

August 1, 2016

Dear Faculty and School Representatives:

The State of South Dakota continues to suffer from increase in Methamphetamine use that is directly affecting our youth. Meth use and arrest numbers have more than doubled over the past 10 years to a point of epidemic concern. So how do we grab the attention of our target audience and how do we really make a difference in our society? ...The answer is simple...

NO.METH.EVER.

The Attorney General's Office and our law enforcement partners throughout the State have created a "friendly" competition to help develop an innovative anti-meth campaign amongst college and university students statewide.

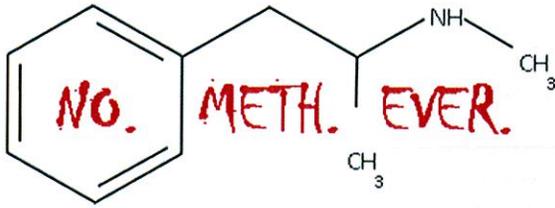
Contest KICKOFF will take place in September 2016. Please find enclosed the contest rules and guidelines.

We will be following up soon with additional information and a campus visit.

Together we can make a difference!

Sincerely,

Marty Jackley  
Attorney General



## South Dakota Attorney General's Office Meth Awareness Campaign Contest

The contest will consist of two separate phases:

Phase One Fall 2016 -PSA/Viral Video Script & Storyboard

- Phase One begins on or about September 1, 2016, and ends with the announcement of the winners on or about December 1, 2106

Phase Two Spring 2017- Social Media Campaign –Spring 2017

- Phase Two begins on or about January 1, 2017, and ends with the announcement of winners on or about May 1, 2017

The contest consists of two different divisions- Graduate and Undergraduate.

This contest consists of two (2) rounds of judging: (1) the regional judging, and (2) the statewide judging. The first round of judging is divided into three regions. To enter students will submit their entries to a designated faculty member at their school. Entries from all the schools in each region will be judged by a regional panel of no fewer than 3 judges including one or more members of university/college faculty, a representative from the AG's office, as well as a local industry professional judge. Three regional winners per division will automatically be submitted for statewide judging. One overall winner in each division will be selected by the statewide judges.

The three regional winners per division will automatically be submitted for statewide judging by the selected judges. Overall winners in both divisions will be selected by the statewide judging panel.

Entrants must be currently enrolled students at a South Dakota institution of higher learning. Students may form teams of up to three persons to work on their entries. Only one entry per team will be accepted in each category.

The Rules and Guidelines for the Contest pertain to both Phase One and Phase Two. Teams can enter one or both Phases and are not limited to the same team for both. Separate entries will be necessary for participation in each Phase.

## **Guidelines**

Entrants must be currently enrolled students at a South Dakota institution of higher learning. Students may form teams of up to three persons to work on their entries. Only one entry per team will be accepted in each category.

Students must not receive advice, critiques or additional assistance in the development of the project or presentation from any professional. Faculty advisors may guide and mentor the work of a student or student team but must not directly interfere or influence the work of the students per the policy written above. All layouts, storyboards, scripts, graphic designs, television or radio spots, and other creative work must be conceptualized, designed and executed by students. Students may use any existing professional clip art, music, photos and video in any part of their presentation including the creative section. Students may not use any intellectual property of any third party, or infringe upon any proprietary, personal, privacy or other right of a third party.

Each entry must include the official contest entry form, confirming that the ideas and creative works are original, and granting rights to the entry materials.

The Public Service Announcement (PSA) and Viral Video Scripts and Storyboards as well as the Social Media Campaigns will be judged anonymously to eliminate any potential bias, which is why entry material cannot contain any logo or reference to your school, as well as no agency name. The name of the file should also not contain any reference to your school. The contest administrators will randomly assign a numerical competition number to each competing team, which should be used throughout the competition process.

## **Judging, Awards & Notification**

All entries submitted in the regional judging round of the contest will be judged using the judging criteria and percentages indicated on the entry form. The entry with the highest percentage in each category will be deemed the grand prizewinner for that region.

The judging criteria and percentages used by any judges in connection with the regional and statewide judging rounds of the contest shall be scored and graded using a rubric based on the criteria indicated on the entry form.

Each entry's ranking will be based on the scores. The regional and statewide judging teams will send a copy of your entry's scores and any open-ended judges' comments to your designated faculty member within one week of the day of the judging. Also, your faculty member will be informed of your entry's ranking and will also be told the total number of points awarded to the other competitors.

For the statewide judging round of the contest, winners will be as follows: (1) the entry with the highest score from among all eligible entries received will be deemed the First Place winner. In the event of a tie for the statewide judging round of the contest, the entry with the highest score in the creativity and originality category from among all tying entries will be deemed the winner from among all tying entries.

## **Regional Divisions:**

### **Region One:**

Black Hills State University  
Spearfish

Oglala Lakota College

National American University Rapid City  
Rapid City

National American University Ellsworth AFB Extension  
Ellsworth AFB

Sinte Gleska University  
Mission

South Dakota School of Mines and Technology  
Rapid City

### **Region Two:**

Northern State University  
Aberdeen

Presentation College  
Aberdeen

Dakota State University  
Madison

Wesleyan University  
Mitchell

Globe University Sioux Falls  
Sioux Falls

South Dakota State University  
Brookings

### **Region Three:**

Augustana College  
Sioux Falls

National American University Sioux Falls  
Sioux Falls

Colorado Technical University Sioux Falls  
Sioux Falls

Mount Marty College  
Yankton

University of Sioux Falls  
Sioux Falls

University of South Dakota  
Vermillion

## **Prizes**

### **Phase One- Fall 2016 PSA/Viral Video Script & Storyboard Category**

#### Regional Competition

- 2 divisions- Graduate and Undergraduate
- \$2,100 for winning team per region per division

