

Anpetu Luta Otipi Prevention Media Competition Rules

The 2019 Anpetu Luta Otipi (ALO) Prevention Media Competition opens on December 15, 2018 and entries will be accepted until March 31, 2019. Community judging begins on April 15, 2019, and remains open until May 15, 2019. Entries will be reviewed and scored by the Prevention Coalition partners. Winners of the community voting and the Coalition's official winner will be announced in late May or early June.

Competition Sponsors:

Anpetu Luta Otipi is the primary sponsor of the competition. 7Gens is the online media and technology sponsor. Media sponsors may be obtained at a later date for broadcasting winning and other selected messages arising from the competition.

Goal of Media Competition:

ALO's mission is to reduce substance abuse on the Pine Ridge Reservation through evidence-based and culturally relevant prevention and treatment. To engage the community in our prevention efforts, ALO has launched this Prevention Media Campaign.

Goals of the competition are outlined below:

- To engage youth and young adults in designing prevention messaging that will impact them
- To raise community awareness of ALO Prevention Program efforts
- To obtain high-quality prevention materials that can be made into posters and public service announcements that can be used to raise community awareness of the harms of substance use/abuse, highlight positive alternatives to substance use, and shape community attitudes towards substance use

Judging Criteria:

Our panel of judges will review entries and select winners based on the following criteria:

Each of the items below will be scored on a 10-point scale.

- **Originality/Creativity:** Is the entry the student's own work and ideas? Is it new, innovative, interesting, creative? Has the entrant found a new way to promote prevention concepts? How unique is the message, style, concept, etc.?
- **Quality:** Is the message clear and easy to understand? Are visual elements clear and easy to see and read? For videos, are there any quality issues that get in the way of the message (i.e. poor audio, bad lighting, clunky editing, unsteady video shots, etc.?)
- **Relevance:** How relevant is the message to the target audience? Can the public relate to the message as it is conveyed in the entry? Will the target audience find the message relatable, and see themselves choosing to be drug and alcohol free as a result of viewing the message?
- **Message:** How well does the message fit the stated goals of Anpetu Luta Otipi and the Competition? How clear is the message? Is it clear who the message is designed to reach? Does the message seem motivating to the target audience? Will the message likely catch the attention of the target audience and possibly motivate positive behavior among youth and other community members targeted by the message?
- **Overall Impact:** Is the entry memorable? Does it make a lasting impact on the viewer? How likely is the entry to impact behavior change in the target audience? Are community members likely to discuss the entry and/or take action as a result of the message/entry?

Sample Topics Include:

Drinking and driving
Underage drinking
Binge drinking
Opioids (prescription drug abuse)
Meth
Positive alternatives to substance use
Reasons not to use
“I am one of many” (who don’t use)
“Just One” (I may be just one, but I can make a difference, pledge to be drug-free, etc.)
“Not in my home”
“Not in my school”
“Not in my community”
Other topics that meet the goals of the competition, as outlined above

Who Can Enter?

The Competition is open to students attending local middle schools, high schools and colleges located within or near (<15 miles) the boundaries of the Pine Ridge Indian Reservation. Students will enter the appropriate category for their age group.

Categories and prizes:

Entrants will be scored according to the judging criteria by a panel of expert judges that will include prevention professionals who work on the Pine Ridge Reservation (members of the Prevention Coalition) Anpeta Luta Otipi prevention staff and 7Gens representative. may break any tie, if necessary. Viewers’ Choice winners will be determined by the number of votes each video receives. “Most Viral” and “Talk of the Town” categories will be based upon number of video views and comments on the official YouTube channel as of May 15, 2019.

Category 1: Middle school (Grades 6-8): Poster contest

1st Place Grand Prize: Bike + Pizza Party
Runner Up: Bike
Viewers’ Choice 1st Place: \$50 gift card
Viewers’ Choice Runner Up: \$25 gift card

Category 2: High school (Grades 9-12): Video contest (60 seconds)

1st Place Grand Prize: \$200 cash
Runner Up: \$100 cash
Viewers’ Choice 1st Place: \$125 cash
Viewers’ Choice Runner Up: \$75 cash
Most Viral: \$50 cash
“Talk of the Town” (Most Comments): \$50 cash

Category 3: College student: Video contest (60 seconds)

1st Place Grand Prize: \$300 cash
Runner Up: \$200 cash
Viewers’ Choice 1st Place: \$225 cash
Viewers’ Choice Runner Up: \$125 cash
Most Viral: \$75 cash
“Talk of the Town” (Most Comments): \$75 cash

An individual may only win one prize. If an entry ends up winning in multiple categories, the winner will take the largest of the prizes and an alternate winner will be selected for any of the remaining prizes.

Rules and Restrictions (per Category):

All entries:

Participants may not use photo, video or audio clips from movies, television shows, songs, soundtracks or any other works that were produced and/or published by other companies or individuals, unless you are using royalty-free stock photo, video and audio clips that you purchased and/or obtained the rights/permission to use.

ALL materials used must be original (i.e. photos and videos must be taken by the entrant, music must be recorded by someone known to entrant) or entrant must have secured appropriate rights to use the material (may include CreativeCommons license materials, free-to-use copyright/royalty free materials, materials in the public domain, and/or rights may have been purchased by the entrant).

Entries may not contain vulgar or profane language or content, racist remarks or portrayals, or any other content that may, in Sponsor's sole discretion, reflect negatively upon Anpetu Luta Otipi or its stated goals for the Competition and other services.

Middle school poster contest entries:

1. Entrants must live and/or attend public or private middle schools or junior high schools located within or near (<15 miles) the boundaries of the Pine Ridge Indian Reservation.
2. Middle school entrants will design and submit a poster on standard-sized 22 x 28 inch poster board.
3. Entrants may use multi-media (i.e. markers, crayons, paints, glued-on items, etc.) but must acknowledge that community voting will be online and based upon photos of the posters. Also, winning entries and other posters may be made into printed copies for community use. Consequently, students should use care to make sure that all techniques and materials will present well in a photograph of the poster if they wish to win the contest and/or see their creations posted in community buildings around the Reservation and online.
4. Any recognizable individuals portrayed in the posters, or images used, should have a signed media release with the model's signature, including a parent/guardian signature if the person is under 18.
5. Poster theme, topic, and message should fit the goals of the Competition and sample topics above.

Video contest (high school or college categories) entries:

1. Entrants must live and/or attend public or private high schools (Category 2) or colleges/technical schools (Category 3) located within or near (<15 miles) the boundaries of the Pine Ridge Indian Reservation.
2. High school and college/technical school entrants will produce a 60-second public service announcement (PSA), which shall be saved to a CD or DVD in a YouTube compatible format (.MOV, .MPEG4, .MP4, .AVI, .WMV) and mailed to 7Gens, who will be responsible for uploading all entries to the ALO official YouTube channel.
3. Video resolution of all entries should be a minimum of 720p (1280 x 720 pixels), although any higher resolution videos are also acceptable. Minimum of 1080p (1920 x 1080 pixels) is recommended for better quality videos. Other acceptable resolutions include 1440p (2560 x 1440) or 2160p (3840 x 2160). Any submitted videos should be in the aspect ratio 16:9 widescreen. Vertical (upright smartphone videos), square, 4:3, or 16:10 videos are unacceptable resolutions, as they do not work well when uploaded to YouTube, which will be the platform on which video entries will be hosted.

4. Entrants, as well as any recognizable individuals featured in the PSA, are required to have a signed media release with the individual's signature, as well as a parent/guardian signature for those under 18 years of age.
5. Video theme, topic, and message should fit the goals of the Competition and sample topics above.

1. NO PURCHASE IS NECESSARY TO ENTER OR WIN. NO FEE REQUIRED FOR ENTRY:

The Anpetu Luta Otipi Prevention Media Competition (this "Competition") submissions will be accepted between December 15, 2018 – March 31, 2019. Items postmarked by March 31 will be accepted, as long as they are received by Sponsors no later than April 7, 2019. The video judging period begins at 8:00 AM Mountain Time on April 15, 2019 and ends at 11:59 PM Mountain Time on May 15, 2019 ("Competition Period").

