

kidscreen
GLOBAL
pitch guide

2016
edition



Michele Paris

Senior Program Manager

**BBC Kids Canada/
Knowledge Network
(Canada)**

BBC Kids Canada

LOOKING FOR/ BBC Kids Canada is looking for content that reinforces the channel's unique British-flavored brand to complement programming that is largely sourced through an output deal with BBC Worldwide. The focus is on fresh, funny animation and live-action comedy series and shorts for kids ages six to 12, preferably UK-produced or co-produced. The channel is largely acquisitions-based, but it does commission a small amount of original Canadian content. The channel doesn't pre-buy foreign (non-CanCon) series.

Knowledge Network

LOOKING FOR/ Knowledge Network is on a mission to amass content for preschoolers and six to eights, and Canadian producers have the inside track. As an educational public broadcaster in British Columbia, Knowledge has a commitment to air locally produced series—Canadian content quotas require that roughly 60% of the 12-hour daily kids block be comprised of homegrown fare. Knowledge puts an emphasis on educational programming that supports children's social, emotional and cognitive development.

Paris is also keen on interstitial shorts up to seven minutes in length. Currently, roughly half of Knowledge's schedule comes from pre-buys, though it does make non-Canadian acquisitions based on available slots each year.

Knowledge is looking for broadcast and free VOD rights with all of its acquisitions and co-pros, and is also interested in interactive digital content for the Knowledge Kids website.

PREFERRED APPROACH/ Producers looking to pitch should begin by sending an email to Paris (michelep@knowledge.ca) with a brief description of the series, before following up by phone. Guidelines for submitting acquisitions are available at knowledge.ca/producers.

MARKET CIRCUIT/ Kidscreen Summit, MIPCOM



Laurence Blaevoet

Head of Children's
Programs & Channels
Canal+ (France)

Canal+ Family

LOOKING FOR/ Canal+ is after clever, funny and engaging stories with a twist of humor and great creative design that target kids ages eight to 12. Animated series with episode lengths between five and 26 minutes are preferred to fill animation and sitcom blocks.

Piwi+

LOOKING FOR/ The cabsat operator's preschool channel is planning to acquire between eight and 10 animated series this year, with an emphasis on tender and sweet stories and well-known brands that appeal to kids ages three to six and make parents comfortable.

Télétoon+

LOOKING FOR/ Télétoon+ targets a mixed audience from ages six to 10, and is on the lookout for animated series that feature the daily adventures of a bunch of kids, and are empowering to the audience.

PREFERRED APPROACH/ Blaevoet prefers an email first to gauge interest (laurence.blaevoet@canal-plus.com) and says it is best not to pitch her before a trailer and scripts are ready to share.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Annecy, MIPCOM



Adina Pitt

VP of Content
Acquisitions &
Co-productions

**Cartoon Network,
Boomerang (US)**

LOOKING FOR/ As always, Pitt says she is open to hearing pitches for a variety of genres that target six to 11, as well as the four to seven set which would be the Boomerang target group. No live action or preschool pitches please.

MARKET CIRCUIT/ NATPE, Kidscreen Summit, MIPTV, MIPCOM



Kay Benbow

Controller

CBeebies (UK)

LOOKING FOR/ CBeebies is now a truly multi-genre channel, offering everything from factual entertainment to drama, from comedy to top-quality animation, with content available wherever children are, whenever they want it.

CBeebies is seeking distinctive concepts that put a new twist on traditional preschool themes. This may involve new presenters or performers with a passion for, or an authentic voice on, an appealing subject. Strong female leads in both live action and animation remain important, as do shows that reflect the cultural diversity of the UK audience, such as *Topsy and Tim*, *Footy Pups*, *Jamillah and Aladdin* and *Clangers*. Comedy and continuing drama proposals would be welcome, along with ideas for the very young end of the audience.

PREFERRED APPROACH/ Producers looking to pitch CBeebies can do so through the Beeb's e-commissioning website (bbc.co.uk/commissioning).

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM



Colin Bohm

EVP, Head of Corus Kids
Corus Kids (Canada)

YTV

YTV is primarily looking for quirky, fun, character-driven comedies for both boys and girls age eight to 12. These include: dual gender live-action sitcoms; single-camera comedies; unique family-targeted reality shows that are as fun to watch as to participate in; and squash-and-stretch, over-the-top funny animated series. The channel will also consider, in limitation, movies of the week and live-action scripted action/adventure comedies with light serialization.

Treehouse

Treehouse seeks funny, character-driven series with heart and humor; developmentally appropriate content; and programming with social-emotional learning for boys and girls ages two to five. It is looking for unique and memorable characters in simple stories that our audiences can relate to and laugh along with. Inspired artistic visuals and quirky approaches to storytelling are encouraged in both live action and animated formats.

Teletoon

Teletoon commissions character-driven cartoons for kids aged six to nine that are funny, goofy, and full of slapstick antics. The channel is looking for concepts that will entertain boys and girls equally. To avoid alienating kids as young as five, Teletoon favors accessible cartoons with a slightly broader appeal. Also important to note is that families love to watch cartoons together so series that encourage family viewing has become key. Potential formats include 22-minute episodes, 2 x 11-minute episodes, and 3 x seven-minute episodes.

PREFERRED APPROACH/ Corus accepts submissions via its website (corusoriginalprogramming.com). The programming team will also manage as many pitches as possible in person. Please come to meetings prepared to pitch. Materials accepted will vary from one-sheet concepts to fully produced demos—whatever best communicates your vision.

Note: Corus Kids does not commission original programming for Nickelodeon Canada, Cartoon Network, Disney Channel, Disney Junior or Disney XD.



Francesca Newington

Head of Children's
Channels

**CSC (part of Sony
Pictures Television UK)**

Tiny Pop

LOOKING FOR/ Having recently extended its reach by launching on national Freeview in the UK, this preschool-centric digital channel acquires programming for kids ages three to seven. Currently it's looking for gender-neutral and boy-skewing series, as well as calmer programming for the post-6 p.m. Cuddle Time block that kids and their parents can enjoy watching together before bedtime.

POP

LOOKING FOR/ Also available on national Freeview, POP is a gender-neutral channel aimed at kids four to nine and is looking to build on its strong catalog of comedy, adventure and fun factual series.

Kix

LOOKING FOR/ This 100% boy-focused channel is on the lookout for irreverent animated comedy and action series aimed at boys ages six to 10.

PREFERRED APPROACH/ Producers interested in any or all of the channels should begin by emailing a screener to Newington (francesca_newington@spe.sony.com).

MARKET CIRCUIT/ Kidscreen Summit, MIPCOM



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global pitch guide 2016



Massimo Bruno

Head of TV Channels
**De Agostini Editore
(Italy)**

Before pitching to this independent, multiplatform network that presents unique content for Italian kids, producers and distributors would be smart to familiarize themselves with the editorial needs of each specific De Agostini Editore channel.

DeA Jr. (pay TV)

A preschool edutainment channel with a special focus on family co-viewing, created to help kids learn and discover.

DeA Kids (pay TV)

Targeting kids ages six to nine, with a careful balance between entertainment and education, DeA Kids content is meant to empower kids and encourage them into action.

Super! (free DTT)

An entertainment channel for kids six to 12, Super! helps kids discover their skills in a funny and spontaneous way. It's a place where kids can find content they really love and can identify with.

LOOKING FOR/ Bruno is after evergreen animation with a strong comedy component for a gender-neutral audience, as well as live-action sitcoms and/or novelas for teens and tweens.

PREFERRED APPROACH/ Producers interested in pitching any of the De Agostini channels should submit a complete project outline, with synopsis, plot and details of the main characters, to the Acquisition and Property Development Department.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Le Rendez-Vous, Cartoon Forum, MIPCOM



Michael Goldsmith

VP, Original Production

**DHX Television
(Canada)**

Family Channel

LOOKING FOR/ Family has had a great run with live-action comedies, both single- and multi-camera, that appeal to its core six to 11 audience. With the continued success of its dance series *The Next Step*, and with two more musical series on the way with *Lost & Found Music Studios* and *Backstage*, Goldsmith is also open to more tween dramas. Plus, the newly launched F2N teen block is also looking for more series that feature drama or reality and relate to the teen experience.

