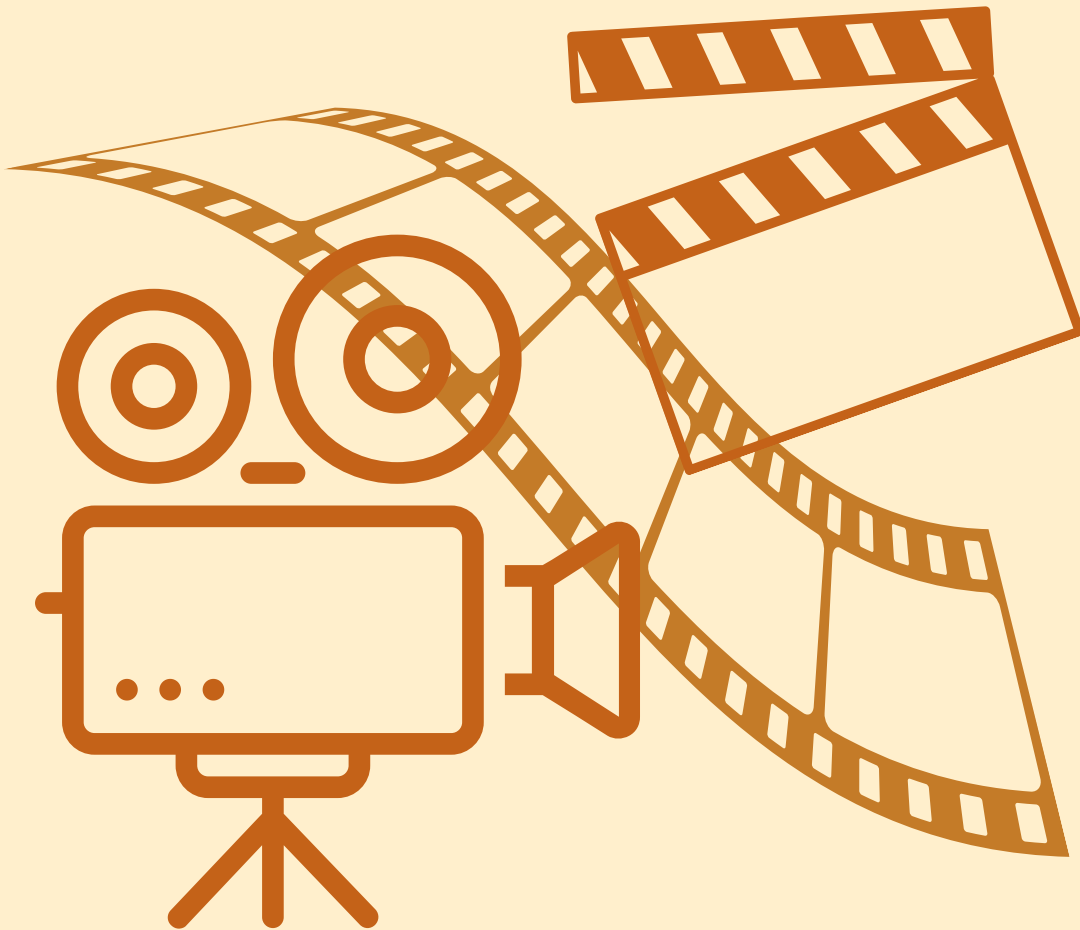


High School & College Litter Education

END LITTER

Official Rules & Guidelines



OKLAHOMA
Transportation



OKLAHOMA
Environmental
Quality

Program Overview

Keep Oklahoma Beautiful (KOB) wants to encourage young people to take action in the fight against litter and illegal dumping in Oklahoma. We're challenging contestants to tackle this issue in a 25-45 second video clip that conveys to all citizens of Oklahoma that littering is costly, deplorable, illegal and just downright wrong.

The winning video clips will appear on the KOB website, YouTube, and social media channels. Winners in each division will also win a \$1,200 prize. The teacher or adult supervisor of the winning projects will receive a \$200 gift certificate for classroom and/or organization supplies. One prize per winning submission will be divided equally among participants.

*Oklahoma Academic Standards for Excellence ESS3 codes beginning on page 8.

Contest Timeline

Registration

August 22 – November 17

Submission

November 18 – December 31

Finalists Announced

Mid-Late January

Online Voting

Early February

Winner Announced

Mid-February

Winner Honored

November 17

Contest Rules & Eligibility

Students in public, private, and parochial institutions, as well as those who are home-schooled, are eligible to participate. The two divisions in which entries compete and will be judged are High School (grades 9-12) and postsecondary institutions (universities, colleges, community colleges, etc). Entries may be submitted by an individual or a group of no more than 6. If video is produced by a group, one individual must be listed as the contact person. Each person in a group entry must meet eligibility rules.

Contest Rules & Eligibility

How To Enter

Those choosing to enter the contest are required to register between August 22nd–November 17th at www.keepoklahomabeautiful.com. Registration and submission of video are two separate processes. Upon registration, the primary contact listed will receive an email that will include further instructions about the submission process.

Submission of completed videos may be made on our website beginning at any time after registration, but no later than December 31st at 11:59 p.m. Entrants must retain a copy of their submission in its original format after submitting it to KOB. If you are selected as a winner, you must provide your submission in its original format. Video must be accompanied by a one paragraph summary (300 words or less) of the video indicating, but not limited to, what the video includes, where statistics were found (must not be more than 2 years old), and what the students have learned from this project.

By entering the contest, the entrant agrees that all submissions may be posted on keepoklahomabeautiful.com, KOB's YouTube and social media channels, or any sponsor websites for viewing by the general public. Entrant grants KOB an exclusive and perpetual license to publish, display, reproduce or otherwise use the submission for KOB and its designees in its sole discretion. KOB doesn't guarantee the posting of any submissions and reserves the right not to post a submission. All entrants' submissions become the property of KOB and will not be returned to the entrant.

Contest Rules & Eligibility

Submission

The entry is to be submitted by uploading the video, summary, and required release forms to www.keepoklahomabeautiful.com at any time after registration, no later than December 31st at 11:59 PM.

After videos are submitted, they may not be displayed publicly through email, social media, or any other means. ***For any online voting processes utilized in this contest, the use of any “boosting” websites, programs or other “boosting” technology is strictly prohibited and shall be grounds for immediate disqualification of the contestant.***

Contest Rules & Eligibility

Video Guidelines

- Must be at least 25 seconds, but no longer than 45 seconds in length.
- Must be about the negative effects of litter and/or how litter problems can be solved. For example, the video should demonstrate how littering is wrong, ugly, smelly, toxic for the environment, and expensive to clean up. It may promote proper waste disposal, explain the penalties for littering, or in any way demonstrate why litter and littering are bad for Oklahoma and what could be done to *End Litter*.
- Must be entirely original work. Entries must be created solely for the purpose of entry in this contest and cannot have been submitted previously in a promotion or contest of any kind, or exhibited or previously displayed publicly by any means.
- Must not contain copyrighted music that requires any additional clearances for the sponsor to use or post on public websites or to use in public forums of any kind.
- Must not contain or reference any names, products, or services of any company or entity or any third-party trademarks, logos, trade dress, or promotion of any brand, product, or service.

Keep Oklahoma Beautiful reserves the right to change, update, or otherwise amend these rules & guidelines at any time.

Contest Rules & Eligibility

Video Guidelines (continued)

- Must have the permission of any persons who appear or are referred to in the submission. Entrants are solely responsible for obtaining consent prior to submitting their video. Formal submission of your video will represent any required clearances. In the event where clearances are not covered, the submission will be disqualified.
- Must not be considered lewd, obscene, sexually explicit, pornographic, disparaging, defamatory, libelous, or otherwise contain inappropriate content or objectionable material. Submissions, as described above, will be removed from the competition at KOB's sole and unfettered discretion.
- Must be in one of the following formats: *.mp4, *.mov, *.mpg, *.m4v, *.avi, *.qtff
- Must be received no later than December 31st 11:59 p.m.

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Contest Rules & Eligibility

Summary Guidelines

- Summary must be 300 words or less.
- Be tied to one entrant (student or group) and one teacher/parent.
- Explain what the video includes, where statistics were found (must not be more than 2 years old), and what the student(s) have learned from completing this project.
- Summary must be submitted in either pdf or docx format.
- Summary must be saved with the entrant school name or entrant name, as applicable (i.e. SchoolName.docx). If entering multiple groups, please differentiate the files by adding a group name or numbering the submissions (i.e. SchoolName1.docx).
- Must be submitted online no later than December 31st at 11:59 PM

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Winner Selection & Judging Process

A panel of judges selected by the sponsoring partners will evaluate and select finalists in each of the two divisions: (1) High School and (2) College (post-secondary) based on the video and the accompanying summary.

The winner is not chosen specifically for videography but rather by the content of the “ad” that is produced. Videos will be judged based on the originality, creativity, ability to get attention and potential to change attitudes and behaviors about littering, knowledge of the real problems with littering Oklahoma, and appropriateness to the theme.

The finalist videos (selected via the judging process described above) will be posted on an online voting site. The general public will be invited to go online to the site to vote for their favorite video. In the event of a tie, the judges will have the sole authority to select the winner.

