



# Discovery Club

## National Youth Month

### Invasive Species PSA/JINGLE Competition

**Biodiversity is the variety of wildlife in the world. Our native plants and animals make The Bahamas a unique place, provide us with food, medicines, protection and natural beauty.**

**THE PROBLEM:** Our native plants are being lost at a significant rate due to land clearing for development and by competition with invasive species.

#### THE CHALLENGE

Create a 60 second Public Service Announcement (PSA) to increase awareness of any of the following:

- Identification of invasive species that exist on your island.
- Threats posed by invasive plants.
- Encouraging the public to take action to preserve natives and

reduce the number of invasives.  
**ELIGIBILITY**

The competition is open to all members of Discovery Club.

#### COMPETITION GUIDELINES

1. Entries are limited to **ONE** per group.
2. Groups are limited to **TWO** persons.
3. Your PSA should be no longer than **60 seconds** in length.
4. Submit a typed **script AND an audio recording** of your PSA by email.
5. The entry must be an **original** work of the entrant (s).
6. Participant contact information (see below) must be submitted with the script.
7. The submission must **NOT** include violence or profanity.

8. Entries must be submitted for judging by **5pm on Fri 26th October, 2013** to psweeting@bnt.bs

Judging will be based on content originality, technical production, and format.

**PSA/JINGLE PRIZES**—Both group members will receive a prize.

**1st: Go Pro Camera 2nd: Kindle Fire 3rd: Waterproof digital camera**

**The Leaders of the 1st place winners will receive a prize**

For additional information, contact BNT Education office at 376-0176 . All entries become the property of the Bahamas National Trust .

### Required Contact Information

### Judging Criteria

**ENTRANT(S) INFORMATION:** Name (s), Level, Phone Contacts (home, mobile), email address.

**PARENT INFORMATION:** Name, Phone Contacts (work, home, mobile), email address.

**UNIT INFORMATION:** Unit Name, leader's Name.

**CONTENT:** Factually accurate, issue adequately addressed.

**ORIGINALITY:** Creativity of PSA, ability to grab the audience's attention, presented in a novel way.

**TECHNICAL PRODUCTION:** Clarity of recording, effectiveness of delivery, sound effects and background/location in keeping with the PSA's message.

**FORMAT:** Appropriate PSA length, file type playable.

### BACKGROUND INFORMATION

**There are three categories of plants and animals in our landscape: Native, Non-Native Non-Invasive and Non-Native Invasive.**

#### NATIVE SPECIES

Are found in our natural areas: *Pine forests, Coppice, Wetlands, and Beaches*. Some examples include: Bahama Wood Star, West Indian Flamingo, Caribbean Pine, Gum Elemi, Lignum Vitae, Five Finger, native Scaevola, Seoats, Bay lily, Seagrape.

They are adapted to survive in The Bahamas and therefore need very care. The plants provide food, shelter, building and craft materials. They also are used for bush medicine and provide a habitat for native animals.

#### NON-NATIVE NON-INVASIVES

Are found in our neighborhoods, farms and in landscaped areas. They were imported to provide food (e.g. coconut, banana, mango) or to beautify landscapes (e.g. hibiscus, bougainvillea, yellow elder.) Animal include horse, dogs, cats, donkeys

Plants in this category do not take over an area, they usually need special care such as regular watering and fertilization.

#### NON-NATIVE INVASIVE

Today, invasive plants are found all over The Bahamas, especially along our coasts. Examples include Casuarina, Brazilian Pepper, Scaevola (Hawaiian seagrape or Sea lettuce) Melaleuca and Wedelia (Carpet daisy). Invasive plants grow quickly, spread rapidly and outcompete our native plants. They are the first to grow when land is cleared.

Avoid putting these plants in your garden. Do not help these plants to spread by using them for decoration. Do not clear-cut your land. Support invasive removal activities in your community.