POZNAN**6-10 December: Draft Agenda

1. Registration of participants and verification of proxies
2. Opening of the General Assembly
3. Designation of the "scrutineers"
4. President's Address
5. Approval of the agenda
6. Approval of the minutes of the 1994 General Assembly
7. Report from the General Secretariat
 - a. General operations
 - b. Projects
8. Membership
 - a. new members
 - b. lapsed members
9. Financial report: 1994-95, 1995-96
10. Approval of operating budgets 1996-97 and 1997-98
11. Nomination of auditors
12. Regional development and international relations
13. Development of CIFEJ Prize and relations with festivals
14. Election of board members
15. Date and place of next General Assembly
16. Colloquium: Cultural Frontiers and Programming for Children
17. New business: Policies for the future

N.B. There will also be an Extraordinary General Assembly to modify certain articles in the Statutes. A convocation will be sent about this in a few months.



CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE • INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

**Cultural Frontiers and Programming for Children
or
Kids Consume. Is the Diet Healthy?**

Background: There is a growing awareness of the need for good programming for children. Most of the television stations in the world do not have adequate time or resources devoted to this programming. Few of the commercial movie houses regularly screen children's films.

Satellite distribution and cable makes the world seem smaller. Increasingly, a few giant companies dominate film distribution. Governments reduce their budgets and deregulate their public networks. This leads producers everywhere to look at a global market in order to sell their programmes and films.

So we ask, what is the repercussion of this situation on children and on those who wish to make valuable programmes for them? Can the needs of children be met by this global market? What are the limits of cross-cultural commerce when the welfare of the young is in play?

The U.N. Rights of the Children Declaration: The identity of each child must be protected. Toward this end, the declaration says that children everywhere have a right to freedom of expression and to see their ideas circulated (Article 13). Media is important, and children should have access to information from both national and international sources (Article 17). The same article encourages international production, exchange and distribution of cultural material for children. Finally, children have a right to leisure and to full participation in cultural and artistic activities (Article 31).

So we ask, at what point does the identity of the children and their right to expression come into conflict with a global market and the exchange of cultural material? Where are the borders, and how and when should they be crossed?

Psychology and culture: It is evident that children need to be told stories in their own language, and that these stories should deal with places they know, people they recognize and situations with which they are familiar. These things give children roots.

Children also need fantasies, tales from distant places, stories about people who live differently in unfamiliar circumstances. These things give children wings.

So we ask, what is the balance which will enrich a child's imagination without alienating him from the place he calls home?

These are the issues which Cultural Frontiers will debate as we look for answers. The Colloquium will take place during the General Assembly of CIFEJ, 6-10 December in Poznan, Poland.

The Cultural Stew

These subjects concentrate on the content of children's programming.

The Necessary Ingredients: A knowledgeable panel, experienced in creating programmes for children, talks about the elements necessary to meet the needs of kids, depending on age expectations and cultural requirements. Discussion.

Home Cooking: Producers show short sequences of a film or programme which is designed to give "roots" to their children. Discussions follow about whether or not these programmes would "travel" and be meaningful to children in very different circumstances. Discussion.

Food for Thought: Producers show short sequences of fantasy work (tales, animations, science-fiction, etc) meant to give kids "wings" which has sold well internationally. Discussion.

New Tastes, Welcome Tastes?: Producers show short sequences which have limited the international sales potential of films or programmes. Discussion: Are these limits real or imagined? How can they be overcome?

Going to Market

These subjects concentrate on the international market and the potential for exchange.

The Current Menu: Capsules of what is selling in what markets -- Europe, Latin American, Africa, Middle-East, Indian sub-continent, Far East, North America. A look at what is on the theatre screens for children and what families see at home. Discussion.

New on the Menu: Experiences of international sales which tend to defy the accepted pattern. Tales from producers about the arguments used, the reception of the buyers, and audience response.

Is Smorgasbord a Possibility? Problems of language (financial and cultural), problems of cultural anticipation (what kids are expecting to see on TV), problems of cultural domination (financial and cultural). Discussion.

Building a Healthy Diet: Conclusions about a more varied menu of programming for children and strategies to create it. Discussion.

[2] From: cifej@odyssee.net (CIFEJ) at SMTP-po 9/5/96 4:04PM (2346 bytes: 52 ln)
To: fgg at POST1
Subject: Re: Reply to gg

----- Message Contents -----

Text item 1: Text Item

Received: by ccmall from atlas.odyssee.net
From cifej@odyssee.net
X-Envelope-From: cifej@odyssee.net
Received: from [204.50.81.115] (pool16_9.odyssee.net [204.50.81.115]) by
atlas.odyssee.net (8.6.12/8.6.12) with SMTP id PAA14951 for <fgg@asc.upenn.edu>;
Thu, 5 Sep 1996 15:58:58 -0400
Message-Id: <v01540b00ae54dfbddcb9@[204.50.77.69]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Thu, 5 Sep 1996 16:05:12 -0400
To: fgg@asc.upenn.edu
From: cifej@odyssee.net (CIFEJ)
Subject: Re: Reply to gg

*Call Travel
USA?*

*Dec 6 - Friday
Rm 712
Leave 8 - Sunday*

Dear Mr. Gerbner,

I am very pleased that you are interested in coming to Poznan. I think the discussions will be enlightening all around. We can speak of these details later on, once the hard issues are dealt with.

About money. Certainly I would only expect you to lend yourself to the exercise if all the costs were paid. To this end, I shall start to find the money today, and I trust I will be able to raise the required sum. I will see what I can do about a ticket. I presume you wish to fly in and out of Philadelphia? Or is New York alright? CIFEJ is ready to cover the costs of room and board for our entire general assembly if you are interested in participating in the whole thing (arrive Poznan 6th Dec. - leave 10th Dec.).

Our usual honorarium would be a couple hundred dollars. Would this suit you? If you have other requirements, please let me know now. I must raise the money and don't want to miss the mark.

Thanks a lot for responding so quickly. (If you're interested, the two-person staff of CIFEJ is made up of Jamie Gaetz and me, and both of us hold graduate diplomas in Communications from Concordia University!) I promise you a memorable experience.

Connie Tadros

CIFEJ - Centre international du film pour l'enfance et la jeunesse
International Centre of Films for Children and Young People
200 - 3774 St Denis
Montreal PQ Canada H2W 2M1

tel: +1 514 284 9388 fax: +1 514 284 0168
e-mail: cifej@odyssee.net
web site: <http://www.odyssee.net/~cifej>

[92] From: cifej@odyssee.net (CIFEJ) at SMTP-po 10/7/96 11:20AM (1946 bytes: 49 ln)

To: fgg at POST1
Subject: Travel to Poznan

----- Message Contents -----

Text item 1: Text Item

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From cifej@odyssee.net
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X-Sender: cifej@odyssee.net (Unverified)
Message-Id: <v01540b01ae7ecea4e76c@[204.50.81.39]>
Mime-Version: 1.0
Content-Type: text/plain; charset="us-ascii"
Date: Mon, 7 Oct 1996 11:21:18 -0400
To: fgg@asc.upenn.edu
From: cifej@odyssee.net (CIFEJ)
Subject: Travel to Poznan

Dear George,

I've been looking into travel plans for Poznan. I would like to settle this this week.

The best deal I can find is the following (it seems there's no way to avoid JFK)

arrive		leave
	Philadelphia 4 PM	(American)
5pm JFK	7pm (Lot)	
9 am Warsaw	10:15 am	
11:20 Poznan		

over sandy
7:30
578.98
Murphy - JFK
Poznan 135

The dates would be leaving on the 6th, and leaving Poznan for the return on the 9th. Can you stay any longer? Until the 10th perhaps? That would give you some time to get to know the members, and for them to get to talk to you.

The cost is about \$650. If you see any possibility of a better price or a better itinerary, please let me know. I wait to hear from you. My best, Connie Tadros

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International Centre of Films for Children and Young People
200 - 3774 St Denis
Montreal PQ Canada H2W 2M1

tel: +1 514 284 9388 fax: +1 514 284 0168
e-mail: cifej@odyssee.net
web site: http://www.odyssee.net/~cifej

[108] From: cifej@odyssee.net (CIFEJ) at SMTP-po 10/17/96 10:37AM (2568 bytes: 50 in)

To: fgg at POST1

Subject: Travel to Poznan

----- Message Contents -----

Text item 1: Text Item

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From cifej@odyssee.net

X-Envelope-From: cifej@odyssee.net

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Thu, 17 Oct 1996 10:30:25 -0400

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Message-Id: <v01540b02ae8bf292403a@[204.50.81.89]>

Mime-Version: 1.0

Content-Type: text/plain; charset="us-ascii"

Date: Thu, 17 Oct 1996 10:36:15 -0400

To: fgg@asc.upenn.edu

From: cifej@odyssee.net (CIFEJ)

Subject: Travel to Poznan

Dear George,

Let's hear it for the Canadians. Although efforts to find funds in the States have yet to bear fruit, and Canadians have come through so I'm ready to book your ticket. I just want to double check that the plans I sent earlier -- to leave on the 6th and return on the 9th -- are good for you.

Thanks, too for the phone conversation. I have given it a lot of thought, and will probably rework parts of the day because of it. I shall keep you abreast of the organization of that day.

In terms of the general organization of the four-day assembly, the seminar falls on the second day. Regional meetings, during which members create a wish-list of activities they want CIFEJ to undertake in the next two years are the following day and the final morning is devoted to action plans. That is the moment in which ideas you will have planted on Sunday will take form, and that is perhaps why I thought it might be interesting for you to stay until the end. However, I have no trouble with your heading back the day after the seminar. I'm sure the members will greatly benefit from your experience and vision. Alan Mirabelli who claims you as his mentor, will also be present.

So let me know. I am in the office all day today (Thursday) and then off to Bulgaria for a week. If you get to me today I'll set things in motion. Warm regards, Connie

CIFEJ - Centre international du film pour l'enfance et la jeunesse
International Centre of Films for Children and Young People
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CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE



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INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

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 Position/Title _____
 Address of Organization (if different from above) _____

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Make your check payable and send to:
cultural environment movement
 3624 Market, One East • Philadelphia, PA 19104 • USA
 fax (215) 387-1560
 email: bmosley@libertynet.org

(Authorization signature)



CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE • INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

29 May, 1996

George Gerbner
Cultural Environment Movement
Box 31847
Philadelphia, PA, U.S.A. 19104

Dear Mr. Gerbner :

Thanks for the material you sent to me about CEM. It was most interesting to read.

It is certainly appropriate that remain in contact as our two organizations have much in common, at least as concerns our interest in children and the media environment.

As for formal relationships, I enclose a membership application to CIFEJ in case the CEM is interested in joining as a specialized group. The general assembly will be held in December in Poland, and it would be a privileged place for you to make contact with groups in various countries who would be enthusiastic about your work. Currently we have members in over 50 countries.

As a question of policy, CIFEJ exchanges membership only with international organizations and, by definition, this means groups which have offices in more than one country, like the OCIC or the Catholic Children's Bureau. We are unable to join the many national groups which solicit our support.

I would, however, like to become an individual member as I think the cause is important and visionary. I enclose an application and cheque. (It's in Canadian funds but I'm sure the bank can handle it.)

Hoping to hear from you again if you find that CEM can indeed join CIFEJ and thereby expand its effectiveness. I wish you all good luck in your endeavours.

Sincerely yours,

Connie Tadros
Executive Director



CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE • INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

To/à : George Gerbner
Fax : 1 610 642 3061
From/de : Jamie Gaetz
Date : 21 October 1996
Pages : 2 pages total

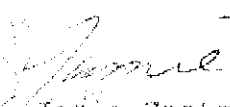
Dear George,

My apologies for the delay in getting back to you. After some miscommunication between our travel agent and me, I finally have the new agenda for you. It accompanies this sheet.

Could you let me know asap if we can go ahead and buy the ticket? The agent prefers to know before the end of the day today but we can stretch the limit to Thursday, 24 October.

I am not sure that we have your home address here, which is where, I assume, the tickets will be sent. Could you send that to me as well?

Thanks so much, in advance. I look forward to hearing from you and, certainly, to meeting you in Poznan.


Jamie Gaetz
Head of Operations



CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE • INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

12 December, 1996

George Gerbner
Cultural Environment Movement
Box 31847
Philadelphia, PA, U.S.A. 19104

Dear George :

Thank you so much for being with us in Poznan. Your comments were received with interest by the members, and confirmed once again the fragile situation within which most of them work as they try to insure that kids around the world have adequate films and televisions to nourish their souls.

As you could see, I was too busy just taking care of business to show you the sort of welcome you might have expected. K. Zanussi was taken ill in the morning, ending up in the hospital, so I unexpectedly found myself with the job of moderator for the day; that hadn't been part of my plans.

I had hoped, in bringing you to Poznan, that you could make strong contacts which would further both your work in CEM and ours in CIFEJ. I think, now, that the stay was probably too short for this to happen. I do regret that because I think our two associations have a great deal in common.

Enclosed, please find the honorarium we agreed upon. Again, my thanks for the trip and the talk. It would be my pleasure to meet you again as you go forward with your work.

Sincerely yours,

Connie Tadros
Executive Director

From: fgg at post1 12/21/96 10:08PM (518 bytes: 12 ln)
To: cifej@odyssee.net at SMTP-po
Receipt Requested
To folder: tadros
Subject: From George Gerbner

----- Message Contents -----

Dear Connie;

Thanks for you letter and check.

I am sorry too that my trip to Poznan was so rushed, but there was no other way. I am pleased, however, to have been able to make a small contribution to your important work, and look forward to working with you again on issues of mutual interest.

With best regards -

George

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CENTRE INTERNATIONAL DU FILM POUR L'ENFANCE ET LA JEUNESSE • INTERNATIONAL CENTRE OF FILMS FOR CHILDREN AND YOUNG PEOPLE

11 September 1997

Dear Colleague,

We are pleased to send you this copy of *Creating a Space for Children - Volume 2: Children's Film and Television in Central and Eastern Europe*.

Volume 2 reveals the transitions through which these countries are going. Legislation is in flux and decisions are now being made, so the opportunity exists to influence those decisions. *Creating a Space for Children* is designed as a basis for action to ensure that children's specific media requirements are considered in each new government policy.

The first volume of the studies, published in 1996, outlined the legislation in Norway and the member countries of the European Union. CIFEJ presented the findings of this study to the Committee on Culture and Youth of the European Parliament, recommending that: "Within each section of Media II, the best interest of children will be a consideration in the attribution of the sums available." The recommendation was adopted.

A generous contribution from the Open Society Institute in Budapest enabled CIFEJ to publish and distribute the results of our research.

Your comments and suggestions regarding this publication, and the activities at CIFEJ, would be welcomed by the Board of Directors and the Secretariat.

Michelle Bischoff
Executive Director

Jamie Gaetz
Head of Operations