



Cypress Ranch Anti-Bullying Lip Dub

2012 NO BULL Documentary of the Year – 2nd Place

2012 NO BULL Best Community Involvement Award



Film by: Triple Oswald
Cypress Ranch High School
Cypress, Texas

“Who do you
think you are?”

“We don’t do
that here!”

The best way to bring an end to bullying is to stop it before it even begins. Did you know that during the making of this film students who never even had a reason to speak to each other came together to promote a positive school climate.

“In America almost 200,000 students are afraid to come to school every day because they are afraid of being bullied.”

What is something that your school can do together to promote a place of positivity, where everyone can feel safe and want to be at school?

“When you look in the mirror, tell me what do you see?
Are you wearing the words that you throw at me?”

“When you’re out in the crowd knocking little kids down, does it make you feel big?
Does it make you feel proud?”

Why do bullies bully? Do they really think there is no hurt at the other end of those words? Does it make them feel better about themselves to make someone else feel bad?

“Guess what?
We’re not ever
gonna get along if
you’re gonna play
those games...”

“I don’t want
to play those
games!”

Standing up and speaking your mind takes all of the power away from a bully! If you refuse to be a victim then they can’t make you one. What are some ways you can stand up or use your voice in your school? How can you be an example to others?

“I kind of want to say thank you for the things that you’ve done. When you say I can’t, makes me know I can! When you push me down, I just get up again!”

“Trying to call the shots... You think you’re so cool BUT you’re so NOT!”

What better way to stop a bully than to respond to his negativity with positivity!

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:

