

City of Garland Stormwater Management is sponsoring a video contest. This year's theme is:



One of the best ways to Keep Garland Beautiful is with litter control. Litter negatively affects the environment, waterways, property taxes, home values and businesses. This past decade the amount of litter increased in cardboard, food packaging, sport drinks containers and water containers. Overall, litter made from plastic comprises 38.6 percent of all litter across waterways and roadways combined. When litter is in the roadway, it travels to our creeks & lakes via storm drains. Did you know that individuals are more likely to litter in spaces that are already littered?

Why do people litter? According to a study by Keep America Beautiful, the following are some of the reasons people litter:

- Belief that it is someone else's responsibility to keep the space clean
- Dislike of holding onto litter
- Already the area is littered and run down
- Belief that some litter doesn't 'count' e.g. small
- Laziness

What are some of the ways to convince people not to litter and therefore beautifying our neighborhoods and city?

- Personal responsibility
- Increasing sense of pride in our City
- Communicate social norm that littering is unacceptable as well as illegal
- Setting an example
- Respect for others
- Health impacts of litter in our waterways, plastic especially is very harmful
- Encourage people to volunteer in a local clean-up or on their own

**A decrease in litter will lead to cleaner creeks, lakes, parks and green spaces.**

How would you convince our residents to Keep Garland Beautiful by not littering? How would you create your public service announcement (PSA)? Would you do a serious or funny PSA? Animated or real? The choice is yours as long as you keep it within 28 seconds!

## Official Rules:

- All students who are currently enrolled in grades 6 through 12 and meet **one** of the following qualifications are eligible:
  - Currently enrolled in the Garland Independent School District (G.I.S.D.); or
  - Currently enrolled in a private school located in Garland; or
  - A current resident of the City of Garland
- All work must be original and completed by the students only. Teachers and/or parents can provide guidance and minor technical support. Students may enter individually or as a team as long as the entire team is from the same grade *category*. One entry per student.
- The video should reflect the “Keep Garland Beautiful!” theme and produced for an English or Spanish-speaking audience.
- All video and audio content must be original and royalty free or the student must submit written permission from copyright holder granting use of the material.
- If the student uses any video or audio clips that are not their own, the student must state in the contest entry form where the clips were legally obtained.
- All submissions and entry forms must be received by **April 11, 2022**, midnight CST. City of Garland is not responsible for any late, lost, or not properly identified entries, see highlighted instructions below.
- All video submissions and entry forms can be submitted by the following methods:
  - via WeTransfer or similar service to [PBreysac@garlandtx.gov](mailto:PBreysac@garlandtx.gov); or
  - google drive [pbreysac@garlandtx.gov](mailto:pbreysac@garlandtx.gov); or
- Submittals must not contain anything that violates anyone’s reasonable privacy expectations, violate any known agreements, copyrights or trademarks, or depicts anything that is defamatory in nature.
- The City of Garland is not responsible from any injuries incurred during the creation of the video and encourages everyone to use safe protocols while filming.
- Once the video is submitted, the City of Garland retains ownership and has the right to use, reproduce, reprint, edit, distribute and display the video for any purposes without notification or consent.
- A panel of judges will be utilized to determine the winning videos. Awards and prizes will be given at the discretion of the City of Garland and such decisions are final.

### **FOLLOW THESE INSTRUCTIONS:**

- The video must be no longer than 28 seconds with an **additional five seconds** for a title screen that should include student name(s), team name, school, grade and teacher sponsor if applicable. **The title screen requirement will be waived if the student has no access to equipment to create such title screen.**
- Each video must be accompanied by the contest [entry form](#). If it is a team entry, each student on the team must provide a completed entry form and have a team name that matches on each form. **EXTREMELY IMPORTANT: Your video file name must contain the team name or individual student name.**
- Video resolution should be a minimum of 720p and in one of the following formats: MPG, MP4, AVI, WMV, H.264, MOV or FLV.

### **Video Viewed Earth Day Award:**

To celebrate Earth Day 2022, in addition to the formal judged video awards listed below, there will be an award for the most views video for both Middle & High School category. City of Garland will upload all submitted videos to a contest playlist on the GoGreenGarland YouTube Channel by April 18, 2022 10 a.m\*. The video in each school category with the most views on the GoGreenGarland Youtube channel by 10 a.m. on April 25, 2022\* will win \$250. The results of this award will **NOT** have any impact on the judged awards as outlined below. \*City of Garland is not responsible for any computer/internet related delay or issues. Contest information will be available on the GoGreenGarland twitter account and the GarlandStormwater.Org website.

## **Judged Award Criteria:**

All videos will be placed in one of the two school categories and judged using a point system with the following criteria:

- Originality & Creativity – 15 points
- Educational Content – 20 points
- Relevance to our City – 10 points
- Adherence to Theme & Rules – 10 points
- Technical Quality (sound is important, limit background noise) – 15 points

Quality is vital for the City to use them in our cable lineup. We run some PSAs on local network cable channels such as BET, CNBC, ESPN, FSS, FX, Hallmark, HLN, Oxygen, Toon and more!

## **Judged prizes available in the following grade categories:**

Middle School entries (grades 6<sup>th</sup> – 8<sup>th</sup>)

First place: \$500

Second place: \$300

Third place: \$150

High School entries (grades 9<sup>th</sup> – 12<sup>th</sup>)

First place: \$750

Second place: \$500

Third Place: \$250

**The school/teacher\* listed on the entry form of each of the first place winning videos will receive a prize of \$500 to use for school supplies.** \*Must be an accredited public or private school (not homeschool) located in the City of Garland or G.I.S.D. in order to receive the school award. Depending on the quality of entries, the contest sponsor may award more or less amount of awards as detailed above.

Team submissions will divide their winnings equally among all members listed on each of the entry forms submitted with the video.



**GARLAND**

**STORMWATER  
MANAGEMENT**