

PSAid: Public Service Announcements for International Disasters Competition Fact Sheet

About the CIDI:

- The Center for International Disaster Information (CIDI) is based in Washington, DC, and was created in 1988. This CIDI activity is made possible by the generous support of the American people through the United States Agency for International Development (USAID).
- The CIDI serves as a resource for citizens looking to contribute to global relief efforts by providing guidance in support of appropriate international disaster relief.
- The CIDI's mission is to educate the public about the best way to respond to international disasters in a productive manner. The organization is committed to international disaster victims by communicating and emphasizing the value of cash donations which is the fastest and most efficient way to provide effective relief.

About PSAid:

- PSAid: Public Service Announcements for International Disasters celebrates its 5th Anniversary in 2010. Created by the CIDI for U.S.-based, college and university-enrolled students, the competition aims to promote the importance of appropriate international disaster relief and build support for relief work done by well-established, U.S.-based international disaster relief organizations.
- PSAid includes both broadcast and print PSA categories. Students may submit a :30-second broadcast television PSA or an 8x10-inch print PSA that explains the importance of appropriate international disaster donations and the CIDI as *THE* source for reliable information on international disaster response.
- Broadcast and print submissions will be judged separately.
- Entries will be judged on overall impact, originality, memorable content, delivery/artistic skill, and clear and concise messages.
- All entries will first be judged by a panel of professionals who will select five finalists in each category. The finalist entries will then be available for viewing, voting and downloading on the PSAid Web site by the general public.
- The winners will be announced after public voting – winner selection is based on a combination of public voting (40 percent) and panel of professionals voting (60 percent), totaling 100 percent.

Competition Objectives:

- Further educate the general public on appropriate international disaster relief, specifically why cash donations are the most effective form of assistance for international disaster victims.
- Motivate the general public to support U.S.-organized international disaster relief campaigns and efforts.
- Reinforce the impact the CIDI has globally and increase its profile nationally.

Contest Guidelines:

- All entries, along with applicable materials, must be received **no later than 11:59 p.m. EDT on March 29, 2010**. A complete list of rules and regulations, as well as other competition information, can be found at www.psaid.org.
- All submissions should be uploaded online at www.psaid.org.
- Cash prizes total \$30,000. The broadcast top prize winner will receive \$12,000; second- and third-place winners will receive \$5,000 and \$3,000 respectively. The print top prize winner will receive \$6,000; second- and third-place winners will receive \$3,000 and \$1,000 respectively.
- Winning submissions may be nationally distributed to major television networks and cable channels or major newspaper and magazine outlets.

Contest Contact:

Kate Houston, (202) 821-4259, psaid@psaid.org

Log onto www.psaid.org for more information about the competition and the CIDI.

By raising awareness of appropriate international disaster relief through a PSA, students can make a difference in the lives of millions of international disaster victims.