



## 2025 Red Ribbon Week Campus Video PSA Contest

### Frequently Asked Questions

*What is the contest's goal?*

- ✓ The contest's goal is to promote the importance of preventing alcohol and other drug misuse among college students.

*Who is eligible to enter this contest?*

- ✓ Institutions of higher education that offer an associate's or bachelor's degree are eligible.

*What is the deadline date for entries?*

- ✓ November 3, 2025

*Where do I submit my entry?*

- ✓ Visit [www.campusdrugprevention.gov/psacontest](http://www.campusdrugprevention.gov/psacontest) and complete the contest entry form. Only one entry per college or university is allowed, and **entrant's e-mail address must end in .edu**. Entrant must be a college or university staff or faculty member.

*What do the winners receive?*

- ✓ The three winners (first, second, and third place) will be announced during the National Association of Student Personnel Administrators' 2026 Strategies Conference ([www.naspa.org/events/strategies](http://www.naspa.org/events/strategies)). The prize structure is as follows:
  - First Place: \$5,000 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque. The first-place winning college or university also will receive a trip for one person to attend the 2026 Strategies Conference, including round trip, coach-class air transportation; four nights' accommodations; complimentary conference registration; and government per diem for meals and incidental expenses for Chicago.
  - Second Place: \$3,000 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque.
  - Third Place: \$1,000 to support the winning campus's efforts to prevent drug misuse among their students and a recognition plaque.

*How long must my PSA be?*

- ✓ The PSA must be between 30-60 seconds. PSAs that exceed 60 seconds will be disqualified.

*Can my PSA focus only on alcohol misuse or only on drug misuse among college students?*

- ✓ No. The PSA must focus on preventing alcohol ***and*** other drug misuse among college students. Entries that focus only on alcohol misuse or only on drug misuse will be disqualified.

*Can my PSA focus on populations other than college students?*

- ✓ No. The PSA must focus on preventing alcohol and other drug misuse among college students.

*Who do I contact for more information about this contest?*

- ✓ Contact Rich Lucey, Senior Prevention Program Manager, Community Outreach and Prevention Support Section, Drug Enforcement Administration, by phone (571-776-3457) or e-mail ([richard.lucey@dea.gov](mailto:richard.lucey@dea.gov)).