

GENERAL

What is PSAid?

PSAid is a public service announcement (PSA) competition for U.S.-based college and university students. PSAid challenges students to create print or radio PSAs that explain the importance of appropriate international disaster relief and build support for relief work done by well-established, U.S.-based international disaster relief organizations. Students compete for cash prizes and national distribution of their PSA. In addition to professional growth and experience, students have the opportunity to help international disaster victims through their PSAs.

What is the deadline date?

All entries must be received no later than 11:59 PM EDT on March 28, 2011.

Who can enter?

The competition is open to all undergraduate and graduate students who are enrolled in any full-time or part-time U.S.-based university program, including international students with a valid, current state visa. Students must be at least 18 years of age to participate.

What can I win?

In addition to cash prizes totaling more than \$10,000, winners may have their PSA distributed nationally to major television networks and cable channels and may be used as the new voice and face of CIDI.

What are the contest rules and guidelines?

The official Contest Rules and Guidelines are available at www.psaaid.org. All entrants must read and understand these guidelines for their entry to be valid. Students must enter original work; entries that have previously won awards are not eligible.

What categories are available for PSAid 2011?

The 2011 PSAid competition will focus on print and radio categories. The CIDI is pleased to announce the new radio category based on demand from students and professors. Prior years have included a broadcast category; however, this category is not included in the 2011 competition. The broadcast category may be reintroduced in future years.

What are the key competition dates?

The key competition dates are:

- PSAid competition officially begins: December 1, 2010

- Entries due: March 28, 2011
- Finalists announced: April 8, 2011
- Public voting: April 8- April 17, 2011
- Final winners announced: April 20, 2011

SUBMISSIONS & VOTING

How and where do I submit my PSA entry?

All contestants must register online and sign an electronic certification form along with any personal release forms (online signature). Entries must be uploaded to www.psaaid.org. A .pdf copy of the forms needed to complete your entry are located on the Resources page of the website.

What do I need to submit in order to enter the contest?

For an entry to be complete, we must receive your:

1. Entry
2. Registration and certification information

Any applicable personal release forms All items are completed online at www.psaaid.org. A .pdf copy of these forms is available on the Resources page of the website. All items are due no later than 11:59 EDT on March 28, 2011.

Can I submit entries in both categories?

Yes, you are allowed to enter one PSA per category; if desired, you may submit one entry for the print category and one for the radio category. Please note, these are two separate categories and will be judged and voted on by the public separately and independent of each other.

What is the *Groups* option in the Registration Process and How Does it Work?

For contestants who desire to work in teams, entries may be submitted as *group* entries. There is no limit to the amount of group members and all members must register at www.psaaid.org. First, teams should designate a group leader who will register on the website as a Contestant. At registration, the leader should select “create a group.” A group ID will then be assigned. All additional group members will then register themselves and each will indicate that he or she is a member of the group by indicating the group ID number. In order for an entry to be complete, all members must register.

What is the Difference between a *Public* and a *Contestant* Registration on the website?

Contestant registrations are required for students wishing to officially enter the PSAid competition. *Public* registrations are for other www.psaaid.org site visitors who wish to receive communications on the competition, view entries, and add comments to entries. Voters are not

required to register, however, they will be required to give a valid email address in order to vote (see *How Does the Public Vote?* below).

I am entering the contest. What are the key steps for submitting a PSA and what happens with my entry?

The steps for entering are:

1. Register as a Contestant (or a Contestant Group member) at www.psaaid.org
2. Create your PSA
3. Upload the PSA to www.psaaid.org
 - a. *If a print media submission, be certain to upload both required formats and to follow the formatting guidelines for your PSA*
 - b. *If an radio submission it must be in one of the specified formats*
4. Submit the required registration information online and on time. This includes basic information and the release authorizations from actors or/and owners of proprietary material within the PSA.
5. Contest administrators review and approve the registration information and PSA for completeness. If there are problems or issues with any part of the submission, the contestant(s) will be notified in order for necessary adjustments. The PSA entry will not be seen on the website until all materials are in order.
6. If everything is found to be in order, the PSA is accepted. All contestants are notified by automatically generated email that their submission has been accepted.
7. PSAs are available for public commentary. At this time, interest can be generated by the contestant(s) using social networking services or any other appropriate mechanisms.
8. When the submission period ends, the judges review all the PSAs and select five finalists in each category. The online display will change to separate finalists and other submissions.
9. Public voting is opened to help choose the winners.
10. Following the public voting phase, three winners in each category are revealed. Non-winning finalists are moved to a secondary display area.

