

Rules and Guidelines

RULES AND GUIDELINES DISCLAIMER

The Commonwealth of Kentucky, Kentucky Injury Prevention and Research Center, Centers for Disease Control and Prevention (CDC), and WLKY reserve the right to change and modify the Don't Let Them Die-Find Help Now KY Public Service Announcement Challenge Rules and Guidelines without notice. The Rules and Guidelines posted at www.dontletthemdie.com should be considered the most current and supersede all previous versions.

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COMPETITION OVERVIEW

The *Don't Let Them Die – Find Help Now KY* Public Service Announcement Challenge is designed to create awareness about the dangers of opioid use and provide Kentuckians with a resource for finding treatment facilities with openings.

Student PSAs created for the state's *Don't Let Them Die- Find Help Now KY* campaign are to promote the *Don't Let Them Die* (dontletthemdie.com) and *Find Help Now KY* (findhelpnowky.org) websites. The websites, operated by the Commonwealth of Kentucky and the Kentucky Injury Prevention and Research Center, provide information about opioid use and link to facilities with real-time availability of treatment and recovery services in all regions throughout the state. The FindHelpNow website is funded by the Centers for Disease Control and Prevention (CDC).

The PSAs entered in the competition will leverage public service announcement obligations of print, broadcast, billboard, and radio outlets to maximize the impact of a limited advertising budget.

The target audience for this advertising strategy is the public (including addicted individuals; parents/family members; city, county, and state-level organizations; adults and youths; healthcare professionals, first responders, and educators and students).

The PSAs will also be aimed at providing information on substance use disorder (SUD), harm reduction, and treatment services, etc., to the audiences listed above. The goal of the ads will be to increase website clicks and use of findhelpnowky.org by professionals for rapid referral of individuals to appropriate SUD treatment facilities, increase awareness of SUD information and SUD treatment facilities with openings by addicted individuals and their families on the findhelpnowky.org website, and to increase the number of individuals entering and successfully completing SUD treatment.

The competition is organized by the Commonwealth of Kentucky's Office of the Governor, the Kentucky Justice and Public Safety Cabinet, the Kentucky Education and Workforce Development Cabinet, the Tourism, Arts and Heritage Cabinet, Kentucky Injury Prevention and Research Center, CDC, and WLKY – Louisville.

INFORMATION FOR SCHOOLS & ADVISORS

The *Don't Let Them Die – Find Help Now KY* PSA Challenge is open to all Kentucky high school students, grades 9-12. It is intended to educate students and their classmates on the myriad issues surrounding opioid use.

The winning campaign ad will leverage ad obligations of print, broadcast, billboard, and radio outlets to maximize the impact of a limited advertising budget.

WHO CAN APPLY?

High school students in grades 9-12 from public, private, and homeschooling groups are eligible to compete.

Teams must have at least three (3) students, but no more than five (5).

Teams must have at least one (1) adult advisor who will serve as a committed guide during the

development of the PSA plan and pitch presentation (e.g., teachers, parents, industry professional).

The advisor will work with the students to accomplish the following:

- Create teams to participate in the competition.
- Coach the student team(s) on their PSA development, presentation, and marketing plan.
- Serve as the liaison between the student team(s) and the school.
- Travel with the student team(s) to competition if they qualify.
- Coordinate with winners to film and edit their ads to be presented during the competition.

ELIGIBILITY OF TEAMS & STUDENTS

The competition is open to all students who:

- Are currently public, private or homeschool high school students in the Commonwealth of Kentucky and
Comprise student teams that have won their individual school's most recent competition or whose team has been selected using another method as determined by their school

The challenge is for student-created, student-managed ads with accompanying marketing plans. In other words, students must:

- Create original marketing campaign PSAs using the "Don't Let Them Die – Find Help Now KY" branding supplied by the Office of the Governor.
- Create a storyboard to outline what a digital, billboard, or radio ad would look like using software such as PowerPoint or Prezi.
- Use school or personal equipment and software to create and edit ads.
- The campaign ad must be original (developed solely by the students) and not modeled after any other campaign ads or a trademarked brand.

Only eligible students may present at the competitions and answer questions from the competition judges. The minimum number of students on a team is three (3) and the maximum number of students on a competition team is five (5). Each team member must work with his or her advisor to submit student information via the entry submission portal in addition to his or her team's developed ad and marketing campaign plan, including an ad storyboard.

Each student may only be affiliated with one team/entry in the statewide competition.

Non-U.S. citizens may participate in the statewide competition under the condition that any team that includes a non-U.S. citizen also includes at least one U.S. citizen student (a Kentucky resident).

STEPS TO APPLY FOR THE COMPETITION

Students:

1. Work with advisors (school and/or business people) to complete and submit the “Intent to Compete” online at www.dontletthemdie.com no later than February 15, 2018.
2. Work with the school’s advisor (home school, etc.) to prepare all of the required written materials, and submit a copy of the letter of intent, ad video, radio, or billboard drawing, and accompanying marketing plan on a flash drive by March 15, 2018 to:

State Capitol
ATTN: Communications Department
700 Capital Ave
Frankfort, KY 40601

Advisors:

1. Identify students to compete in the competition and form student teams.
2. Complete and submit the school’s “Intent to Compete” form by February 15, 2018.
Submit the required material via flash drive by March 15, 2018. Detailed instructions will be emailed to each advisor prior to the due date.

TIPS FOR SUCCESSFUL ENTRIES

1. Integrate marketing of student-developed ad products into the Commonwealth of Kentucky’s *Don’t Let Them Die- Find Help Now* campaign.
2. Develop a *Don’t Let Them Die - Find Help Now KY* marketing plan for the PSA
3. Creatively develop multiple forms of PSAs (digital, video, print, etc.)
4. Develop communication strategies to attain maximum public awareness of substance use disorders, treatment, and available information.
5. Create *Find Help Now KY* direct response campaign radio, cable television, digital and billboard ads.
6. Teams may consult with opioid subject matter experts.