2. ELIGIBILITY:

a. The Competition is open only to students enrolled for the entire competition period at schools and colleges located on or near (<15 miles) the boundaries of the Pine Ridge Reservation.

b. Only individuals may enter; no entry from any corporation or other entity shall be accepted. If an individual chooses to have other students on a team to assist them with their entry, no additional prize money will be dispersed other than as outlined in Section 5 below. The Competition is VOID outside of the Eligibility Area and where otherwise taxed, prohibited or restricted.

c. Children of employees and directors of Anpetu Luta Otipi are not eligible to enter or win the competition.

d. Any entry which, in Sponsor's sole opinion, appears to be artificially inflating view count or comments shall be deemed ineligible for the "Most Viral" and "Talk of the Town" categories and/or such false views/comments shall be subtracted from the total view/comment count to determine the winning entries. Any entry which appears to inflate number of votes through artificial means shall be deemed ineligible for Viewers' Choice awards.

e. By participating, you agree to these Official Rules and to the decisions of Sponsors, which are final and binding in all respects.

3. HOW TO ENTER:

a. To enter, create an original poster (Middle School category) or 60-second public service announcement video (High School and College categories) that meets the specifications under **Rules & Restrictions** above.

b. **For poster entries:** Students entering the Competition shall bring their entries (poster and completed entry form, including any signed media release for models appearing in the poster) to their school office to enter. School staff are requested to contact Anpetu Luta Otipi staff at (605) 455-2331 in order to make arrangements for ALO staff or volunteers to pick up entries at participating schools. Sponsors are not responsible for entries not received if school staff and/or entrants do not contact ALO in a timely manner to pick up entries.

For video entries: Students shall submit their completed entries (video file in appropriate format as outlined in **Rules & Restrictions** above and completed entry form, including any signed media release for actors appearing in the video) by mailing a CD or DVD containing the entry and all appropriate documents to 7Gens at the following address:

7Gens
515 Sitting Bull St
Rapid City, SD 57701

c. The entry must follow all guidelines under **Rules & Restrictions** above, or the entry will be disqualified from the Competition. The application form must be complete to be eligible.

d. LIMIT ONE (1) ENTRY PER CATEGORY, PER PERSON OR TEAM. EACH ENTRY CAN ONLY WIN ONE PRIZE. IF AN ENTRY IS SELECTED FOR MORE THAN ONE PRIZE, IT WILL BE AWARDED ONLY THE LARGEST PRIZE. ALTERNATE WINNERS WILL BE SELECTED FOR OTHER PRIZES.

e. No changes to any entry materials or information are permitted once the entry has been submitted, unless to correct errors on an entry form, update contact information, or to add media releases if not provided at time of entry.

f. All entries become the property of ALO and will not be acknowledged or returned.

g. Entries that do not conform to these guidelines, based on the discretion of the Sponsors and/or judges, or are received after the end of the submission deadline will not be eligible for prizes.

4. ORIGINAL WORK:

a. Each entrant and team represents and warrants that the entry submitted by the entrant or team is an original work, has not been copied in whole or in part from any other work, and that the entrant or team is the sole author with the full power to submit the same. Participants may not use photo, video or audio clips from movies, television shows, songs, soundtracks or any other works that were produced and/or published by other companies or individuals.

b. Each entrant and team further represents and warrants that the entry does not incorporate any material that would require the consent of any third party and/or any information, pictures, images, music, sounds, video footage or other materials that would violate the intellectual property, proprietary or privacy rights of others. The sole exception to the representations required and agreed to upon submission of the video by each entrant and team in this Section B is that royalty-free stock photos, video and audio clips can be used if you have purchased and/or obtained the rights/permission to use these clips. If entrants are asked to provide documentation of their stock photo, video, or audio rights, they must submit the documentation within the timeframe requested by Sponsors or their entry may be disqualified.

c. Entrants and teams must not use professional videographers or video editors to produce or edit their videos, unless these professionals happen to be students or classmates, who are enrolled in a college or university in the eligibility area.

d. Each entrant and team hereby waives any opportunity or right to inspect or approve the entry submitted by the entrant or team and/or the final product in which it may be used or incorporated.

e. Each entrant and team hereby releases Sponsors from all claims now or hereafter existing which may arise from any use, non-use or editing of the entrant's or team's entry. By submitting an entry to the ALO Prevention Media Competition, the entrant or team grants to ALO a perpetual, irrevocable, nonexclusive, royalty-free license to use, reproduce, display, distribute, publish, modify and create derivative works from the entrant's or team's video or poster for any purpose and in any media now known or hereafter developed.

f. Sponsors reserve the right to promote and publicize, through any means available, the progress, development, process, news, and success of all entries, in whole or in part, to promote ALO or its goals, the Competition, and future media competitions. In addition, ALO shall have the right, in its sole discretion, to edit, composite, morph, scan, duplicate, or alter the video for any purpose which it deems necessary or desirable.

g. Each entrant and team irrevocably waives any and all moral rights the entrant or team may have in the entry.

5. PRIZES: LIMIT ONE PRIZE PER ENTRANT.

a. A total of sixteen (16) prizes will be awarded. Prizes will be awarded only to the individual listed on the entry form. It is solely the responsibility of the individual entrant to share prize winnings, if they so choose. Sponsors will not split prize money among multiple team members for an entry.

Middle school category (poster contest) - total of \$400 in prizes:

1. One first place official winner will receive a new bike and a pizza party provided to one classroom of their choice at the school in which they are enrolled.
2. One official runner up will receive a new bike.
3. One Viewers' Choice entry (based upon largest number of community votes) will win a fifty dollar (\$50) gift card.
4. One Viewers' Choice runner up (based upon second largest number of community votes) will win a twenty-five dollar (\$25) gift card.

High school category (video contest) - total of \$600 in prizes:

5. One first place official winner will receive two hundred dollars (\$200) in cash.
6. One official runner up will receive one hundred dollars (\$100) in cash.
7. One Viewers' Choice entry (based upon largest number of community votes) will win one hundred twenty-five dollars (\$125) in cash.
8. One Viewers' Choice runner up (based upon second largest number of community votes) will win seventy-five dollars (\$75) in cash.
9. One "Most Viral" video (based upon the highest view count on the official ALO Competition YouTube channel) entrant will win fifty dollars (\$50) in cash.
10. One "Talk of the Town" video (based upon the largest number of comments on the official ALO Competition YouTube channel) entrant will win fifty dollars (\$50) in cash.

College category (video contest) - total of \$1000 in prizes:

11. One first place official winner will receive three hundred dollars (\$300) in cash.
12. One official runner up will receive two hundred dollars (\$200) in cash.
13. One Viewers' Choice entry (based upon largest number of community votes) will win two hundred twenty-five dollars (\$225) in cash.
14. One Viewers' Choice runner up (based upon second largest number of community votes) will win one hundred twenty-five dollars (\$125) in cash.
15. One "Most Viral" video (based upon the highest view count on the official ALO Competition YouTube channel) entrant will win seventy-five dollars (\$75) in cash.
16. One "Talk of the Town" video (based upon the largest number of comments on the official ALO Competition YouTube channel) entrant will win seventy-five dollars (\$75) in cash.

b. Sponsors reserve the right to add, adjust or eliminate awards if videos do not meet the judges' expectations or generate a satisfactory amount of votes. Prizes may not be combined with any other offer.

c. Winners will be solely responsible for all applicable taxes, fees, insurance and/or any other expenses associated with acceptance and/or taking delivery of the prizes.

d. By accepting the prizes, the winners waive the right to assert, as a cost of winning said prize, any and all costs of redemption of said prizes or any and all liability that might arise from redeeming or

seeking said prize. Odds of winning are determined by and depend upon the quality and number of eligible entries received.

6. JUDGES AND CRITERIA:

Each eligible video entry will be judged by a panel of judges consisting of members of the ALO Prevention Coalition.

a. Entries will be judged based on the criteria outlined above, and will be based upon a combined raw score of all judges present at the time of the Competition judging, which may, in Sponsor's sole discretion, be at a regularly scheduled Coalition meeting or a special meeting called of Prevention Partners to score the Competition entries.

b. In the event of a tie after combining the raw scores of all Coalition members present for the evaluation of entries, Sponsors (including staff of the Anpetu Luta Otipi Prevention Program and 7Gens) may break the tie by using the same scaled score sheets and criteria as the panel of judges.

c. All prizes resulting from community voting, total number of views and total number of comments shall be awarded based upon the number of each of these factors as of the closing of the community voting period (11:59 PM Mountain Time on May 15, 2019)

7. PRIZE AWARDING:

a. THE PRIZES WILL BE AWARDED at a community event in late May or early June, 2019, with the winners selected from all eligible video entries received by Sponsors during the Competition Period.

b. After winners have been selected according to the compiled raw scores and/or entry statistics/ community votes, winning entries may need to be validated to ensure compliance with all rules. The prizes will be awarded only upon winner validation and verification by Sponsors.

c. No transfer or assignment of the prizes is permitted. No substitution of the prizes will be permitted, except that the Sponsors reserve the right, in their sole discretion, to substitute the prizes with a prize of equal or greater value.

d. Sponsors will use commercially reasonable efforts to contact each winner by email and/or phone within three (3) days after the actual date of the selection of the winner. If the initially selected winner cannot be contacted after two (2) attempts, is ineligible, or fails to claim the prize, the prize will be forfeited and an alternate winner may be selected by the judges from among the highest scoring remaining eligible entries. Sponsors assume no responsibility for incorrect, illegible, or changed contact information from what was provided on entry forms at time of entry.

e. Acceptance of a prize constitutes permission for Sponsors and their affiliates to use the winners' name, likeness and biographical information for advertising and promotional purposes without compensation, unless otherwise prohibited by law.

8. DISQUALIFICATION:

a. Persons found tampering with or abusing any aspect of this Competition, as solely determined by Sponsors, will be disqualified. Sponsors strictly prohibit the use of robots, software or any system that generates non-human votes for the viewer's choice voting portion of the competition.

b. If disqualified for any of the above abuses, Sponsors reserve the right to terminate the individual's or team's eligibility to participate in this and future competitions and sweepstakes offered by ALO.

c. Students are allowed to implement marketing strategies requesting others to vote for their videos during the designated voting period. If students have any questions about the appropriateness of their voter acquisition method, they should send an email to sevengens@gmail.com to seek clarification.

d. Any attempt to tamper with or undermine the legitimate operation of the Competition is a violation of these Official Rules as well as criminal and civil laws. Sponsors reserve the right to seek remedies and damages from any responsible individuals to the fullest extent permitted by law. In the event any portion of this Competition is compromised by any non-authorized human intervention or other causes beyond the control of Sponsors which, in the sole opinion of Sponsors, corrupts or impairs the administration, security, fairness or proper play of the Competition, Sponsors reserve the right, at their sole discretion, to suspend or terminate the Competition.

9. LIMITATION OF LIABILITY:

a. By entering, entrants and teams: (1) Agree to these Official Rules, and to the decisions of Sponsors, which shall be binding and final in all respects; and (2) Acknowledge that Sponsors have not made nor are in any manner responsible or liable for any warranty, representation, or guarantee, expressed or implied, in fact or in law, relating to the prizes.

b. By participating, each winner releases Anpetu Luta Otipi, 7Gens, their respective officers, directors, employees, affiliates, subsidiaries, marketing partners, advertising, promotion, fulfillment, marketing agencies, public relation firms, consultants or contractors from any and all liability, claims or actions of any kind whatsoever for injuries, damages or losses to persons (including death) and property which may be sustained in connection with the receipt, ownership, possession, acceptance, enjoyment, use or misuse of the prize(s), or arising out of participation in this Competition, or while preparing for, participating in, and/or traveling to and from taking delivery of the prizes or any prize-related activities. THE ABOVE SPONSORS expressly disclaim any responsibility or liability for injury or loss to any person or property relating to the delivery and/or subsequent use of any prize awarded. IN NO EVENT WILL the SPONSORS, OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AFFILIATES, SUBSIDIARIES, ADVERTISING, PROMOTION, FULFILLMENT, MARKETING AGENCIES, PUBLIC RELATION FIRMS, CONSULTANTS OR CONTRACTORS BE RESPONSIBLE OR LIABLE FOR ANY DAMAGES OR LOSSES OF ANY KIND, INCLUDING WITHOUT LIMITATION DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL OR PUNITIVE DAMAGES, ARISING OUT OF THIS COMPETITION OR ANY ACCEPTANCE, POSSESSION, USE OR MISUSE OF THE PRIZES AWARDED IN CONNECTION WITH THIS COMPETITION, INCLUDING WITHOUT LIMITATION, PERSONAL INJURY, DEATH AND/OR PROPERTY DAMAGE, AS WELL AS ANY CLAIMS BASED ON PUBLICITY RIGHTS OR INVASION OF PRIVACY. ALO and 7GENS ARE NOT RESPONSIBLE FOR THE FOLLOWING: LOST, LATE, INCOMPLETE, STOLEN, MISDIRECTED, ILLEGIBLE, INACCESSIBLE, CORRUPTED OR UNUSABLE ENTRIES; INCORRECT OR INACCURATE ONLINE OR PRINTED INFORMATION RELATING TO THE COMPETITION (INCLUDING TYPOGRAPHICAL ERRORS); ANY COMPUTER, TELEPHONE, CABLE, NETWORK, INTERNET OR OTHER HARDWARE OR SOFTWARE MALFUNCTIONS, INTERRUPTIONS, FAILURES, CONNECTIONS OR AVAILABILITY; OR UNAUTHORIZED HUMAN INTERVENTION.

10. GENERAL INFORMATION:

a. Except where prohibited, each entrant and team agrees that: (1) Any and all disputes which cannot be resolved between or among the parties and any claims or causes of action arising out of or connected with this Competition shall be resolved individually, without resort to any form of class action; and (2) Any and all claims, judgments, and awards shall be limited to actual out-of-pocket costs incurred by an entrant or team, including costs associated with entering this Competition, and in no event will any entrant or team be entitled to an award of attorneys' fees.

b. This Competition and these Official Rules shall be governed by the laws of the State of South Dakota and/or the Oglala Sioux Tribe. Should there be a conflict between these governing laws and any other laws, the conflict will be resolved in favor of the laws of the Oglala Sioux Tribe and/or the State of South Dakota. Any and all disputes in connection with this Competition will be resolved solely and exclusively in the state, tribal or federal courts in Pine Ridge, SD or neighboring areas. Each entrant and team waives any and all objections to jurisdiction and venue and hereby submits to the jurisdiction of those courts. Any and all lawsuits or other disputes that arise relating to this Competition must be filed within one (1) year from the date that the winners are selected.

c. The failure of ALO and/or 7Gens to exercise or enforce any right or provision of these Official Rules shall not constitute a waiver of such right or provision. If any part of these Official Rules is held by a court of competent jurisdiction to be invalid or unenforceable, that part will be enforced to the maximum extent permitted by law, and the remainder of these Official Rules will remain fully in force.

11. PRIVACY NOTICE:

Any personal information provided by entrants or teams will be used by Sponsors to administer this Competition and may also be used to contact entrants and teams for marketing purposes and for other purposes. If an entrant or team does not wish to be contacted, the entrant or team may submit a privacy request to opt out of such mailings or email lists.

12. OFFICIAL RULES; LIST OF WINNERS:

For a copy of these Official Rules or a list of the winners, send a self-addressed, stamped envelope to: 7Gens, 515 Sitting Bull St, Rapid City, SD 57701.

For further information, please contact sevengens@gmail.com or (605) 716-7802 for 7Gens, or favian@heapc.org or (605) 455-2331 for Anpetu Luta Otipi.