#### Statewide Competition

- Regional winners will compete for the final overall winner in each division
- \$2,400 for statewide winning team per division

### **Phase Two- Spring 2017 Social media campaign**

#### Regional Competition

- 2 divisions- Graduate and Undergraduate
- \$2,100 for winning team per region per division

#### Statewide Competition

- Regional winners will compete for the final overall winner in each division
- \$2,400 for statewide winning team per division

## **Rights**

By entering the competition, all participants, students and faculty agree that all ideas expressed in written or presentation form become the property of the South Dakota Attorney General's Office for any use, whatsoever, without compensation of any sort to any person other than prize awards if any. Since the sponsor owns the work created by the students, participants, students and faculty may not post online any, all or parts of the work created for the competition at any point before, during or after the competition.

The only exception is if students place the work in a private, password protected, online environment. This applies to all students. Any online concept test must be conducted in a password-protected environment, and the campaign must be taken off the Internet immediately after the testing has been completed. The SD Attorney General's Office holds the right to request the removal of any contest-related creative assets posted online at anytime.

The SD AG office reserves the right, in its sole discretion, to terminate, suspend or otherwise cancel the contest at any time. The SD AG Office is not responsible for any expenses incurred in connection with participation in the contest.

RELEASE OF LIABILITY, WAIVER OF CLAIMS, AND INDEMNITY AGREEMENT

I, \_\_\_\_\_, certify that I am at least eighteen years old, and in consideration for the opportunity to enter and participate in The South Dakota Attorney General's Office PSA & Social Media Campaign Contest (the "Contest"), I hereby grant the South Dakota Attorney General's Office ("SD AGO") the irrevocable and perpetual right to use any and all materials submitted by me in conjunction with the Contest, including but not limited to all layouts, storyboards, scripts, graphic designs, television or radio spots, and all other creative work ("Materials").

I understand that the Materials may be used by the SD AGO in brochures, websites, social media, newspaper articles, publications of the SD AGO and other law enforcement entities, and other forms of print and electronic publication and social media. Use of the Materials shall be unrestricted as to location, quantity, and frequency, and may be for any purpose and in any medium whatsoever, whether foreseen or unforeseen at this time. I specifically grant permission to the SD AGO, in its sole discretion, to edit, alter, and/or distort the Materials, and to use the Materials in conjunction with other creative works in any way whatsoever and without restrictions to the fullest extent allowed by law. The permission herein granted is absolute and final and shall not be subject to my further inspection or approval at any stage.

I represent and warrant that I, and other members of my team, all of whom have executed a copy of this Release, are the sole and exclusive rights holders of the Materials and that I have the right to submit the Materials and grant the permissions provided hereunder. I expressly waive and agree not to assert any intellectual property rights that I have to the Materials and understand that, unless my team is chosen as the winner of the Contest, I will not be compensated for use of the Materials for any reason whatsoever. In the event that my team is chosen as one of the Contest winners, I understand that the prize awarded to my team for winning the Contest will be the only compensation I receive for the use by the SD AGO of the Materials.

I hereby release, indemnify, and hold harmless SD AGO and its employees and agents from and against any and all liabilities, damages, and causes of action arising out of or in connection with the Materials. I agree that all the provisions hereunder shall be binding upon me as well as my collective heirs, legal representatives, and assigns.

I agree that this release is to be construed in accordance with the laws of the State of South Dakota and that any dispute in connection with the Materials or arising hereunder will be brought in the state courts of South Dakota. I agree that in the event that any clause or provision of this release is held to be invalid by any court of competent jurisdiction, the invalidity of such clause or provision shall not otherwise affect the remaining provisions and shall continue to be enforceable.

I CERTIFY THAT I HAVE READ, FULLY UNDERSTAND, AND VOLUNTARILY AGREE TO THE TERMS OF THIS RELEASE AND THAT I SIGN IT WITH FULL KNOWLEDGE OF ITS SIGNIFICANCE, FULLY INTENDING TO BE BOUND BY IT.

\_\_\_\_\_  
Entrant's Full Name

\_\_\_\_\_  
Entrant's Signature

\_\_\_\_\_  
Date

# Creative Brief

Date: 7 /3 /16

<b>Who</b>	<b>How</b>
Reach South Dakotans between the ages of 15-25 who may be at risk to do illegal drugs.	Showcase people/situations through a first person or third person view, possibly with narration, showing the impact of drug use on the lives of the users and as importantly, others they love. This should feel authentic at every level.
<b>What</b>	<b>Where</b>
We are trying to get young people to understand why it is important that they stay away from Meth, Heroin, and other illegal and dangerous substances. We want to create a campaign that delivers a high impact message to keep kids from going down the path of illegal and dangerous substances, so they stay alive and healthy. It will be important to explore why kids make the choice to do meth, heroin or other dangerous drugs. Finding the emotion behind why they choose to go down that path is going to be key.	Online Media, TV PSA, Radio PSA, Radio Ad, Website/landing page, Email Campaign
<b>Why</b>	<b>When</b>
Our children and communities are being ravaged by death, and live altering events due to drugs. We need to show the unintended consequences of the drugs and all that entails to people to create that hesitation to reconsider that choice and make them not want to try them.	In 2017
<b>Do</b>	<b>Mandatories</b>
Make feel people walk in the shoes of current and former addicts, their families, friends, maybe even former dealers. We need people to feel the impact. Use emotion, real connection and shock to set the story. Use data as needed.	Media and usage consent forms.