

La Lleva

La Lleva was produced by Señal Colombia. *La Lleva* is a reality program where two children from different cultures have the opportunity to meet, share three days of their lives, knowledge, customs, ways of thinking and become good friends while recognizing their differences. For that, each episode shows a child in the role of visitor on a journey into the world of another child who has the role as a host. Besides having prepared a traditional welcome party, the host has chosen freely the locations and activities to share with his friend during the days of the visit. At the end of the episode, the host is surprised by the invitation to undertake their own journey to become the new visitor to the world of another child who will be waiting. *La Lleva* celebrates the cultural diversity of Colombia through the experience of Hispanic children, indigenous peoples, Gypsies and African descendants, both rural and urban, who travel to meet children from different cultures. In episode two of the series we see Luis Carlos, Colombia's Caribbean Afro-American boy who appeared as host of his region in the first episode, and now lives his experience as a visitor to the world of Luis Alberto, a Hispanic boy who lives in Boyacá state, located in the Andean region, within the country. Upon completion of this second episode, Luis Alberto will be informed that he will be the new visitor to the world of an Indian girl of Inírida, capital of Guainía state, whose journey we enjoy in episode three.

La Lleva was one of the PRIX JEUNESSE INTERNATIONALE 2010 finalists in the 7-11 Non-Fiction category.

International experts' opinions

The international experts admired the spirit of friendship in the program as a boy who had never been an altar boy before, said that it didn't really mean that much to him, but he would do it, because it meant a lot to the other child. "It was interesting for us children that the young man, the Catholic one, the altar boy said so: we are forming and developing a friendship. They were very insightful and mature, I thought, for their ages. One was very serious about his drumming, and the other one is serious about being an altar boy. They seem to somehow have this respect for each other's knowledge about what they were interested in" (female expert, Jamaica).

The experts admired the character of the boys who were so spontaneous and resilient in their approach. "I really loved this moment when the two boys went to church – you have the whole process, because for the children in front of the television, you have this one cool guy who is really into religion, and then we have the cool guy who is a little sceptical about it. So, what you can do as a child is position somewhere in between. But, it is cool to live that, but it is also cool to be in a distance but to look at it. This is a wonderful space for reception for the children in front of the TV" (female expert, Germany). They appreciated the strength and

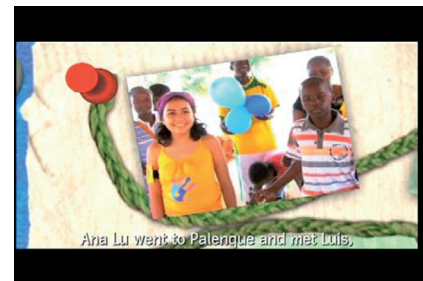


Figure 1: The program is about home swapping to understand different cultures.



Figure 2: Luis from Duitama is a host Pic.

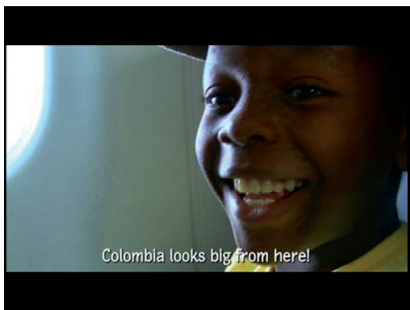


Figure 3: Luis Carlos is the guest who visited Luis' home.

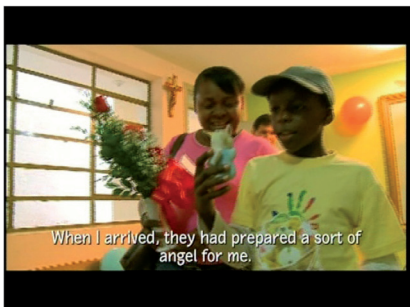


Figure 4: He is welcomed in his host's home.



Figure 5: Luis is an altar boy.

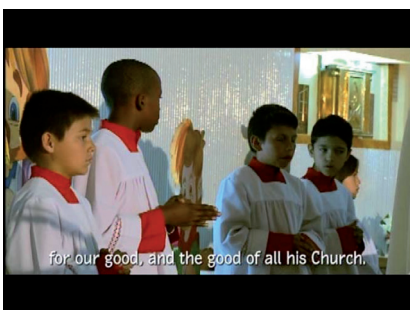


Figure 6: For the sake of friendship, Luis becomes an altar boy

adaptability of the boys. “One thing that you said struck a chord: children seem to be able to do that much more easily than adults. They have a little more acceptance, I think, when it comes to being challenged in that way. I don’t know if it is easier, but they seem to adapt a lot better than some adults I found in real life” (female expert, Jamaica).

The international experts liked the way the program was narrated by the kids. “I like when he included these small comments, because he makes it more realistic, yet at the same time keeps the respect” (female expert, Norway). They also felt that the program was successful in projecting the real feelings of the kids. “Because the kids will tend to say always what is the right thing to say – to please an adult. When they had those images, like the way they were really feeling – it made things more from the kids’ perspective” (female expert, Brazil).

They appreciated the theme of the program that involved home-swapping so that children can understand another culture. “I think we should praise the program for coming up with a format that actually allows that to happen. If you come up with a format where you do an exchange, where you bring together diversity rather than just clinically look at it – it would have been perfectly possible to look at and intercut the lives of two children. But, by bringing the two children together, and by creating the dynamic that you are talking about, you get a much more interesting program. You get a personal view, and a child-centric view, rather than an adult-centric view of diversity” (male expert, UK). “I really liked also the concept of it – just that they travelled the country and met other kids. It is like a domino effect. I thought it was really neat – a really nice concept” (female expert, Germany).

The international experts just loved the cultural diversity that was shown in the program. “Yea, and in a sense it was much more realistic about the capacity for us to bring together diversity in a very diverse country. I think they should be praised for creating a format that allows them to do it” (male expert, UK). “It is a good example for diversity, because we have diversity in very different levels: religion, culture, and in different parts of Colombia. There was also this funny part about the world. I think we can make it in each country, because every part of a country, every religion, has different words or something that is not understood by the others” (male expert, Poland).

The experts also liked very much the concept of the program that allowed the young boys to explore different cultures. “Besides this friendship and the children, I liked the idea that they travelled around

their own country, and that they are familiar with their own culture, because that is far away, and it is far away from the culture of the Caribbean site. They went close to Bogota to this archaeological site. I liked this idea that you show children their own country too – just besides this friendship. I really appreciated that” (female expert, Germany). “I thought it was really interesting that it is a very complex country that has multiple cultures within it, and so you are not only sharing those cultures, but you are sharing them between children. I thought that was a really nice way to approach it” (female expert, USA).

Although they felt that the program was suitable for the target audience, they proposed a few suggestions. “I think it is made for 7 to 11-year-olds, but at some point I think that the set is a bit too busy. It was a bit disturbing to the eye, with all the graphics and too much colour at certain points. You had to concentrate on the story itself” (female expert, Ghana).

They appreciated the way the two boys conducted themselves in the program. “La Lleva, I think, is very nice for a children audience of age 7 to 11. They can feel why they are very close – the two boys. In addition, I am impressed with these two boys talking – their power to speak for themselves – to others: the audience, children. I think it is our responsibility to make children speak, to give them the voice. So, in this regard, this program went well” (female expert, Sweden).



Figure 7: The two friends enjoy their time in the pool:

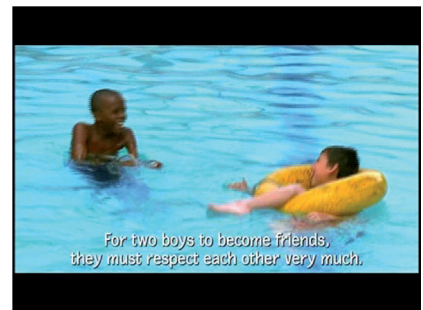


Figure 8: It is a new experience for both of them.

Screenshots from La Lleva © Señal Colombia

Target Audience 8,2	Idea 8,2	Script 7,4	Realization 7,4
Average Score per Category by experts' voters at PRIX JEUNESSE INTERNATIONALE 2010			

Winner of PRIX JEUNESSE INTERNATIONALE 2010 “Theme Prize: Diversity”