



The Highlighter

U.S. Embassy Bangkok's Public Affairs Update

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Week ending September 9, 2011

Lights!, Camera!, Action! Ambassador Kenney stresses importance of IPR during Technicolor tour

On September 7, Ambassador Kenney paid a visit to the facilities of leading film distributor and post-production services provider Technicolor. Technicolor is an American-French firm headquartered in Hollywood, and branded in the region as Technicolor Asia. Ambassador Kenney toured Technicolor's state-of-the-art facilities, and met with Bangkok University film students who were participating in a film master class led by leading Thai director Prachya Pinkaw. The class was sponsored by the Thai-U.S. Creative Partnership. The Ambassador took this opportunity to stress to the students and Technicolor staff the U.S.'s commitment to protect intellectual property rights and innovation. A pioneer in color film, Technicolor continues to innovate in cinematic technology with its popular 3D lens solution for traditional projectors, offering a bridge to new markets at one-third



ABOVE: Technicolor and the Thai-U.S. Creative Partnership teamed up to provide Bangkok University students a master film class.

of the price. As Asia's largest picture post-production facility, Technicolor continues to expand local employment opportunities for talented Thais. 



LEFT: Technicolor staff demonstrate their 3D movie camera lens to Ambassador Kenney.



ABOVE: Ambassador Kenney with Bangkok University film students.



LEFT: Ambassador Kenney interviews news crew members about their favorite movies.




State Alumni pitch in for a greener Thailand

To take action against deforestation and climate change, a dozen Thailand State Alumni joined hands with 15 American Studies Club (ASC) students from Chiang Mai University to implement the “Northern Thailand State Alumni’s Forest Restoration Project” at Mae Sa Mai Hill Tribe Village, Doi Suthep-Pui National Park, on September 3, 2011. Youth alumni from diverse exchange programs, including USBT, Southeast Asia Youth Leadership, Fulbright, YES and Global UGRAD, together with ASC students, helped a local Hmong community to nurture some young trees, apply organic fertilizer, weed and grade local tree seedlings. Project participants also had a discussion with village leaders about the effects of deforestation, such as drought, landslides, and wildlife extirpation. In the past



ABOVE: State Alumni and students begin their guided walk led by Thai reforestation experts.



several years, the community has taken a number of measures to avoid additional damage, including planting and monitoring trees, making fire breaks, organizing forest fire patrols, and educating fellow villagers about the importance of woodland protection. Additionally, reforestation experts from the Forest Restoration Research Unit (FORRU) of Chiang Mai University led a guided walk, and shared their techniques on forest restoration with the participants. At the end of the program, alumni and ASC students came to realize the importance of environmental preservation, and were eager to get more involved in other community engagements. 

LEFT: Students pick up seedlings at a local nursery to be used in reforestation plans.



ABOVE: Digging and planting is hard work, but also quite fun when it is done for a good cause!



ABOVE: Organic fertilizer ensures that seedlings will have a good chance to grow and thrive.



Chiang Mai students eager to study in U.S.

On September 2, EducationUSA advisors from Embassy Bangkok's Cultural Affairs Office and American University Alumni Association together with Global Undergraduate alumni and Thai-American interns spoke to 80 Payap University undergraduates and 120 Regina Coeli High School students in Chiang Mai regarding the U.S. college admissions process. Advisors gave an overview of the U.S. higher education system, the college admissions process, and financial aid information. Alumni and interns shared with students their experiences during their time in the U.S., as well as provided tips on how to successfully live and study in America. The Chiang Mai students welcomed



the wealth of information provided at the orientation, and were especially thankful for the opportunity to speak to fellow Thais who had studied in the U.S.

LEFT: Chiang Mai students eagerly review U.S. college admissions information..



ABOVE: Ms. Kanokwan Klinhom, a Global UGRAD alumna and fourth-year Chiang Mai University student, shared her experiences as an exchange student at the University of Mississippi with approximately 200 students interested in continuing their higher education in the U.S.



facebook facts



*for the week ending
September 9, 2011*

8,018 monthly active users ▲38 since last week

9,173 people like this ▲85 since last week

209 wall posts or comments this week ▲29 since last week

1,203 visits this week ▼84 since last week



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for September 1—7, 2011

Visitor Summary

Visitors:	11,086
Visitors Who Visited Once:	9,621
Visitors Who Visited More Than Once:	1,465

Page View Summary

Page Views:	52,492
Average per Day:	7,498
Average Page Views per Visit:	3.62

Visit Summary

International Visits:	68.4%
Visits from U.S.:	28.8%
Visits of Unknown Origin	2.8%



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