DEPARTMENT OF THE NAVY
SEXUAL ASSAULT PREVENTION AND RESPONSE
PUBLIC SERVICE ANNOUNCEMENT VIDEO CONTEST
STANDARD OPERATION PROCEDURE

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Attachment 1 (Entrant Data Form)
I. Background and Goal

The Sexual Assault Prevention and Response Public Service Announcement Video Contest (SAPR PSA) is designed to encourage participation from Sailors across the Navy to get the SAPR word out.

The SAPR video contest challenges Sailors to focus their efforts on making PSAs that incorporate both DoD and Navy Sexual Assault Awareness Month (SAAM) themes, “We own it…We’ll solve it…Together.” and “Courage” respectively. Further, videos should be created under one of four Lines of Effort (LOEs):

1. Education and awareness
2. Prevention and intervention
3. Victim advocacy and resiliency
4. Investigation and accountability

Leading entries will be recognized by being broadcast on Direct-to-Sailor Television and provided to the American Forces Network and Pentagon channel.

The goal of the SAPR PSA is to promote awareness of sexual assault in the Navy encouraging bystander intervention among viewers, and advocating victim assistance and support. This program is operated and administered by the OPNAV N1 Sexual Assault Prevention and Response Office.

II. Eligibility

A. The Sexual Assault Prevention and Response Public Service Announcement Video Contest is open to Active Duty, Reserve, and FTS personnel of the United States Navy. Members who leave the Navy during the year may compete as long as the material submitted was completed in its entirety while on active duty or in a drilling status.

B. The program manager for Sexual Assault Prevention and Response Office, or his/her designee, will address all questions concerning eligibility.

III. Contest Dates

A. The contest is open from 15 March – 19 April 2013. All entries must be postmarked during this timeframe (see Section XI, Packaging/Shipping Entries, page 6). All those postmarked after 19 April 2013 will not be accepted.

IV. Sexual Assault Prevention and Response Public Service Announcement Contest Rules

A. All entrants must meet the eligibility requirements of Section II, Eligibility (page 2).

B. Entries may highlight any of the following difficult subjects:
   b. Alcohol is often present in sexual assault cases. Alcohol is the most frequently used predatory drug, a weapon of choice. Sensitivity toward victims should be considered when addressing this point.
   c. Blue on Blue assaults. Most sexual assaults in the Navy are shipmates hurting shipmates.
d. Committing sexual assault is a crime and a choice no one should make. Everyone
must take responsibility for their individual actions and make the honorable choice.

C. All entries must:

1. Convey a clear Sexual Assault Awareness or Prevention message using one of the
following core themes:
   b. DoD theme: “We own it...We’ll solve it...Together.”

Anything that weakens or casts doubt on the credibility of official DoD imagery in or
outside the DoD shall not be tolerated. No violent, grotesque, or overly graphic materials
will be considered.

2. **Must be approved for public release**: Clearance for public release (DoDI 5040.7). A
determination must be made by a responsible official that a DoD production (including
video and photographic images) and the information contained therein are not classified;
do not conflict with established DoD or Federal Government policies or programs; and
comply with applicable laws and regulations, and, therefore, are releasable to the public.
**All public service announcement entries will be reviewed by a Navy PA official to
determine final eligibility for public release.**

3. Entries received that, in the opinion of SME and/or contest officials, do not meet these
criteria will be disqualified.

4. Entrants must have created one hundred percent of the entry and cannot reproduce
another’s work. Entrants must be especially aware of the copyright rights of others,
since the unauthorized use of a copyrighted work may result in legal action. This
includes the music used for production.

5. Entrants may use previously released government video/photographs as supporting
footage for their public service announcement. Stock video footage may constitute no
more than 50% of the total video used in the production.

6. Only government owned video/photographs may be used in entry. Video from sites
such as YouTube or acquired by a commercial entity may not be used.

7. Entries can include music, providing it is owned by the U.S. Government.
Commercially produced music may not be used unless the submitter has gained
copyright release for the product.

9. Each entrant may submit no more than 4 entries.

10. An entry must be between 50 and 54 seconds (00:00:50 – 00:00:54) in length.

11. Entries may be submitted as .mov, .mp4, .mxf or .wmv files on a standard DVD or
uploaded to the contest file transfer protocol (ftp) site (upload information detailed in
section VIII). All finished entries must be output as broadcast quality audio and video.
Entries may be either 16:9 or 4:3 screen aspect ratios. Each entry must begin with a slate containing the following information: PSA title, name of entrant, entrant’s command, total run time of PSA, contact information for entrant.

Multiple entries may be submitted on one DVD, but care should be taken to ensure that the competition staff can distinguish between entries. The winner may be asked for additional materials.

D. Submissions may be made by an individual or a team.

E. Work completed as part of a professional business enterprise cannot be submitted.

F. Entries must conform to all applicable DoD components, Copyright Law Infringement, http://www.copyright.gov/, HIPAA Privacy Rule, http://www.hhs.gov/ocr/privacy/hipaa/understanding/summary/privacysummary.pdf as well as all rules of this program and must meet all category eligibility requirements.

G. All entries must provide a statement certifying the work as that of the entrant(s) (see attachment 1).

H. Photographic and image enhancement: The alteration of official DoD imagery by persons acting for or on behalf of the DoD is prohibited, except as follows:

1. Photographic techniques common to traditional darkrooms and digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.

2. Photographic and image enhancement, exploitation, and simulation techniques used in support of unique cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; research, development, test & evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.

3. Video transitions and effects are authorized, to include; dissolves, wipes, and other video transitions, motion blurring, colorization, and other video effects are authorized if they do not misrepresent the subject of the original video.

I. Types of submission examples: The following three types of Public Service Announcements are examples for the SAPRPSA. Creativity is encouraged and submissions are not limited to the PSA types described below as long as criteria listed in Section IV are met. All entries remain the property of the Department of the Navy and may be used for educational purposes. Entries will not be returned. The Sexual Assault Prevention and Response office reserves the right to edit the PSAs for technical or aesthetic reasons.

1. Narrative: Public Service Announcement that involves a narrator telling the story. These types can also include interview sound bites from additional personnel. Video is used to support the narration and the interview sound bite.
2. **Non-Narrative**: Public Service Announcement in which the featured person tells the story in their own words. No narrator is used. Video is used to support the storyteller’s narrative.

3. **Multi-media**: Public Service Announcement that consists primarily of still imagery, graphics and some video. Traditionally there is no narration used, text is used during the PSA to drive the message.

J. Regardless of what method is chosen to create the PSA, the submission must:

1. Communicate the themes outlined in *Section IV, Part B* clearly, creatively and consistently.

2. Have video and audio quality suitable for broadcast on the Pentagon Channel, the American Forces Network and the Direct-to-Sailor. Entrants may be requested to resend packages with identified corrections if this factor is not met in original submissions

V. Judging

A. Judging will take place the week of 22 April 2013.

B. Judges will evaluate entries based on:
   1. Storytelling ability
   2. Originality
   3. Technical quality
   4. Creativity.
   5. Message clarity
   6. Required use of themes: Courage and/or We own it – We’ll solve it…Together must include the URL www.sapr.navy.mil

VI. Awards

A. Winners will be announced by the end of April, those public service announcements that best represent the message will be aired on the Direct to Sailor network. Winning entry will be submitted to the Defense Media Activity Radio and Television Production Office (RTPO) for possible airing on The Pentagon Channel and the American Forces Network.

B. Winners’ names will be posted on the on the Sexual Assault Prevention and Response Website at www.sapr.navy.mil.

C. Certificates will be awarded to all winners.

VII. Point of Contact

A. Questions regarding these instructions can be addressed to the following personnel:
   - **Email**: Alice.Bellafiore@navy.mil
   - **Commercial**: 901-874-6948
   - **DSN**: 882-6948
VIII. Packaging / Shipping Entries

A. Each entrant must submit a legible Entrant Data Form (Attachment 1). Only one Entrant Data Form is required for each entry. Entry packages must be postmarked no later than 19 April 2013, and must be mailed prepaid. Indicate on the outside of the package the submission is for SAPR PSA. Multiple entries may be shipped together as long as the material for each entrant is clearly separated.

1. Entries should be saved onto a DVD as a data disc, DVDs should not be authored for play in a commercial DVD player. This will allow the contest technical team to access and transfer entries easily. **Note: Media will not be returned.**

B. Complete mailing address to include 9-digit zip code and homeport/unit location is essential. Avoid nicknames and unit/activity acronyms that require interpretation. Locally reproduced forms are acceptable, as are word-processed equivalents. If PCS transfer is anticipated prior to April 2013, please include a forwarding address.

C. Entries mailed from APO's or FPO's, if using a franked government label, must be stamped 4TH CLASS MOM in order to be shipped by air to CONUS.

D. Entrants will be notified via e-mail that their entry has been received and processed. **Please ensure legible email address is provided on the entry form.**

E. Mail packages to:

   OPNAV N135 (SAPR)
   ATTN: Alice Bellafiore SAPR PSA Contest
   5720 Integrity Drive
   Bldg 457
   Millington, TN 38054-6000

IX. Submitting Entries via File Transfer Protocol (FTP) site

A. Entrants may submit entries via FTP. Entrants must begin by downloading the registration form at [www.sapr.navy.mil](http://www.sapr.navy.mil). The completed registration form must be uploaded with the entry.

B. After completing the entry form contact Alice Bellafiore at alice.bellafiore@navy.mil or Katie Suich at karen.suich@navy.mil for uploading instructions.
SEXUAL ASSAULT PREVENTION AND RESPONSE PSA CONTEST
ENTRANT DATA FORM
Contest Year 2013

Select One:

Individual Name: _________________________________________________________

Or

Team Name:

__________________________________________________________________

Team Members’ Names:

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

__________________________________________________________________

Team POC: ______________________________________________________________

Rank/Rank: ___________

DOD Status (Select One):

Organization **:

_______________________________________________________________________

Command Address 1:

_______________________________________________________________________

Command Address 2:

City / APO / FPO: __________________________ State: _____ Zip-Code: ______-

Phone Number: DSN: _________________________ Commercial: _________________

E-mail address **:

_____________________________________________________________________

I certify that all materials submitted with this entry form are the sole work of the applicant and are unclassified and releasable through the Department of Defense for public exhibition. I further certify that all entries submitted meet the criteria established in rules outlined in Section X. If I was in a Reserve component, I occupied a validated position and all entries submitted was accomplished while assigned to an active duty unit, or during annual training. (Sign on next page)
Signature of Applicant
(MUST BE SIGNED)

Signature of Team Members
(MUST BE SIGNED)

*Team Entries must have all team members sign.

**If PCS is anticipated prior to competition judging, please include new unit address.

** Any e-mail address where we can contact you.

______________________________________________
Public Affairs Officer Signature
(MUST BE SIGNED)
Notes