



The Formula: A High School Thesis

2012 NO BULL Documentary of the Year

Click above to view video



Film by: R. Austin Barker, 18
Copperas Cove High School
Copperas Cove, Texas

“Trust... Let someone earn it. Your business is your business.”

“It’s important to set up a dance space with people; or a bubble if you will.”

What kinds of issues are caused by too much info sharing?
How can we protect our personal lives when it comes to oversharing or sharing to soon? What info is being shared?

“If there is one thing you can count on in high school; it’s that people are always talking.”

“If you listen close enough you’ll be able to tell your friends from your enemies.”

What is “talking” this day and age? What forms does it come in? How can distancing yourself play a role in protecting yourself from people you don’t trust or agree with? What’s the difference between “distancing” and “disconnecting”?

“‘Sticks and stones may break my bones but words will never hurt me’ is a false statement.”

“It’s not always easy to, as some would suggest, ignore it (words); it’s almost impossible.”

Some situations are unavoidable. How can we verbally censor ourselves to help others, while staying true to ourselves? What can you do for others when you witness aggressive exchanges? How can you be more empathetic on behalf of others, though it doesn’t apply to

“If you had the chance to do something nice for someone, wouldn't you choose that over hurting them? None of us are guaranteed the next heartbeat. Why not use it (each breath) for good?”

“You don't have to be everyone's friend, but it would be nice to let them know you're not their enemy. Not necessarily by word of mouth but at least with a smile, in passing, across the room...”

What are some simple ways you can practice being a good Samaritan?

“You may not always agree with the components of one’s formula (for life) but respecting it is a different situation.”

How do you respect someone without agreeing with them or being their “friend”?

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

NO BULL Challenge Partners:

