



NEWS RELEASE
FOR IMMEDIATE RELEASE

National Geographic Channel Asia Inaugurates Documentary Making Competition Among Schools in Hong Kong

National Geographic Channel Asia, Wiseman Education and
Education and Manpower Bureau, call for film entries among 400
schools in Hong Kong

Hong Kong, 8 November 2006 – National Geographic Channel Asia and Wiseman Education Ltd, with full support from Education and Manpower Bureau are calling for entries for the ‘National Geographic Channel – Think Again Awards’ - a short-film contest about the world we live in.

Open to all secondary school students in Hong Kong, ‘National Geographic Channel –Think Again Awards’ requires students to submit a five to ten-minute English documentary film that aptly illustrates the personal way of how they see the world we live in through documentary making on one of the following themes: Nature & Wildlife, Environment & Conservation and People & Culture.

Terri Seow, Vice President of Marketing at National Geographic Channel Asia, says: “The objective of this competition is to motivate and inspire students to think again about the world we live in. We want to encourage them to see the world from different perspectives and to bring sensitivity to different communities and the environment. Through this exercise, we hope to cultivate their passion and curiosity about things around them.” In order for the students to have knowledge in making a film, National Geographic Channel Asia has produced a DVD presentation guide of how to make a good documentary and with the help from Wiseman Education and Education Manpower Bureau and, more than 450 copies of DVDs were distributed to all secondary schools.

Clement Chung, Chief Executive Officer at Wiseman Education, says: “What can we teach our students that will still be relevant 10 or 20 years from now when they graduate into the world? The Think Again Awards started with a humble objective – to encourage and inspire our students to think. To think out of the box, step into the world, and tell us how they see and interpret the world we share together. When I left university, my professor said to me, “*Clement, I didn’t*



teach you anything; I taught you how to think." On the same note, I hope our students will be inspired to explore, think, and challenge themselves.

Mr K F Yeung, Senior School Development Officer at Education and Manpower Bureau says: "The competition is another good example of Business-School Partnership, of which students could gain a wider perspective of the world they live. Through participation in the competition, students could also interact with the society and to develop in them the correct values and a good attitude of getting along with others."

Ten winning entries will be chosen based on the uniqueness of perspective and the ability to intrigue, amuse and entertain. Ten winning teams will be recognized and awarded with National Geographic Channel Think Again trophies. All completed entries will also be recognized with certificates.

Students are required to register and complete an entry form for each team before 20 November 2006, and submit a 5 to 10-minute English documentary on a VCD or DVD before 8 January 2007. Award Announcement and Presentation will be held in February 2007.

Registration forms along with competition terms and conditions are available at all secondary schools or Ms Kinnie Lai (852) 3188 2357 at Wiseman Education Details at: www.EnglishBuilder.hk/ThinkAgain

Education and Manpower Bureau

We are in a new era where the focus of education is on the whole personal development and lifelong learning of students. It is essential for our youngsters to acquire the skills of communicating and collaborating with people of different nationalities, as well as the ability to appreciate different cultures, ways of thinking and lifestyles. To this end, the Education and Manpower Bureau has launched the Business-school Partnership Programme, effective from 2005/06 school year.

Wiseman Education

Learning is an intellectual, emotional and social process. We develop courseware and programmes that teach for understanding, develop confidence, and inspire thinking. We are educators and also students. We learn from our students and fellow educators, to ensure that each customised solution and implemented pedagogy is effective and quantifiable. Although we have extensive experience in educational technologies, we emphasise pedagogy over technology. Learning involves so many human elements so we provide



continuous support and keep reminding ourselves that our students deserve the very best.

[National Geographic Channel International](#)

National Geographic Channels International (NGCI) invites viewers to re-think the way they see television - and the world - with smart, innovative programming. NGCI is a business enterprise owned by National Geographic Television (NGT), FOX Entertainment Group and the National Broadcasting Company (NBC). In the UK and Europe, BSkyB is a shareholder in the Channel. NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education.

Globally, National Geographic Channel (including NGC U.S. which is a joint venture of NGT and Fox Cable Networks Group) is available in over 290 million homes (including day-part households) in 164 countries and 27 languages.

National Geographic Channel Asia
Ms. Janice Leong
Tel: (852) 2621 8861
Email: janicel@ngcasia.com