

# The Great American **NO BULL** Challenge

## Important Contest Dates, Guidelines & Tips

### IMPORTANT CONTEST DATES:

- **October 10, 2016:** *Video upload begins!*
- **February 23, 2017 12:00:00AM (PST):** *Video upload deadline!*
- **February 27 - March 6, 2017:** *Public voting period via Social Media!* Voting will begin at 12:01:00AM (PST) on February 27 and ends at 11:59:00PM on March 6. *25 Videos to go to the Final Judging Stage!*
- **March 8, 2017:** *Nominees Are Announced!* NO BULL will announce the top (15) nominees that will be taken to the last round of voting.
- **April 20, 2017:** *Winners Are Announced!* An announcement will be made in your school/community.

### ELIGIBILITY

- Middle school, high school and college students ages 13 to 23 years old from all over the world.
- **Minors (under age 18) need the consent of a parent or guardian. Minors, whose videos are nominated, will be required to submit [NO BULL Challenge's official release form\(s\)](#).** Failing to secure consent will disqualify your video entry. Please inform your parent or guardian of your intentions before making your video.

### VIDEO ENTRY CATEGORIES AND CRITERIA

We at NO BULL ask you to say NO BULL to whatever the problem is – Be creative! Create your short film or PSA that speaks to the importance of raising awareness and can inspire positive social action on the issues that are most affecting students in their school and in YOUR community. Judges will look for creativity; emotional impact and inspirational tone; subject and storyline development; and overall film quality

#### *Short Film Category—2-5 minutes*

1. Documentary of the Year
2. Documentary of the Year (College)
3. Best Community Involvement
4. Best Message

Short-films must be between 2-5 minutes in length; they can be no shorter than (2) minutes and no longer than (5) minutes.

### **PSA (Public Service Announcement) Category —30-60 seconds**

1. PSA of the Year
2. PSA of the Year (College)
3. Best Message
4. Best Community Involvement

Public Service Announcements must be between 30-60 seconds in length; they can be no shorter than 30 seconds and no longer than 60 seconds (a- 5 second margin of error is allowed).

### **MOVE IT —**

***(Must be a winning film with the most global social impressions)***

1. Documentary
2. PSA

### **ADDITIONAL CONTEST GUIDELINES:**

- Entries must be submitted via the website: [www.nobullchallenge.org](http://www.nobullchallenge.org). **Once you have submitted your entry, you cannot make any changes, edits or modifications.**
- Videos must be original: Your video must have been created for the sole purpose of use in The Great American NO BULL Challenge.
- **Multiple entries are not permitted:** You may only submit (1) entry per Executive Producer, and each Executive Producer may only submit (1) video. Your video may not be posted under different Executive Producer names.
- **The NO BULL Challenge [Header/Footer](#) must be included in all videos. These NO BULL marks are a required element of your official video entry.** You must download the NO BULL header and footer from the website onto your computer. Before uploading your final video to the site, insert the NO BULL header before the start of your video and insert the NO BULL footer at the conclusion of your video. **Videos that do not contain the NO BULL header/footer will be DISQUALIFIED.**
- Filmmakers/contestants must have permission for all individuals heard and/or seen in the submitted video.
- The consent of the parent or guardian of each person under the age of 18 who is seen or heard in the video is also required. Failure to secure such consent will disqualify the video entry.
- Accepted file extensions for video: AVI, MOV, WMV, MP4, MPEG, FLV, 3GP and 3G2. Submissions can be easily uploaded from your computer, (MAC and PC), smart phone or YouTube.

## CONTEST/NOMINATION PROCESS

The Contest will consist of three (3) rounds of selection—

**Round 1:** Contest participants will upload their videos for public voting via social media. (Eligible members of the public can cast one (1) vote each day for each of their favorite Entries during the public voting period in Round 1.)

**Round 2:** Nominee entries will be selected by a panel of judges from the 25 video entries for both short film and PSA categories that receive the highest number of public votes during the public social voting period.

**Round 3:** Entries in each category for both short film and PSA that have received the highest score from the panel of qualified judges will be deemed the Winning Entries in each respective category.

## PROMOTING YOUR OWN VIDEO AND THE NO BULL CAUSE

### ***“Move It,” Change Makers Reaching Millions Campaign***

All contestants are invited to participate in the ***“Move It,” Change Makers Reaching Millions Campaign***—taking the NO BULL Challenge to the next level! This is your opportunity to promote your video creatively through social media as well as in your school or community. **The sooner you submit your video, the more time you’ll have to be heard, be counted, and improve your chances of capturing the People’s Choice Votes when public voting open on February 27, 2017!**

**How do we track and give you credit for promoting your video and the NO BULL cause?**

Go to: <http://contest.nobullchallenge.org/> and locate the video you submitted (listed by title) and click on the thumbnail. Note the URL that pops up when the video viewing screen opens - COPY or SAVE that URL. **When you promote your video be sure to INCLUDE the hashtag #NOBULLNation and your Video URL with all Tweets, Instagram, Facebook and other social posts that you will use to promote your video.**

### **The “Move It” Award**

A winning film from each category (short film & PSA) will qualify for the ***“Move It”*** Award. This will recognize individuals for their stellar outreach efforts (through and following the NO BULL Challenge until April 16, 2017), showcasing their ability to promote their video through social media and their school/community.

## HELPFUL TIPS & RESOURCES:

- Windows Live Movie Maker: (<http://explore.live.com/windows-live-movie-maker>) This is a free download for Microsoft
- Vista and Windows systems. Older XP system should already have Windows Movie Maker installed.
- iMovie: (<http://www.softwairtrainingtutorials.com/apple-imovie-choice.php>) This site has

tutorials. Some are free; some have a cost attached.

- (<http://www.lynda.com>) also offers training, but at a cost.

**More questions? Check out:** [“Frequently Asked Questions”](#) page or contact Pat at [pat@nobullchallenge.org](mailto:pat@nobullchallenge.org)