

Jom Naik myBAS Johor Bahru Shorts Video Contest

The mechanics, as well as the conditions stated below, shall govern the General terms and Conditions of the “**Jom Naik myBAS Johor Bahru Short Video Contest**”. By participating in this campaign, participants shall be deemed to have understood and agreed to be bound by the Terms and Conditions herewith.

TERMS

Participants are hereby considered as the students of those selected schools under this campaign. Participants can also be referred as the students who are “**Passengers**”, using myBAS Johor Bahru routes

The “**Event Organiser**” of this campaign is Handal Indah Sdn Bhd, the Network Operator (NO) of myBAS Johor Bahru services in Johor.

Entries refers to qualified video output for judging

“**myBAS Johor Bahru**” is consists of 19 routes to serve about 6.4 million passengers a year. This project is through the initiative of the Federal Government under the Ministry of Transport (MOT) through the facilitation of Agensi Pengangkutan Awam Darat (APAD).

myBAS Johor Bahru services will be serving “**5 Corridors**” in Johor which include Kota Tinggi, Masai, Kulai, Gelang Patah, and Pontian. A total of 128 buses will be used for this project consisting of diesel and electric vehicles.

“**myBAS50**” is a product of Pas Transit myBAS that allows passengers to enjoy unlimited free ride for 30 days upon subscription using a valid MyKad.

“**LUGO App**” is one of the partners of ManjaLink and Causeway Link for passengers to check their transaction history.

CONDITIONS

SECTION 1. ELIGIBILITY

- a) Participants must be Form 6 with 18 years old and above and must be a Malaysian Citizen
- b) Form 6 Students below 18 years who wants to join the competition must seek approval from their parents or guardians and must not be below 16 years old.

SECTION 2: RATIONALE

- a) Promote public transportation: Encourage students to create engaging videos that emphasize the advantages and positive impact of utilizing public transportation in Johor Bahru.
- b) Foster creativity and innovation: Provide a platform for students to showcase their creative skills, storytelling abilities, and technical expertise in producing high-quality videos.
- c) Enhance public awareness: Disseminate entry videos through various channels to reach a wider audience, educating the public about the benefits, accessibility, and convenience of public transportation in Johor focusing on the newly launched myBAS Johor Bahru.

SECTION 3. CAMPAIGN MECHANICS

- a) Video content can be in Malay, English, Tamil, Mandarin, and with subtitles either in English or Malay.
- b) Participants can choose to create creative short video content about myBAS Johor Bahru (Duration: 2-4 minutes) or Documentary-style content (Duration: 5-10 minutes).
- c) Participation in the competition can be individual or in group.
- d) The content shall highlight the benefits of public transportation in Johor (e.g., in tourism, employment, education). It should also showcase the government's initiative to reduce transportation expenses by introducing myBAS50 (unlimited monthly pass for 30 days on all myBAS Johor Bahru routes).
- e) Information about myBAS Johor Bahru & myBAS50 is available at <https://www.causewaylink.com.my/mybas/>.
- f) All participating videos must be submitted via email to the organizer through shafikah@handalindah.com.my, along with Full Name, Class Name, School Name, and Phone Number (if applicable).
- g) Only videos approved by the Event Organizer are allowed to be shared by participants on their social media accounts for judging, and they will be contacted from time to time.
- h) Participating entries must be posted in social media page for 1 year and must be in public.
- i) Entries must be included with hashtags #Jomnaikmybasjohorbahru and #mybasJohorBahru in their social media post feeds (YouTube, LinkedIn, Instagram, TikTok, and Facebook).
- j) Participants must use copyright-free music elements available online.
- k) The duration of the video should not exceed 10 minutes.

- l) Participants must adhere to community standards of all social media platforms depending where the entries are being published.
- m) Any scenes depicting violence, drugs, racism, pornography, obscenity, discrimination, and the like will be automatically disqualified from the competition.
- n) You are not allowed to wear school uniforms during video recording, and it is recommended to wear casual clothing to be fair during the judging session.
- o) The selection of winners is based on creativity, storytelling, technical quality, and adherence to the competition's objectives.
- p) Most shared and viewed video entries can help to increase the points of the entry under the audience impact criterion.

SECTION 4. VIDEO OUTPUT

- a) All video outputs can be extracted by the organiser to use during reporting, or reposting of post in support to the awareness of myBAS Johor Bahru. Participants' Name and pages will be credited on those post.
- b) Videos with a scene of the public involved in smoking, controversy, fighting must not be included in the entries
- c) Video entry talent may or may not use face mask when taking the bus unless otherwise required by the authority.

SECTION 5. SELECTION OF WINNERS

a. Creativity: 25 %

The video output must showcase a creative output where the participant is able to transform a simple subject into an engaging and captivating piece of content. By leveraging technical tools, participants can elevate their content to new heights, making it stand out from the crowd and impressing viewers with their creativity and technical prowess.

b. Originality: 25%

The entry must be unique among other entries. A winning entry should bring a fresh perspective or approach to the subject matter, setting it apart from other submissions.

The video must also highlight the main points of the subject in a exceptional way to keep the viewers well-informed. Not only does it engage the viewer, but it also ensures that they fully understand the topic at hand.

c. Overall Quality: 25%

Judges will assess the overall quality of the entry, including the content tone, style, technical skills, attention to detail, and presentation. The entry shall demonstrate a high level of professionalism and polish.

The video must be able to showcase the need for public transportation in the community through a well-arranged story guideline. By doing so, the participant can highlight the benefits of using public transportation and encourage more people to utilize this service.

d. **Audience Impact: 25%**

The story should be relatable and engaging, highlighting the struggles and challenges faced by individuals who rely on public transportation daily. Entries must show high views, shares, and engagement as a proof that the entry is well loved by the public.

SECTION 6. DISCLAIMERS

- a) The Event Organiser, myBAS Johor Bahru management, its staff, partners, and the school administration shall not be responsible for any loss, injury or damage of life and property during this campaign period.
- b) Participants are required to prioritise safety during their coverages on their video content.
- c) The organiser may contact the participants from time to time to validate their entries to be fair with other participants.
- d) One person shall only be joining one entry. Multiple entry by one person is not allowed.
- e) All videos will be solely owned by the organiser with a credit given to the participants and or content creators.
- f) The organiser will have the right to cancel the selected winner if the entry has been subject for any violation (like fraud) during the video taking and recording after it has been awarded.

SECTION 7. AMENDMENT

- a) The Event Organiser reserves the right to cancel, change the campaign date and time without prior notice.
- b) These terms and conditions may be changed from time to time without advance notice.

SECTION 8. PRIVACY POLICY

- a) All entries shall follow the privacy policy published in the ACT 709 PERSONAL DATA PROTECTION ACT 2010 PUBLISHED ON 10TH JUNE 2010. Source: http://www.pdp.gov.my/images/LAWS_OF_MALAYSIA_PDPA