



# Parks & Trails

## NEW YORK

### **“Stop, Watch, Walk!” Public Service Announcement Contest Win \$500 for your School!**

#### **Contest Highlights:**

- Improve the safety at road and trail intersections in your community!
- Promote the message of responsible trail use and motorist behavior at trail crossings!
- Produce a real public service announcement that will air on television stations across New York!
- **Win \$500 for your school!**

#### **How You Can Participate**

In order for our message to reach the general public we need your help! Parks & Trails New York has designed the “Stop, Watch, Walk!” contest to give students the opportunity to get involved in making their very own public service announcement. The contest winners will not only get a \$500 cash prize for their school they will also get their PSA televised by participating local stations across New York State!

#### **The Campaign Message**

Collisions between trail users and motor vehicles at road trail intersections are not accidents! Most crashes can be prevented. The overall message we are trying to promote is that responsible trail use, paying attention, and respecting the rules of the road can save lives.

- **Pedestrians** — You have the right of way at all crossings featuring a crosswalk. However, **ALWAYS** use caution at all trail crossings. Watch for traffic and do not attempt to cross until the coast is clear or vehicles have stopped.
- **Cyclists** — Dismount from your bike at trail crossings. By doing so, you become a pedestrian and have the right of way.
- **Drivers** — Be aware! **ALWAYS** stop for pedestrians at crosswalks and at trail crossings marked with crosswalks.

#### **Safety Education Campaign Objective**

The goal of our campaign is to educate practitioners, law enforcement personnel, and the public about NYS Vehicle and Traffic Law as it applies to bicyclists and pedestrians in order to promote and improve the safety of drivers and trail users at road and trail intersections. Parks & Trails New York plans to create and implement a safety education campaign in cooperation with the NYS Canal Corporation and County Traffic Safety Boards. The campaign is funded in part by the National Highway Traffic Safety Administration with a grant from the New York Governor's Traffic Safety Committee.



*A rollerblader stops at a road and trail intersection*

**The contest deadline is May 14, 2007.**

# Contest Guidelines

- Your PSA should be no longer than 29 seconds. The last sentence should be “*Stop, Watch Walk!*” and be part of the 29-second message.
- Do not use the word “accident.” Most crashes are not accidents. There is a clear path of mistakes that lead to a crash. **The message we are trying to promote is that crashes are preventable.**
- Focus on creativity and persuasiveness. The contest will be judged on clarity, accuracy of facts, creativity and persuasiveness.
- You may work with your local television station to record your message. This will enhance the clarity of your announcement.
- Do not use copyrighted music or video without written permission from the artist. All entries received with copyrighted material without the written consent of the artist will be disqualified.
- All entries must be submitted on a Beta Cassette or DVD.
- **The Contest deadline is May 14, 2007. Entries received after this date will not be considered eligible.**
- The \$500 cash prize for the winning entry will be awarded to the school that produced the PSA.

# Contest Rules

- By claiming the prize, the winner authorizes the use, without additional compensation of his or her name and/or likeness and/or voice/photograph and municipality of residence for promotion and/or advertising purposes in any manner and in any medium (including without limitation, radio broadcasts, newspapers and other publications and in television or film releases, slides, videotape, distribution over the internet and picture date storage) which Parks & Trails New York may deem appropriate.
- Parks & Trails New York and contest sponsors are not responsible or liable for entries that are lost, misdirected, delayed, destroyed or damaged in delivery.
- Entries that are late, incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified.
- Contest eligibility is limited to the fourteen counties that the Erie Canalway passes through; Erie, Niagara, Orleans, Monroe, Wayne, Seneca, Cayuga, Onondaga, Madison, Oneida, Herkimer, Montgomery, Schenectady, and Albany. Submissions from schools outside these counties will be returned.
- Parks & Trails New York reserves the right to amend these rules as and when they deem necessary. Rules may change from time to time in any given contest. Parks & Trails New York reserves the right to withdraw or terminate this contest at any time without prior notice.
- Parks & Trails New York reserves the right to reject any and all contest entries.
- Parks & Trails New York and contest sponsors are not responsible for any typographical, production or distribution errors that may occur during the contest or in any contest material.
- Students may submit multiple entries.
- By entering this contest, entrants acknowledge that they accept and will abide by these rules and regulations.

