



# yMedia

CHALLENGE

yMedia Challenge 2010  
Guide for Students

Do you want to get great experience, improve your employability, expand your networks, meet great people, help out a community group and potentially land an awesome job or score some sweet extra cash?

The yMedia Challenge will do all of that for you. And you'll have wicked fun in the process.

This document should help you with everything you need to know about the yMedia Challenge, including information and templates to help you along the way.

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# SECTION #1

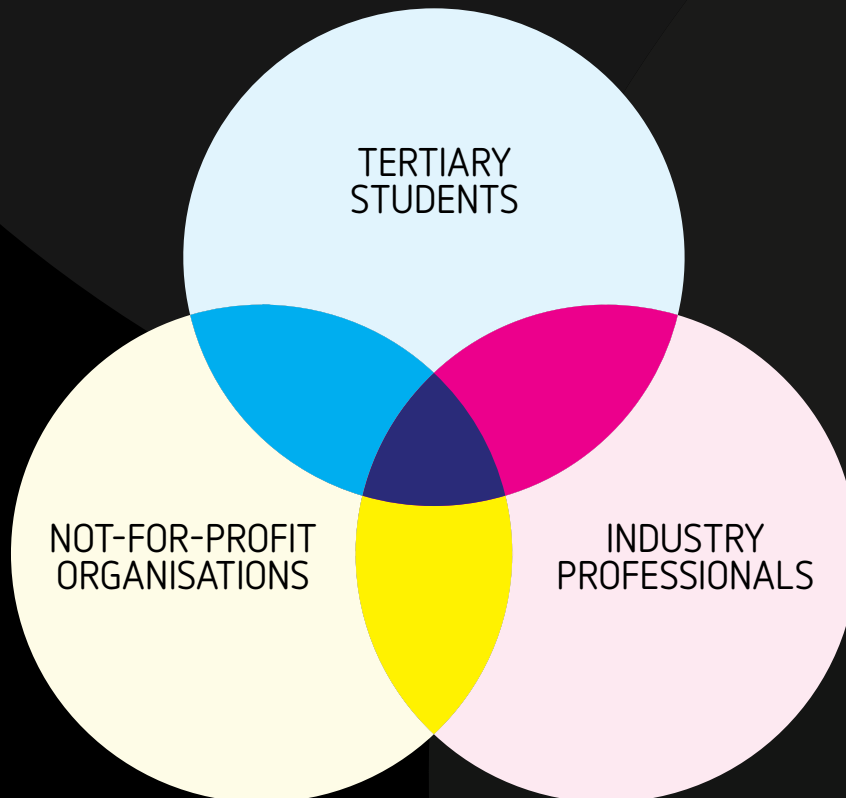
## WHAT IS THE yMEDIA CHALLENGE AND HOW DO I GET INVOLVED?

### What is yMedia?

yMedia connects students, industry and not-for-profit organisations to develop and implement new media initiatives for collective growth.

## TERTIARY STUDENTS

Are often uncertain of their career path after study and therefore need **practical experience** and an **introduction to the industry** to help increase their employability.



## NOT-FOR-PROFITS

Are often lacking in time, funds, resources and expertise to explore the benefits of new media initiatives and therefore need **dedicated support** to help **increase their competency online.**

## INDUSTRY PROFESSIONALS

Have a wealth of knowledge and experience and can therefore **provide guidance and insight to talented students**, while gaining a strong understanding of their capabilities for potential employment opportunities.

## How does it work?

### yMedia:

- Matches a group of 2-4 students\* with community groups to form a team
- Appoints a talented and insightful industry mentor to each team
- **And runs an eight week challenge each year — in which students help to improve community groups marketing or operations through innovative ICT based solutions — like building websites, developing CMS, improving internal documentation systems, introducing a social media platform — the options are as endless as your imagination and creativity.**
- Throughout the challenge we run fun and informative workshops and provide helpful resources to assist with both community group development and student growth and education.

Throughout the first three years of the initiative, we've had numerous success stories. yMedia Challenge graduates have been employed at Saatchi & Saatchi, Chrometoaster, Sun Microsystems, gardyneHOLT, Touchpoint, Terabyte, Brave New World, Consortium, SlamXHype, Porter Novelli, and many other industry leaders, as a result of the relationships formed through the challenge. And it goes without saying that community groups have also had great results growing their online profile, networks and capabilities.

\*Students can be from any tertiary institute. The only requirement is that they are either currently studying or have graduated within the past six months.

## What's in it for you?

- There are lots of benefits to participating in the yMedia challenge!
- You'll develop your skills, gain experience by implementing a live project and you'll make contacts within the industry.
- You'll also get the chance to win some great cash prizes!
- Each project will be judged by a panel of industry, community and tertiary representatives. We'll then award prizes to winners in the following categories at our Awards Dinner at the Floating Pavilion on 19 August 2010.

Most Sustainable Project	<b>\$1,000</b>
Most Innovative Project	<b>\$1,000</b>
Best use of Design	<b>\$1,000</b>
Highly Commended – Runner Up	<b>\$2,000</b>
Grand Winner – Best Overall Project	<b>\$5,000</b>

# How does the challenge work, what's the process?

The yMedia Challenge brings together students, Not for Profits, and industry mentors to produce projects. These projects are put together over an eight week period and are entries in the yMedia Challenge.

This year teams will produce their projects through the following process:

1. **Teams of 2-4 students register to participate in the yMedia Challenge by 31 May 2010**
2. **At the end of May, Not for Profits will be selected for participation in the yMedia Challenge.** These organisations will be listed at [www.ymedia.co.nz](http://www.ymedia.co.nz) for students to select from.
3. **Students will indicate the Not-for-Profits they wish to work with.** Each team will prioritise their top three NFP's by 07 June 2010
4. **yMedia will match Students, Not-for-Profits and Mentors.** Teams will be created based on the needs of the NFP, the skills of the students and the specialisation of the mentor. yMedia will piece together each teams.
5. **Teams will be announced at a working session on Monday 14 June 2010.** Announcements will be made and teams will meet to plan their project!
6. **Teams have eight weeks to complete the project.** During this time, students will meet regularly with their mentor and their community group. All teams will also have a yMedia liaison to check in with, and will keep a project blog and documentation as evidence of their project.
7. **Projects are submitted.** Teams will submit all of their project assets, mentors and Not-for-Profits will be interviewed to give feedback on the process.
8. **Presenting to the judges!**
9. **Judges Deliberate**
10. **Party — yMedia Award's Evening!** The yMedia Awards evening is a celebration of the hard work and dedication of everyone involved. It's a great opportunity to showcase the student's talent and for networking, and a great excuse to get "glammed up"!

# What sort of 'project' will I be doing?

The more creative and innovative your project is, the better. Your project must answer the needs of the not-for-profit organisation that you're working with — and can include any number of the below:

- Teaching a community group how to use the internet to connect with young people
- Building a website
- Setting up/creating an online advertising solution
- Teaching a community group about using social media and developing a strategy
- Blog or wiki set up
- Setting up the community group with online tools to make their day-to-day tasks easier
- Creation of digital video material

## Examples of projects that cannot be included in the challenge:

- Fixing computers and printers
- Database entry

**The only requirement is that projects must relate to the internet or have a digital component.**

## Key Dates:

#01 - Brand Aid	6pm-8pm	5th May
#02 - Elevator Pitching	4pm-6pm	12th May
#03 - Traditional Tricks for New Media	4pm-6pm	19th May
#04 - Smooth Operators	4pm-6pm	26th May
Challenge Registration Closes		31st May
Students Select their top 3 NFPs		7th June
Challenge Starts		14th June
#05 - Meet the teams, Working Session		14th June
#06 - Lateral thinking & assessing ideas		30th June
#07 - What is news?		14th July
#08 - A Room Full of the Professionals		4th August
Challenge Ends		9th August
Award Ceremony		19th August

## Challenge Deliverable Due Dates

Introduce brief/NPO (video), briefing document complete	25th June
Your proposal (video), project conception complete	9th July
Progress report (video), how are you tracking against your brief and concept	23rd July
Projects complete	9th August
Projects presented to panel of judges	10th August

## Section #2: Important Documents that will help you with the yMedia Challenge

- Checklist from Start to Finish
- Top 10 Questions to ask your community group
- Briefing Template
- Judging Criteria
- Project Summary and Outcomes
- Working Agreement

# Checklist from Start to Finish

- I have read the yMedia Challenge Guide for students
- I have a team of 2 - 4 students
- We have registered as a team on [www.ymedia.co.nz](http://www.ymedia.co.nz) (By 31 May 2010)
- We have selected our top three Not-for-profit organisations (By 07 June 2010)
- We have attended the working session, and met our not-for-profit organisation and mentor (On 14 June 2010)
- We have set up a Tumblr blog to record our progress
- We have asked the 'top ten questions to ask your not-for-profit organisation'. Our not for profit organisation has completed the briefing template
- We have all signed the working agreement (including our not-for-profit organisation)
- We have completed our first one minute video update to define the brief. We've uploaded it to our Tumblr blog, and we've shared it with our own social networks (by 25 June 2010)
- We have prepared a timeline for developing our project
- We have completed our second one minute video update to detail our proposed approach to developing a solution for our client - the proposal. We've uploaded it to our Tumblr blog, and we've shared it with our own social networks (by 09 July 2010)
- We have completed our third one minute video update to detail how we are tracking on our project. We've uploaded it to our Tumblr blog, and we've shared it with our own social networks (by 23 July 2010)
- We have documented every step of the way on our project blog, telling our friends and family to support us and check out what we're doing! And we've used our mentor for up to 1 hour per week.
- We have completed the project for the organisation
- We are confident that the organisation will be able to use, modify and/or expand on what we have done for them and that their digital knowledge has increased!
- We have submitted a project summary to [judging@ymediachallenge.co.nz](mailto:judging@ymediachallenge.co.nz) before (6pm on 09 August 2010)
- We have presented our project to the panel of judges (on Tuesday 10 August 2010) (you will have 10 minutes to present, an 5 minutes for any questions)
- We have attended the awards ceremony and had a fantastic time!

# Top Ten Questions to Ask Your Community Organisation

1. How did it all start? Who started up the organisation and why?
2. How long has it been operating for?
3. Who runs it now? How many staff? (fulltime/ part-time/ paid/ volunteer)
4. What is the core purpose of the community organisation – who does it help and who are the main ‘audiences’?
5. What is the core message? I.e. Can you work together to sum up the organisations mission/vision/goals etc into 5-10 words?
6. What is the current marketing strategy? Is there a marketing strategy?
7. What is one specific area they think they would like to work on/improve? (awareness in general, youth participation, engagement, volunteer recruitment, information dissemination, internal management, communication etc)
8. How would you rate the organisations “Digital Media Savviness”?
9. What is the capacity of the community group? Would they have the resources (both staff and time wise) to monitor and/or update a web based project?
10. What do they hope to get out of the Challenge this year?

Just use this as a guide for the first meeting with your community organisation. But the point here is to get to know the community organisation. You can't just start a random project for them without understanding their needs. We know this can be hard – but that's why it's a Challenge. Your community organisation may not know what they need, it's up to you to find out as much as you can about them, and then develop a creative solution to help them the best you can.

# Briefing Template

**KEY CONTACT:** Please provide full details of the key contact from your organisation, who will be responsible for liaising with the student team through out the duration of the yMedia Challenge.

Name:

Position:

Email:

Phone Numbers:

Website:

Address:

**BACKGROUND:** Tell us a little bit about your organisation. What do you think you need, and why?

**OBJECTIVES:** What would you like to achieve during the yMedia Challenge?

- 1.
- 2.
- 3.

**KEY MESSAGES:** What is the most important message for your organisation to communicate?

**TONE:** How does your organisation like to sound? Warm, informative, young, authoritative?

**TARGET AUDIENCE:** Who are the most important people for your organisation to communicate with?

**TIMINGS:** Are there any important dates of events, or activity that should be taken into consideration?

**MANDATORIES:** Is there anything that must be taken into consideration? Brand guidelines to follow, straplines that must be used etc?

**NOTES:** Anything further that you feel necessary to add?

# Judging Criteria

<p><b>Project Outcomes / Sustainability</b></p> <ul style="list-style-type: none"> <li>Community organisation’s understanding of and ability to effectively use the project</li> <li>Sustainability of project (how well the project &amp; learning can be utilized in the organisation post-Challenge)</li> <li>Documentation (is this something the community organisation will be able to take away?)</li> </ul>	/20
<p><b>Effectiveness</b></p> <ul style="list-style-type: none"> <li>Suitability to the organisation/purpose</li> <li>Suitability to the target audience</li> <li>Effective/appropriate use of technology</li> <li>Was the project to their brief? If not - was it managed/changed in an effective way?</li> </ul>	/20
<p><b>Innovation</b></p> <p>Point of difference. Working within the constraints set by the organisation, how creative/innovative was the team? Resourcefulness.</p>	/20
<p><b>User Experience</b></p> <p>Navigation / intuition. Project flow. How easy is it to find information? Do you ‘get’ what the project is about?</p>	/20
<p><b>Content</b></p> <p>Use of text / animation / audio / video. Grammar / spelling / speech / fluency. Relevance / appropriateness.</p>	/20
<p><b>Design</b></p> <p>Use of visual elements/colour / placement of elements, use of space / overall appearance / feel.</p>	/20
<p><b>Overall Quality</b></p>	/10
<p><b>Communication</b></p>	/10
<p><b>Attitude (including work ethic)</b></p>	/10
<p><b>Presentation</b></p>	/10
<p><b>Blog usage 3 x one minute videos submitted</b></p>	/30
<p><b>Overall Score</b></p>	<b>/190</b>

# Project Overview and Outcomes

You must submit this form to complete your project. It will be set up and released as an online form. This form should not take you more than an hour to complete, and should help to act as a sense check for you and your team to help you ensure that your project meets all of the Challenge requirements.

Contact Details:

Team Members:

Community Group:

yMedia Liaison:

Project Blog:

- About our organisation (150 words max):
- What did our organisation need? What was the initial brief?
- What did you identify as the key issue for your community organization, and why?
- How did you address the key issue? Detail the project that you prepared.
- Detail the long term benefits that your project will have for your community organization.
- What was the biggest challenge for you and your team?
- What did you learn from your Mentor?
- How did you manage your team?
- Is there anything that you would change about how you put your challenge together?
- And finally, tell us why does your team deserve to win the yMedia Challenge?

# yMedia Challenge Working Agreement

This partnership agreement is entered into between the following persons:

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(Student Team Members)

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(Community Organisation Representative)

The above named persons agree that upon the commencement of this partnership they shall be deemed to have become partners in, and for the purpose of, the yMedia Challenge (the “Challenge”). This agreement becomes effective immediately once undersigned by both partners.

The yMedia Group declares the Rules (purposes, terms and conditions) of this partnership to be as follows:

1. Purpose. The purpose of the partnership is of the transfer and mutual gain of knowledge for the Student and the Organisation, therefore both parties shall work together to the extent that their resources allow for the fulfilment of this purpose.
2. Project Term. The partnership between Student Team and Community Organisation exists for the duration of the Project Term. The Project Term must be agreed by the Student Team and Community Organisation Representative prior to commencement of the project and should be considered a “best estimate” based on the type of project to be undertaken and the commitments of each party outside the Challenge itself.
3. Extensions. The Student Team may request an extension on the Project Term if agreed to by the Community Organisation Representative. Any such extension should amend the Project Term stated in the existing working agreement.
4. Project Dissolution. The Project Term can be dissolved prematurely by either party only if circumstances presented should cause continuation to be wholly unreasonable; and such circumstances are not able to be practically resolved. Project dissolution should only be considered a last resort. If dissolution is the result of either party not adhering to the “yMedia Challenge Codes of Conduct” a dissolution fee of \$150 will be paid by the dissolving party to the other party in the partnership stated within this working agreement.
5. Exclusivity. The partners named above shall be in exclusive partnership for the duration of the Challenge.
6. Ownership of project. The Student Team is the owner of the project created in the Challenge until such time as the project is completed. From that moment onwards the Community Organisation becomes the owner of the project.
7. Project Completion. On completion of the project the Student Team must complete, with the assistance of the Community Organisation a “Project Assessment and Outcomes Document” in order to be considered for Awards judging. A template for this document is available.
8. Assistance. The Student Team may request assistance from external resources for their project throughout the duration of the Challenge, however all works created as part of the Challenge remain their own property as per their signed commitment.
9. Referencing. The Student Team must acknowledge all external resources used through the use of appropriate and clear referencing.
10. Project Standards. yMedia reserves the sole right to withhold any entry that it deems to lack an appropriate standard of professionalism.
11. Sabotage. The Student Team may not at any time throughout the duration of the Challenge enter into, assist or knowingly disregard the sabotage of any Challenge partnership, other Student Teams or their own.
12. Disputes. Any dispute that may jeopardize the purpose (1), term (2) or conditions (3 - 10) of this agreement and cannot be resolved effectively and immediately by the partners shall be submitted upon reasonable opportunity to yMedia, whose decision as arbitrator will be final.

## Signed;

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Student Team Representative

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Date

---

Community Organisation Representative

---

Date

# SECTION #3 STILL HAVE QUESTIONS ABOUT THE YMEDIA CHALLENGE?

## FAQS

## What can I win?

There are lots of benefits to participating in the yMedia challenge! You'll develop your skills, gain experience by implementing a live project and you'll make contacts within the industry.

You'll also get the chance to win some great cash prizes! Each project will be judged by a panel of industry, community and tertiary representatives. We'll then award prizes to winners in the following categories at our Awards Dinner at the Floating Pavilion on 19 August 2010.

Most Sustainable Project	<b>\$1,000</b>
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Highly Commended – Runner Up	<b>\$2,000</b>
Grand Winner – Best Overall Project	<b>\$5,000</b>

## How long does the overall process take?

The yMedia Challenge runs for eight weeks from 14 June — 09 August 2010, however, you may not work for this entire time. The amount of time you spend on your project is over to you — just as long as you submit your project in full for judging on the 09 August 2010, and present your project to a panel of judges on 10 August 2010.

## Where do I have to be located?

Your team doesn't have to be located anywhere specific, however the challenge is only being supported in Auckland, and all of the events through-out the challenge will be held in Auckland.

### Where do we work during project time?

It's up to your team. Some teams like to work from home, others work from their classrooms. Some teams work at the not-for-profit organisation itself, and some are fortunate enough to get to work at the office of their mentor. In order for your team to help educate your not-for-profit organisation effectively, we do advise that you try to spend some time at their premises.

### What happens if I sign up, and then I want to drop out?

When you take on a project your team signs a working agreement with the community organisation. This agreement binds you to complete the project within the time agreed between the two parties. If an individual from your team wishes to drop out — the project must still be completed by the remaining members of the team. If your team is unable to complete the project then you must pay a fee of \$150 to pull out. We recommend you address any issues as soon as possible by communicating effectively with your not-for-profit organisation, your team members, your mentor and the yMedia crew.

### Do I have to be an ICT genius?

No, even your inherent skills that you have as a young person in online media are relevant in educating community groups. But we only offer the yMedia Challenge to those students studying business, marketing, advertising, communication, IT, media, design or web design so it is likely you are pretty well versed in computers already.

### Do I have to be a marketing guru?

You may not have to be a marketing guru but we recommend having one on your team. Essentially, the skills you will need to complete a project for a community group depend on what the project and the solution is. Therefore we encourage students to form teams with a mixture of skills, ICT, design, marketing and communications. That way you can tackle anything.

### Do I have to attend any other events?

There are workshops available to you through-out the challenge, which we recommend you attend — they are always fun, they're a great way to meet people and you'll learn a lot — but it is not a requirement for you to attend these.

The only other event you should put in your diary is the Awards Night on Thursday 19th of August, at the Floating Pavilion. It's important to celebrate your hard work, so we hope that you are able to make it. You never know, you could be a winner too!

### How much time do I need to work on the project?

Time spent on the project is a discussion between your not-for-profit organisation and your team. We recommend doing it as part of your tertiary study (therefore being able to work on it during the day) – but if not, then do it part time in the evenings! The length of the project is determined in advance between your team and the organisation. But remember all projects must be submitted for judging by 09 August 09, and then presented to the judging panel on 10 August 2010!

### Do I have to pay anything to participate in the Challenge?

Nope. Students pay nothing to participate in the Challenge. However there is a penalty of \$150 for pulling out of a project without completing it. This \$150 is subject to the terms and conditions laid out in the working agreement.

### How many people are allowed per team?

A maximum of four and minimum of two.

### Can I do this as part of my coursework?

Hopefully! Although this requires a discussion with your lecturer or tutor. Some tertiary institutions are incorporating the yMedia Challenge into coursework for certain papers but it is not guaranteed. Please ask your tutor or lecturer whether a project completed in the yMedia Challenge can be used to meet coursework requirements.

### Where does yMedia get its money from?

There is a fee of \$500 for a community organisation to be involved in the yMedia workshop series.

For the first three years, yMedia was supported by a Tindall Foundation grant, however in 2010 yMedia is moving towards a more self-sustainable, value based model. Hence, the small fee paid by community groups helps to fund the facilitation of the workshops themselves, along with the development of the yMedia Challenge (including the prize packages offered to the student groups who participate).

This year, yMedia is also being provided monetary assistance from the Digital Strategy Community Fund to develop a web portal to assist with communicating opportunities and connecting students with NPOs and industry mentors.

As yMedia endeavour to be a self sustainable venture, and not reliant on grants and funding, yMedia see value in working to build close relationships with key sponsors (such as primary sponsor nzherald.co.nz), and look to provide mutual benefit by integrating sponsors into the yMedia offering in return for contra or monetary support.

# Get involved!

[www.ymediachallenge.co.nz](http://www.ymediachallenge.co.nz)  
[info@ymediachallenge.co.nz](mailto:info@ymediachallenge.co.nz)

## **TWITTER**

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newsletter!

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Check out our  
photostream!