

Overview of the Challenge

What is the Challenge

The Media Literacy Council Cyber Wellness Challenge is a short video-making competition open to primary schools, centred around Cyber Wellness themes

Who can participate in the Challenge

P4 and P5 Peer Support Leaders (PSL)s and Cyber Wellness Ambassador (CWA)s in mainstream schools

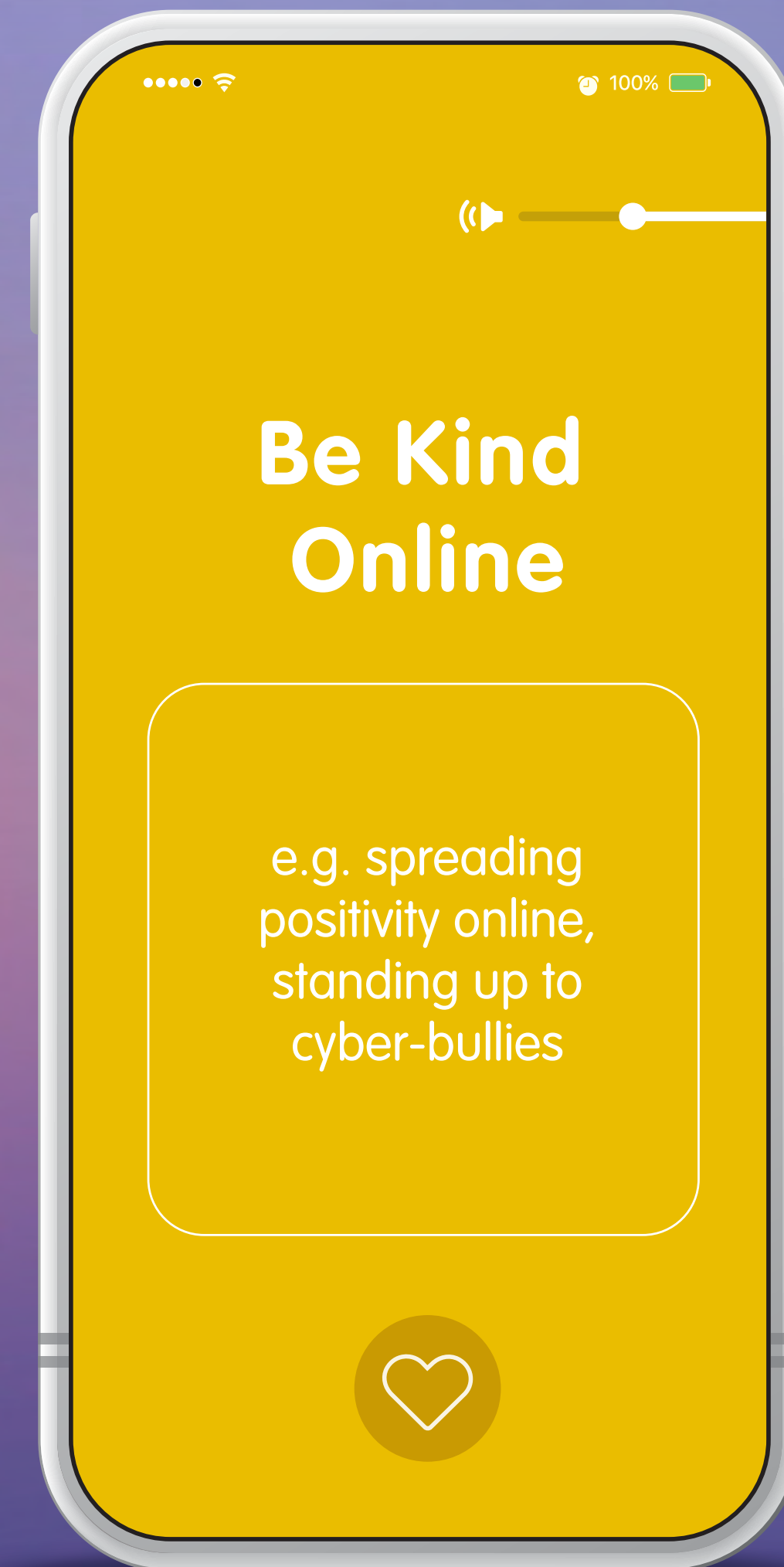
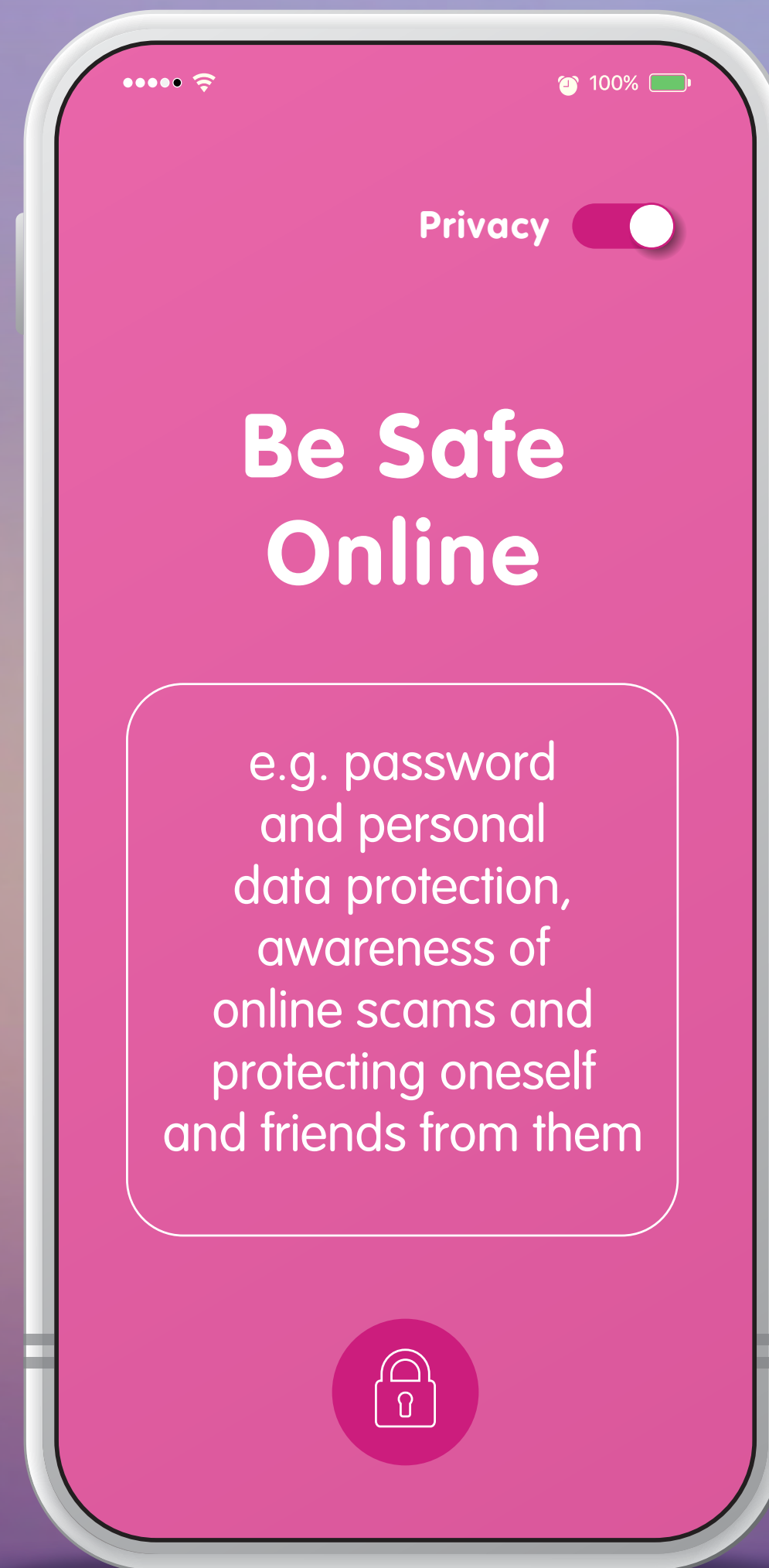
Team composition

