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From: UUM CORPORATE COMM.
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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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UUM EMERGED CHAMPION AND FIRST RUNNER-UP OF ROAD SAFETY VIDEO



COMPETITION

UUM ONLINE: Video clips entitled, 'Cuai' (Negligent) and 'Alpa' (Careless) brought luck to six interns who are currently doing their practical at the Unifilm Studio, Universiti Utara Malaysia (UUM) when they emerged winner and first runner-up of the Kedah State Institution of Higher Education Road Safety Video Clip Competition 2019, recently.

The group called the One Two Three Picture that comprised of three students produced a video clip entitled 'Cuai' emerged as the winner and walked away with a cash prize of MYR 1,000.

Meanwhile, a video clip called 'Alpa' produced by a group called DIA which also comprised three students was named as the first runner-up, took home cash prize of MYR500.

The leader of the One Two Three Picture group, Ms Nurul Huda Noorzamri said they never expected to emerge as champion of the competition.

"We are very grateful for the unexpected success, and this success has fuelled our passion and confidence to continue work on other videos in the future.

"This video clip tells of a man who did not adhere to the traffic rules which in the end endangered the lives of others as well as himself. This became the key idea of the video that hopes to educate the public about the importance of having good attitude and being thoughtful of others while driving," she said.

Meanwhile, Director of UUM Unifilm Studio, Ms. Bahiyah Md. Idris congratulated the interns on their successful production of the videos that effectively evoked positive values and were able to educate the audience and the community.

"I have always been supportive of them particularly in taking part in competitions to hone their talents, skills and abilities in producing self-directed videos from the stages of pre-production, production and post-production," she said.

The prizes were presented by the Chairman of State Agriculture and Agro-based Industries, Transport and Human Development Committee, cum Chairman of the Road Safety Council (MKJR), Mr. Azman Nasruddin at the launching of the Kedah State level Integrated Ops (Ops Bersepadu) and Road Safety Campaign in conjunction with the Chinese New Year Celebration 2020.

The Gurun South Bound Rest and Service (RnR) Area was selected as the launch site to advise road users to stop and rest before commencing their journey.



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