

# CONTEST!

Submit a :30 second **Public Service Announcement (PSA)** video spot for a chance to win a JustWorld prize package!

**Grand Prize Package** includes a JustWorld backpack stuffed with Horseware Ireland JustWorld saddle pad, JustWorld pins and patches, and "Jump for a Just World" shirt designed by Lucia Senesi!

Prizes for **2nd & 3rd** places as well!



## PURPOSE

- To create Public Service Announcements and raise awareness for JustWorld International's mission
- To engage JustWorld Ambassadors in the cause
- To provide an opportunity for JustWorld Ambassadors to practice modern communication skills used in business activities
- To strengthen the bond between JustWorld constituents and the general public

## TO ENTER

- Create and upload a .30 second Public Service Announcement to YouTube and e-mail your video's link to [awarren@justworldinternational.org](mailto:awarren@justworldinternational.org)
- You may pair up with a partner to create the video, however both partners must be in it and answer all questions
- We will upload your video to the JustWorld Ambassadors YouTube channel: <http://www.youtube.com/user/JustWorldAmbassadors>

## CONTENT

- **Who you are?** Name(s), where you are from, general biography.
- **Why you are a JustWorld Ambassador?**
- **How your Vision aligns with Just World?** Personal engagement to let others see and feel what inspired you. (Ex. "When I had the opportunity to see first hand how children live in\_\_\_\_ it changed me. I can no longer just forget about them. JWI does more than just fund kids in\_\_\_\_it builds friendships and relationships between those who have and those are not so fortunate)
- **You do not have to answer the questions exactly as listed, but rather these are guidelines for the script.** (Ex. "pitch" up front and then at the end say this is so and so, a just world ambassador from\_\_\_\_, and I encourage you to join me and my fellow supporters in helping)

## JUDGING

- Entries must be submitted by **December 15, 2011**
- Judging will take place during the month of December
- Members of the JustWorld Advisory Board will judge each video based on content, composure, and creativity. JustWorld picture content will be available for your use at: [http://justworld.smugmug.com/Other/JustWorldVideoContest/19872291\\_JRHDPW#1563400229\\_nQvpBbJ](http://justworld.smugmug.com/Other/JustWorldVideoContest/19872291_JRHDPW#1563400229_nQvpBbJ)
- **Our special guest judge, George Morris, will then judge the top five submissions!**

## WWW.JUSTWORLDINTERNATIONAL.ORG

JustWorld International is a recognized 501(c)(3) charitable organization in the United States and a registered Association 1901 in France. Local branches have also been established in Mexico and Honduras. Canadian donors can receive charitable receipts for all donations to JustWorld through Tides Canada. JustWorld International has no political or religious affiliation.

DO SOMETHING FUN!  
**INSPIRE  
OTHERS!**

For more information on Public Service Announcements, please visit:

- **Museum of Broadcast Communications**  
<http://www.museum.tv/eotvsection.php?entrycode=publicservic>
- **How to Write PSA Script**  
[http://www.ehow.com/how\\_4927633\\_write-psa-script.html](http://www.ehow.com/how_4927633_write-psa-script.html)
- **How to Create a PSA Film**  
[http://www.ehow.com/how\\_2241597\\_create-public-service-announcement-film.html](http://www.ehow.com/how_2241597_create-public-service-announcement-film.html)

Examples of PSAs:

- **The Jubilee Project**  
<http://www.youtube.com/watch?v=yTZ6WJxY0sl&feature=youtu.be>
- **EPA**  
<http://www.epa.gov/newsroom/psa.htm>
- **Stand Up 2 Cancer**  
<http://standup2cancer.org/sutv?videoid=gGml1K271zc>