“Current Affairs Competition on Coping with the Financial Crisis”

This competition consists of 2 segments:

1. Multimedia segment, which requires the production of a multimedia clip on how a family can strategise better to cope with this crisis and ride through this economic turbulence.
2. Presentation segment, which requires the 4 finalists to present before a panel of judges, on how Singapore companies can cope with the financial crisis at the corporate level.

The case scenarios and requirements for both segments will be emailed to the participating teams after the closing date of registration.

ELIGIBILITY

The competition is open to all Secondary Schools in Singapore. Each school can send in 2 teams comprising 3 members per team, excluding any additional manpower who may contribute to the multimedia clip in any capacity.

Each team is to ensure that consent is obtained from:
1. All persons appearing in the multimedia clip.
2. All relevant authorities, where applicable, if filming is conducted in public venues where permission needs to be sought.

ENTRY RULES & REGULATIONS

1. The total duration of the multimedia clip (hereafter, “MMC”), including substantiations (e.g. references, citations, credits) should be between 3-5 minutes. Clips exceeding 5 minutes will be disqualified from the competition.
2. The following logos of the organiser and sponsors are to appear on the last frame of the MMC as per the screen shot shown below.

![Logos of Organisers and Sponsors]

3. The MMC must be targeted at current Upper Secondary English-speaking students.

4. The MMC must not contain any material that Ngee Ann Polytechnic (hereafter, “the organiser”) or the sponsors of this competition, in their sole discretion deem inappropriate.

5. The MMC must be an original work and not infringe upon any copyright, trademarks, rights of privacy or other intellectual property of any person or entity.

6. Any footage used in the MMC which has previously been aired on any broadcast or cable network or distributed in any motion picture theatres must be cited. The team is to ensure that permission for usage of the footage has been sought from the relevant authorities.

7. If the MMC contains any materials or elements which are subject to the rights of third parties, the team is responsible for obtaining, prior to submission of the footage, any and all releases and consent necessary to permit its/their use in the MMC. The organiser shall not be responsible for such consent/approval from third parties.
8. The final MMC is to be uploaded on YouTube (www.youtube.com) using this prefix: “NgeeAnnPoly_CA09” to your title.

Please refer to the screenshot below for sample.

Note
The MMC must comply with the terms and conditions stated on www.youtube.com.

9. The **FINAL** link is to be furnished in an email to Sch-BA@np.edu.sg with your secondary school as the subject matter. Multiple emails will be disqualified from the competition.

10. The MMC is to be submitted to the organiser in a CD-ROM in uncompressed MPEG file or in the Beta SP format, accompanied by the Submission Form.

11. All MMC submissions will not be returned to participants.

12. Participation in this competition entails the obligation of teams to comply with the entry rules and regulations. Failure to do so will result in disqualification from the competition.
JUDGING CRITERIA

1. Entries of the multimedia clip (MMC) will be judged based on the following criteria:

<table>
<thead>
<tr>
<th>Judging Criteria</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Content (i.e. clarity and persuasiveness in conveying key message to target audience)</td>
<td>40%</td>
</tr>
<tr>
<td>2. Overall presentation (i.e. creativity &amp; originality, and appropriate use of language)</td>
<td>40%</td>
</tr>
<tr>
<td>3. Video production skills (i.e. quality of sound &amp; image)</td>
<td>20%</td>
</tr>
</tbody>
</table>

2. Participating teams will receive the case scenarios and requirements via email after the closing date of registration on 27 May 2009.

3. ONLY 4 entries will be shortlisted and their MMC will be screened during the Finals of the “Current Affairs Competition on Coping with the Financial Crisis” on 14 July 2009. These teams will also be required to do a final presentation based on a given case scenario.

4. The judging criteria for the finalists’ presentation on 14 July 2009 is as follows:

<table>
<thead>
<tr>
<th>Judging Criteria</th>
<th>Weightage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Content (i.e. relevance, coherence, clarity and persuasiveness in conveying key message)</td>
<td>40%</td>
</tr>
<tr>
<td>2. Creativity and Originality (i.e. appropriate use of examples, scenarios, situations or role-plays)</td>
<td>20%</td>
</tr>
<tr>
<td>3. Effectiveness of visual aids (i.e. quality and appropriateness)</td>
<td>10%</td>
</tr>
<tr>
<td>4. Audience voting (i.e. all participating teams will get to vote for the best finalist’s presentation)</td>
<td>30%</td>
</tr>
</tbody>
</table>

5. The judges' decision will be final and no further correspondence will be entertained.

6. The organisers reserve the right not to award any of the prizes should entries fail, in the opinion of the judges, to meet the desired standards.

Organisers: 

Sponsors:
PRIZES

1. Winners will be announced at the end of the competition during the Finals. Prizes will be awarded to the following:

<table>
<thead>
<tr>
<th>Champion</th>
<th>1st Runner Up</th>
<th>2nd Runner Up (2 prizes)</th>
<th>4 Special Prizes (Best Production; Most Humorous; Most Creative; Most Popular)</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$1,500</td>
<td>$600 each</td>
<td>$200 each</td>
</tr>
</tbody>
</table>

There would also be $1,500 worth of Audience Prizes to be won during the Finals.

2. Winners may be featured in the media and other publications and shall make themselves available for interviews and other promotional activities as requested by the organiser and the sponsors without compensation.

3. All selected entries shall become the property of the organiser and shall not be returned.

4. The licences pertaining to the winning MMC and sound recording(s) will be free of all royalties, charges or fees payable for their use by the organiser and the sponsors.

5. The organiser reserves all copyright to the submissions. The submissions may be revised and used, in part or in their entirety, for the organiser’s education materials.

SUBMISSIONS

1. Entries must be uploaded onto YouTube and the link via email to be received by 4 p.m. on Friday, 26 June 2009. Late entries will be disqualified from the competition.

2. Judging will be based on the uploaded YouTube submission.
3. Submit the CD-ROM together with the completed **SUBMISSION FORM** to this address by 30 June 2009:

“Current Affairs Competition on Coping with the Financial Crisis” submission

Attn: Current Affairs Competition Committee
Ngee Ann Polytechnic
School of Business & Accountancy
Blk 72, Level 9,
535 Clementi Road
Singapore 599489

3. The organisers will not be responsible for any lost entries dispatched via post.

**ENQUIRIES**

For enquiries, please contact:

Mr William Lim at 6460-6321 or email: lwk7@np.edu.sg

Mrs Ng-Yong Mun Kit at 6460-6038 or email: nmk@np.edu.sg