The winning team will also be responsible for participating in, at a minimum, one meeting with the contest sponsors to market their ads and provide input on the strategic direction of the overall *Find Help Now KY* campaign.

ENTRY REQUIREMENTS

By submitting their plan for their ads, which includes team information, team entrants agree to adhere to and follow all of the rules and guidelines set forth by the Competition organizers. In addition, entrants agree to hold the Commonwealth of Kentucky, WLKY, Kentucky Injury Prevention and Research Center, Centers for Disease Control and Prevention (CDC), their agents and suppliers, and all sponsor(s) harmless from any liability in connection with this Competition.

Teams must submit via flash drive before March 15, 2018, a complete PDF document of the full PSA marketing plan and completed ad, video, audio, or billboard.

A. Written Requirements for Competition

Marketing plans of the developed PSA on the *Find Help Now KY* website must be limited to:

- 12-point font
- 1-inch margins on all four sides
- 5 page limit
- Tables, charts, graphs, diagrams, photos, infographics, etc. may be included within the Document

B. Oral Presentation Guidelines for Competition

Each team selected to advance to final competition will be given 10 minutes to present its ad and marketing plan, followed by a 10-minute question/answer and feedback session between the presenting team and the judges. Judges are the only people in the room that are allowed to ask questions. THESE TIME LIMITS WILL BE STRICTLY ENFORCED.

The order of the team presentations will be determined by competition organizers. Exceptions to the presentation order will be considered on a case-by-case basis and only if there are significant and legitimate extenuating circumstances.

Each member of the competition team must actively participate in the formal presentation of the ad and ad marketing plan.

Teams may not observe other teams' ad presentations or question/answer and feedback sessions.

C. Equipment Needs

The presentation room will be set up with a projector, computer (PC), screen and speakers.

JUDGING & COMPETITION

The ads and accompanying marketing plan— which was submitted via flash— will be scored by an internal committee to determine the top 10 winners.

Winners will be chosen based on averaged written summary scores and creative materials. In the event of any tie, judges’ deliberations on the most holistic ad presentation and written marketing plan will decide the winners. Winners will advance to compete in the finals competition.

Final Competition

The Final Competition will be held in April 2018 at a location TBD.

During the Final Competition, teams will be scored on their oral ad presentations explaining their marketing of their campaign PSA and on the video, audio, or billboard or other media they produced. Each team will have 10 minutes to present their plan to the judges. TIME LIMIT WILL BE STRICTLY ENFORCED. This will be followed by up to 10 minutes of Q&A with the judges.

Winners will be chosen based on averaged written scores and oral presentation/creative scores.

Judging

Please be aware that the judges of the oral presentations/videos may NOT be judging the written marketing plans. However, they will be provided with a copy of each written submission for their own reference during the oral presentations. **Do not assume that the oral presentation judges will be familiar with your plan prior to your presentation.**

AWARDS

Cash awards will be offered for challenge winners through the Kentucky Injury Prevention and Research Center with grant funds provided by the CDC. This money may be divided between the students on the winning team (up to five students.) The final competition winners’ PSAs will air on WLKY and affiliated stations across Kentucky after the competition.

Overall competition winning team:

First Place - \$7500

Second Place - \$5000

Third Place - \$3500

Best individual team category: (excluding overall winning team)

Radio - \$1800

TV - \$1800
Social Media - \$1800
Billboard - \$1800
Logo Design - \$1800

Top 5 highest scoring schools overall: (including top 3 overall winners)
\$5000 (\$25,000 total)

CONFIDENTIALITY & INTELLECTUAL PROPERTY

The team members will retain all rights to the PSA and its marketing plan regarding its use at all times prior to, and following the competition, except as stated below. Due to the nature of the competition, judges, reviewers, staff, and anyone in the audience will not be asked to agree to or sign non-disclosure agreements with any participant. It is recommended that the individual(s) who originated an idea obtain protection on any intellectual property, especially before disclosing or submitting any idea or plan in the competition.

All portions of the competition including, but not limited to, oral presentations and question/answer sessions, are open to the public at large and to the media. Any and all of these public sessions may be recorded and broadcast to the general public and specific persons or groups through various media, which may include radio, television, and the Internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that will likely enter the public realm, and entrants should not assume any right of confidentiality for any data or information discussed, divulged or presented in these sessions.

The Commonwealth of Kentucky, Kentucky Injury Prevention and Research Center, CDC, and WLKY may make printed copies, photocopies, photographs, video and/or audio recordings of the ad and ad marketing presentations, including the entries and other documents, charts or material prepared for use in presentations at the competition. Students retain all proprietary rights. The Commonwealth of Kentucky, Kentucky Injury Prevention and Research Center, CDC, and WLKY may use the entry materials and recordings in any print, electronic, video, or other medium that it may choose. The Commonwealth of Kentucky, Kentucky Injury Prevention and Research Center, CDC, and WLKY reserve non-exclusive, world-wide rights in all languages, and in all media, to use or to publish the materials in any print, electronic, video, or other medium, and to use the materials in future editions thereof and in derivative products.

The Commonwealth of Kentucky, Kentucky Injury Prevention and Research Center, CDC, and WLKY reserves the right to approve or supersede decisions and recommendations by the Competition judges. Decisions regarding team and entry qualifications and rule interpretations are final. The Commonwealth of Kentucky, Kentucky Injury Prevention and Research Center, CDC, and WLKY and judges may consult independent experts in determining the feasibility, commercial potential, and high-tech nature of a marketing campaign plan, its related product, service, or intellectual property.

