



# TRUCE: Cyber Kindness

**2013 NO BULL**

**Public Service Announcement of the Year – 1<sup>st</sup> Place**

Click above to view video



Film by: Hayley Grimshaw  
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“Tolerance”

The ability or willingness to tolerate something, in particular the existence of opinions or behavior that one does not necessarily agree with.

What are some situations that you have been in or witnessed that you maybe didn't agree with and instead tolerated?



“Respect”

A feeling of deep admiration for someone or something elicited by their abilities, qualities, or achievements.

Who is someone that you hold with high respect?

What is it about this person that you admire?

“Understanding”

The ability to understand something; comprehension.

What are some examples where you had to demonstrate understanding?

How can you help create an understanding environment in your school?



“Compassion”

A feeling of deep sympathy and sorrow for another who is stricken by misfortune, accompanied by a strong desire to alleviate the suffering.

Why do you think bullies and cyberbullies lack compassion? Or do they?

What are some ways you can show compassion for others, even if they aren't your friend... Even if they are a stranger?

“Empathy”

The intellectual identification with or vicarious experiencing of the feelings, thoughts, or attitudes of another.

It's easy to empathize with the target of bullying or cyberbullying, chances are at one time or another we may have felt the same.

Do bullies and/or cyberbullies deserve empathy? Can you try to imagine feeling whatever it is they do that makes them want to turn around and hurt someone else?



“Delete the MEAN  
Be Cyber-KIND”

Discuss how you can “delete the MEAN” in your school and community.

Give some examples of how you can be “Cyber-KIND” while using social media.

## 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

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



# CHANGE MAKERS REACHING MILLIONS

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

NO BULL Challenge Partners:

