



VIDEO CONTEST RULES



WHO IS ELIGIBLE TO PARTICIPATE?

6th-12th grade students' territory-wide (USVI) are eligible to enter, there is only one (1) entry per student allowed. Use your school email to enter.

CONTEST DATES?

The contest begins on October 13, 2021 and closes on November 20, 2021 (referred to as the Entry Period throughout the rest of these rules). Entries must be submitted within the Entry Period to be eligible. Entries received outside of these dates will be disqualified.



HOW TO ENTER?

- During the Entry Period, visit virginislandsredribbonweek2021.org and click on the “Submission tab at the top. This will direct you to a brief form to complete, and a place to upload your video link.
- To submit your video, you need to upload it to your own YouTube, account first, and then provide a link to your video in the entry form. **Note: Only one (1) entry per person is allowed, the entrant’s e-mail address must end in .edu. or local school identifier.**
- By submitting your video PSA (entry), you agree that your entry is eligible (see “What is an Eligible Entry?”) and conforms to the content restrictions (see “What are the Content Restrictions?”). Submitting your entry also implies consent to the contest’s sponsors to use the entry as appropriate, regardless of its selection as one of the contest’s winners and or to promote future contests.
- The contest’s sponsors, at their sole discretion, may disqualify your entry from the contest if they believe it fails to conform to these official rules



WHAT IS AN ELIGIBLE ENTRY?

- To be eligible for judging, an entry must meet the following content and technical requirements:
- The PSA Video must be between 30–60 seconds. Video's that exceed 60 seconds will be disqualified.
- The PSA Video must focus on the underlying message behind Red Ribbon Week and the commitment to a healthy, drug-free lifestyle.
- The Video must include the mandatory end frame ***“Produced by the US Virgin Islands Police Department’s Crime Prevention Bureau for Red Ribbon Week 2021,” and include the Red Ribbon week Ribbon somewhere in the video.***
- The PSA Video must focus on preventing alcohol and other drug misuses among K-12 students. Entries that focus only on alcohol misuse or only on drug misuse will be disqualified.



WHAT IS AN ELIGIBLE ENTRY? cont.

- The PSA Video must inspire others to take action to prevent alcohol and other drug misuses among K-12 students.
- **The entry must be shot ONLY using a smart phone or tablet type device capable of recording video. NO Professional Motion picture capture equipment shall be used. Violation of the shooting rules will result in disqualification**
- The entry must be uploaded to the entrant's own YouTube, Vimeo, or Daily Motion account and a link to the video must be provided as part of the entry.
- The entry cannot be previously submitted in a promotion of any kind or exhibited or displayed publicly through any means.
- Entrants must obtain all applicable consents, approvals, or licenses to submit their entry.



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- By submitting your PSA Video (entry), you agree that your entry is eligible (see “What is an Eligible Entry?”) and conforms to the content restrictions (see “What are the Content Restrictions?”). Submitting your entry also implies consent to the contest’s sponsors to use the entry as appropriate, regardless of its selection as one of the contest’s winners and or to promote future contests.
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JUDGING

Each entry is judged by a five-person panel of objective reviewers, VIPD Crime Prevention Bureau Staff member, two (2) Teachers one public and one non-public, active Producer/ Director in the local film industry, and a college student, who will evaluate and score the entries. Additionally, the entries will be available for public viewing thru a link provided on the official website. There members of the community can provide **likes**. Each entry will receive a score of 0-100 depending on how well it responds to the following criteria.

POINTS

Appropriateness of Message (50 points)

- The PSA focuses on the underlying message behind Red Ribbon Week and the commitment to a healthy, drug-free lifestyle.
- The PSA demonstrates how students are taking action on their campus to prevent alcohol and other drug misuse.
- The PSA inspires and challenges others to take action to prevent alcohol and other drug misuse among K-12 students



POINTS

Creativity and Originality (20 points)

- The Video exhibits creativity in its design and execution.
- The Video exhibits original ideas, concepts, and content.
- The Video is memorable, relevant, and interesting

Production Value (20 points)

- The Video is visually strong and appealing.
- The video quality is high resolution, and the graphics are legible.
- The audio quality is balanced and audible.

Social Media popularity(10 points)

- The Video will generate views and likes
- Entrants should promote their videos through their social media and provide links to view their content
- The number of views and likes will be tallied as follows
 - 100-200 likes 2 points
 - 201-500 likes 5 points
 - 500-1000 likes 7 points
 - 1001 and above 10 points