

OFFICIAL ENTRY FORM
PHASE 2 SPRING 2017
SOCIAL MEDIA CAMPAIGN

TEAM ☐ INDIVIDUAL ☐
GRADUATE ☐ UNDERGRADUATE ☐

FULL NAME: _____
ADDRESS: _____
PHONE: _____
EMAIL: _____

FULL NAME: _____
ADDRESS: _____
PHONE: _____
EMAIL: _____

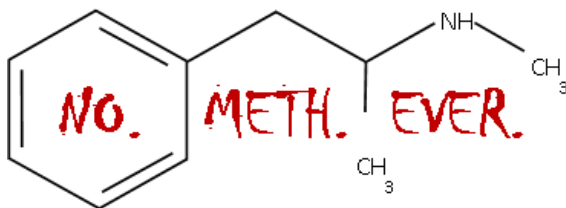
FULL NAME: _____
ADDRESS: _____
PHONE: _____
EMAIL: _____

SCHOOL AFFILIATION: _____

By submitting your entry, you certify that you have read, understand and agree to the terms and conditions of the Official Rules and Guidelines. By participating in the contest, you agree to be bound by the Official Rules and Guidelines. This Official Entry Form must be submitted with the final work product.

Submit your entry to: Office of Attorney General by 11:59 pm CST, April 24, 2017.
Winning Regional Entries will be announced on or about May 12, 2017 and Statewide Winning Entry to be announced on or about June 5, 2017. You will receive an confirmation email that your submission has been received.

Submit Entries to: Office of Attorney General
Sara Rabern- Public Information Officer
1302 East Highway 14
Pierre, SD 57501
sara.rabern@state.sd.us



South Dakota Attorney General's Office Meth Awareness Campaign Contest

Phase Two Spring 2017- Social Media Campaign

- Phase Two begins on or about January 9, 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 Attorney General's Office, as well as a local industry professional judge.

One undergraduate winner and one graduate winner will be selected in each of the three regions. The regional winners will go on to a second round of judging to select a single statewide winner for each division.

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.

If you were a team participate in Phase One, you are not limited to this team for Phase 2. Separate entries will be necessary for participation in each Phase of the Contest.

Guidelines

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 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.

Criteria

Goal

- Define desired results of the overall social media campaign
- Define audience demographic

Messaging strategy

- Include primary and secondary messages
- Examples of content: photographs, infographs, videos, PSAs.
- Budget- Paid vs. Organic

Platforms

- Define what social media platforms will be used and include examples
- Incorporate the use of the AG website
<http://atg.sd.gov/>

Implementation

- Three month run-time for campaign
- Include content calendar
 - Breakdown of what and when will be posted and/or promoted

Assessment of effectiveness

- What metrics will be used to collect and analyze
- When and how will findings be reported

Judging, Awards & Notification

All entries submitted in the regional judging round of the contest will be judged using the judging criteria.

The judging criteria 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.

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.

**** Contestants that submitted entries for the Phase One competition can use their original ideas to incorporate in the social media campaign.**

Regional Divisions:

Region One:

Black Hills State University
Spearfish

Oglala Lakota College
Kyle

National American University
Rapid City

National American University Ellsworth AFB Extension
Ellsworth AFB

Sinte Gleska University
Mission

South Dakota School of Mines and Technology
Rapid City

Western Dakota Technical School
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

Mitchell Technical School
Mitchell

Region Three:

Augustana University
Sioux Falls

National American University
Sioux Falls

Mount Marty College
Yankton

University of Sioux Falls
Sioux Falls

University of South Dakota
Vermillion

Lake Area Technical School
Watertown

Southeast Technical School
Sioux Falls

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.