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Participants of the *Kid Witness News* programme posing for a group photo after planting *kelempayan*.

PANASONIC continues to lead the way with eco ideas for everyone through Kid Witness News (KWN), a hands-on video education programme for students aged 10 to 15.

Over 200 students and 70 teachers from schools throughout the country were selected to participate in the five-day KWN training camp in May.

In keeping with this year's theme of Ecology and Communication, the students spent half a day at the Forest Research Institute Malaysia (FRIM) in KL, planting 100 trees of the *kelempayan* species and recording the process for a video.

In an interview with FRIM representatives, they learnt the importance of tree-planting and the types of trees grown at FRIM.

"Through activities like this, we hope to inculcate awareness on the importance of preserving our resources," said Azizah Wahid, General Manager of Corporate Communications and Branding, Panasonic Malaysia Sdn Bhd.

Panasonic spreads environmental awareness through three initiatives: eco ideas for products; eco

Learning experience

ideas for manufacturing; and eco ideas for everybody, everywhere.

KWN is a global hands-on video education programme initiated by Panasonic to encourage students in rural or economically disadvantaged areas to develop cognitive, communication and organisational skills through the use of digital video technology.

Panasonic developed the programme in the United States in 1989. Following its global expansion in 2003, the programme has benefited more than 120,000 children from 617 schools in 25 countries.

In Malaysia, this programme kicked off in 2005 in collaboration with the Education Ministry. To date, over 2,000 students from 250 schools have taken part in it.

KWN requires children to direct and produce their own five-minute short film on issues such as the environment. It teaches them to present their ideas with confidence, and they learn about teamwork and creativity.

The programme is open to all government schools. Selected schools are invited to attend five days of comprehensive training.

Students' creative works are submitted to the annual KWN National Video Contest after screening by a panel of judges from the media and film industry.

The winners are hosted to a three-day programme in Kuala Lumpur to celebrate their accomplishments, and to receive their awards at the prestigious KWN Video Awards Ceremony to be held from Nov 9 to 11.

The winning school at the national level will represent Malaysia at the regional and global contests. The regional contest will be held on Dec 9 in Singapore, while the global contest will be held in July.

■ For details on the Panasonic brand and products, go to www.panasonic.com.my or call the Customer Care Centre (☎ 03-5543 7600).