



Keep Oakland Beautiful Poster Contest

Clean Campus Program, Public Works Agency, City of Oakland

The Clean Campus Program is a partnership between the Oakland Unified School District and the City of Oakland, Public Works Agency to promote the beautification of Oakland. Its purpose is to enable youth to become involved in beautifying their city and to encourage them to spread the message to their peers, families and communities. The KEEP OAKLAND BEAUTIFUL POSTER CONTEST is the first piece of the program. Through this contest we hope to inspire creative and meaningful artwork that will be an effective tool in raising youth awareness about beautification and pollution prevention. In addition, we see the contest itself as a way to educate students about the importance and value of community pride.

Teacher's Role

We are asking you to join us! As a teacher, you can play a crucial role in encouraging your students to express their opinions about litter, graffiti, landscaping and art. *We would like you to introduce the poster contest to your students*, by asking your students to think about their neighborhood and community. There are two categories for the poster contest:

The first is CITYWIDE BEAUTIFICATION. For this category, students should think about their neighborhood and the areas they find most and least attractive. We also encourage students to verbally and artistically express their views about issues such as the economic and societal impact of litter; methods to reduce, reuse, recycle and properly manage waste materials; and approaches that young people may take to convey pride in their community. In preparing to create posters students could also discuss the following: What message does graffiti or litter convey? Do more attractive neighborhoods have less crime and, if so, why? What, if any, is the importance of murals, trees and flowers? What can the students do as individuals or as a group to

make a difference in keeping Oakland clean and beautiful?

The second category is WATER POLLUTION PREVENTION. Oakland's creeks and Lake Merritt are important resources to the City, however they often become polluted by a variety of pollutants including litter and motor oil that is illegally dumped or that gets flushed down a storm drain and into a creek after a rainstorm. Pesticides and fertilizers that residents use on their lawns and gardens can also pollute creeks. These chemicals can wash off yards when it rains or when the garden or lawn is over watered, and flow down the streets into the storm drains that lead to the creeks. The water that flows through the creeks and Lake Merritt eventually winds up in San Francisco Bay. To help protect the health of the Bay and to keep the creeks of Oakland clean and beautiful, it is important to keep these pollutants out of the waterways. Creeks provide valuable habitat for plants and wildlife as well as being appreciated by many residents for their beauty. In formulating ideas for the posters, students should think about what actions residents can take to help keep the creeks clean. What is the impact of creek

pollution on plants and wildlife? How does creek pollution affect residents? Why are creeks and Lake Merritt important to Oakland?

Guidelines and Materials

All entries must be no larger than 18"x24" and no smaller than 11"x14". Any two-dimensional, multimedia form of expression will be accepted (including digital, collages, and/or photography). Designs should be submitted on heavy stock paper (with a rigid backing e.g., cardboard or railroad board) using any of the following: pens, markers, poster paints, watercolors, and/or grease pencils. Digital entries should include a diskette or CD (with image saved in JPEG format) and a hard copy. All entries must include students' name, teachers' name, school, telephone number and e-mail (if available) on the back right hand corner of each poster submission. Students may enter a poster in either or both categories. Expressions should reflect the students' perspective. Other criteria on which the art will be selected includes:

- ✧ Creativity, Originality and Imagination
- ✧ Keep Oakland Beautiful theme/slogan
- ✧ Water Pollution Prevention message

Eligibility

All students in grades two through twelve from the Oakland Unified School District are eligible to participate.

Winners/Cash Prize

Twelve winning entries will be incorporated into a Keep Oakland Beautiful 2004 calendar promoting beautification and will be displayed in locations throughout Oakland.

Additionally, winning posters will be exhibited in City Hall. Four prizes will be awarded to students from each school level (elementary, middle and high). All winners will be awarded a \$50 cash prize. The City Manager and City Council members will recognize the winners during an Oakland City Council meeting. All participating students will receive a Certificate of Participation. A committee of students will select winners. Winners will be contacted via mail or phone before May 30. Following the contest all posters can be picked up by June 13 at 5pm, Public Works Agency (see address below), after this date they become the property of the Agency. Winning posters will be returned at a later date, to be determined.

Submission Deadline

The submission deadline for all entries is **5pm, Friday, May 9, 2003**. Please submit all entries to **City of Oakland, Public Works Agency, 250 Frank H. Ogawa Plaza, Suite 4314, Oakland, CA 94612**. We anxiously await your students' submittals and look forward to receiving their works of art to promote beautification in Oakland. *For more information about the Poster Contest and/or Oakland's environmental programs, please contact the Public Works Agency, Attn: Felicia Verdin at (510) 238-6707 or go to www.oaklandshines.com or www.oaklandpw.com/creeks.*

Sponsored by the City of Oakland, Public Works Agency and the Alameda Countywide Clean Water Program.