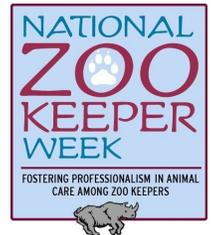




Animal Care Myths: Busted

NZKW Informative Video Contest



So you want to participate in AAZK's National Zoo Keeper Week video contest?

CLICK, TREAT

ANIMAL CARE MYTHS: BUSTED!

INFORMATIVE VIDEO COMPETITION

—▶ For National Zoo Keeper Week 2019, AAZK challenges you to ◀—
dispel the myths about being an animal caregiver!

AAZK chapters, facilities, departments, teams or individuals are encouraged to create the most informative video about animal care profession that can be presented to the general public in under three minutes.

A key component is to educate those who might not know the truth about the profession and to dispel myths about the animal care profession.

Submissions are encouraged to be creative in addition to informative!

**VIDEO SUBMISSIONS CAN BE SENT TO NZKW@AAZK.ORG
FROM JUNE 1 - JULY 14!**

The winner will be featured on AAZK's social media, receive a customized word cloud and an award at the 2019 AAZK National Conference



PRESENTED BY THE AAZK NATIONAL ZOO KEEPER WEEK PROGRAM

Here are some things to keep in mind:

- If you are filming on a facility's grounds, you will need to check with management to make sure that is okay. Same goes for filming on work hours, in uniform or in behind-the-scenes areas. These videos will be featured on AAZK's social media, so be cognizant of your institution's own social media/photo sharing policy.
- If you want your video in the contest and shared on social media, AAZK will need a photo policy signed that states you give permission to AAZK to share your image. These will be sent in a reply email to your video submission. They can be printed, signed and scanned or signed electronically and sent back.

Scoring Sheet

Contestant(s):

Contestant's Facility or Chapter:

Judge:

Judge's Facility and/or Chapter:

	1 Poor	2 Requires Improvement	3 Fair	4 Good	5 Exceeds Expectations
Accuracy					
Creativity					
Educational					
Examples of Myths "Busted"					
Originality					
Totals					

Accuracy: Precision of information or facts that are applicable to the field or specific facility/department being represented.

Creativity: Utilizing original ideas to portray the experience of the field and elaborate with innovative examples to enhance the video and it's educational experience.

Educational: Providing a well-rounded video that all experience levels will comprehend, focused towards the general public.

Examples of Myths "Busted": Contribute examples of "myths" about the animal care profession and produce thorough answers regarding what it means to be an animal care professional.

Originality: Creative ways to express experience and specific information that is unique to the animal care field, or distinct examples that are relative to contestant's department, chapter or facility.

Overall Score: /25

Notes: