

**WILDLIFE CONSERVATION SOCIETY
VOTE BISON – PUBLIC SERVICE ANNOUNCEMENT
TEEN VIDEO CONTEST, 2012
OFFICIAL RULES**

NO PURCHASE IS NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

The Vote Bison PSA Teen Video Contest (“Contest”) starts on September 10, 2012. Entries are due by Monday, October 15, 2012 at 5:00 p.m. EDT. The winner will be announced on Monday, October 22, 2012. The sponsor of this Contest is the Wildlife Conservation Society (“Sponsor”), with a principal place of business at 2300 Southern Boulevard, Bronx, New York 10460. The Contest shall be subject to these Official Rules, and by entering, all participants agree to be bound by the terms and conditions herein. Certain restrictions may apply.

DESCRIPTION OF THE CONTEST: Help encourage others to elect our national mammal! This election year, we have the perfect nominee for the coveted position of national mammal. The iconic bison is impeccably qualified to join the bald eagle as a symbol of the United States. The largest land mammal in the country, our nominee helped shape the Great Plains and the lifestyle of the Native Americans who lived there. Bison have been important for centuries to our history and culture, and today, they live in all 50 states. The bison is ready for the big leagues. It's an animal we can stand behind as national mammal—but we need your support to make it happen. The Vote Bison Coalition is a geographically diverse coalition of Native American, bison production, conservation, sportsmen/recreation, education, and zoological institutions, as well as businesses, that seek to designate the American bison as the National Mammal of the United States, and recognize the cultural, historical, economic and ecological significance of the bison to our national heritage. **Please join this historic grassroots campaign: Create a public service announcement (PSA) encouraging others to ask our United States Members of Congress to support passage of the National Bison Legacy Act.**

ELIGIBILITY: The Contest is open only to legal residents of the fifty United States (not including territories and possessions) and the District of Columbia who as of September 10, 2012 are between the ages of 13 and 19 years of age, are currently enrolled in a U.S. high school program and have a valid e-mail account. The officers, trustees, employees and agents of the Sponsor, the Inter-Buffalo Tribal Council and the National Bison Association (which together comprise the Steering Committee of the Vote Bison Coalition), and their affiliates, and the immediate families and those living in the same household of any of the above are not eligible to enter. All federal, state and local rules and regulations apply.

HOW TO PARTICIPATE:

1. Read the Official Contest Rules, including the PSA Video Submission Guidelines.
2. Visit www.votebison.org for more information and resources on the National Bison Legacy Act and the American bison. Resources also are available on the website of Teens for Planet Earth, www.teensforplanetearth.org.
3. Shoot your PSA – get creative and have fun! Make sure to include the Vote Bison logo at the beginning or end of your PSA. A downloadable Vote Bison logo is available at www.votebison.org.
4. Complete a **CONTEST ENTRY FORM**, including your name, age, valid email address, phone number, and school information, along with a title and short description of your video. If you are working together with others, please complete only one entry form for the group, listing the names and ages of all team members. The entry form is available in downloadable form at www.votebison.org. Don't forget your email address! The Sponsor will notify winners by email.
5. Save the **PSA VIDEO** on a DVD, and mail it to the Contest Sponsor at Vote Bison PSA Teen Video Contest, Prospect Park Zoo Education Department, 450 Flatbush Avenue, Brooklyn, NY 11225.
6. If you or any of your team members are under the age of 18, you must each obtain the written consent of your parent or guardian to participate in the Contest. To do so, inform your parent or guardian about your desire to participate in the Contest, and ask your parent or guardian to read the Official Contest Rules. Print out the **PARENT/GUARDIAN CONSENT FORM**, available at www.votebison.org, and have your parent or guardian sign the form.
7. Obtain permission from any actors or identifiable individuals who appear in the PSA. A sample **ACTOR RELEASE FORM** can be found at www.votebison.org.
8. Submit the following items, by mail, to the Contest Sponsor at Vote Bison PSA Teen Video Contest, Prospect Park Zoo Education Department, 450 Flatbush Avenue, Brooklyn, NY 11225:
 - **CONTEST ENTRY FORM**
 - **PSA VIDEO**
 - **PARENT/GUARDIAN CONSENT FORM(S)**, if you or any of your team members are under the age of 18
 - **ACTOR RELEASE FORM(S)**

ALL ENTRIES MUST BE RECEIVED BY THE SPONSOR NO LATER THAN MONDAY, OCTOBER 15, 2012, AT 5:00PM EDT.

