

# Virgin Islands Red Ribbon Week 2021 PSA Video Contest

Entries: Oct 13 thru Nov 20<sup>th</sup>, 2021



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# RED RIBBON WEEK

After drug traffickers murdered DEA Special Agent Enrique “Kiki” Camarena in 1985, Red Ribbon Week has become an annual event highlighting the importance of preventing drug misuse in our nation’s schools and communities. Each year from October 23–31, people across the United States show their commitment to a healthy, drug-free lifestyle by wearing or displaying the Red Ribbon.



# RED RIBBON WEEK

As part of the Drug Enforcement Administration's (DEA) Red Ribbon Week campaign, The Virgin Islands Police Department's Crime Prevention Unit in connection with the Salt River Group sponsoring a Public Service Announcement (PSA) Video Contest for all middle and Highschool aged students. The Video PSA Contest is an effort to promote the importance of preventing alcohol and drug misuse among K-12 students.



# WHAT IS THE PSA CONTEST?

The contest is an opportunity for middle thru high schools to demonstrate how students prevent alcohol and other drug misuses on their campuses and communities and inspire and challenge others to avoid alcohol and other drug misuses among students by shooting a 30-60 second PSA video



# WHO IS ELIGIBLE TO PARTICIPATE?

6<sup>th</sup>-12<sup>th</sup> grade students' territory-wide (USVI) are eligible, there is only one (1) entry per student allowed



# 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](https://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 student is allowed, the **entrant’s e-mail address must end in .edu. or local school identifier, no non-school email address will be accepted.**



## HOW TO ENTER ?

- 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.
- 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.



## WHAT IS AN ELIGIBLE ENTRY? cont

- The PSA 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.
- The PSA Video must inspire others to take action to prevent alcohol and other drug misuses among K-12 students.



# WHAT IS AN ELIGIBLE ENTRY? cont

- **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.



# PRIZES

The three winners' territory-wide (first, second, and third place) will be announced through all media outlets on December 10, 2021. The links to all videos will be provided on all social media platforms. The prize structure is as follows:

- **First Place:** \$1000 to support the winning school efforts to prevent drug misuse among their students and a recognition plaque. The first-place entry will have their entry showcased with credits.
- **Second Place:** \$500 to support the winning school's efforts to prevent drug misuse among their students and a recognition plaque.
- **Third Place:** \$250 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque.



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

## ***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



# POINTS

## *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



# NOTIFICATION

- The winners are notified by the VIPD Prevention Unit via e-mail to the school on December 10, 2021. The winner will be required to submit the video file in a QuickTime/MOV, WMV, MPEG, or AVI format, as well as sign and return an Affidavit of Eligibility, Liability, and Publicity Release. The winners also need to provide a brief description of how they intend to use their award
- If any winner cannot be contacted, fails to complete and return the affidavit within the required timeframe, and/or does not comply with these official rules, that winner will forfeit their prize. If any winner is disqualified for any reason, their prize may be awarded to a runner-up, if any, at the contest sponsors' sole discretion.
- Acceptance of the prize shall constitute and signify the winner's agreement and consent that the contest sponsors and their designees may use the winner's name, city, state, likeness, entry, and/or prize information in connection with the contest for promotional, advertising, or other purposes, worldwide, in any and all media now known or hereafter devised, including the internet, without limitation and without further payment, notification, permission, or other consideration, except where prohibited by law.





# QUESTIONS

Questions, suggestions and concerns should be directed to Eugene Farrell:

- Contact:
  - (340) 642-9691
- Email:
  - [submissions@virginislandsredribbonweek2021.org](mailto:submissions@virginislandsredribbonweek2021.org)