Team of up to 5 students, one teacher-in-charge to oversee

Format of Video Story

One video shot using the Clips app on Apple devices (up to 90 seconds), accompanied by a 50 to 150 words write-up about the video

Challenge Themes



Launch of Challenge

The Media Literacy Council Cyber Wellness Challenge was launched on Safer Internet Day, 8 February 2022. Safer Internet Day is an annual global initiative that promotes the safe, responsible and positive use of digital technology. The Media Literacy Council (MLC) has been spearheading Singapore's participation since 2013 through the Better Internet Campaign, in line with the key messages of 'Be Safe, Be Smart, and Be Kind Online'.

OK

1

The Challenge registration will be open from 8 February to 28 February, 8.00pm. Late registrations will not be accepted.

2

Videos must be taken by the participant from 28 February 22 to 15 July 22. **The participant(s) acknowledges that they are the creator and own the copyrights of the submitted videos.**

3

Videos should be shot with Safe Management Measures (SMM) taken into consideration, in line with the national posture.

Check out IMDA's [website](#) for the most current advisory on SMM. Although the guidelines apply to media companies, as a participant, you could refer to them as a reference and guide.

4

In the event that any winner is disqualified from the Challenge, the Media Literacy Council, at its sole discretion, may decide whether a replacement winner should be selected. In this event, any further winner will be selected on the same criteria as set out in the Terms and Conditions. The Media Literacy Council can repeat this process any number of times until it has selected a satisfactory winner in accordance with these Terms and Conditions.

5

The top three teams for each Challenge theme will be contacted before the official announcement of the results for the submission of a short write-up on their reflections on the topic they have chosen and the video-making process with 1-2 quotes that can be attributed to the specific team member(s). The write-up might be used for post-Challenge publicity. It is compulsory to submit the write-up to be awarded.



Role of teacher-in-charge

- Each team must comprise a teacher-in-charge who is from the same school as the students.
- The teacher-in-charge shall act as a point of contact between the organisers and the team. He/she should not be doing any substantial work on behalf of the students, but is allowed to brainstorm with, advise or guide students on whether they are heading in the correct direction. He/she should ensure videos are taken by the students themselves and to the best of their ability.
- The teacher-in-charge shall help the team register at gevme.com/CWChallenge2022 and submit the entry via a Google Drive link at the submission page [here](#). The submission page for the video file entry will be open from 15 April 22 to 15 July 22, 8.00pm. **Please ensure that the video file is accessible for downloading.**

Quality/Resolution

Video shall follow these specifications:

- Video must be shot on Clips using an iPad or iPhone in landscape or portrait orientation
- Aspect ratio: 16:9
- Resolution: HD (1280 x 720 px) or FHD (1920 x 1080 px)

File format/file

- MP4 (.mp4) or MOV (.mov)
- Up to 90 seconds in length (footage beyond 1 minute and 30 seconds will not be accepted)
- Max. 10 MB per file
- Video (i.e. narrated slideshow, narrated photo collage, live-action video)

File name:

Save

Video Submissions

- Videos submitted shall be in good taste and must not contain any image that are deemed indecent, blasphemous, libellous, offensive, pornographic, politically insensitive, racially insensitive, or otherwise unlawful or depict any inappropriate activity. The Media Literacy Council reserves the rights to reject any entry that is deemed to be inappropriate.
- Entries must not be concurrently submitted for other challenges or competitions, distributed, broadcast or otherwise made public, until the results of this Challenge are announced.
- Each school may submit only one entry. The school must choose only one Challenge theme for the video. The closing date for the submission is 15 July 22, 8.00pm. Late entries will not be accepted.

Permission and Copyright (Important to note)

- The team should seek permission from video subjects and always ask them if they are agreeable to be in the team's videos before shooting. The team should share with them why they are taking their videos and where the videos may be used.
 - Participants are responsible for taking all steps necessary to protect the rights of persons depicted, including but not limited to obtaining their permission. Participants are responsible for the resolution of any legal issues arising from their works.
 - If the team uses music in your video, do make sure that the team has the rights to do so. The team may consider creating their own or seek permission from those whose original composition the team intends to use. If the team uses copyright-free music, the team should read the user agreement and media usage policy to ensure that the team can use it for the objective of this submission where selected entries will be made available for public viewing on the Media Literacy Council's social media platforms and other online channels for publicity purposes.
- Participants must ensure that there is no plagiarism or violation of copyrighted work.
 - The team reserve the rights to your videos. However, by entering the Challenge, the team grants the Media Literacy Council the license to use the materials contained in the entries, in full or partially, to advertise, publicise, in various media of its choosing, including, but not limited to, newspapers, magazines, publications, radio, television, public screenings and any other electronic media including, but not limited to the Internet, or other purposes in a manner it deems fit to showcase the outreach and engagement efforts of Media Literacy Council. The Media Literacy Council reserves the right to publicise the photos or videos in this Challenge on its media channels and/or other public-facing programmes, events or platforms for communications and outreach purposes beyond the Media Literacy Council Cyber Wellness Challenge.

I understand



Naming of files and submission guidelines

- Participants are required to submit all video stories online.
- To ensure that your entries are received successfully, all video files should be named following the formats below.

Being a Safe cyber citizen - SAFE
Being a Smart cyber citizen - SMART
Being a Kind cyber citizen - KIND

<Full school name>_<Team name>_<Video Title>_<Theme>
e.g. XYZPrimarySchool_Superheroes_GoAwayCyberbullies!_KIND.mp4

- Participants are required to submit their original high-quality files online.



- You will be required to fill in these details at the submission page.
 - Title of video story**
 - 50-150 words about your video story**
 - School name**
 - Team Name**
 - Full names of participant(s)**
 - Name of teacher-in-charge**
 - Music title and source (if applicable)**
- Entries that are incomplete, incorrectly filled in and/or submitted late will be disqualified.
- Each school can submit one entry only. The teacher-in-charge shall assist in the submission of entries.
- Submit your entries via the submission page **gevme.com/CWChallenge2022submission**. The submission page for the video file entry will be open from 15 April 22 to 15 July 22, 8.00pm. A Google drive link will be sent to you for uploading of the video, after you have filled in the submission details. **Please ensure that the video file is accessible for downloading.**

Judging Criteria and Award

- The judges' decision is final.
- Entries will be judged based on the following criteria:
 - i. Creativity: 50%
 - ii. Clarity and relevance of Cyber Wellness messaging: 50%
- Prizes will be given to the top three winners for each Challenge theme. The awards and prizes for each Challenge theme are as follows:

**First Prize
Vouchers
worth \$300**

**Second Prize
Vouchers
worth \$200**

**Third Prize
Vouchers
worth \$100**

- Winners will be informed by email from August 2022 for details pertaining to prize collection. The Media Literacy Council will announce the winners and showcase the winning entries via its social media accounts as well.
- The Media Literacy Council reserves the rights to change or replace the prize with another of equal or greater value should the featured prize become unavailable.
- Prizes are not exchangeable for cash.
- The Media Literacy Council reserves the right not to make any award for each Challenge theme.

Challenge Timeline and Milestones



8 FEBRUARY 22

**Launch of MLC Cyber
Wellness Challenge
at Safer Internet
Day Webinar**



8 FEBRUARY 22 TO
28 FEBRUARY 22, 8.00PM

**Challenge
Registration
Period**



MARCH AND APRIL 22

**Clips workshops
by Apple Singapore for
teachers-in-charge**



15 APRIL TO
15 JULY 22, 8.00PM

**Entries
submission
period**



FROM AUGUST 22
ONWARDS

**Announcement
of winners**