Prizes

Each division winner will receive \$1,200! The teacher/adult supervisor of winning projects will receive a \$200 VISA Gift Card for their classroom or the organization.

Oklahoma Academic Standards for Science

At KOB, we believe that ending litter begins with educating children. Debris and litter scattered along Oklahoma roadways, parks, lakes and streams is a preventable source of pollution. We want to engage Oklahoma's youth to become proactive in their understanding of sustainable environmental health for Oklahoma. Below is a list of Oklahoma Academic Standards for science curriculums where incorporation of this art program is most compatible.

EN.LS2.7 Ecosystems: Interactions, Energy, and Dynamics

Disciplinary Core Ideas: Anthropogenic changes (induced by human activity) in the environment can disrupt an ecosystem and threaten the survival of some species. Biodiversity is increased by the formation of new species (speciation) and decreased by the loss of species (extinction). Humans depend on the living world for the resources and other benefits provided by biodiversity, but human activity is also having adverse impacts on biodiversity. Thus, sustaining biodiversity so that ecosystem functioning and productivity are maintained is essential to supporting and enhancing life on Earth. Sustaining biodiversity also aids humanity by preserving landscapes of recreational or inspirational value.

Performance Expectations: Design, evaluate, and refine a solution for reducing the impacts of human activities on the environment and biodiversity.

Clarification Statement: Examples of human activities can include habitat destruction, pollution, introduction of invasive species, overexploitation, climate change, overpopulation, urbanization, and building dams.

Oklahoma Academic Standards for Science

ESS3.2 Earth and Human Activity

Disciplinary Core Ideas: All forms of energy production and other resource extraction have associated economic, social, environmental, and geopolitical costs and risks as well as benefits. New technologies and social regulations can change the balance of these factors. When evaluating solutions, it is important to take into account a range of constraints, including cost, safety, reliability, and aesthetics, and to consider social, cultural, and environmental impacts.

Performance Expectations: Evaluate competing design solutions for developing, managing, and utilizing energy and mineral resources based on cost-benefit ratios on large and small scales.

Clarification Statement: Emphasis is on the conservation, recycling, and reuse of resources (such as minerals and metals) where possible, and on minimizing impacts where it is not. Examples of large-scale solutions include developing best practices for agriculture; soil use; forestry; mining; and production of conventional, unconventional, or renewable energy resources. Examples of small-scale solutions could include mulching lawn clippings or adding biomass to gardens.

Oklahoma Academic Standards for Science

EN.ESS3.3 Ecosystems: Interactions, Energy, and Dynamics

Disciplinary Core Ideas: Construct an explanation based on evidence for how the availability of natural resources, occurrence of natural hazards, and changes in climate effect human activity.

Performance Expectations: Use computational simulations to illustrate changes between the relationships of natural resources, human populations, and biodiversity and their sustainability within Earth systems.

Clarification Statement: Emphasis is on the importance of responsible stewardship of Earth's resources. Examples of factors that affect the management of natural resources include costs of resource extraction and waste management, per-capita consumption, and the development of new technologies. Examples of factors that affect human sustainability include agricultural efficiency, levels of consumption, and urban planning.

Oklahoma Academic Standards for Science

EN.ESS3.4 Earth and Human Activity

Disciplinary Core Ideas: Scientists and engineers can make major contributions by developing technologies that produce less pollution and waste and that preclude ecosystem degradation. When evaluating solutions, it is important to take into account a range of constraints, including cost, safety, reliability, and aesthetics, and to consider social, cultural, and environmental impacts.

Performance Expectations: Evaluate design solutions for a major global or local environmental problem that reduces or stabilizes the impacts of human activities on natural systems.

Clarification Statement: Examples of major global or local problems could include water pollution or availability, air pollution, deforestation, or energy production. Examples of data on the impacts of human activities could include the quantities and types of pollutants released, changes to biomass and species diversity, or areal changes in land surface use. Examples for limiting future impacts could range from local efforts (such as reducing, reusing, and recycling resources) to large-scale geoengineering design solutions.

More information on the Oklahoma Academic Standards of Excellence can be found on the Oklahoma State Department of Education website at <http://sde.ok.gov/sde/oklahoma-academic-standards>.



At Keep Oklahoma Beautiful we recognize it's good to walk the roadways and keep them clear. It's good to take the dirty and make it clean. It's good to take the water and make it sparkle, to take foul air and make it sweet, to take barren and wasted land and make it flourish. It's good to take disconnected people and make them a community joining hands for a cause. We are doing GOOD things at KOB, we would love for you to join us to keep Oklahoma's beauty running deep!

Contact

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