



## CREATIVE BRIEF

# Video Production

Create a Public Service Announcement promoting diversity, equity, and inclusion in your community

---

## BACKGROUND

The work of making our society more diverse is complex, challenging and critical to our goal of providing equitable and excellent opportunities for all of our people. It requires widespread community acceptance and support.

---

## OUR GOAL

Your 30- to 60-second Public Service Announcement (PSA) should show the benefits of diversity and prompt some action in the audience. The action might be an act of kindness, a contribution to a relevant organization, support for a candidate or a report to a regulatory authority.

---

## TARGET AUDIENCE

The message should be aimed at your school community: New York City teenagers and young adults, parents, teachers and school staff.

---

## TOOLS

A maximum of three students per entry team. Use any digital camera, audio and editing tools you have learned. Be sure to credit supplemental music and imagery that you use.

**PLEASE: NO VIOLENCE OR OTHER QUESTIONABLE OR SUGGESTIVE SHOTS WILL BE ACCEPTED**

---

## DELIVERABLES

### FIRST ROUND:

Show the idea as a sketch or storyboard with a script and any preliminary footage, art or sound that helps describe the concept.

### FINAL ROUND:

After feedback from the Judges, shoot, edit and produce the finished MP4 spot suitable for posting on YouTube, Vimeo, Facebook or Instagram. Include credits, titles and a 1280x720 pixel JPEG thumbnail.

**JUDGING RUBRIC:** Concept, Originality, Imagery, Timing, Editing