



OFFICIAL RULES & GUIDELINES

THE CONTEST:

Keep Oklahoma Beautiful (KOB) wants to engage 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 30-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 across the internet and on television as PSAs, sparking a campaign to encourage personal responsibility as the foundation for keeping Oklahoma beautiful.

OFFICIAL RULES

ELIGIBILITY:

This contest is open only to residents of Oklahoma who are 14 years of age or older at the time of submitting their video and who are currently enrolled as full-time students in grades 9-12, or as full-time students enrolled in an Oklahoma post-secondary institution. 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 post secondary institutions (universities, colleges, technical and community colleges, etc).

Entries may be submitted by an individual or group. If the video is produced by a group, one individual must be listed as the contact person and one as an alternate contact. Each person in a group entry must meet the eligibility rules above.

HOW TO ENTER:

Those choosing to enter the contest ("Entrants") are required to **REGISTER** between September 1, 2011 and November 15, 2011 at keepoklahomabeautiful.com/end-litter-registration. Registration and submission of the Entrant's completed video are two separate processes. Upon registration, the primary contact listed will receive a welcome packet, the Entrant's registration number (which will be used to identify their entry),

guidelines and waivers which must be signed and returned to Keep Oklahoma Beautiful prior to submitting an entry.

SUBMISSION of completed videos may be made online (keepoklahomabeautiful.com/end-litter-video-submission) or via mail beginning at any time after the Entrant receives a registration number and welcome packet, but no later than December 31, 2011 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 will need to provide KOB with your submission in its original format.

By entering the contest, the Entrant agrees, acknowledges and understands that all submissions may be posted on keepoklahomabeautiful.com, Facebook, Twitter, YouTube or other social media pages of KOB and any sponsor's website for viewing by the general public and grants KOB in perpetuity an exclusive license to publish, display, reproduce or otherwise use the submission for KOB and its designees in its sole discretion whatsoever and without future notice or compensation. KOB doesn't guarantee the posting of any submissions and reserves the right not to post a submission for any or no reason. All Entrants' submissions become the property of Keep Oklahoma Beautiful, Inc and will not be returned to the Entrant.

CONTENT GUIDELINES FOR VIDEO SUBMISSIONS

Video submissions **MUST:**

- Be at least 25 seconds but no longer than 40 seconds in length
- Be tied to one Entrant. In the event that a group of students (more than one) work together on a submission, the submission will be entered under the name of a Primary Entrant. In the event that a submission created by a group and submitted by a Primary Entrant is declared the winner in

accordance with these Official Rules, the Prize will be awarded to the Primary Entrant and it will be the responsibility of the Primary Entrant to distribute the prize.

- 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 through Email, YouTube, Facebook, Twitter or any other means. After videos are submitted, they may not be displayed publicly through Email, YouTube, Facebook, Twitter or any other means.
- 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.
- 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.
- 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.
- 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.
- 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, bad 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 is bad for Oklahoma and what could be done to END LITTER.
- Be received no later than **December 31, 2012 at 11:59 p.m. CST.**

Entrants **MUST:**

- Not be or work with parties in conjunction with the submission who are: 1) represented under contract (e.g., by a talent agent or manager) that would limit or impair KOB's ability to display the submission in any media form; 2) subject to an acting or modeling contract that would make your/their appearance in the submission a violation of any third-party rights; 3) under any other contractual relationship, including but not limited to guild and/or union memberships, that may prevent KOB from being able to use

the submission in all media in perpetuity on a royalty-free basis, without any payment of fee obligations.

- 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.

SELECTION OF WINNERS

JUDGING PROCESS:

A panel of judges selected by the sponsoring partners will evaluate and select six (6) finalists in each of the two divisions: HIGH SCHOOL and POST-SECONDARY.

VIDEOS will be judged based on the following criteria:

- (1/3) Creativity and ability to ignite passion, get attention, and potential to change attitudes and behaviors about littering.
- (1/3) Originality
- (1/3) Knowledge of the real problems of litter in Oklahoma and appropriateness to theme.

In the event of a tie, the judges will have the sole authority to select the winner.

The 12 finalist videos (selected via the judging process described above) will be posted on the Keep Oklahoma Beautiful Facebook page (facebook.com/keepoklahomabeautiful) on January 30, 2012. The general public will be invited to go online to the KOB Facebook page to vote for their favorite video. Online voting will end February 15, 2012.

Division winners will be determined by the highest number of votes on Facebook. The two winners and all finalists will be notified of the outcome via email. The official announcement of the two winning videos will be made on keepoklahomabeautiful.com, Facebook and Twitter pages of KOB within ten (10) days of the close of online voting.

PRIZES:

EACH division winner will receive \$750

WINNING VIDEOS:

The winning videos will be posted on the websites, Facebook and YouTube pages of KOB and the Oklahoma Department of Transportation. They may also appear as Public Service Announcements (PSAs) on television stations throughout Oklahoma.

KOB reserves the right to change, update or otherwise amend these rules & guidelines.