

For Immediate Release

**Kid Witness News National Contest 2011
Grand Award Goes to
Sekolah Dato' Abdul Razak Seremban, Negeri Sembilan**

Subang Jaya, 19 September 2011 – Twelve finalist videos were selected to enter the final out of 20 shortlisted videos from 37 participating schools nationwide at the Panasonic Kid Witness News (KWN) National Contest 2011.

Sekolah Dato' Abdul Razak Seremban, Negeri Sembilan won the Grand Award for their work titled "The Factory Chicken".

"The Factory Chicken" is a documentary video about the modern factory chickens. This video shows how the modern way of rearing chickens has a big impact towards the environment. Thousands upon thousands of chickens are reared in the factory while only a few hundred chickens are bred in free-range farms larger than the factories. The dirty "modern" factories cause the surrounding area to be swarmed by flies, have clogged drains and become smelly. People do not see that they may be paying a cheap price for chickens but they might be paying dearly for the environment and their health. We do not know how much more the future generation must endure the negative effects of these factory farms.

According to national judge, Normah Nordin, Artist & Educational Activist, the video has cleverly delivered a strong message on the effectiveness and lasting impression on eco awareness for the viewers. The video work was simple yet effective.

KWN is a global hands-on video educational program designed for primary and secondary school children, which Panasonic operates as part of its efforts to help educate young children. This year KWN is celebrating its 7th year since the program began in 2005. More than 3500 children from 500 schools nationwide have participated in this program.

This year's KWN National Contest saw 37 schools nationwide took part, crafting five-minute videos based on the themes of ecology and communication. These videos were reviewed by a panel of judges who are experts in film-making, education, and journalism screened the works to determine the Grand Award and other Special Category Awards.

The KWN National Contest 2011 Award Winners are listed as follows.

Award	Country/School	Title/Synopsis
Grand Award	Negeri Sembilan Sek Dato' Abdul Razak Seremban (secondary school)	“The Factory Chicken” This documentary video is about the modern factory chickens. This video shows how the modern way of rearing chickens has a big impact towards the environment. Thousands upon thousands of chickens are reared in the factory while only a few hundred chickens are bred in free-range farms larger than the factories. The dirty "modern" factories cause the surrounding area to be swarmed by flies, have clogged drains and become smelly. People do not see that they may be paying a cheap price for chickens but they might be paying dearly for the environment and their health. We do not know how much more the future generation must endure the negative effects of these factory farms.
Runner Up	Pahang Sek Men Keb Sultan Abu Bakar Kuantan (secondary school)	“The Eco Challenge 2011” "The Eco-Friendly Challenge 2011" depicts a reality show organised by the renowned Eco - Friendly Club of SMK Sultan Abu Bakar. The objective of this amazing challenge is to choose the right candidate for the post of president. The theme for this year's challenge is the 3R's i.e. Reduce, Reuse and Recycle. The Six Finalists are close competitors as they are firm believers of the going green concept. The challenge is pretty tough. The challenge initially appears to test the candidates' knowledge, skills and creativity but in reality the "chosen one" is the one who practices what he or she preaches. Last but not least, the video is informative and serves to educate viewers on the intricacies of recycling.

<p>Second Runner Up</p>	<p>Negeri Sembilan Sek Jenis Keb Cina Chung Hua Seremban (primary school)</p>	<p>“Trash Or Cash” This documentary video tells a story about the old newspaperman whom we see almost every day and everywhere. They come to our house to collect our trash. In return we are given cash. In actual fact many things in the home can be recycled. That includes pieces of paper scrap, plastic products and e-waste. The old newspaperman brings home all the scraps he has collected and sorts them. After that he sends the things to the recycling centre Paper is sorted according to newsprint, white paper and cardboard. The paper is then compressed into bales before being sent to the factories for recycling. Plastic containers are also sorted into coloured plastic and natural plastic. We should give our trash a second chance. Recycling creates job opportunities, generates income and it helps to preserve a clean environment. So, let's recycle for a better future.</p>
<p>Special Award - Videography</p>	<p>Negeri Sembilan Sek Men Keb Bukit Mewah Seremban (secondary school)</p>	<p>“The Cart Pusher” This video is a story about Uncle Chan would picks up cardboards from streets and shops. He would use a cart to put the cardboards he picked up. Money does not come easy. He earned about RM5 -Rm10 per day by picking up cardboards. Rain or shine, he still has to work to make ends meet. Tough life for an elderly man!</p>
<p>Special Award - Script</p>	<p>Negeri Sembilan Sek Men Keb King George Seremban (secondary school)</p>	<p>“Sang Kelawar’s Home” This video follows the journey of Sang Kelawar, a bat leader of the Pterrorwings clan. His limestone home is being destroyed by humans and he has to act fast to find a new home. He is shocked to see that his home is being blasted. Marble from the hills are being carved out and stacked high. Beautiful crystals in the cave are hacked out and graffiti is left behind. Sang Kelawar is about to give up hope when he saw a sign reading 'Dark Cave Conservation Site'. The cave is well preserved and he knows his colony will be safe here. The story ends with Sang Kelawar telling humans to conserve and preserve the limestone hills.</p>

<p>Special Award - Editing</p>	<p>Penang Penang Chinese Girls' High School (secondary school)</p>	<p>“Barrier Between The Two Worlds” This video clip revolves around the miscommunication between parents and children today. The video clip starts with Rachel awaiting her father’s return to celebrate her birthday and to tell him she won the first prize in the art competition entitled ‘my family’. While waiting, she reminisces about the good times before her mother’s death. At 12 pm, she had given up hope and silently wish herself ‘happy birthday’. When her father returns, he was shock to find a picture of a family with a maid and driver. Remorse swept over him, but it was too late to break down the wall of miscommunication.</p>
<p>Special Award - Sound</p>	<p>Johor Sek Men Keb Sri Kukup Pontian (secondary school)</p>	<p>“Symbiotic Rhythm” The story tells how Grandpa Musa, a Ghazal lover and musician had to use the medium of modern music (the band) to save the heritage of traditional Malay music, Ghazal. There used to be several Ghazal groups but now they all have been inactive due to the musicians’ old age and no new generations to continue the legacy. His approach is somewhat unique in that it does not reject modern music that is loved by the younger generations but prefer to use modern music to bring them closer to Ghazal. Apparently the symbiotic rhythm relationship has helped to save the traditional music, Ghazal.</p>
<p>Special Award – Presenter</p>	<p>Labuan Sek Keb Pekan Dua (primary school)</p>	<p>“Ejen: 007” This video explains the problems faced by scraps collectors to continue their cleaning routine. Irresponsible society makes their work tougher and more difficult. This is the biggest barrier and challenge for them. We had tried our best to give a clear picture about these workers’ daily life. We will show you how they sacrifice their happiness to give us comfort but sadly all in vain. We hope this video could raise awareness about waste dumb among our society. We should realize our individual responsibility to help them maintain clean environment. We should support, respect their feelings and ease their burden only for our own good.</p>

<p>Special Award – Creativity</p>	<p>Johor Sek Men Keb Dato' Bentara Luar Batu Pahat (secondary school)</p>	<p>“Caveman To Modern Man” How did communication evolve? It all started with the cavemen. Homo sapiens' first attempt in passing information took the form of paintings. Soon, fire was discovered and people used smoke signals. Then, man used horns, drums, and bells to communicate. Post-riders were used to deliver messages from the King. Not forgetting pigeon post as well as the telegraph. Telephones and mobile phones were soon invented. Now, we live comfortably as communication is getting easier and faster, thanks to cavemen who knew how important it was to remain in touch with fellow human beings.</p>
<p>Special Award – Concept</p>	<p>Sabah Sek Men La Salle Kota Kinabalu (secondary school)</p>	<p>“Tagal” A documentary video on 'Tagal' and its importance and protection of natural rivers in Sabah. It covers a community- based river management system, where villages in Sabah reinforces the controls on fishing on its stretch of rivers. This documentary reveals a few villages around Sabah that are successful in achieving sustainability in managing their river through 'Tagal'. This documentary promotes the eco-tourism potential of 'Tagal' as well as the role it plays in conserving our rivers and the balancing of the eco-system. 'Tagal' is a unique practice in Sabah and should be promoted throughout the country as well as globally.</p>

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