



## It Follows You

### 2012 NO BULL Best Acting Award

Click above to view video



Film by: Jacob Hayworth  
Central Decatur High School  
Leon, Iowa

“You’re so ugly”

“You’re so fat”

You don’t have to like everyone, but you don’t have to be enemies either. Remember that old saying, “If you don’t have anything nice to say, then don’t say anything at all.” Have many of you have heard these words? How did it make you feel?

“Yeah... Michael’s  
a nobody”

“Most of you only  
know my name”

How many of you have been bullied by complete strangers?  
How many of you have bullied someone that you  
know nothing about? Why do you think this happens?

“None of you even understands what it is like to be me”

“None of you understand what it’s like to be hated by everyone”

How do you define hate? What would it be like if you couldn’t trust anyone? How important do you think it is to stop, think and listen before making accusations?

“I’m starting to hate myself too... I hate the fact that I’m not good enough for any of you people and I never will be”

“Maybe the sacrifice of one will change things around... but I doubt that”

When words are written, are they easier to believe?  
What are some good things that you can do to promote a positive school climate? If you can stop just one student from feeling this way, would it be worth it?

“We just saw your video and wanted to say sorry for what we did”

Have you ever said “sorry” for something you accidentally said or did? There is never a wrong time to do something right. As a group, come up with 3 simple ways to apologize to a peer.

## 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

Click above for our campaign reel

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

# How to Get Involved?

Promote social media responsibility, social action & a positive school climate using the power of music and filmmaking!

## [NO BULL Teen Video Awards 2012 Nominees](#)

Click above to view video montage

- ★ Get your team together
- ★ Script your ideas
- ★ Deliver a positive & powerful message
- ★ Upload your film between 12/13/13 and 4/30/14
- ★ Fundraise, fundraise, fundraise! NO BULL your way to L.A. to attend the National Conference & VIP Teen Video Awards Show

# CHANGE MAKERS REACHING MILLIONS

To get involved, visit: [www.nobullchallenge.org](http://www.nobullchallenge.org)

NO BULL Challenge Partners:

