



LITTER QUITTERS

Working together to keep our roads and streams clean!



Tik Tok Summer Challenge

To involve Jefferson County high schools and students in a contest to create the most popular anti-litter Tik Tok video is a fun (hopefully effective) way to engage and educate more people about the negative and harmful effects of litter. It is also a terrific platform to spread the message to what would otherwise be a hard-to-reach population. While the videos in the Litter Quitters Video Competition get several thousand views, utilizing other media techniques / platforms to promote this same anti-littering message through the voices of students will allow us additional opportunities to reach many more hundreds of thousands of people.

Who can participate? Students, ages 14-22 that live in, or will be attending a school/college in Jefferson County, Alabama for the upcoming academic year.

What is the contest? Create an anti-litter themed message in a video format no longer than 60 seconds using your personal Tik Tok profile trying to obtain the most 'likes' during a set time frame for a \$100 cash prize. Participants can compete individually or as a group (prize money will be split among all members).

How to win: There are 2 categories for consideration: One video will be awarded based on likes during the given time frame. This participant(s) will win \$100. One video will be awarded for best content, chosen by the committee. This participant(s) will win \$100. One video has the potential to win both prizes.

Rules of the Challenge:

- ✓ Videos should focus on portraying a message that the action of littering is bad and has negative consequences on our general environment, neighborhoods and communities, waterways, and wildlife.
- ✓ Participants are encouraged to watch recorded presentations about litter on www.LitterQuitters.org.
- ✓ Videos should be positive, encouraging with a call to action.
 - ☒ Videos that portray a negative, demeaning, or inappropriate message or contain inappropriate language by participants in the video or within music used with the video will not be considered.
- ✓ **Your video must include the specific hashtags in the caption: #BeALitterQuitter2022 #LitteringIsStupid**
 - ☒ Videos cannot contain copyrighted music but may use music available through the Tik Tok app when uploading the video. Original music used by local bands must provide a media waiver.
- ✓ 2 categories eligible for prizes of \$100 each: Video with the most likes, video with the best content.

Questions? Contact Holly at the Jefferson County Conservation District
205. 565. 2650 jefferson@alconservationdistricts.org



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- ✓ **Participants need to turn in an entry form and upload their video between July 1-15th for the competition,** Any early uploads will be deducted likes based on July 1st. Participants may enter a video any time during the competition window; however, videos trying to win the most likes should enter as early as possible.
- ✓ **The deadline for “likes” to be counted and videos to be uploaded will be July 15th, 11:59 pm.** A Committee member will contact you if you have won either category.
- ✓ The Litter Quitters Committee is the final arbitrator of the contest and whether a video entry is eligible for winning, regardless of the number of “likes.”
- ✓ Videos can not exceed 60 seconds.

How to participate: participants must contact the Litter Quitters Committee by email at jefferson@alconservationdistricts.org to receive and turn in an entry form with the link to your video for consideration by the set **deadline: July 15, 2022**. If all forms are not complete by the set deadline, entries will not be considered. ***If you're under 18, a parent MUST sign off on the form before an entry can be considered.***

We encourage you to visit our website, www.litterquitters.org to view educational and reference material to help create your video. You can also view our archive of past videos and previous winners created by high school students across Jefferson County. Visit our social media links too!

Facebook group: <https://www.facebook.com/groups/litterquitters>

Instagram: @litter__quitters

Tik Tok: @litterquitters

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Tik Tok Challenge Entry Form:

*Student Name: _____ Grade: _____ Age: _____

School/University Name: _____

School System: _____

Student email: _____

Student phone number: _____

...

Parent's name: _____

Parent's Phone: _____

Parent's Signature: _____

...

Tik Tok Username: _____

Video link: _____

*If this was a group project, please list the names of the other students & contact info (attached separate sheet if needed. All participants under 18 must have a parent sign off):

(Student Names, email, phone numbers)

By entering the contest and uploading your video, your parents give their consent for your video and those featured in it, to be promoted and shared on other platforms by the Litter Quitters Committee and their partners. ***If you're under 18, a parent MUST sign off on the form before an entry can be considered.***

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