

# Vote Bison PSA Tips and FAQs

## Tips

- Do your research. The best PSAs have solid facts/statistics to go along with them.
- Be clear and concise; sixty seconds goes by quickly.
- “Less is more” is often a good rule of thumb to make the most effective point.
- If you decide to have people talking in your PSA, be sure to speak slowly and clearly so that everyone can understand you. Make sure you articulate your words. Let other people screen your PSA before you turn it in to make sure that they can hear and understand your message.
- Be creative. You can use video, skits, pictures, voice over, music, flip-books - the sky is the limit! Get your friends involved and collaborate to make an even better project.
- Pick a tone for your PSA. If you want a funny PSA, use witty, clever puns to get your point across. Choose appropriate music to help guide your audience into the right mood.
- Make sure you tell the audience what you want them to DO with the information you are providing. PSAs are all about making people act.
- Pick an audience. Are you trying to reach children? Students your age? Adults or policymakers? Choose an audience and make your PSA relevant to them.
- Make sure you follow all of the Official Rules, including length, content, and copyrighting. Also, check to make sure you've turned in all of the necessary forms.
- Have fun! This is a great way to learn more about the National Bison Legacy Act, and it should be a fun project for you and your friends.

### **Another websites worth checking out as you work on your PSA:**

[www.SchoolTube.com](http://www.SchoolTube.com) – Here you'll find best practices for videos and a library of copyright-free music and images.

## FAQs

### 1. When is the deadline for submissions?

No entries will be accepted after 5 pm EDT on Monday, October 15, 2012.

### 2. What will I be judged on?

The videos will have winners in each age group. See the Vote Bison Judging Rubric for more details about how the entries will be judged.

### 3. What are the 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**

### 4. When will the decision of the winners be made?

All winners will be on or around Monday, October 22, 2012. A complete list of winners, along with the winning videos, will be posted at [www.votebison.org](http://www.votebison.org)

### 5. How many people can work on one PSA?

There is no limit on the number of students who can work on a PSA. However, the PSA must be entered under one name ONLY (the Lead Producer) and there will only be one prize awarded for the winning PSA. Participants can choose to divide the prize on their own if they choose.

### 6. How many entries can I submit?

As many as you want! We will judge each entry individually, though, so it is better to spend more time perfecting one great PSA than to turn in several PSAs that aren't well crafted.

### 7. In what format should I submit my project?

All videos should be entered in digital format. We will not accept audio-only PSAs or PSAs recorded on VHS tapes.

### 8. How do I submit my PSA, and what forms do I need to fill out, and where should I send them?

You need to fill out an entry form and submit a signed Parent/Guardian Consent Form(s). For each person who appears in your video, you will need to submit a signed Actor Release Form. Forms and your video can be sent to:

#### **Vote Bison PSA Teen Video Contest**

Prospect Park Zoo Education  
450 Flatbush Avenue  
Brooklyn NY 11225

### 9. Who can enter?

Any legal residents of the fifty United States 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.

### 10. Can I use copyrighted materials?

The only copyrighted materials you can use are the Vote Bison logo and bison images from Julie Larsen Maher and the Contest Sponsor that are available on the Vote Bison website. For all images, credit must be given as "Julie Larsen Maher @ WCS" either in conjunction with each photo and/or on

a credits page. No other copyrighted materials (music, images, etc.) may be used for this contest unless you own the copyright or have a license to use the material. For all other copyrighted materials, written permission must be obtained and provided to the Contest Sponsor upon request for all copyrighted materials. You may write your own music or use “stock” music that is included in some editing software. If you choose to write your own music, make sure you have the composer sign the Actor Release Form.

**11. Can entries be disqualified?**

Yes. If there is inappropriate content, use of copyrighted materials without permission, problems with length, or lack of the appropriate forms, we will have to disqualify your entry. If you are unsure whether an item is copyrighted or inappropriate, run it by your parents or teachers. If there are still questions, just don't use it. Better safe than sorry!

**12. How involved can parents be?**

This is a teen contest, and therefore, all of the research, writing, and editing should be done by students. If you want a parent or teacher to act in your film or hold the camera while you act, that is fine. However, you are the director of your film and all content should be yours alone!

**13. I've never made a PSA before. Can you give me some ideas about where to start?**

Yes! Visit our PSA Tips page to guide you as you start the process. You can also check out a sample PSA on the [votebison.org](http://votebison.org) website.

**14. Who do I contact if I have additional questions?**

Contact [ppzeducation@wcs.org](mailto:ppzeducation@wcs.org) if you have any questions. You can also ask your teacher for guidance or extra resources.