

UPDATED 3/23/20



Unfortunately, these are factual pictures taken in Garland.

In order to raise awareness of how plastic pollution affects the environment and **our city**, the City of Garland Stormwater Management is sponsoring a video contest.

Experts have said that by 2050, the ocean is expected to have more plastic than fish!

A majority of the plastic bottles & bags found in our creeks & lakes are coming from people that have littered (intentional or accidental) from their vehicle, parking lot, park or athletic games. This litter flows to our storm drain system and dumps directly into our creeks & lake. **The preferred solution** is to use a reusable bottle or bag. The average use of a single-use plastic is 12 minutes, yet a plastic bottle will take 450 years to decompose. When the average person uses 156 plastic bottles & 307 bags a year it creates a lot of waste & opportunity for that waste to find itself in our waterways. Not only is it unsightly, it is causing harm to our environment. Chemical additives are added to plastic for flexibility, durability, color & fillers. The chemicals leaching from plastics can disrupt the endocrine system, affect the brain & targets the immune system. Plastic breaks down into micro-plastics, which are found in marine life.

How would you tell our residents about this harmful pollution? 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!

\*Remember, this is **not** a video about recycling, stick to the theme.

## 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 “Don’t be One & Done! Refill & Reuse to Stop Plastic Pollution.” theme and produced for an English-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 or postmarked by **April 24, 2020**, 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
  - mailed to City of Garland, Attn: Paula Breysacher, PO Box 469002, Garland, TX 75046; or
  - ~~dropped off at City of Garland, 800 Main Street; 3<sup>rd</sup> floor — Attn: Paula Breysacher (during normal business hours)~~
- 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.

## Judging:

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

- Originality & Creativity – 10 points
- Educational Content – 20 points
- Relevance to our City – 10 points
- Adherence to Theme & Rules – 10 points
- Technical Quality – 10 points

## Prizes 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 honorable mention(s).

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



**GARLAND**

**STORMWATER  
MANAGEMENT**