



MYSchool

MARKET YOUR SCHOOL IN 3-MINUTES:
A Call to Competition for an Audio-Visual Presentation



I. Introduction

Pamantasan ng Lungsod ng Maynila has been Manila's proud "scholar's university" with a passion for excellence since its inception in 1965. It is home to countless poor but brilliant students of the city offering a unique learning experience across a broad spectrum of academic abilities.

It has consistently distinguished itself through the exemplary performance of its scholars in various state board examinations now and in the past.

Over the years the title "Pamantasan" has become synonymous to a learning institution known for its quality delivery of highly affordable but very competitive tertiary education. As a strong recognition of PLM's high reputation, a PLM alumnus has become a product of top preference for leading local and multinational companies in personnel hiring and professional engagement.

Truly, PLM never stops in transforming itself towards sustained excellence creating a respectable institution of higher learning for the city. It has transcended various borders of cooperation thereby allowing its students to open their minds to sensitive social responsibilities of the times.

PLM, humble refuge to countless generations of economically-challenged but brilliant and deserving Manila students.

II. PROJECT'S FOCAL VISION

"The PLM AV should be able to highlight a brief background or history and focus on its impressive academic accomplishments with highlight on the need to generate resources for student scholarships, faculty development, facilities improvements, etc.

The viewers should be motivated to help PLM..."

Dr. Ma. Leonora V. De Jesus
PLM President

III. PARTICIPATION (WHO MAY JOIN?)

The competition is open to all students and employees of the Pamantasan ng Lungsod ng Maynila.

IV. THE THEME

MYS3 or Market Your School in 3 Minutes

An audio-visual presentation putting to light the achievements and milestones of PLM and how it relates to the society and the community both locally and globally.

V. CONTEST PARAMETERS

A. The participants are given a free hand to conceptualize and create with unique but clear images and sounds depicting PLM's History, VMO (Vision, Mission and Objectives) its milestone accomplishments and contemporary stature;

B. Participants are also expected to use fully the latest instruments available in today's IT presentations;

C. As a simple requisite, the presentation must carry basic impressions of a well-thought of three-minuter connecting vital information to the viewer;

D. Overall, the AV presentation must be able to capture the best angles of PLM as a great institution of learning while highlighting its sphere of responsibilities towards the community. This ultimately projects the university as a socially responsible institution and a partner in nation-building whose services and existence need to be generally sustained.

VI. REGISTRATION

A. An individual (student or employee of PLM), or a team of students or a team of employees may register as contest participants.

B. Participants may register with the Contest Secretariat through a form made available. Registration implies acceptance of the Competition's Terms of Reference (TOR).

C. Only one entry per individual or team participants will be accepted.

D. Inquiries on the contest will be entertained by the Secretariat 3 or more days before submission of entries.

VII. SUBMISSION OF ENTRIES

A. Entries shall be submitted in a THREE-MINUTE long presentation which could be played in basic video format, together with the accomplished entry form(s).

B. Non-winning entries become automatic property of the university.

VIII. SELECTION OF WINNING ENTRIES

A. The University President herself shall evaluate all entries using the following criteria:

1. Adherence to the objectives of the Project	30%
2. Relevance and Creativity	25%
3. Precise and Complete Output	25%
4. Overall Artistic Substance	20%

TOTAL 100%

IX. COMPETITION TIMETABLE

A. Announcement of Competition July 22, 2016. Friday

B. Release of Registration Forms/
Competition Guidelines July 22, 2016 onwards

D. DEADLINE FOR SUBMISSION of ENTRIES August 2, 2016 Tuesday

X. PRIZES

A. All entries shall be given a Certificate of Participation.

B. Winning Entry shall be awarded:

Grand Prize --- P 10,000.00 Cash