



“To Flush or Not to Flush?” High School & Middle School Video Contest 2024

Florida Water Environment Association

Overview:

Florida Water Environment Association (FWEA) is dedicated to promoting a clean and sustainable water environment for Florida’s future generations through public awareness and outreach. FWEA hopes to bring attention to the effects of flushing down garbage and personal waste and how it corrupts our wastewater system through the annual video contest. The contest encourages both students and teachers to learn about what can and cannot be flushed while stimulating conversation about wastewater management and conservation.

Sample Letter to Teachers

To [Teacher Name]:

We are excited to announce the annual "To Flush or Not to Flush?" video contest, and we would like to extend an invitation to you and your students to be a part of this educational initiative.

"To Flush or Not to Flush?" is more than just a contest; it's a unique opportunity to engage your students in a vital conversation about wastewater management. Through creative public service announcement videos, we aim to raise awareness about what should and should not be flushed down our toilets, ultimately contributing to the sustainability of our environment and wastewater systems.

To encourage student participation and enhance their educational experience, we are offering cash prizes to both the students and their teachers for the top three videos in both middle school and high school categories. This not only rewards your students' efforts but also recognizes your invaluable guidance in this endeavor.

Here are the key details:

- **Who Can Participate:** All middle and high school students in Florida are eligible to participate individually or in teams of up to four students.
- **Submission Requirements:** To enter the contest, simply fill out the entry form on our website at www.fwea.org/video_contest.php. The form should include the names of the students submitting the video, the video's title, and the name of your school. Videos should be no longer than 45 seconds, uploaded to YouTube, and created without professional assistance or copyrighted material.
- **Deadline:** All submissions must be received by January 22, 2024.

We believe that engaging in such initiatives not only fosters creativity but also instills a sense of responsibility toward our environment in students. Moreover, it offers a unique platform for them to showcase their talent and passion for environmental stewardship.

Should you or your students have any questions or need assistance, please feel free to reach out to [County Contact]. We are here to provide support and guidance throughout the contest.

We genuinely appreciate your dedication to education and your commitment to shaping responsible, environmentally conscious citizens. Together, we can make a difference in wastewater management awareness and inspire the next generation to take action.

Thank you,

FWEA Public Communications and Outreach Committee (PCOC)

Press Release

FOR IMMEDIATE RELEASE

Toilet Talk Takes Center Stage: Students Challenge the Norm in Florida

[City], Fla., [Date. XX, 2021] — It's not your everyday conversation, but it's one that matters. The Florida Water Environment Association (FWEA) is proud to present its annual video contest, "To Flush or Not to Flush?" in partnership with [City/Utility]. The challenge? Encourage middle and high school students across Florida to creatively address the age-old question: What should and shouldn't go down our toilets?

The "To Flush or Not to Flush?" video contest is not your typical school project. It's a chance for students to use their imaginations and storytelling skills to spread a crucial message. This contest is open to all Florida high school and middle school students, and the possibilities are endless. Whether it's a newscast, news story, skit, animation, commercial, or even a catchy music video, participants have the opportunity to make a difference.

Key Details:

- Videos must be no longer than 45 seconds and should be uploaded to YouTube for eligibility.
- Entries can be submitted by individuals or teams of up to four students.
- To enter, submit a completed entry form, including the names of the video's creators, the video title, and the name of the student's school.
- Professional assistance and the use of copyrighted material are not allowed. Videos with inappropriate content will be disqualified.

FWEA's commitment to educating the future generation about responsible wastewater management led to the launch of the high school video competition in 2017. This contest aims to underscore the significance of keeping non-dissolvable waste out of our wastewater systems. Not only does it reward students for their creative efforts, but it also recognizes the indispensable role of teachers in guiding them on this journey. Winners will receive cash prizes for both students and their teachers, and FWEA will proudly showcase the winning submissions across its social media platforms.

Submission Deadline: All entries must be submitted through the FWEA website by January 22. For more information and detailed submission guidelines, please visit www.fwea.org/video_contest.php.

Let's start a conversation that matters—about responsible wastewater management, creativity, and the future of Florida's water environment. Join us in the "To Flush or Not to Flush?" video contest and be a part of the solution.

For media inquiries, please contact:

[Your Name] [Your Title] [Your Contact Information]

Social Media Toolkit

Sample Social Media captions/posts samples

Facebook/Twitter/:

1. "Join the conversation on responsible wastewater management! 🗑️ To flush or not to flush? Share your creative video explaining what goes down the drain, and you could win cash prizes for you and your school! Details: [Link] #FWEAVideoContest #FlushResponsibly
2. 🎬 Calling all Florida high school and middle school students! 📣 The FWEA high school video contest is back and better than ever. Submit your videos until January 22 for a chance to make a splash and win big. Dive in: [Link] #FWEAVideoContest #WastewaterWisdom
3. ✨ Let's make a splash for a cleaner environment! High school and middle school students, show us your creative side by explaining what's toilet-worthy and what's not. Share your videos and inspire change! Details: [Link] #FWEAVideoContest #ThinkBeforeYouFlush
4. 🏆 Want to be the next video contest champion? 🔄 Check out last year's winning video and get inspired! Then, create your own masterpiece for a chance to win cash prizes for you and your school. Dive into the contest: [Link] #FWEAVideoContest #InspireChange
5. ⚠️ Think twice before you flush! Some items may seem flushable, but our sewers say otherwise. Share your short video explaining what's flush-worthy and earn a chance to win cash prizes! Learn more: [Link] #FWEAVideoContest #FlushSmart
6. 🌍 Dive into the world of responsible wastewater management with the FWEA video contest! High school and middle school students, unleash your creativity and educate your peers about what should and shouldn't be flushed. Cash prizes await the top entries! Don't miss this chance to make a difference. Get started here: [Link] #FWEAVideoContest #EnvironmentalEducation #StudentFilmmakers
7. 🎥 Lights, camera, action! The Florida Water Environment Association invites all high school and middle school students to participate in our video contest. Let your imagination flow and create a short video that educates about proper flushing practices. Show us your talent, and you could win cash prizes for yourself and your school. Learn more: [Link] #FWEAVideoContest #CleanWater #StudentTalent
8. ✨ Are you a student passionate about environmental conservation? Join our "To Flush or Not to Flush?" video contest and share your vision for a cleaner future. Not only can

you win cash prizes, but you'll also raise awareness about responsible flushing. Submit your video today: [\[Link\]](#) #FWEAVideoContest #YouthEmpowerment #Sustainability

LinkedIn:

1. Calling all school educators! Encourage your students to participate in the FWEA High School and middle school video contest. It's a fantastic opportunity to combine creativity with environmental awareness. Plus, cash prizes are up for grabs! Learn more about how to engage your students in this educational endeavor: [\[Link\]](#)
#FWEAVideoContest #EnvironmentalEducation #TeacherSupport
2. 📺 Are you a high school or middle school student looking to make a positive impact? Consider entering the FWEA video contest. By creating a short video, you can help spread awareness about responsible flushing practices while competing for cash prizes. Let your voice be heard: [\[Link\]](#) #FWEAVideoContest #StudentLeadership #EnvironmentallImpact
3. 🌊 Join the FWEA high school and middle school video contest and be part of a movement to protect our water resources. This is an opportunity to showcase your filmmaking talent, raise awareness, and earn cash prizes. Don't miss out on this chance to make a difference. Learn more and submit your entry: [\[Link\]](#) #FWEAVideoContest #EnvironmentalAdvocacy #StudentFilmmakers
4. ✨ Calling all high school and middle school students and teachers in Florida! The Florida Water Environment Association Public Communications and Outreach Committee is thrilled to announce our annual video contest. 📺 Your creativity can lead to cash prizes for you and your school. Don't miss out! Submissions are due by January 22. Learn more here: [\[Link\]](#) #FWEAVideoContest #StudentOpportunity #CashPrizes
5. 🗣️ Exciting news for Florida students! The FWEA High School and middle school video contest is back and better than ever. 🏆 Don't miss your chance to participate and win big. Hurry, submissions are open until February 10. Get started now: [\[Link\]](#)
#FWEAVideoContest #FloridaStudents #VideoCompetition

Hashtags

#FWEAVideoContest #ToFlushOrNotToFlush #FlushResponsibly