

TFK Teachers

A SUPPLEMENT TO TIME FOR KIDS



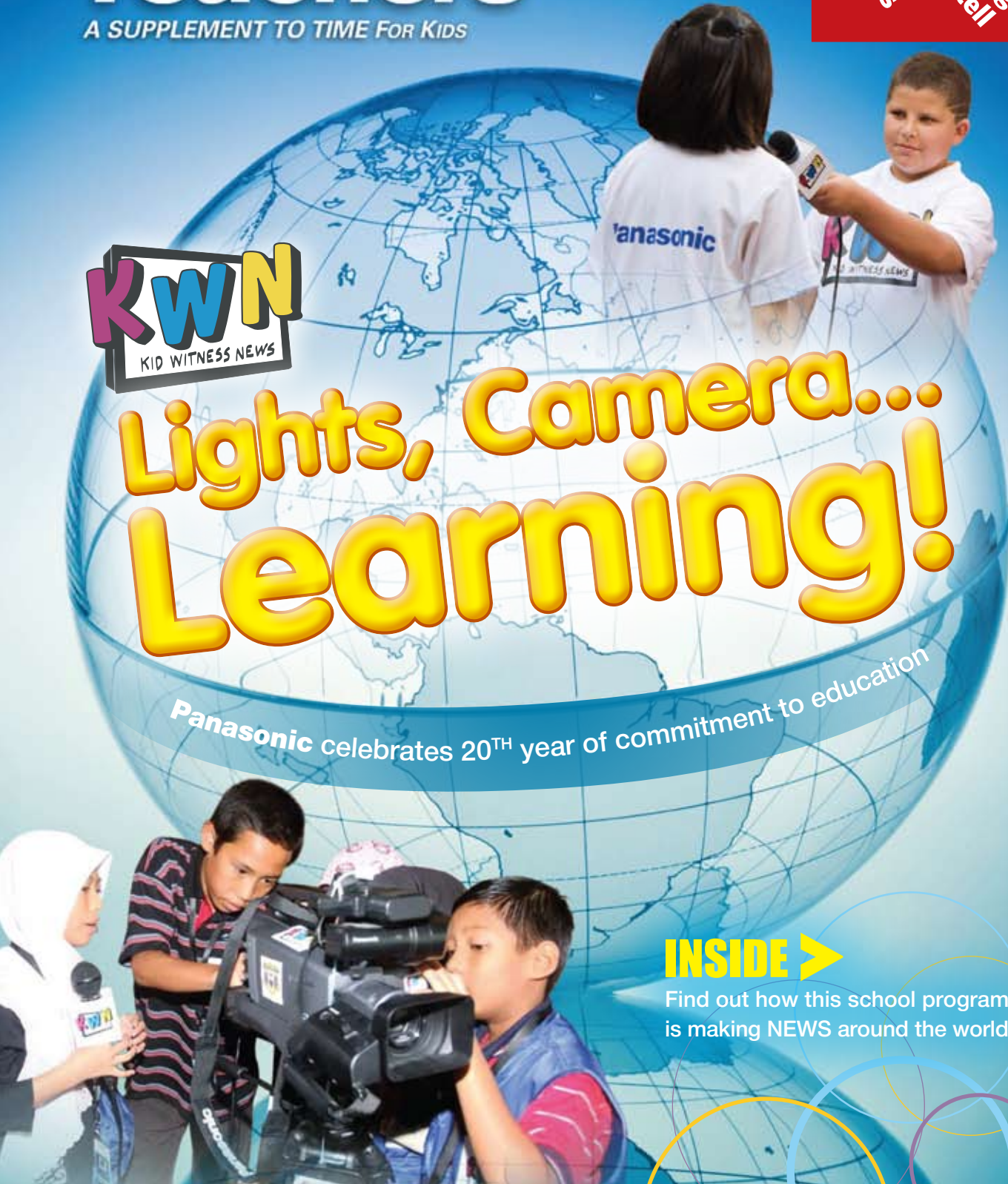
Lights, Camera... Learning!

