



## Alone

**2012 NO BULL Documentary of the Year – 3<sup>rd</sup> Place**

**2012 NO BULL Best Directing Award**

Click above to view video



Film by: Hunter Hopewell  
Coronado High School  
Henderson, Nevada

“I’m not alone”

Who do you turn to when you need help?

Do you talk to your parents?

Do you turn to your friends? Have you ever put it online  
and hope that someone will respond?

“You’re not  
the only one”

“50% of teens have  
been cyberbullied”

How many of you have been cyberbullied?  
How were you affected? How did you get help?

“Cut the bull.”

“Be kind.”

It takes just as much energy to be positive  
as it does to be negative.

Wouldn't you rather put your focus on something good?  
What are a few ways that you could be kind?

## a·lone

[uhlohn] *adjective* (used predicatively)

1. separate, apart, or isolated from others: *I want to be alone.*
2. to the exclusion of all others or all else: *One cannot live by bread alone.*
3. unique; unequaled; unexcelled: *He is alone among his peers in devotion to duty.*

What is your definition of **alone**?

How does being alone make you feel?

What part do your friends play?

Cyberbullying  
can be very damaging  
without a direct word  
even being said.

You can try to ignore  
the effects of  
cyberbullying but the  
internet knows  
no boundaries.

Have you ever said something and instantly wished that you hadn't?

With words, we can take back what we didn't mean.

In cyberspace, once you put it out there you can't take it back.

Have any of you found yourself on either side of this situation?

## 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 & 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:

