

For Immediate Release

**Panasonic Announced the Grand Award Winner of the
Kid Witness News National Contest**

The Grand Award winner to represent Malaysia for Regional Contest in Singapore and the winning video will enter the KWN Global Contest in July 2010

Kuala Lumpur, 10 November 2009 – Panasonic Malaysia Sdn Bhd, announced the Grand Award Winner of the fifth Kid Witness News (KWN) National Contest held at Golden Screen Cinema Berjaya Times Square Kuala Lumpur. This video education contest focused on the issues of Environment and Communication.

The entry from Sekolah Menengah Kebangsaan King George V, Seremban, Negeri Sembilan, titled “Our Precious Water” emerged as the Grand Winner. The video was selected unanimously by the judges from the twenty nine finalist schools nationwide. The video produced by these young students raised concerns on the state of our rivers as a source of clean drinking water and food. It also stressed the importance of conservation for future generations.

According to Normah Nordin, one of the panel of judges, “The video was cleverly and creatively presented that touches everyone’s heart. Simple execution yet effective in message delivery, portraying current environmental issues which need to be addressed seriously by everyone.”

Runners Up, Sekolah Menengah Kebangsaan Mergong, Alor Setar, Kedah, presented a documentary on rubber, how it is produced and its uses. It also pointed out the importance of rubber trees and its by-products for the modern society.

Second Runners Up, Sekolah Menengah Kebangsaan St. Joseph, Papar, Sabah tells a story in the form of drama on communication breakdown due to the hectic and demanding lifestyles faced by families. This video raised communication issues that are common problems between parents and children and also among siblings and friends that must be tackled and they also offer advice and alternatives to overcome the communication barrier or breakdown.

The top three awards were presented by Encik Bong Muk Chin, Pengarah Pendidikan Khas, Kementerian Pelajaran Malaysia

There were also six special category awards handed out during the awards ceremony for Scriptwriting, Editing, Videography, Sound, Anchorperson and also Creativity.

Sekolah Menengah Sains Selangor, Kuala Lumpur walked away with Special Award for Scriptwriting with their video, titled “Effective Neural Communication = Super Memory” The focus of the video was on exploring ways of achieving super memory through methods of learning and exercises for better communication.

Sekolah Kebangsaan Perempuan Methodist, Kuantan, Pahang, won the Special Award for Videography with their video, entitled “The Groovy Mangrove”, a documentary on the life journey of a mangrove seedling, seeing the ugly realities of its family’s fate from dangers and threats faced by the mangrove trees and how it can survive and help preserve the natural environment.

The video titled “Love Our Earth” from Sekolah Menengah Kebangsaan Seri Kukup, Pontian, Johor, was a documentary depicting earth as a space ship where the earth’s inhabitants were astronauts on its journey around the sun won the Special Award for Editing. It showed threats of pollution caused by human activities which will eventually destroy mother earth if not controlled. The message is a gentle reminder to us to help protect the environment for future generation.

The Special Award for Sound went to Sekolah Kebangsaan Damansaa Jaya 2, Selangor with their video entry titled “Fireflies of Kuala Selangor”. This video is technically challenging subject as it was recorded at night but with excellent sound result. It showed the beauty of fireflies and showed dangers and problems that could lead to the extinction of fireflies.

Sekolah Menengah Kebangsaan Seri Panching, Kuantan, Pahang won the Special Award for creativity with their video entitled “A Dead Crook”. This video was about irresponsible development through illegal logging, causing harm to the flora and fauna in the jungle that affect the livelihood of the aborigines. It was presented in a dramatic yet candid and humorous look at the consequences of failure to understand the long term effects of illegal logging.

The charm and charisma of the young lady from Penang Chinese Girls High School, Penang left no doubt in the judges’ minds when they knew almost instantaneously that their video entry titled “The Living History of the Water Community” deserved the Special Award for Anchorperson. It depicts the lifestyle and daily activities of the residents at Chew jetty that is dependant on the natural environment especially the sea for food and survival.

There were five members in the panel of judges, comprising of respected figures in the film and media industry such as renowned film makers and producers Othman Hafsham, artist and educationalist Normah Nordin, New Straits Time Life & Times editor Suraya Al-Attas, Md Rashid Ahmad of TV3, Aziz Hassan, Documentary Manager TV3, software consultants - Jeffery Chua and Frances Tan and Azizah Wahid, General Manager of Corporate Communications and Branding for Panasonic Malaysia.

The nine winning teams and their videos were chosen from a total of sixty nine video entries that were shortlisted for the video judging. All the videos submitted were written, directed, filmed and edited by the students from throughout Malaysia participating in the KWN program.

About Panasonic Malaysia Sdn Bhd

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