



Panasonic Kid Witness News Program 2016-2017 Guidelines

More than 180,000 children around the world have participated in the KWN program since it first began in the U.S. in 1989. Panasonic lends video production equipment to schools for student video productions. Videos created by the students are submitted to an annual awards contest in each participating country.

The national winners are recognized by Panasonic's global Kid Witness News program at <http://www.panasonic.com/global/corporate/kwn.html>. More details on the 2016-17 global program will be available at a later date.

Although KWN represents students from around the world, the messages in their videos have common themes, reflecting the world they live in and what affects their everyday lives. Through these videos, we are able to see "The World Through Their Eyes."

In this document, you'll find more details about the program. Please read carefully, and let us know if you have any questions. We encourage you also to share your ideas about the KWN Program with us on how it can be used to its fullest potential – not just to produce videos, but to also enhance your students' education.

Timeline

August – September	Schools provide confirmation of participation and signed loan agreements to receive video equipment
September	Video training workshop (delivered online) – date TBC
October	Students brainstorm ideas for video; develop scripts and storyboards
November – December	Shoot footage
January	Edit and finalize videos
February	Submit videos to PCI for judging
March	Canadian winner selected and submitted to KWN global office

Equipment

The following equipment will be supplied to new schools on loan from Panasonic, upon confirmation of participation and submission of loan agreement form:

Video camera
TV monitor

Tripod
Microphone
SD card
Headphones

Rules and Procedures

Themes

There are three official video themes in the 2016-2017 program:

- Ecology
- Communication
- Sports

All videos submitted must reflect one of the above themes and expresses “The World Through Their Eyes” from the student journalists’ point of view. The videos should also incorporate the concepts of teamwork and diversity.

Examples

Ecology

- Recycling
- Global Warming
- Energy Efficiency

Communication

- Social issues
- Daily Life issues
- Community
- Friendship
- Bullying
- Disability
- Self-expression

Sports

- Teamwork
- History of a sport or athlete
- Athletic team and personal achievement

Category: **Primary** (Ages 10-12) **Secondary** (Ages 13-18)

Length

Each video must be a **maximum of 5 minutes, including ending credits**. Videos that run over 5 minutes and 10 seconds will be penalized 10%, and videos that exceed 6 minutes will be disqualified.

Deadline

Video submissions must be received at Panasonic by 5 p.m., Friday, February 17, 2017.

Submission method

Videos must be submitted on a DVD and must be of first generation (original) edited quality. Videos should be in MPEG-4, Quick Time or AVI format. The school should keep the original editing data without subtitles. If the video is selected as a global finalist, a copy of the video data without subtitles must be submitted.

All DVDs must clearly indicate the school name, city, province, title of video and video length.

Submissions should be sent to:

Panasonic Canada Inc.
5770 Ambler Drive
Mississauga, ON L4W 2T3
ATTN: Saj Khangura

Entries should be accompanied by:

- English script
- Consent Form of the Production and Copyright (Appendix 2)
- Group photo (jpeg file, larger than 2 MB)

We will notify you when your submission has been received. Please use a shipping method that can be tracked. Submissions will not be returned.

Production, Permission and Copyright Notes

All video footage must be the original work of the participating students, including planning, scriptwriting, film shooting and editing. The teacher's involvement should be limited to guidance with critique and encouragement.

Copyright of the submitted video shall revert to the school. However, for purposes of generating publicity for KWN, broadcast rights, editing rights and reproduction rights shall rest with Panasonic.

Submissions may appear in print, broadcast, web or social media, publicity or advertising.

All persons appearing in the videos should sign a consent form. Parents/guardians should sign on behalf of children.

Music/images should be original or copyright-free. If the school uses any copyrighted materials, written permission from the rights holder should be obtained and all credits should be stated accordingly in the submitted video.

For field shooting, the KWN team should arrange prior written permission to record the subjects and locations.

Panasonic will not be liable for any copyright infringement in the submitted video.

Judging Criteria

K Factor Points:

- Focus on and embody “The World Through Their Eyes”
- Reflect the simplicity and directness that characterizes children’s work

Expression points:

- Concept, story and impact

Technical points:

- Production
- Post-production

For more information, contact:

BrandMarketing@ca.panasonic.com

Program guidelines are subject to change.