

**UNITE FOR CHILDREN UNITE FOR PEACE
FIFA/UNICEF PSA CAMPAIGN WORLD CUP 2006**

Cut sheet for UNICEF compilation tape. All time codes **one hour**.

Superfans :90

Arabic	0000
Chinese	0150
English	0340
French	0530
German	0720
Russian	0910
Spanish	1100
International	1250

Superfans A :30

Arabic	1440
Chinese	1530
English	1620
French	1710
German	1800
Russian	1850
Spanish	1940
International	2030

Superfans B :30

Arabic	2120
Chinese	2210
English	2300
French	2350
German	2440
Russian	2530
Spanish	2620
International	2710

Superfans C :30

Arabic	2800
Chinese	2850
English	2940
French	3030

German	3120
Russian	3210
Spanish	3300
International	3350

Superfans Behind the Scenes

Stereo mix	3440
Split audio	3805

The Spirit of Team UNICEF

Split audio	4120
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Youth player profiles split audio

China	4520
Côte d'Ivoire	4740
Iran	4955
Kenya	5230
Thailand	5445

If you'd like to subtitle or voice over the [Superfans Behind the Scenes](#) piece in your local language, here is the transcript:

SOT: UNITE FOR CHILDREN UNITE FOR PEACE! Action!

Alison Qualter-Berna, UNICEF Sport for Development Officer: FIFA governs football, the most popular sport in the world. UNICEF is the largest children's organization in the world, and MTV is the greatest phenomenon amongst youth. So it was a natural that for the biggest sporting event in the world the three of us would all come together in partnership.

Georgia Arnold, MTV International Vice President of Public Affairs: MTV and UNICEF have been working together for a long time. It actually started in 1997, when they asked us to get involved in the World AIDS campaign.

Arnold: We often get sent UNICEF PSAs to put on air on MTV, and we said it would be great to use MTV's creative capabilities and UNICEF's amazing line up of talent and maybe match the two together.

SOT: MTV! UNICEF!

Qualter: The PSA is really the first of its kind, because there are 15 World Cup players in one public service announcement that MTV filmed. It was no easy task to travel all around the world in less than a month to film the different players in their different locations and put it together in one piece.

Jim Threapleton, Director: The shooting schedule has been really crazy, actually. In order to get time with the players we had to fit into their working schedules, and it was very hectic. We've taken about 10 days to do most of South America and Europe. So it's been fairly exhausting, but worthwhile. I think we've got some great stuff.

Arnold: If you look at football talent you've got, you've got David Beckham, Didier Drogba, Paolo Wanchope, Thierry Henry. So if you look at that, it's really going to attract our Nickelodeon and MTV audience the watch the spots and learn from the message.

Threapleton: You really begin to realize the communicative nature of these figures because of their iconic status. It's been terrific with the players. They've been flexible in coming along on short notice to our location and doing what they can for us. So everything's been a surprise, really.

SOT: I'm rich! We're going to be famous!

Qualter: I don't want to give too much away as to what the PSA is about, but the 15 players appear in different football-related scenes, as do children, and it all comes together in the end in a very surprising way.

Threapleton: Wherever we've been around the world, whether it's backstreets in cities or down at the local park, we come across kids, whatever sex or age, who are playing the game. And everyone understands how it works. That's the unifying thing.

Arnold: It doesn't matter what language you speak. It doesn't matter where you come from. And you can stick a kid who can kick a ball on a beach or street or pitch with another group of children they've never met before and they can all play together as a team. And that's the most amazing thing about football.

Youth player profiles CHINA

The football field at the Zheng Zhou Street Children Protection Centre has yet to be built; and none of these children are properly dressed to play a sport that attracts millions of fans across the globe.

But still, they are happy to be out there. Not long ago, many of them were wandering the streets. Surviving was a daily struggle, and playing any kind of sports – was an impossible dream.

16-year-old Zhang Kai had many dreams, but after the divorce of his parents, he found himself alone and helpless amid this city of 7 million people.

Soundbite (Chinese), Zhang Kai, 16, former street child:

“I came here with my mom. She treated me bad, so I left her and started wandering on the streets.”

Although escaped from abuse, but like all street children, he had to find a way to support himself.

Soundbite (Chinese), Zhang Kai, 16, former street child:

“I found a job at a little restaurant. They treated me pretty well - offered me food and a place to stay. I even got paid.”

Life took a turn for the better after he arrived at this UNICEF-supported Street Children Protection Centre. It’s a safe place where children like Zhang Kai can grow, learn, and have fun.

While studying to become a computer operator, he also discovered the power of football.

Soundbite (Chinese), Zhang Kai, 16, former street child:

“I love football. First, it can make me stronger; second, it helps me make many friends. I hope when David Beckham retires, I will be the new Beckham.”

During the past 10 years, the centre has helped more than 8,000 street children, helping them acquire useful skills while finding families for the younger ones.

Soundbite (Chinese), Xie Xiaowei, Deputy Director of Zheng Zhou Street Children Protection Centre:

“What we are trying to do is to help these children return to mainstream society one day. We wish for them to grow up healthy and become useful.”

For Zhang Kai and his friends, the misery of a street life has been left far behind. They now spend their days looking ahead to a much brighter future.

Youth player profiles **IVORY COAST**

Three years ago, Traore Aziz had lost just about everything. His parents had both died and then civil war broke out in the Ivory Coast. After that, he could no longer do the one thing he loved most - play football.

Soundbite (French) Traore Aziz, 13 years old:

"Before the war I played football all the time, but I could no longer play when the war started."

Hungry and desperate to survive, Aziz wandered into the rebel army camp looking for help. There he was given food in return for running errands.

Soundbite (French) Traore Aziz, 13 years old:

"During the war, I used to go into the camps and the soldiers would ask me to go and buy things for them and bring them supplies, and they would give me food."

Last year, UNICEF workers in Ivory Coast intervened, negotiating Aziz's release, along with the release of many other children, taking them out of the rebel camps and placing them in a UNICEF-sponsored educational and athletic program.

Aziz, who is now thirteen, was also recently reunited with his elder sister, who now cares for him. Although he is still very sad without his parents, his love for football has returned and he now has dreams again for the future to play football professionally like his fellow Ivorian Idol, Didier Drogba.

Soundbite (French) Traore Aziz, 13 years old:

"My life changed when I came to the UNICEF centre and I learned how to read and write and I got to play football again. My life really changed."

For Aziz, Football has been a haven from the horrors of warfare. Although he is still recovering, he says that being able to play football again means everything to him. It is also an opportunity for Aziz to move past a childhood scarred by conflict.

Youth player profiles IRAN

Most teenagers spend their Friday mornings in bed. But for 16-year-old Abbas Jazzi, Iran's day of rest is one of the most important in the week. Every Friday Abbas and his teammates get together to play against another local side. It's a chance to perfect the skills, and for Abbas, who lost his father when he was five, it's also a lesson in life.

Soundbite (Farsi) Abbas Jazzi, 16 years old:

"Football has had a really good effect on me. It teaches me how to behave in real life. I have found most of my friends by playing football."

The team has a coach, but he is more of a mentor than a formal trainer. He not only guides them on their technique, but also tries to keep them along the straight and narrow.

Soundbite (Farsi) Nasar Rezai, Abbas' coach:

"Football is the best way to attract young people from South Tehran whose families have financial problems. All you need is a ball and a piece of land to bring them together."

The game doesn't go well for Abbas. Most of the action is at the other end of the pitch. The other team, who seem much more experienced, is clearly a stronger side.

Soundbite (Farsi) Abbas Jazzi, 16 years old:

"If I didn't play football, maybe I wouldn't be here now. I would have been involved in lots of bad things like smoking and drugs. Football has kept me away from that."

Abbas lives with his mom and sister in a one-roomed house in South Tehran. He earns money by working as an assistant in a tailor shop. His dream is to play for a club and earn enough to live.

Soundbite (Farsi) Zahara Jazzi, Abbas' sister:

"Whenever he goes and plays football he gets very excited about it. He really loves it."

The day is over and Abbas has one more job to do. His mother is probably grateful he does it himself.

Youth player profiles KENYA

Soundbite (English) Naomi Siombua, 15 years old:

"My name is Naomi Siombua, I'm a footballer. I'm 15 years old and I live in Nairobi, Kenya."

Naomi plays striker on a team sponsored by MYSA, the Mathare Youth Sports Association, an organization that offers children from one of the largest and most dangerous slums in Africa an escape from violence and crime.

Soundbite (English) Naomi Siombua, 15 years old:

"I have friends who have been attacked by people and been raped," Naomi says. "Others are in bad company – they are taking drugs. But me, when I play football, I'm busy."

After a gruelling tournament that her team won, Naomi returns to the slum. In exchange for some community service, MYSA gives Naomi enough money to pay her school fees and provide food for her family.

Soundbite (English) Naomi Siombua, 15 years old:

"This is where I live with my brother, my sister and my mother," she says. "And we sleep in this room and right now, we don't have electricity."

Naomi's mentor, Edwin Wasonga, grew up in one of the toughest parts of the Mathare slum. As well as offering football advice, Edwin teaches his young players life skills and talks to them about the danger of HIV/AIDS.

Soundbite (English) Edwin Wasonga, MYSA:

"Because of crime, poverty and violence, young kids in the slum need to be encouraged and given hope in life because if you don't give them hope and give them encouraging words, they might end up involving themselves in crime, being thieves, doing bad activities like rape and being drug addicts within the slum."

Football gives girls like Naomi a focus for their energy and a sense of their own power.

Soundbite (English) Naomi Siombua, 15 years old:

"I would like to tell other girls that they can join to play football so they can escape all the violence in the slums."

As well as keeping her out of trouble, football has also taught Naomi important lessons about teamwork, rules and fair play - a winning combination for sure.

Youth player profiles THAILAND

For 14 year old Thamanoon, life hasn't been easy since the death of his father, Lending a hand with the chores, and helping support his mother through doing odd jobs. What he doesn't need is any aggravation from the bullies.

Soundbite (Thai) Jinda Vejakul, Mother:

"At his last school, he was picked on and they stole everything from him. Even his uniform, right down to his underwear."

Now attending a new school, Thamanoon has found a friend in football. A place in the school team as a midfielder, providing a welcome escape.

Soundbite (Thai) Thamanoon Vejakul, 14 years old:

"When I'm playing football I feel happy. I can forget about things that make me uneasy or stressful."

And when a local bike gang tried recruit him, he found he could say 'no' – choosing instead the company of his team-mates.

Soundbite (Thai) Nathanee Limsakul, Teacher:

"Football helps create far better role models among the other players and the coaches and it teaches self-discipline and team spirit."

Standing up for himself, and now taking a stand for others. He recently intervened to stop someone else being bullied.

Soundbite (Thai) Thamanoon Vejakul, 14 years old:

"I don't like the idea of kids being bullied. I know I wouldn't like it and I'd want someone to step in as I did."

By half time it's already clear this match is going all his team's way – eventually winning three-nil. In play as in life, endeavour bringing success.

Soundbite (Thai) Thamanon Vejakul, 14 years old:

"It's the best feeling when I set up a goal for the strikers. That's what makes me happiest."