



Motti Aviram

Children Content Developer

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Education/Advanced studies

2010, Content editing workshop - Participated in an international workshop for television and movie content editors, funded by the British Council.

2006, Screenwriting workshop with Robert McKee

2007, Directing workshop with John Slean Johns (creator of "The Winds of War"), through the *Electronic Press* course, under the guidance of Israel Segal.

1995, BBC Directors' Training Course in cooperation with the British Council

1989, Acting workshop with Yoram Falk and Amit Gazit, at *Habima Theater*

1987, Advanced professional practice (in producing documentaries) for TV professions in the USA, in the framework of USIA (United States Information Agency).

1975, BFA degree, Department of Film and Television, Tel Aviv University.

Teaching:

2011 Conducted a children's content and development workshop for *HOP TV*, Israel's nursery channel.

2010 Conducted a children's content and development workshop for the Israeli children's channel.

2009 Conducted nine week workshop for development and writing of TV series for children.

2005 - 2009 Taught development and writing of TV series for children at the School of Screenwriting.

2001-2005 Lecturer in directing and writing at the Department of Animation, Betzalel Academy of Arts and Design, Jerusalem)

1998 - 1999 Teacher of Electronic Communications at L.H.V. Advertising School in the framework of the Business Administration Department, Tel Aviv University.

1996-1996 Lecturer in screenwriting and directing for the Open University.

Professional Organization Membership

- Member of the Association of Israel Journalists.
- Member of the Directors and Scriptwriters Guild of Israel

Public positions

2014 Head of the jury at the Israeli Children's Film Festival of Tel Aviv

2013 Member of the jury at the Israeli Children's Film Festival of Tel Aviv

2004 Judge at the Animated Films Competition, a joint project of Interdisciplinary Arena - Jerusalem/Jerusalem Cinematheque/Bezalel Art

Academy
 1999-2009 Artistic lector (scripts reader) at the Israeli Film Fund.
 1999 Judge at the Israeli TV Commercials Competition at the Haifa Film Festival.

Professional experience

2015. Published *The Complete Guide to Screenwriting for Children's Film & Television*

2007 - 2015 Product Manager, Creative and Content Department, Clasikaletet Ltd.
 (a company producing and marketing home video and books for children).

Editor and director of two new entertainment shows: *Regel Po Regel Sham*, and *Micki.com*, starring Miki Kam, a leading actress in the Israeli entertainment industry.

2003-2007 Founder and manager of **Subtext Contents Ltd.**, in partnership with Haim Idisis. Identified TV content needs in Israel and abroad, developed independent or on-demand concepts, and provided development, writing and directing services to various TV channels. The company continues to develop dozens of TV series and produces hundreds of scripts for TV ,mainly for children's channels.

Series developed by Subtext:

Sesame Street - 2007 season (40 episodes); *Hanizozot Shel Maor*, an animation series

for Jetix (22 episodes); *Hello First Grade*, first grade readiness for the Hop Channel (40 episodes); *Little Trips*, an environmental series for the Hop Channel (13 episodes); *Tweet Tweet*, a toddler series for the Hop Channel (40 episodes); *The School Bell Rings For Me*, a comic series for youngsters for Noga Communication (26 episodes); *King Solo Man*, a period sitcom for the Logi Channel (26 episodes); *Beit Hasefer Hagavim*, a sketch program for youngsters for Noga Communication (26 episodes); *Alan the All Powerful*, a reading readiness series for toddlers, for the Hop Channel (80 episodes); *Hugs* a toddler series for the Hop Channel (120 episodes).

2005 Editor and director of *I'm still Relevant*, a comic stage monodrama, at the Habima Theater's Teatroneto Festival.

2001-2003 Chief Content Editor and Head of Development Team for the Hop Channel. Developer and editor of dozens of drama series for children, TV specials, animation and puppet series, as well as the *Sesame Street* 2003 version for broadcasting on the Hop Channel.

Editor and director of a stage program with Miki Kam and the Holon Jazz Orchestra for the Women's Festival in Holon.

2000 Director and editor of the toddler program *The Blah Blah Tree*, for the Children's Channel.

Director of a drama series for children including actors and puppets, for Telad's Children and Youth Department

Content and Creative Manager at the Hop Channel.

Director of comic scenes at the *Paamonei Hayovel*, the central show

- 1998-1999 commemorating Israel's Independence Jubilee.
 Director and editor of a new comic solo stage show, *Miki Kam Ve Achshav*.
 Director of *Zoo Stories*.
 Director of *Shoko Telad*, a drama series for children and youth for the Telad Network.
 Developer a broadcasting and contents concept for a designated/satellite channel marketing tourism contents via TV.
- 1996-1997 Creator, editor and director of the satirical series "*Shaaruria*" (Scandal), winner of the Input 88 prize, the largest public television festival worldwide).
 Director of TV commercials: Klein campaign, Kravitz back to school campaign, Universe Club, Ace Kne Ubne, Discount Mortgages and more.
 Director of the show *Ototo Hahatzaga Mathila* (The Show Is About To Begin).
- 1992 Director of *Sesame Street USA* in New York, a coproduction of the Israel Educational Television and American CTW (8 episodes broadcasted in the USA from coast to coast, with Sarah Jessica Parker, Joan Rivers, Anne Meara, Jerry Stiller and others).
- 1987 - 1996 Senior Director of *Zehu Ze*. (A weekly Satire series broadcasted at IETV) Director of *Ksharim Metzuiarim* (39 episodes) for the Israel Broadcasting Association
- 1987 Director of documentaries for WOUB (local Ohio TV station) in the framework of practical advanced studies in communications, at the initiative of the American embassy in Israel.
- 1982-1987 Director of the first Hebrew version of Sesame Street.
- 1980-1981 Creator and director of the TV series *Habait Shel Pistuk* (Pistachio's House) which became a TV classic over the years. Wrote and directed Pistachio in Clown Land, a children's show for the Orot Theater.
- 1976-1979 Assistant Director at the Children's Programs Department, Instructional Television. Popular series included *Dodly*, *Kishkashta*, *Parpar Nechmad*, *Zipitput*.
- 1974-1976 Producer and director of guidance films at the Israeli Navy Training Base's TV studio.
- 1970-1973 Regular service in the Israeli Navy, Missile Boat unit, discharged at First Sergeant rank.

Prizes/awards

- 2006 Environmental Award - The Ministry of the Environment, for the TV series - *Tiuliulim* (*Little Trips*)
- 2005 The New Fund for Film and Television - \$80,000 support grant for the development and production of the series *Beaufort Diaries*, a dramatic series (13 episodes).
- 2004 The Gold Award for Excellence in Children's Programming by the World Media Festival for the development of the series *Sippurei Sumsum* (*Sesame Stories*).
- 2004 Prix Jeunesse award for *Sippurei Sumsum* (*Sesame Stories*).
- 1996 Outstanding employee - Israel Educational Television.
 People's Choice - New York - For the Sesame Street's production of *Shalom Sumsum* (Peace Sesame).
 INPUT 98 prize for the creation and directing of the satirical series *Shaaruria* (Scandal).