



Litter Education

End Litter Video Contest Official Rules & Guidelines

A Message From KOB

This year, there is a new requirement for the End Litter Video Contest! In addition to a PSA video with up-to-date statistics on littering and illegal dumping in Oklahoma, students will be asked to write a 500-750 word essay on the statistics from their video and create a sustainability action plan on how to address the issues and statistics presented in the video. This is in replacement of the 200-word video description from previous year's contests.

Table of Contents

Program Overview.....	1
Contest Timeline.....	1
Contest Eligibility.....	1-2
How To Enter.....	2
Submission.....	2
Invention Guidelines.....	3
Essay Guidelines.....	3
Winner Selection & Judging Process.....	4
Prizes.....	4
Oklahoma Academic Standards for Science.....	4-5
7.ESS3.3 Earth and Human Activity.....	5
7.ESS3.4 Earth and Human Activity.....	5

Contact Information

beverlee@keepoklahomabeautiful.com | (405) 286-9141 | www.keepoklahomabeautiful.com

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 Oklahoma citizens that littering is costly and illegal. An accompanying essay should provide context to the video and detail a call to action. The essay should offer a brief description on the participant's perspective on the issue and must include cited statistical information.

The winning video clips will appear on the KOB website, YouTube, and other social media platforms. Winners in each division (high school and college) will win a \$1,200 cash scholarship. If the winning submission is completed by a group, the scholarship amount will be divided equally among each individual.

Contest Timeline

Registration

August 16–November 1, 2024*

Submission

November 4–December 31, 2024*

Finalists Announced

Mid-Late January 2025

Public Online Vote

Early February 2025

Winner Announced

Mid-February 2025

Winner Honored

March 2025

at the *Inaugural* Student Environmental Champions Awards

**Registration and submission forms will open at 10:00AM and close at 11:59PM*

Contest Eligibility

High school and college students in Oklahoma public, private, and parochial institutions, as well as those who are home-schooled, are eligible to participate. ***Entries may be submitted by an individual or by a group of maximum of 6 participants.*** If groups are larger than 6 participants we ask you to split into two or more groups. Each group must register, work, and submit entries separately, but may be represented by the same teacher/adult supervisor. Each student in the group entry must meet eligibility requirements.

How To Enter

Those choosing to enter the contest are required to register during the time period provided in the contest timeline by visiting www.keepoklahomabeautiful.com. Registration and submission are two separate forms and processes. Upon registration, the student and teacher listed will receive an email including further instructions about the submission process.

Submission of completed videos may be made on our website anytime during the submission period. 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.

By entering the contest, the entrant agrees that all submissions may be posted on the Keep Oklahoma Beautiful (KOB) website and social media pages, as well as sponsors' websites for viewing by the general public. The entrant also 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 without future notice or compensation.

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.

Entrants must agree to indemnify and hold KOB and its sponsors harmless from and against any suits, claims, losses, damages, and expenses, including reasonable attorney fees that may arise from or in connection with any entrant's submission and the use and/or display of the entrant's submission.

Submission

The entry is to be submitted by uploading the video, essay, and all required release forms to www.keepoklahomabeautiful.com during the submission period. 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.

Video Guidelines

- Videos will only be accepted in a MP4 format.
 - All videos must include relevant statistical information on the litter crisis in Oklahoma. (Note: All statistical and research information should not be more than 2 years old.)
 - All submissions must include the required essay.
 - Video entries must be created solely for the purpose of this contest and cannot have been submitted previously in a promotion or contest of any kind, or exhibited or previously displayed publicly through Instagram, Facebook, Twitter or any other means.
 - Videos 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. (The name and/or mascot of an entrant's school may be used with permission from their administration.)
 - MP4 video files must be saved with the entrant school's name or entrant's name, as applicable (i.e. SchoolName.pdf). If entering multiple groups, please differentiate the files by adding a group name or numbering the submissions (i.e. SchoolName1.mp4 or SchoolName-3rdHour.mp4).
-

Essay Guidelines

- Essay must be between 500–750 words.
- All essays must be accompanied by a video and be entirely original work. Please cite all sources.
- Essay should answer the following prompt:

In 500-750 words, explain and summarize your video. Describe the main message, themes, and visuals you used to convey the idea that littering is costly and unacceptable. Provide a brief overview of the litter and illegal dumping problem in Oklahoma, including relevant statistics and factual information presented in your video. Detail the specific call to action/sustainability action plan. Lastly, reflect on your own perspective regarding litter and illegal dumping. How has this project influenced your views, and what have you learned from completing this project?

- Essay must be submitted in either .pdf or .docx format.
- Essay 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 or SchoolName-5thHour.pdf).

Winner Selection & Judging Process

All submitted entries that meet eligibility criteria will be judged by KOB appointed judges and program sponsors, based upon the video and essay combined, to select three finalists in each division. Finalists will be notified via email. In addition, finalists will also be announced and uploaded to the KOB website and social media pages.

The general public will be invited to vote online for their favorite finalist video. Online voting will be open for approximately one week. The winner in each division will be determined by the highest number of votes.

The official announcement of the winner will be made via email to contest entrants and posted for the public on the KOB website and social media pages of KOB and contest sponsors.

The winners will be invited to *the inaugural Student Environmental Champions Awards* in March 2025. Students will be invited to attend the awards ceremony and luncheon. The winners in each division will have their video presented at the event.

Prizes

The winning submission will be recognized and celebrated with prizes from Keep Oklahoma Beautiful! Winners will be invited to attend a catered luncheon and awards ceremony in March 2025 (location TBA).

Oklahoma Academic Standards for Science

Below is a list of Oklahoma Academic Standards for science curriculums where incorporation of this art program is compatible. This list is not exhaustive and we encourage educators to expand their lessons to subjects outside of the “Earth and Human Activity” standards. More information on the Oklahoma Academic Standards of Excellence can be found on the Oklahoma State Department of Education website.

Oklahoma Academic Standards for Science (Cont.)

7.ESS3.3 Earth and Human Activity

Disciplinary Core Ideas: Human activities have significantly altered the biosphere, sometimes damaging or destroying natural habitats and causing the extinction of other species. But changes to Earth's environments can have different impacts (negative and positive) for different living things. Typically, as human populations and per-capita consumption of natural resources increase, so do the negative impacts on Earth unless the activities and technologies involved are engineered otherwise.

Performance Expectations: Apply scientific principles to design an object, tool, process, or system.

Clarification Statement: Examples of the design process include examining human environmental impacts, assessing the kinds of solutions that are feasible, and designing and evaluating solutions that could reduce that impact. Examples of human impacts can include water usage (such as the withdrawal of water from streams and aquifers or the construction of dams and levees), land usage (such as urban development, agriculture, or the removal of wetlands), and pollution (such as of the air, water, or land).

7.ESS3.4 Earth and Human Activity

Disciplinary Core Ideas: Typically, as human populations and per-capita consumption of natural resources increase, so do the negative impacts on Earth unless the activities and technologies involved are engineered otherwise.

Performance Expectations: Construct an oral and written argument supported by empirical evidence and scientific reasoning to support or refute an explanation or model for a phenomenon.

Clarification Statement: Examples of evidence include grade-appropriate databases on human populations and the rates of consumption of food and natural resources (such as freshwater, mineral, and energy). Examples of impacts can include changes to the appearance, composition, and structure of Earth's systems as well as the rates at which they change. The consequences of increases in human populations and consumption of natural resources are described by science, but science does not make the decisions for the actions society takes.

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