The Sponsor reserves the right, in its sole discretion, to announce an extension to the entry deadline.

PSA VIDEO SUBMISSION GUIDELINES: We are seeking a public service announcement (“PSA”) video that publicizes and encourages others to Vote Bison. Contest entries must meet the following guidelines:

- PSA must focus on the Vote Bison theme, and not on other environmental issues or unrelated issues.
- Messaging must be geared to other teens, adults, seniors or a general audience, and should be suitable for viewing by all audiences. Keep it “G” rated (i.e. no profane language, violence, sex or personal attacks on people or organizations).
- Information included in the PSA must be accurate and recent.
- PSA must be no more than 1 minute in length, including credits if applicable.
- PSA must include the Vote Bison logo at the beginning or end of the video, for at least 3 seconds. A downloadable Vote Bison logo is available at www.votebison.org/resources.
- PSA must be original, created solely by you (and the other members of your team, where applicable), produced by amateurs and not have been produced for compensation.
- PSA should be edited, from live shots or alternating still photos, to be visually appealing.
- Permission to appear in the PSA must be obtained from any actors or identifiable individuals who appear in the PSA. For actors under the age of 18, please do not use or show the actor’s name or other personally identifiable information.
- PSA must not infringe the copyright, trademark, patent, or other personal or proprietary rights of any person or entity. Any copyrighted materials (text, still images, video images, music etc.) must be used only with explicit permission of the copyright owner. If you are selected as a prize winner, you may be required to identify the source of your materials and/or verify that you have obtained such permission(s) prior to the awarding of a prize.
- Brand names and logos (other than the Vote Bison logo) must not be displayed in the PSA. For example, if an actor is drinking a water bottle, please take off the label or cover the company name of all products.
- PSA should not contain or require the conducting of any dangerous or unsafe activities.
- PSA must not contain any endorsement, solicitation, commercial or similar content advocating for or against specific candidates for public office.
- Acceptable video formats include .wmv, .avi, .mov or .mpg.
- Video file size must be no more than 300 megabytes.

By entering, you (and for group entries, each member of your team) represent and warrant that:

- the PSA that you submit is original and solely your own creation
- you are an amateur (not a professional) videographer

- the PSA has not been produced for compensation
- no part of the PSA will infringe or violate any copyright, trademark, patent, or other personal or proprietary right of any third party
- you have obtained permission to appear in the PSA from all actors or identifiable individuals who appear in the PSA
- your participation in this Contest does not violate any agreement between you and a third party. (This means, for example, that no one who works on or appears in the PSA is represented under contract (i.e. with a talent agent or manager) that would limit or impair the Sponsor's ability to display the PSA in any media form, or is subject to a contract that would make his/her appearance in the PSA a violation of a third party's rights.)

Entries will not be returned. By entering the Contest, you grant the Sponsor, the Inter-Buffalo Tribal Council and the National Bison Association the non-exclusive right to publish, use, distribute, reproduce and publicly display your PSA video, or excerpts of your PSA video, in perpetuity, in any of their respective on-line, print or other media publications, materials or exhibitions, for purposes of promoting the Vote Bison campaign, including but not limited to for editorial, advertising, publicity, and fundraising purposes, without payment of compensation unless prohibited by law. You grant permission to the Sponsor, the Inter-Buffalo Tribal Council and the National Bison Association to provide your name and your city and state of residence, when publishing, reproducing or otherwise using your PSA video and when identifying you as an entrant in the Contest or if you are selected as a prize winner, as a prize winner in the Contest. While the Sponsor and its Vote Bison Steering Committee partners will make every effort to credit you when using your PSA, there may be circumstances where it is not possible to do so. Subject to the rights granted herein, you retain all other copyrights and rights to future use of the PSA video you enter into the Contest.