Panasonic celebrates 20TH year of commitment to education

Creative kids using
digital video to tell
THEIR
stories

INSIDE ➤

Find out how this school program
is making NEWS around the world



Welcome to Reel Education

Gadgets. TV. Dramatic stories. Technology. What if you could combine these kid favorites with real learning opportunities to form one in-school program? That's what Panasonic's **Kid Witness News (KWN)** is all about.

Developed by Panasonic to build cognitive, communication and organizational skills, KWN is a hands-on video education program. It helps students tap into various talents to create video productions and tell stories from their point of view. The

themes of the videos range from social and environmental issues to local culture and history—to relationships between friends and family members.

KWN started in a New Jersey school in 1989. It soon grew to include more than 200 schools throughout the United States in the '90s. Currently over 600 schools are participating worldwide. And, as KWN celebrates its 20th year, the numbers and excitement keep growing!

"KWN is about seeing the world through the students' eyes—allowing them the freedom and flexibility to explore issues and concepts that are important to them."

—Ian Cameron (United Kingdom), Editor, News, BBC Nations & Regions, KWN Premier Judge

"Learning about filmmaking at a young age is an invaluable educational lesson for children where they have to cooperate as a creative team to express an idea."

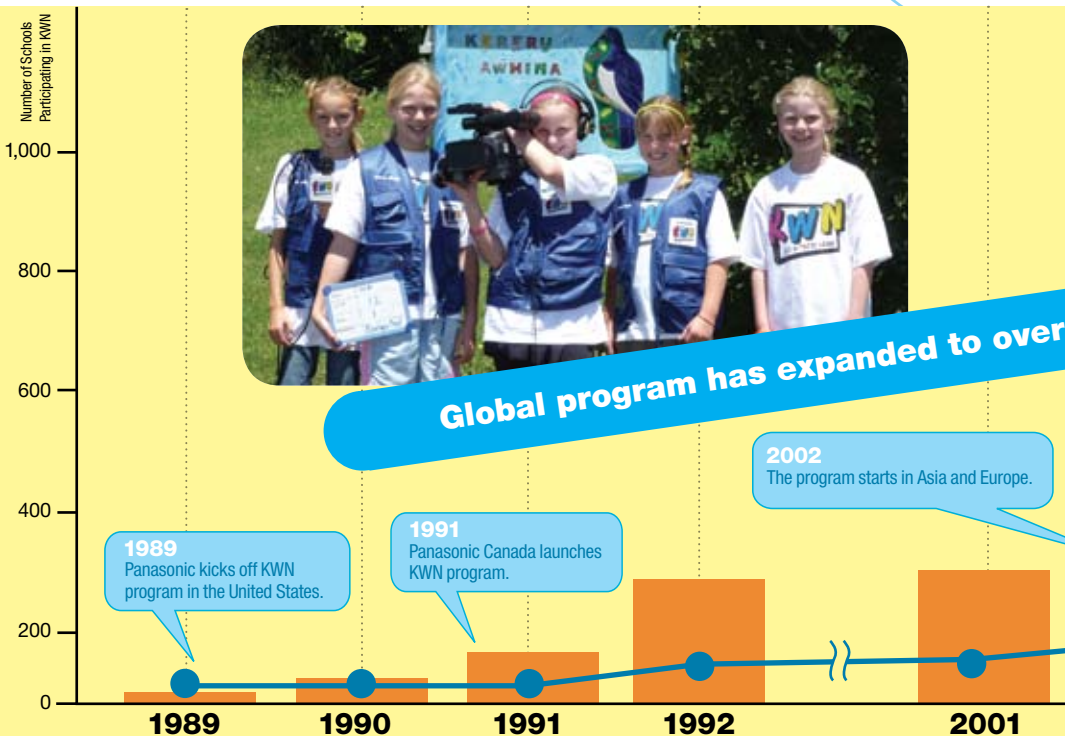
—Jane St. Vincent Welch (Australia), Film and Video Editor, KWN Premier Judge



Students and teachers from six finalist schools with Panasonic executives and premier judges at the KWN Global Contest 2009 Awards Ceremony.

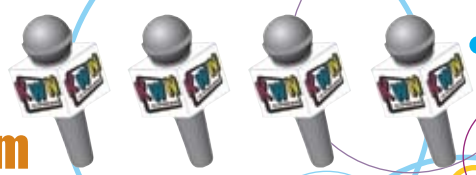
120,000 STUDENTS AROUND THE WORLD AND COUNTING

In the 20 years since Panasonic launched KWN in the United States, the program has reached more than 120,000 students and their teachers in 25 countries/region. Take a look at this timeline to discover where KWN has been and where it's heading.





Adding "Action!" to Your Classroom



Why is Panasonic's KWN global program so successful? It reaches out to inner-city and rural areas, giving students the opportunity to develop their abilities and creativity through video production.

Panasonic provides elementary through high schools with the latest digital equipment and workshops needed to create videos. Students are then free to communicate stories that are important to them and their communities.

The News is Good

Students are instrumental in brainstorming subjects for their KWN video projects, focusing on current events, news reports, public service announcements or interviews with important public figures.

Of course, this Panasonic program takes students beyond brainstorming. The kids also learn to achieve goals and build teamwork skills as they...

RESEARCH their subjects

WRITE the scripts

ACT in front of the camera

PRODUCE the videos

DIRECT the action

EDIT video into a final project



KWN USA winners pose in Times Square in New York City.

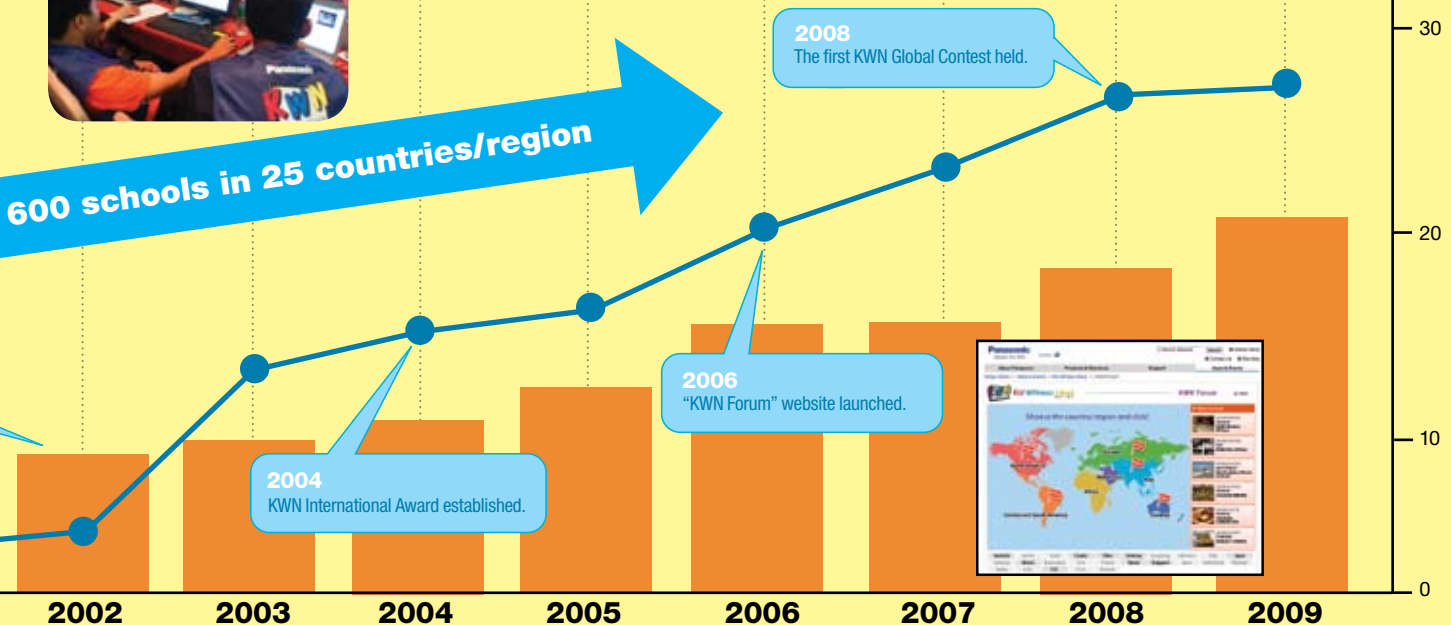
KWN Around The World

Did you know that around 8,000 students and their teachers took part in KWN this year? Panasonic has established ways for all these people to communicate and share ideas, including...

