



Students and teachers pit yourself against  
**THE BEST & BRIGHTEST**  
 high schools across Ontario

## THE CHALLENGE



PRODUCE  
 A 15 SECOND  
 COMMERCIAL  
 themed around the  
 ONTARIO MINING  
**BRAND**

OR

PRODUCE  
 A 2-3 MINUTE  
**VIDEO**  
 describing  
 THE BENEFITS  
 OF MINING

## REWARDS

**WALK THE RED CARPET:** WINNERS AND THEIR TEACHERS WILL BE INVITED TO ATTEND THE SYTYKM AWARDS CEREMONY WHERE WINNING VIDEOS WILL BE SHOWCASED!

COLD HARD CASH  
**\$45,000\***  
 IN TOTAL TO BE WON

**\$5000**  
 #1 BEST OVERALL ENTRY

**\$2500**  
 SYTYKM AWARD WINNERS

**\$500**  
 5x HONOURABLE MENTION

**\$1500**  
 DRAW FOR SCHOOLS THAT  
 PRODUCE 3+ ELIGIBLE ENTRIES

**\$500**  
 TO A CONTESTANT FROM A SCHOOL  
 THAT PRODUCES 3+ ELIGIBLE ENTRIES

**\$500**  
 SCHOOL PRIZE FOR  
 EACH WINNING ENTRY

RECOGNITION



### SYTYKM AWARD

AWARD CATEGORIES

- Best Directing
- Best Writing
- Best Music
- Best Animated
- Best Foreign Language
- Best Comedy
- Best 15 Second Commercial
- Best Art Direction in a 15 Second Commercial
- Best Cinematography

**OMA ACADEMY AWARD**

**TEACHERS' CHOICE AWARD**

## LOOK BENEATH THE SURFACE

Help change the perception of mining by engaging and inspiring the next generation of opinion makers.



## BE CREATIVE WITH YOUR TOPICS

MINER QUALITY OF LIFE  
 A SUSTAINABLE FUTURE  
 OPPORTUNITIES FOR YOUNG PEOPLE  
 THE GREEN ECONOMY  
 CORPORATE SOCIAL RESPONSIBILITY  
 NEXT-GEN TECHNOLOGY  
 ENERGY-SAVING  
 ORIGINALITY  
 MINING COMMUNITIES  
 CIVILIZATION  
 CULTURE

**\$100**  
 MONTHLY PRIZE DRAW  
 ON FACEBOOK AND TWITTER

**#SYTYKM**  
 \*PRIZE DRAW FROM NOVEMBER TO MARCH, WHICH IS OPEN TO ALL ONTARIO RESIDENTS.



For More Information Please Visit:  
[www.oma.on.ca/en/contestpages](http://www.oma.on.ca/en/contestpages)



@OntMiningAssoc



So You Think You Know Mining





# SEASON 8 OF SYTYKM NOW UNDERWAY

## IMPORTANT DATES

**EARLY BIRD** submissions due  
January 28, 2016 (eligible for an extra \$500)

**Judging Panel Evaluation Process**  
April 12 - May 15, 2016

**Voting for OMA Academy Award**  
April 12 - May 15, 2016

**Voting for Teachers' Choice Award**  
April 22 - May 15, 2016

**Monthly social media prize draws**  
November - March 2016

### AWARDS CEREMONY

June 1, 2016 at the Royal Ontario Museum

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**ENTRIES CLOSE  
AT 11:59 ON  
APRIL 4, 2016**

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## TESTIMONIALS BY PARTICIPATING TEACHERS

› *The OMA's So You Think You Know Mining video contest has been an exceptional tool to teach my students about the importance and impact of mining in our province.*

› *SYTYKM is well-administered as a contest, and culminating event gala, and provides initiative for student success to make great communications projects happen. Students get a unique chance to be creative, build responsibility in making an engaging product and see how they stack up in technical skills. They learn from other students' stories.*

› *Giving the students an opportunity to be the leaders of their own learning, specifically using such creative parameters, has emboldened them to pursue this knowledge for themselves. Mining has since become a topic of interest, rather than simply a topic of study.*

› *The Awards Dinner/Ceremony is a fabulous event. The students are treated like celebrities; their video is screened in front of a live audience and they receive important feedback about their work.*



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## - TEACHERS' ACADEMY - A CHANCE TO WIN \$1,000 FOR YOUR SCHOOL

Ontario high school teachers vote to select the winner of the \$2,500 Teachers' Choice Award. If you are an Ontario secondary school teacher interested in voting and becoming eligible to win \$1,000 for your school, please contact us.