The Sponsor reserves the right to disqualify you if, among other reasons, you breach the representations and warranties you are required to make, or your entry is lost, late, misdirected, incorrect, incomplete, garbled or incompletely received, for any reason whatsoever, including by reason of hardware, software, browser or network failure, malfunction, congestion or incompatibility with Sponsor's servers or equipment. False, fraudulent or deceptive entries or acts shall render entrants ineligible.

The Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this Contest as solely determined by the Sponsor. All decisions regarding disqualification of entries shall be at the sole discretion of the Sponsor and the judges.

The Sponsor reserves the right to not select a winner if none of the entries are deemed to be high quality.

PRIZES: The prize packages are as follows:

- 13-14 year old category: \$100 AmEx gift card
- 15-16 year old category: \$100 AmEx gift card
- 17-19 year old category: \$100 AmEx gift card
- Winning videos will be featured at the Bronx Zoo on National Bison Day, Thursday, November 1, 2012.

JUDGING CRITERIA & PRIZE WINNER SELECTION: After the close of the entry period, eligible entries will be evaluated and judged by the Vote Bison PSA Contest panel of judges, comprised of employees of the Sponsor, the Inter-Buffalo Tribal Council and the National Bison Association, who possess a variety of backgrounds, have extensive knowledge of the Vote Bison campaign, and have prior experience judging video contests. The decisions of the judges in all matters related to the selection of the winners and all matters relating to this Contest are final. Entries will be judged based upon two tiers.

Tier One consists of an evaluation as to whether the entry complies with these Official Contest Rules, including that:

- Entry complies with the PSA Video Submission Guidelines contained in these Official Contest Rules.
- Entry is received in a timely manner.
- Entrant has completed and submitted all necessary forms, including CONTEST ENTRY FORM, and PARENT/GUARDIAN CONSENT FORM(S) and ACTOR RELEASE FORM(S), where applicable.

If the Sponsor and the judges determine, in their sole discretion, that a video entry does not “pass” the Tier One evaluation, i.e. is not timely, is not accompanied by all necessary forms, and/or fails to comply with the PSA Video Submission Guidelines or other Official Rules, then an entry will be eliminated from consideration as a winning video.

Tier Two consists of an evaluation of the quality of the PSA against four criteria. Each PSA will be awarded between 1 to 4 points for each criterion, and the criteria will be weighted as follows:

- **Content Clarity** – Does the PSA clearly publicize and encourage others to Vote Bison? (35%)
- **Memorable/Interesting** – How well does the PSA draw in the viewer/listener and keep their attention? (35%)
- **Creativity** – Is the PSA original and something we haven’t seen before? (20%)
- **Production** – What is the overall quality of the production (including visual and sound elements)? (10%)

WINNER NOTIFICATION, ACCEPTANCE AND GRANT OF RIGHTS: Contest winners will be notified via email on Monday, October 22, 2012, by Sponsor, whose decisions are final in all matters relating to this Contest. There shall be no

prize substitutions and all prizes are non-transferable. Winners will be required to execute and return a notarized Affidavit of Eligibility/Release of Liability, a completed IRS W-9 form and, except in Tennessee or wherever else prohibited by law, a Publicity Release form, within five (5) days of notification of the winning videos. Failure to sign and return the Affidavit and Release within five (5) days after notification, or to comply with any term or condition of these Official Rules, may, at the sole discretion of the Sponsor, result in a winner's disqualification, the forfeiture of the interest in the prize and the award of the prize to an alternate winner.

The prize winners agree to participate in a photo/video opportunity with the Sponsor, at the Sponsor's election.

The winning PSA videos will be featured at the Bronx Zoo on National Bison Day, Thursday, November 1, 2012. The winning PSA videos, or mention thereof, may also appear on the website, Twitter page, social media pages and/or print publications of the Sponsor, the Inter-Buffalo Tribal Council and the National Bison Association, or in print and broadcast news outlets, as well as on-line in other locations.

The Contest winners will be solely responsible for reporting and payment of any federal, state and local taxes, if applicable, as well as all other costs associated with claiming the prize.