Can I submit an individual or group entry?

Yes, you can submit an entry either individually *or* as a group. If you submit a group entry, the group leader will be responsible for dividing the prize money among group members. Groups should identify one point person to be contacted by the CIDI for technical and administrative issues. All group members must complete registration information online with the group leader's name identified.

How are winners chosen?

All entries will first be judged by a panel of professionals who will select five finalists. The five finalist entries will then be available for viewing on the PSAid website and for voting by the general public. General public votes will be combined with the judges' votes to determine three winners in each category.

What are the judges looking for with the PSAs?

The judges will review all entries for overall impact, originality, memorable content, delivery/artistic skill, and clear and concise messages. The judges' are looking for the entries that best convey both **the importance and the impact** of appropriate international disaster response. Additional suggestions from judges and additional knowledgeable professionals, is available in the Resources section at www.psaaid.org.

How does the public vote?

The public is invited to vote at www.psaaid.org. Visitors may locate finalist entries at the site by April 8, 2011 and may vote for one entry per contest category by April 17, 2011. All voters must provide a valid email address. The CIDI will not distribute or use this email address; rather, it is used to ensure there are not duplicate votes per email address.

Can I vote more than one time?

One vote per category (print and print) per valid email address is allowed.

How will winners be notified?

Winners will be notified by both email and phone.

CONTEST THEME: PSA Contents

What is the objective of PSAid?

The objective of PSAid is to educate the general public about CIDI's principle theme that *Cash is Best* when it comes to appropriate international disaster relief. PSA entries should inform the public of how best to help when an international disaster occurs. Audiences should understand, through the PSAs, that cash is the most efficient and most appropriate way to help victims of an international disaster.

What are the key themes I should keep in mind when creating my PSA?

- PSAs should inform the public of how to best help international disaster victims
- Ideally, PSAs should build on the interest of people ready to donate to an international disaster relief effort and demonstrate how they can channel their interest into optimal (cash) donations
- Cash donations are the fastest and best way to provide effective relief to international disaster victims
- In-kind gifts (products/goods) take time and money to transport, rarely meet victims' urgent needs, and can often interfere with onsite professional relief efforts

- Americans can truly make a difference in international disaster relief effort
- The public's help is crucial, and appropriate forms of giving (cash) can make a lasting and positive in an international disaster situation
- When choosing a charity to give to, always select well-established, recognized international disaster relief agencies with a track record of providing relief, with program professionals on-site and the capacity to provide assistance to those who need it most

Why are cash donations the preferred method of international disaster aid?

Cash is Best for these three reasons:

- Financial contributions are easily convertible to meet the international disaster victims' specific and immediate needs;
- Cash donations are more efficient, allowing purchases to be made at a bulk discount, at a lower transportation cost and with American dollars which generally go farther overseas;
- Cash donations go directly to the disaster site, allowing for exact purchases of what is needed most urgently and stimulating local economies. Other donations, such as products/goods, take time and money to transport, rarely meet victims' urgent needs, often interfere with professional relief efforts and frequently clash with cultural norms.

Students are encouraged to review CIDI's Guidelines for Appropriate International Disaster Response. CIDI offers helpful information for contestants on their website. Students should review information both at www.psaaid.org and www.cidi.org.

What should I NOT include in my PSA entry?

- Domestic disasters – the focus is specific to international disaster response.
- Any disparaging remarks or questionable content.
- Request viewers to send donations to the CIDI; the CIDI does not accept donations.
- A word of caution about too much focus on in-kind donations – keep your message clear and don't rely on past entries to guide your submission.

Can we include information in the PSA about donating other items such as commodities to international disaster victims?

No. We would rather the PSA to focus on the *Cash is Best* theme, encourage the public to channel their desire to help via cash donations, and deter people from the notion of giving inappropriate items that will not best help victims. One of the greatest misconceptions regarding international disaster relief is that goods and products are urgently needed after a foreign disaster. Supplies, particularly food and clothing, can almost always be purchased locally - even in famine situations. Local procurement provides the triple advantage of stimulating local economies (providing employment, generating cash flow), ensuring that supplies arrive as

quickly as possible and reducing transport and storage costs. Also remember that certain foods, particularly in famine situations, can make victims ill. Contestants should keep this information in mind to help them illustrate why *Cash is Best* in their PSA entry. And remember, it isn't about telling people what **not** to do – but rather to take their good intentions and interest, and inform them of how to best help when an international disaster occurs. Americans can truly make a difference in international disaster relief efforts and by following "Cash is Best", we can help in a way that is most beneficial to the disaster victims themselves.

PRINT CATEGORY

What are the format requirements for a print entry?

Print PSAs should be formatted as an 8"x10" image in EPS format with a minimum of 300 DPI resolution - you also must include a JPG copy of your PSA to be viewed by judges and the public voters on the website. The JPG should be 72 DPI and with maximum dimensions of 1350px x 900px.

We recommend you first design the PSA in EPS format and then convert it to a JPG (following the above guidelines) to ensure minimal loss of quality when resizing. It is important to note that the competition judges and the public voters will only view the web JPG version of your entry -- this is the version they will vote on, which will ultimately determine a winner. Therefore, when converting the EPS to a JPG, please be sure that the JPG image is still readable and clear.

I'm using images and materials from outside sources in my print entry. What sort of permission do I need to obtain to ensure I have the right to use this?

If you are not the original author of the imagery or artwork you are including in your print entry, you should obtain permission from the source you are securing any copyrighted imagery from or purchase the materials from a royalty-free website.

Can I mail my entry to CIDI?

No, all entries must be uploaded at www.psaaid.org.

What are the cash prizes for the print category?

The first place print winner will receive \$3,000 cash prize from CIDI. The second- and third-place winners will receive \$1,500 and \$750 cash prizes, respectively. Final winners will receive checks from the CIDI shortly after the culmination of the contest.

RADIO CATEGORY

What are the format requirements for a radio entry?

Radio entries should be developed for high sound quality. All radio PSAs should be submitted as an uncompressed, broadcast quality MP3 audio file and be exactly 30 seconds in length. The file should be no larger than 100MB, and a script of the PSA must also be included with all audio submissions. All radio submissions must include a standard end tag available on the contest resources section of the PSAid website.

Please make sure the sound for a radio PSA is of a quality suitable for presentation on radio and other public media outlets. Clear enunciation cannot be overstated. Encourage all speakers to project through the end of sentences as to not diminish volume at the ends of sentences. Increase the volume for quieter speakers, and vice versa in order to insure the consistency of volume throughout the PSA.

Can I mail my entry to CIDI?

No, all entries must be uploaded electronically to www.psaaid.org.

My radio entry includes actors. What sort of permission do I need to obtain to ensure I have the right to air this footage?

You must obtain consent from any actors who speak in your PSA. Entrants will be required to declare that they have consent from any people speaking in their PSA. Note that consent requirements may vary from state to state. A section on the PSAid website, titled "Personal Release Form", is available at www.psaaid.org. Actors must electronically sign this section. Actors must physically sign this form and contestants must upload them to the website – contestants will be prompted during the upload process. It is the sole responsibility of the contestant to ensure that all actors have provided written consent for use in PSAid. Contestants without proper permission are subject to disqualification.

I'm using music from outside sources in my entry. What sort of permission do I need to obtain to ensure I have the right to use this?

If you are not the original author of the music you are including in your entry, you should obtain permission from the source or purchase the materials from a royalty-free website.

What are the cash prizes for the radio category?

The first place radio winner will receive a \$3,000 cash prize. The second- and third- place winners will receive \$1,500 and \$750 cash prizes, respectively. Final winners will receive checks from CIDI shortly after the culmination of the contest.