# 8 Tips for an Effective Public Service Announcement

## 1. Compel Your Audience To Watch and Listen

Remember the goal of your message. It could be visually stunning or be very well made. However, if the viewer does not remember the message, it is lost to them. A good PSA sticks in the mind of the audience. Identify a hook, something that will grab the viewer's attention. How are you going to keep your viewer from changing the channel or letting their attention drift when your message comes on? A hook can be something funny, catchy music, a shocking statistic or emotional appeal. A catchy jingle, powerful phrase or a unique delivery are methods by which to grab the viewers' attention and make your message memorable.

## 2. Make Every Word Count

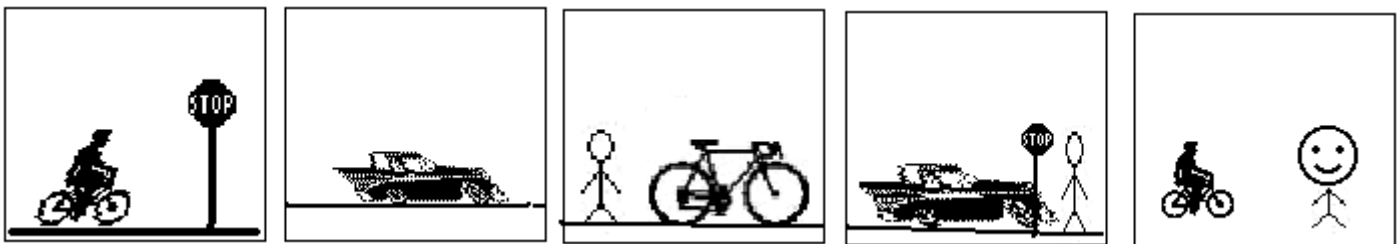
Go ahead, count to 29. In that amount of time it may be easy for you to open your locker, tell a joke, send an instant message, or pay for pizza. However, 29 seconds can be a very short time when you're trying to persuade someone to do something for you. Think very carefully about what you want to tell your audience. Can it be done visually?

## 3. Simplify your script and video

Don't attempt to overwhelm your viewer. Use clear, concise language and avoid cramming too many shots into your spot. A single shot can be very boring, but it can also be very powerful. Your spot should have no more than 7-8 shots. Quick cuts and short shots do not tell a cohesive story.

## 4. Make a Story board

A story board is like a map for your PSA. The story board, which looks similar to a comic strip, will help you plan your shots. Get your ideas on paper before shooting. This will help you save valuable time. The rudimentary story board below is a sample. You don't need to be Picasso or Michelangelo— only provide enough detail to illustrate your idea. As you look at the story board, ask yourself, "Am I able to understand the message by simply looking at this sketch?"



## 5. Check Your Facts

Very simple. If you plan to use a statistic in your PSA, make sure the information is accurate.

# 8 Tips for an Effective Public Service Announcement

## 6. Make Them Feel It

Hit the viewer where it counts—their emotions. Appeal to basic needs, desires or emotions to evoke a response. Select a persuasive appeal. Most of your audience will identify with a message that appeals to their needs, desires, or fears.

## 7. The Not-so-Funny-Bone

You won't often find the perfect humor that will influence opinion and spark behavior favorable to your organization or cause. Improperly used, humor can appear cruel and insensitive and can ruin a campaign. If you plan on using humor, be careful. Ask yourself, does this portray the importance of my message, or does it make a joke at the expense of those who have been seriously injured or killed at road and trail intersections?

## 8. Call For Action

Finally, don't forget the call to action. It's a sales technique. If you don't ask for help, specific help, people won't be obliged; they won't feel empowered to do something for you. There should be something -- a particular action -- that you want the listener to do. This is the payoff, so don't forget to ask them: Drivers, stop for pedestrians in the crosswalk. Slow down when approaching a trailhead. Trail users, make eye contact with drivers when crossing. Cyclists, dismount your bicycle when crossing a road.

## A Sample :29-Second Script

### Narrator

In 2005, motor vehicle and bicycle collisions accounted for 25% of all traffic fatalities in New York.

### Driver

"I never noticed the cyclist in the crosswalk until I hit him. I know there's a trail there... but he just came out of nowhere."

### Cyclist

"I'm usually riding as fast as I can. I rarely see cars on Maple Street. I should've stopped and made sure there was no traffic."

### Narrator

Cyclists: Stop and dismount at all trail crossings.

Pedestrians: Wait for traffic to stop before you cross. Make eye contact with drivers so you know they see you.

Drivers: Slow down when you approach a road-trail intersection. Stop for pedestrians in the crosswalk.

Safety is simple. **Stop, Watch, Walk!**



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### Contest Application Form

#### Notes about the selection process

- All entrants will receive a phone call to confirm their entries have been received.
- Winners will be announced on **June 2, 2007**, National trails Day. Prize money will be awarded no later than two weeks after selection is made.
- Winning public service announcements will also appear on the Parks & Trails New York website.
- All entries will become property of Parks & Trails New York and will not be returned. Please keep a copy for yourself!
- Parks & Trails New York reserves the right to reject any and all entries.
- If you have questions about the contest, contact Martin Daley at (518) 434-1583 or [mdaley@ptny.org](mailto:mdaley@ptny.org).

Please **PRINT** the information below.

**Title of Your PSA** \_\_\_\_\_

**School Name** \_\_\_\_\_

**County** \_\_\_\_\_

**School Mailing Address** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Names (and Grades) of Students** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Full name of Student or Organization/Group** \_\_\_\_\_  
\_\_\_\_\_

**Faculty Advisor/Sponsor Name** \_\_\_\_\_

**Contact Phone**

**Day** (\_\_\_\_) \_\_\_\_\_ **Ext** (\_\_\_\_) \_\_\_\_\_

**Eve** (\_\_\_\_) \_\_\_\_\_ **Ext** (\_\_\_\_) \_\_\_\_\_

**Email** \_\_\_\_\_

**Cut out or copy this form and include it with your submission.  
Mail submissions to**

**PSA Campaign Contest, Attn: Martin Daley.  
Parks & Trails New York, 29 Elk St., Albany, NY 12207**



# Parks & Trails

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## NEW YORK

### About Us

#### What we Do:

- Promote parks & trails for people
- Fight for green space
- Educate the public, activists, and policy makers
- Improve the health and well being of all New Yorkers
- Help people enjoy the outdoors—close to home

#### How we do it:

- We've helped create more than 1,000 miles of greenways, rail and canal trails, and bike paths
- We strengthened the parks and trail efforts of more than 250 community groups and municipalities
- Since 1988, we've partnered with the NYS Canal Corporation to plan, develop, and promote the 524-mile Erie Canalway Trail
- We published *Parks at a Turning Point* that's helped shape funding priorities for NY's state parks

ADVOCATE FOR PARKS  
CATALYST FOR NEW KINDS OF PARKS  
BUILDING COMMUNITY TRAILS ACROSS NEW YORK

Parks & Trails New York is the only organization working statewide to expand, protect and promote a network of parks, trails and open spaces throughout the state for the use and enjoyment of all. Founded in 1985, Parks & Trails New York has grown from a small group of park advocates to more than 5,000 members and friends from every region of the state.

As one of the most developed states in the nation, New York's parks and open spaces are especially precious. They provide places for people to play, picnic, exercise and relax, and for plants and wildlife to survive. They preserve historic landscapes, keep us in touch with our state's natural history, and provide a respite from urban and suburban sprawl.

New kinds of parks, such as greenways, rail and canal trails, and other linear parks, provide green corridors connecting cities, villages, countryside, and natural areas. Heritage corridors protect and promote regional and state history. All of these parks—both traditional and new—play a role in the quality of life for all New Yorkers.

**Parks & Trails New York**  
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