



Words.

2013 NO BULL Best Message Award

Click above to view video



Film by: Bryce Detweiler
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“Words are
strange.”

“Spoken, written or
typed.”

Have you ever given much thought to the words you use on a daily basis?

Discuss how these have left either a positive or negative impact.

“There are motivations behind every word, phrase and paragraph spoken.”

“Words can make you feel good, feel empowered, feel worthwhile.”

How many of you have intentionally gone out of your way to say something kind to someone else?

What was the reaction you received?

“Other words can
tear down the sky
with their harsh
motivations.”

“Ugly = Hurt”

Share a situation where you have witnessed someone using hurtful words intentionally or maybe this happened to you?

“Words have meaning, the word itself is of a simple message that the creator is trying to convey.”

“It’s easy to erase words, to knock them away, to forget about them... But it’s impossible to get rid of the meaning of those words, they follow you everywhere.”

How many of you feel that saying, “I’m sorry” or pressing “delete” actually make everything better?

What are some ways to help the message of your words stay positive and kind?

“There’s so much hurt in today’s world because people throw around words without first thinking how others will perceive them.”

What are some ways you can help eliminate the hurt you or others may be feeling in your school/community?

How can you help create a positive school climate and a digitally responsible environment among your peers?

How do you define **BULLYING**?

- ★ What is it?
- ★ How is social media used to bully?
- ★ Why is it difficult to “stand-up” for the target of a bully?

How do you promote **DIGITAL RESPONSIBILITY**?

- ★ What actions have you taken?
- ★ How can you implement in your school?
- ★ Why is it important to be responsible when using all things digital?

The NO BULL Challenge

Change Starts With You
SPEAK UP – Let Your
Voice Be Heard!

NO BULL is committed to creating and inspiring youth-led films as a platform for dialogue on the most important issues of our time.



The challenge to YOU...

- ★ Get Involved!
- ★ Make a PSA or short film
- ★ Make a Statement!
- ★ Take a Stand!

Prizes include the coveted Noble Award, scholarships, custom one-of-a-kind signet ring designed by Balfour, video cameras and a trip to Sundance Film Festival.

What is the NO BULL Challenge?

The NO BULL Teen Video Awards

Click above for highlights

- ★ Individual students or teams create a 2-5 minute short film or 30-60 second PSA promoting digital responsibility in an effort to end bullying/cyberbullying
- ★ Top 50 videos will be selected by public voting
- ★ Nominees and Winners will be selected by judges panel
- ★ You could win prizes like:
 - ★ Scholarship, one-of-a-kind NO BULL signet ring designed by Balfour, video camera, a trip to Sundance Film Festival and much more
- ★ NO BULL your way to L.A.!
 - ★ Fundraise to attend the National Conference & Teen Video Awards!
 - ★ All involved students receive VIP invites!



Important Dates:

December 13, 2013

Video uploads begin

April 30, 2014

Video upload deadline

May 5-16, 2014

Public voting period

June 6, 2014

Nominees announced

August 8-9, 2014

NO BULL Conference &
Teen Video Awards

Video Subject:

Digital responsibility,
Anti-bullying

Video Lengths:

Full: 2-5 minutes

PSA: 30-60 seconds

Eligible:

Middle & High School
Students, Ages 13-18

CHANGE MAKERS REACHING MILLIONS

To get involved, visit: www.nobullchallenge.org

NO BULL Challenge Partners:

