



Procedure for Submitting Entries to the “Lessons from Hollywood” Competition

The “Lessons from Hollywood” competition for entrepreneurship educators will run from November 15, 2005 until March 1, 2006. The objective of the competition is to establish a movie clip database (E-MCDB) that is a shared resource for entrepreneurship educators. Over a period of five months, entrepreneurship educators will be encouraged to submit entries to the “*Lessons from Hollywood*” competition. The submissions will be collated, categorized by topic and captured on the E- MCDB website at Syracuse University (SU).

There is no restriction on the number of entries submitted by an individual. In order to qualify for consideration of the award ***each competition entry should consist of the following five elements:***

1. A competition entry form with your contact details, affiliation and permission to share elements associated with the entry via E-MCDB (*see Entry Form*);
2. A movie clip (*saved in .wmv and/or Quick time format; approximately 3-5 minutes in length*);
3. A description of the scene, with a list of associated keywords, in the movie clip (*see Movie Clip Data form*);
4. A set of three to five questions that can be shared with students to focus their attention on aspects in the movie clip that are specifically important (*see Viewing Guide*);
5. An explanation of how the movie clip relates to a specific topic or competency in an entrepreneurship course (*see Lesson Plan form*).

All five elements associated with the entry should be saved on a single DVD. Please use the DVD+R type of DVD and mark it clearly (on the disk or the disk holder) as “*Lessons from Hollywood*” with your name. To facilitate information required for the database, standard templates have been developed and these are available on the competition website at <http://whitman.syr.edu/eee/falcone/film>. Please label each file associated with your entry in the following format: ***“name – identifier – XYZ .doc”***

e.g. “smith – seabiscuit – movie clip data.doc”

- “name” is your last name (e.g. smith),
- “identifier” is the name of the movie your clip was extracted from (e.g. seabiscuit); and
- XYZ indicates it is the “entry form” or “lesson plan” or “movie clip data”, etc.

Outcomes of an investigation regarding copyright on the actual movie clips will determine the extent to which educators will be able to copy the movie clips for their own use from E-MCDB. Our intent is to find a method that would facilitate legal sharing and copying of movie clips in E-MCDB. To overcome this potential hurdle, competition entrants are asked to provide details about chapter number and counter “start/stop” times on the DVD of the full length film. This information, coupled with a brief description of the scene in the movie clip and specific keywords that relate to entrepreneurship content, would enable others to quickly find the appropriate scene on the rented DVD.

Additional information about the competition is available on the competition website at <http://whitman.syr.edu/eee/falcone/film>. Syracuse University will organize the competition and manage the award process. To be considered for the award ((with prize money of \$1,000) your submission must be received **by March 1, 2006**.

Please send all entries to:

Minet Schindehutte
Department of Entrepreneurship and Emerging Enterprises
Whitman School of Management Suite 532
Syracuse University
Syracuse, NY, 13244-2130