LIMITATION OF LIABILITY: Sponsor shall not be liable to the winner or any other persons for failure to supply the prize or any part thereof, by reason of any acts of God, any action(s), regulation(s), order(s) or request(s) by any governmental or quasi-governmental entity (whether or not the action(s), regulations(s), order(s) or request(s) prove(s) to be invalid), equipment failure, terrorist acts, earthquake, war, fire, flood, explosion, unusually severe weather, hurricane, epidemic or pandemic, embargo, labor dispute or strike (whether legal or illegal), labor or material shortage, transportation interruption of any kind, work slow-down, civil disturbance, insurrection, riot or any other cause beyond Sponsor's reasonable control.

Sponsor is not responsible or liable to entrants or any other persons for any incorrect or inaccurate entry information; human errors; technical malfunctions; failures, omissions, interruptions, deletions or defects of any telephone, broadband, wireless or other network, computer online system, computer equipment, server, provider, or software, including without limitation any injury or damage to participant's or any other person's computer relating to or resulting from participation in the Contest; theft, tampering, destruction, or alteration of, or unauthorized access to, entries; data that is processed late or incorrectly or that is incomplete, lost or late due to computer or electronic malfunction or traffic congestion on transmission lines or the Internet or for any other reason whatsoever; typographical, printing or other errors; or any combination thereof.

Sponsor is not liable for lost, late, delayed, damaged, incomplete, misdirected entries, email or transactions that are lost or for failure to receive entries due to failed postal deliveries, transmission failures or technical failures of any kind, including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or the Sponsor.

In no event shall the Sponsor be liable to any entrant(s) or any third party for incidental, indirect, special, consequential or punitive damages (including without limitation lost profits or lost prizes) related to the Contest or these Official Rules.

GENERAL: *By entering the Contest, each entrant agrees to release and discharge any claims they may have against the Sponsor and its Vote Bison Coalition Steering Committee partners for any and all injuries, claims, damages, losses, costs or expenses of any kind (including without limitation attorney's fees) resulting, in whole or in part, directly or indirectly, by reason of their participation in or disqualification or elimination from this Contest or their acceptance, possession or use/misuse of a prize, and to indemnify and hold harmless the Sponsor and its Vote Bison Coalition Steering Committee partners from and against any suits, claims, damages, losses, costs or expenses (including without limitation attorney's fees) arising out of or in connection with the entrant's PSA video submission and the use and display of the PSA video pursuant to these Official Rules, including but not limited to claims arising out of the breach of the entrant's representations and warranties or an infringement or violation of the copyright, trademark, patent, publicity, privacy or other personal or proprietary right of any third party. By entering the Contest, entrants affirm that they have read and accepted these Official Rules. The Contest shall be governed by and construed in accordance with the laws of the State of New York. By entering the Contest, entrants hereby submit to the jurisdiction and venue of the federal and state courts of New York and waive the right to have disputes arising out of the subject matter hereof adjudicated in any other forum.*

If for any reason it is not possible to operate this Contest as planned, or if this Contest or any email address or website associated therewith (or any portion thereof) becomes corrupted or does not allow the proper submission of the Contest on-line entry form or processing of entries in accordance with these rules, or if infection by computer virus, bugs, tampering, unauthorized intervention, actions by entrants, fraud, technical failures, or any other causes, in the Sponsor's sole opinion, corrupt or affect the administration, security, fairness, integrity, or proper conduct of this Contest, the Sponsor reserves the right, at its sole discretion, to disqualify any individual implicated in such action and/or to cancel, terminate, modify, or suspend this Contest or any portion thereof.

If a dispute arises about who submitted an entry on an entry site, the entry will be deemed submitted by the authorized account holder of the email account entered. The authorized account holder is deemed the natural person who is assigned to an email address by an Internet access provider, service provider, or other online organization with such responsibility. A potential winner may be requested to provide the Sponsor with proof that the potential winner is the authorized account holder of the email address associated with the winning entry and that all eligibility requirements are met.

Notwithstanding the foregoing, Sponsor reserves the right, in its sole discretion, to cancel or modify the Contest for any reason or no reason.

For an Official Winners List (available on or after October 22, 2012) or a copy of these Official Rules, send an email to ppzeducation@wcs.org or mail a self-addressed, stamped envelope to: Prospect Park Zoo Education Department, 450 Flatbush Avenue, Brooklyn, NY 11225.

Questions: Please contact the Prospect Park Zoo Education Department at ppzeducation@wcs.org or call 718-399-7327.