Family CHRGD

LOOKING FOR/ Animated comedies and live action are the focus for Family CHRGD, but its slate is rounded out with adventure series that relate to its core audience's daring side. A program that lends itself to the web is a particularly good fit—see *Gaming Show (In My Parents' Garage)* as an example.

Family Jr. and Télémagino

LOOKING FOR/ Goldsmith and the channel's programming team are open to all pitches and encourage producers to research preschool nets Family Jr. and Télémagino and their lineups before emailing a one-page outline. He is particularly keen to find shows that make preschoolers laugh in new ways, as well as those that focus on imagination and make-believe for the core preschool audience of kids two to five.

PREFERRED APPROACH/ Creators/producers interested in pitching should email Hila Sharif (hila.sharif@dhxmedia.com) to introduce their concept. Pitches should contain a one-page document that outlines the concept, characters, episode ideas and potential cross-platform approaches. In the case of Family, it's important that the network secures all digital rights to programs due to the heavy multiplatform presence of the brand.

MARKET CIRCUIT/ Kidscreen Summit, Banff World Media Festival, MIPCOM



Sarah Davies

VP of Production and
Development

Discovery Family (US)

“Discovery Family is a new channel, still learning and growing. So we are gathering as much data as we can,” says VP of Production and Development Sarah Davies. “The Saturday films are certainly finding an audience. The funny user-generated clip show space is an area we’d like to encourage more ideas in—pets and babies behaving badly is an idea that has worked well for us. But they must be on the low-end of the budget scale, as we have tiny budgets still, and in 2016 they will be really stretched, I expect. Plus we are keen on female-skewing lifestyle ideas—cooking and the home makeover is a space we like, and we are trying some acquisitions in this area.”

LOOKING FOR/ Discovery Family is all about unscripted from 5 p.m. onwards. It’s a factual entertainment channel that aims to appeal to adults first and foremost, while hopefully making shows the whole family can enjoy (targeting the family through kids in the daytime, but beginning in fringe, drawing in the entire family through adults). Discovery is not pursuing scripted concepts at the moment, but it airs films on Saturdays.

“The transactional space is an area we’d like to encourage more ideas in. We are also looking at the history/mystery space,” notes Davies. “We love a good whodunnit/built it/found it with a strong story.” She says Discovery favors a single story per episode, so that the hour really has time to dig into one specific mystery.

PREFERRED APPROACH/ Davies prefers that producers pitch the one idea they are utterly passionate about—a simple email (sarah_davies@discovery.com) with the headline outlining the idea is best, and sizzles are key. If you have great talent, she wants to see it on tape. Show her rather than tell her.

MARKET CIRCUIT/ Kidscreen Summit, Realscreen Summit and London, Televisual (UK), World Congress of Science & Factual Producers, Banff World Media Festival



Karen Miller

VP, Worldwide
Programming Strategy,
Acquisitions &
Co-Productions

**Disney Channels
Worldwide**

LOOKING FOR/ Disney Channels Worldwide develops, commissions, co-produces and acquires original animation for three global multiplatform brands:

Disney Channel

Disney Channel targets girls and boys ages six to 14 and their families, encouraging them to follow their dreams and believe in themselves through engaging storytelling with relatable and aspirational characters.

Disney XD

Disney XD showcases a compelling mix of programming primarily for boys ages six to 11, transporting them into worlds full of humor, unexpected fun and inspiring action-packed adventures.

Disney Junior

Disney Junior is aimed at boys and girls ages two to seven, with emotional, character-driven stories and a touch of Disney magic. Optimism and comedy are at the core of all three brands, and projects must feature broadly appealing stories, breakout characters, a unique visual POV and proven creative talent.

PREFERRED APPROACH/ Disney does not accept unsolicited materials. Please submit materials through a franchised agent or a recognized entertainment attorney to: Karen K. Miller, Disney Channels Worldwide, 3800 West Alameda Avenue, Suite #2047, Burbank, CA 91505.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM



Joe
D'Ambrosia

VP of Original
Programming

Disney Junior (US)

LOOKING FOR/ Disney Junior is looking for animated, emotional, character-driven stories with a touch of Disney magic. The target demographic is kids two to seven, as well as their parents and caregivers.

PREFERRED APPROACH/ Disney does not accept unsolicited materials. Please submit materials through a franchised agent or a recognized entertainment attorney to: Joe D'Ambrosia, Disney Channels Worldwide, 3800 West Alameda Avenue, Suite #1632, Burbank, CA 91505.

MARKET CIRCUIT/ Kidscreen Summit, Cartoon Forum



Tiphaine de Raguenel

Head of Children's
& Youth Activities

**France Télévisions
(France)**

LOOKING FOR/ France Télévisions runs five FTA/DTT channels: France 2, France 3, France 4, France 5 and France Ô. The company is the leading co-producer and distributor of animated content in Europe, with as many as 155 hours produced with indie prodcos.

France 3 airs animated shows in its dedicated Ludo block, targeting kids six to nine. De Raguenel says she's looking for shows with lots of humor and appealing characters, such as *Raving Rabbids*, *Garfield* or *Jungle Bunch*.

France 5 targets preschoolers and is in the market for shows with strong educational content and great adventures. Any show with a new look or design is welcome, and de Raguenel is always looking for seasonal specials (Christmas, back-to-school) for the channel.

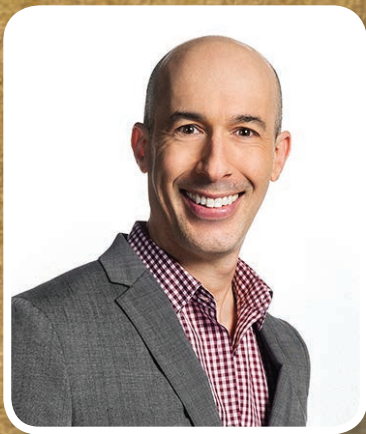
Since April 2014, France 4 has been the new channel for kids and family. Every day from 6:00 a.m. to 6:30 p.m., its mission is to target all kids and create a bond between generations of families. Zouzous (for young children and their parents) and Ludo (for brothers and sisters) are the two main blocks on the grid. France 4 also broadcasts animated series based on US blockbusters from DC Comics and Marvel—targeting kids, teenagers and young adults (think *Iron Man* and *Batman*). It also acquires some magazine and documentary series for kids, like *Mission Madagascar*.

For France Ô, it's all about live action. The Ô stands for overseas, notes de Raguenel, so shows should reflect that.

France Télévisions has developed interactive and online services to meet the fast-changing media consumption habits of children, and to be available on all the platforms that kids and their families use.

PREFERRED APPROACH/ Producers can mail their project materials or meet during a market. De Raguenel says FTV has dedicated people for each content type (productions/acquisitions) and target (preschool/kids/hybrid) who are happy to meet with producers and creators.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM



Martin Markle

Senior Director,
Children's Content
Kids' CBC (Canada)

LOOKING FOR/ Kids' CBC is seeking fun and inspiring content that will enrich the lives of Canadian children. "We strive to have a positive influence on our viewers," says new Senior Director of Children's Content, Martin Markle, "presenting age-appropriate shows in the most entertaining way possible."

Kids' CBC offers preschool content aimed at three- to six-year-olds, and school-aged content aimed at six- to 10-year-olds. Live action, animation, puppets and hybrids are all welcome.

Markle is interested in creator-driven properties with memorable characters, compelling stories, great art and plenty of laughs. "We strive to spark curiosity, enthusiasm, kindness and positivity," he adds. "Throughout our slate we wish to reflect Canada's diversity, culture and history."

Digital media extensions of broadcast shows are welcome, as are digital originals.

PREFERRED APPROACH/ Producers interested in working with Kids' CBC should email Lisa Cinelli, Development Coordinator (lisa.cinelli@cbc.ca/416-205-7155).

MARKET CIRCUIT/ Kidscreen Summit, Banff World Media Festival, Ottawa Animation Festival



Sebastian Debertin

Head of Fiction,
Acquisitions &
Co-Productions
KiKA (Germany)

LOOKING FOR/ KiKA is in the market for animated adventure series and dramas that target the six to nine demo (and a little older). Of particular interest are properties with a long shelf life, a strong narrative, convincing characters and a subtle curriculum. Strong preschool concepts as well as high-quality live-action shows for children nine and up are welcome.

PREFERRED APPROACH/ “Come to me as early as possible,” says Debertin. “A five-liner plus a scribble of the lead character can be enough for a quick ‘Yes’ or ‘No.’ Also, for co-productions, it’s best to approach us as early as possible in your development with a convincing first three pages and basic concept.”

Materials (ranging from the first three pages to a full package—including a bible, pilot scripts and any screening materials) can be sent by email to Debertin’s assistant, Constanze Spilling (constanze.spilling@kika.de), either with materials attached or links for downloading. Materials can also be sent by mail to: KiKA, Sebastian Debertin, Head of Fiction, Acquisitions & Co-Productions, Gothaer Str. 36, 99094 Erfurt, Germany.

MARKET CIRCUIT/ Kidscreen Summit, Rio Content Market, MIPTV, Goldener Spatz (Golden Sparrow—Kids Media Festival & Market), Cartoon Movie, Cartoon Forum, MIPCOM, SPAA



Jules Borkent

SVP of Global
Acquisitions &
International
Programming
Nickelodeon

LOOKING FOR/ Borkent is primarily interested in gender-neutral, character-driven comedies in all genres (preschool, animation, live action). Preschool content should ideally be curriculum-based, but that is not imperative. He is also especially interested in both pre-buys, co-development and co-production opportunities across all genres and demos. Shows should have a global appeal, and formats should be flexible and easily adaptable for use in multiple regions.

PREFERRED APPROACH/ Borkent is best contacted via email (jules.borkent@vimn.com) or phone (212-846-1000).

MARKET CIRCUIT/ NATPE, Kidscreen Summit, MIPTV, LA Screenings, MIPCOM



Lisa O'Brien

VP Original Programming
and Development

Sprout (US)

LOOKING FOR/ Sprout is looking for upper-age (four to six years old) preschool series concepts that are fresh, unique and contemporary. Says VP of Original Programming and Development, Lisa O'Brien, "We are particularly interested in high-concept animated series with a compelling visual style, and storytelling rooted in strong characters in relatable situations. Sprout's learning focus is on encouraging the development of well-rounded children by emphasizing social and emotional skills and problem-solving—however, we are open to concepts with a curriculum foundation, including STEM."

PREFERRED APPROACH/ Producers interested in pitching Sprout should begin with an email (lisa.obrien@nbcuni.com).



Pontus Torpvret

Head of Acquisitions,
Children

SVT (Sweden)

LOOKING FOR/ SVT Barnkanalen, Sweden's public broadcaster for children, airs 15 hours a day and targets kids ages three to 11. It is looking for gender-neutral animation and live-action dramas, as well as sitcoms targeting six- to 11-year-olds. SVT is specifically looking for shows with strong female characters and great storytelling.

PREFERRED APPROACH/ Via e-mail (pontus.torpvret@svt.se). The project should have a bible, synopsis, trailer and a few scripts ready.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Cartoon Forum, MIPCOM



Carole Bonneau

VP, French-Language
Programming

**Télétoon and
La chaîne Disney,
Content Acquisition,
Corus Média (Canada)**

LOOKING FOR/ Bonneau says Télétoon is looking for properties that deliver “a totally unreal entertainment experience that upholds the principles of imagination, brings on the awesome, and dials up the laughs... all served with a side order of random. Télétoon is the destination for animation.”

The channel’s target demographic is kids—boys and girls ages six to nine. Comedy is the driver at Télétoon. The channel looks for primetime comedy with a relevance in the French Quebec market. It has to be character-driven, with a strong hook that speaks to pre-adolescent boys (and girls). Mind-blowing absurdity, random humor and all-out physical gags are all great for this audience. Properties should be fun, engaging and portable across digital platforms.

PREFERRED APPROACH/ Send Dominique Dussault an email (dominique.dussault@corusmedia.com) with a short synopsis and a picture, if available.

MARKET CIRCUIT/ NATPE, Kidscreen Summit, MIPTV, Annecy, MIPCOM



Yann Labasque

Director of Youth
Programs

TF1 (France)

LOOKING FOR/ For TF1's Tfou youth block, Director of Youth Programs Yann Labasque is looking for gender-neutral programs with a four- to 10-year-old target in mind. The channel has a strong appetite for comedy, great stories and relatable characters. As an indicator of what it's after, in 2016 TF1 will premiere several new series, including *Chronokids* (Futurikon, 78 x seven minutes), *Mirette Investigates* (Cyber Group Studios, 52 x 13 minutes), *The Ranch* (season 2, Zodiak Kids Studios, 26 x 26 minutes), *Miss Moon* (Safari de Ville, 52 x 13 minutes) and *The Mysterious Cities of Gold* (Blue Spirit Productions, 26 x 26 minutes).

PREFERRED APPROACH/ The first step, says Labasque, is to prepare a bible, visuals and one or two scripts. Producers and creatives should then seek him out at a market (to give a proper presentation), or they can also email (ylabasque@tf1.fr) their materials directly to him.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Annecy, Cartoon Forum, MIPCOM



Cecilia Persson

VP of Acquisitions
& Co-Productions, EMEA
& International



Patricia Hidalgo

SVP, Chief Content &
Creative Officer Kids
EMEA, and International
Kids Strategy
Turner (EMEA)

Cartoon Network

LOOKING FOR/ Primarily comedy series for kids eight to 12 and action-adventure for six- to 10-year-olds. Shows should feature humor that is universally appealing and girl-inclusive. The channel's programming lineup explores the relatable themes of humor, friendship, imagination and adventure.

Boomerang

LOOKING FOR/ The channel is gender-neutral and aimed at children ages four to seven and their families. It needs comedy animation that can complement an existing slate of much-loved classics that have a strong heritage value in the region. Possibilities include reboots or spin-offs of well-known characters or IPs and/or shows that fit well with the channel but offer something new.

Boing

LOOKING FOR/ Turner operates three of these channels across the region—in Italy, France and Spain. Boing is aimed at kids seven-plus and their families, and co-viewing is habitual. The channel has a varied schedule, and the programming team is looking for live action (both dramas and comedies), telenovelas, game show formats and, of course, comedy animation that appeals to boys and girls alike.

PREFERRED APPROACH/ Please contact Cecilia Persson (Cecilia.persson@turner.com) and/or Patricia Hidalgo (patricia.hidalgo@turner.com) via email.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Children's Media Conference, LIMA, MIPCOM



Marney Malabar

Director, Kids TV
TVOKids (Canada)

LOOKING FOR/ As the new Director of Kids TV at TVOKids, Marney Malabar says the network is currently in the market for all genres of programming, with a particular focus on shows for two- to five-year-olds. As is the case with all programming on TVO, any new acquisition or co-production will have to be highly entertaining, and at the same time, integrate learning objectives that can be linked to a curriculum in order to satisfy the mandate of the channel. Live-action reality shows for six- to nine-year-olds are still of interest, along with HTML 5 games and branded interactive content.

PREFERRED APPROACH/ Producers interested in pitching TVO must email Malabar (mmalabar@tvo.org) a solid pitch document that includes the proposed educational outcomes and details on how the producer plans to get the show financed. As for digital and consumer product rights, TVO's approach varies by project and is handled on a case-by-case basis.

MARKET CIRCUIT/ Kidscreen Summit, MIPCOM





Virve “Vicky” Schroderus

Acquisitions Executive
YLE (Finland)

LOOKING FOR/ Finnish-speaking YLE TV2 and Swedish-speaking Fem air more than 1,200 hours of children’s programming per year, targeting kids ages two to 13. Roughly 65% of this total volume is acquired animation (not live action, which is almost always produced domestically in Finland), so Schroderus is always looking for innovative, high-quality toons.

For preschoolers, stories should be fun to watch, but they should also have educational value. For kids seven to 10, animated comedy and adventure are the key elements. Animation pitches should provide for multiplatform content.

PREFERRED APPROACH/ Email Schroderus (virve.schroderus@yle.fi) or send details of the project by mail to Mediapolis/YLE Tohlopinranta 31, PO Box 196, 33101, Tampere, Finland. All pitches should include a bible, synopses and a few scripts.

MARKET CIRCUIT/ Kidscreen Summit, MIPTV, Annecy, Children’s Media Conference, Cartoon Forum, MIPCOM, Cinekid

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