- **The KWN Forum.** This is an online spot where KWN participants from around the globe can interact, read and write news items, and submit comments.
- **KWN Meetings and Ceremonies.** These get-togethers include the Global Contest Awards Ceremony in Japan and the annual New Vision Awards in the United States.



600 schools in 25 countries/region



What KWN Teachers Say

Jeff Goldstein

Jeff teaches grades K–8 about digital imagery at PS/IS 41 in Brooklyn, New York. Here's what he had to say about his experience with KWN.

"In KWN, kids express ideas, gain self-confidence, and learn to trust in themselves and others through teamwork."



Teacher Jeff Goldstein with KWN students Mangie Kpaka, 13, and Natai Smith, 8.

"One day I could be on a TV show or be a director because I now know a lot about television and moviemaking."

I've been the KWN Coordinator at PS/IS 41 for the past 20 years. In 1989, I spotted an article in a local paper about a pilot Panasonic program called Kid Witness News that was being run in 17 mostly inner-city schools. The article mentioned how each school was being provided with video equipment by Panasonic and that KWN was looking to expand to 50 schools. I brought the story to my principal, he made a few phone calls and we've been in the program ever since.

Participating in KWN at our school is competitive. I pick the students based on their submission of résumés and cover letters. After I've assembled the team, I help guide them to create a video production about issues that are important in their lives—to create something from their perspective, something that is new, and has never been done before. KWN provides a forum where the unexpected is valued.

Our students have created productions that address current social issues such as the plight of the elderly and the disabled; the

proliferation of drugs, guns, and violence in our society; drunk driving; and fire safety.

Students develop, write, produce, direct, and videotape each and every one of their videos. They act, narrate, and serve as reporters in each of their videos as well. As their teacher, I have been continually impressed by the depth of knowledge and concern that my students have revealed in their videos.

We've won numerous national and international honors for our video productions, and have been featured on local radio and TV shows and in newspapers and magazines. We've been given opportunities to go to places to cover major events like the Democratic Convention at Madison Square Garden and the World's Children's Baseball Fair in Japan.

Would I recommend the program to other teachers? Absolutely. If you're looking to raise student interest through the creation of projects that emphasize teamwork, various language arts skills and learning hands-on with some of the latest communication technology, then Kid Witness News is the way to go.



Debra Gerbasio

An educator for 10 years, Debra teaches English and TV Production at Secaucus Middle School in New Jersey. She shared her thoughts about KWN with us.

I've been working with KWN for 5 years. I guide the students through the process, but they brainstorm for film ideas, write the scripts, storyboard, act, film, and edit. They do the work!

The students always learn a lesson while having fun creating their film. Our films always have themes related to the community or the environment, such as global warming. One year we made a film about child abuse and raised money for a local shelter. This year we created a public service announcement about teenage drug use.

There are so many possibilities that this program offers. Some students find that they have artistic abilities that they may have never known existed. They learn real life skills like meeting deadlines and working together as a team. Many of the students go on expressing

their talents through high school and some are now going on to media programs in college.

Recently, judges in the KWN New Vision Awards voted our film *The Riverkeeper* to be best in the "local hero" category. The film features a man who crusades to bring a nearby river back to life. For a short time we were celebrities. The town was invited to a showing of our film. We were on the news and every local newspaper, and we met teachers and students from around the world.

What's the best part of KWN? There isn't anything that can compare to watching the students' faces when they see the final product. It's priceless!



For More Information

As of June 2009, 617 schools in 25 countries/region are participating in the Panasonic Kid Witness News program.

For more information about KWN in the US, please visit <http://www.panasonic.com/kwn/>

You can also visit the KWN Global site: <http://panasonic.net/kwn/>