KEEP OKLAHOMA BEAUTIFUL

LITTER EDUCATION:
HIGH SCHOOL & COLLEGE

END LITTER

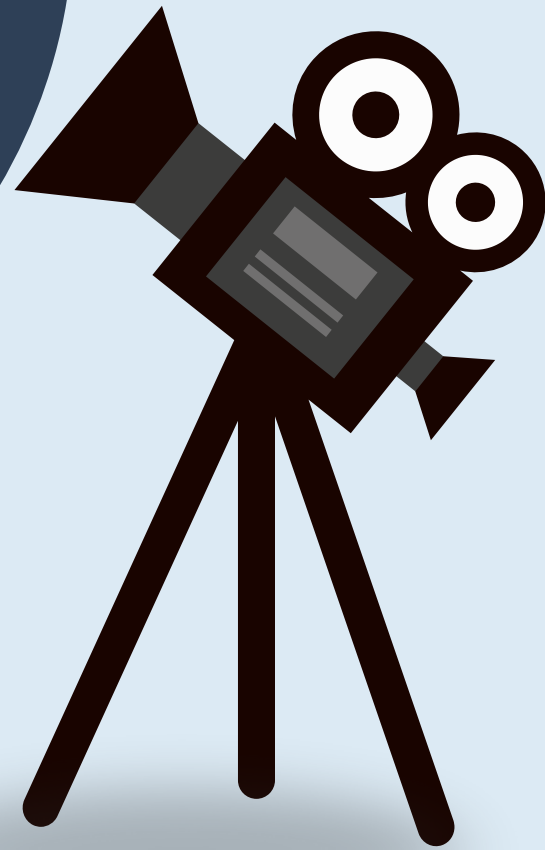## OFFICIAL RULES & GUIDELINES 2025-2026

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PROGRAM OVERVIEW

Keep Oklahoma Beautiful (KOB) invites students to take action in the fight against litter and illegal dumping in Oklahoma. Participants will create a 25–45 second PSA video that communicates to Oklahomans that littering is both illegal and costly. Each submission must be accompanied by a 500–750-word essay that provides context to the video. The essay should include the participant's perspective on the issue, cite relevant statistics, and propose a sustainability-focused call to action.

All finalist videos will be featured on KOB's YouTube channel. The two winning videos will receive additional recognition and be showcased on the KOB website, social media platforms, and YouTube. One winner from each division (high school & college) will receive a $1,200 cash scholarship. If a winning entry is by a group, the scholarship will be divided equally among group members.

CONTEST TIMELINE

Registration
August 18-October 31*

Submission
November 3–December 31, 2025*

Finalists Announced
Late January 2026

Public Online Vote
Early February 2026

Winner Announced and Honored
March 2026 at the
Student Environmental Champions Awards

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ELIGIBILITY & HOW TO ENTER

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 must meet eligibility requirements.

To enter in the contest, participants must register during the designated registration period listed in these guidelines and KOB's website. **Please note that registration and the submission of the essay and the PSA video are separate steps.** After registering, the primary contact listed will receive an email with detailed instructions for submitting the project.

Completed videos may be submitted through the website at any time during the submission period. **Entrants are responsible for retaining a copy of their original submission file. Winners will be required to provide their video in its original format.**

By entering, participants agree that submissions may be used by Keep Oklahoma Beautiful (KOB) and its sponsors on websites and social media for public viewing. Entrants grant KOB a perpetual, exclusive license to publish, display, or otherwise use submitted photos and essays without further notice or compensation. KOB may choose not to post all submissions. By submitting, entrants agree to indemnify and hold harmless KOB and its sponsors from any claims, damages, or legal expenses related to the use of submitted materials.

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PROJECT GUIDELINES

INVENTIONS

- Videos will only be accepted in **MP4 format.**
- All videos must include relevant, up-to-date 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 accompanying 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, X or any other means.
- Entries must not include or reference any brand names, company logos, products, or services. This includes third-party trademarks, logos, or other brand identifiers. However, the name and/or mascot of the entrant's school may be included with permission from school administration.

*ALL File names should include the name of the entrant or school (e.g., SchoolName.jpeg). If submitting multiple group entries, please distinguish each file with a group name or number (e.g., SchoolName-3rdHour.pdf)

ESSAY

- Essay must be between 570-750 words.
- Essays must be entirely original work.
- **Essay should answer the following prompt:**

Summarize your PSA video's message, visuals, and purpose. Explain the environmental impact of litter in Oklahoma, using facts or statistics from your research. Describe the human behaviors that contribute to the issue and the solutions your video promotes. Reflect on how this project changed or deepened your perspective on litter, sustainability, and your role in protecting the environment.

- Essay must be submitted in either **.pdf** or **.docx** format.

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SUBMISSION & JUDGING

SUBMISSION

The entry is to be submitted by uploading the video, essay, and all required release forms to www.keepok.org 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.

JUDGING PROCESS

All eligible entries will be judged by KOB-appointed judges and program sponsors based on the combined quality of the video and essay to select three finalists in each division. Finalists will be notified via email and publicly announced on the KOB website and social media pages.

The general public will be invited to vote online for their favorite finalist video during a one-week voting period. Winners in each division will be determined by the highest number of votes.

Winners will be officially announced and honored at the Student Environmental Champions Awards in March 2026, where their video will be showcased.

PRIZES

The winning submission will be recognized and celebrated with prizes from Keep Oklahoma Beautiful! All finalists will be invited to the Student Environmental Champions Awards in March 2026 (location TBA).

OKLAHOMA ACADEMIC STANDARDS FOR SCIENCE

Below is a list of Oklahoma Academic Standards for science curriculums where incorporation of this 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.

7.ESS3.3 Earth and Human Activities

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) on 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 a method for monitoring and minimizing human impact on the environment.

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).

OKLAHOMA ACADEMIC STANDARDS FOR SCIENCE CONT.

<u>7.ESS3.4 Earth and Human Activities</u>

<u>Disciplinary Core Ideas:</u> 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.

<u>Performance Expectations:</u> Construct an argument supported by evidence for how increases in human population and per-capita consumption of natural resources impact Earth's systems.

<u>Clarification Statement:</u> 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.