



One Text

2012 NO BULL Best Visual Effects Award

Click above to view video



Film by: Spencer Agren
Gunnison Valley High School
Gunnison, Utah

“Things are not the same as they were before, a lot has changed”

“43% of U.S. teens have been the target of cyberbullying attacks and 1 out of 10 have left school because of it”

Are there any of you that are not digitally connected?
Do you feel it is better or worse because you are not?
Do you think cyberbullying has brought more attention to bullying?
Would so many teens be targets and leaving school if it wasn't for cyberbullying or would the numbers be just as high from physical bullying?

“BUT...
WHAT IF?”

“What if something were to change? What if we used our technology to help one another instead of break each other down? What if somebody stood up and took the time to talk, to interact, to like something, face to face”

Would you be as connected to your friends and your surroundings if it weren't for technology? What are some things that you or your school can do to stand up to promote digital responsibility?

“In a day and age where cyberbullying is becoming increasingly worse, all we have to do is care”

“At school you are 1 in hundreds but online you are 1 in millions, how much of a difference does it make to know that 1 of those millions actually cares?”

How many of you are willing to care enough to end all types of bullying? If just 1 person cares it will make a difference, but if every one of you care, you can make a positive change in your school and your community. What are some ways you can show just 1 person that you do actually care?

“We have no idea the impact of just one text...

...The truth is, one text can be so powerful that it can change the world”

“Why do we choose to point out each other’s flaws when we can be highlighting each other’s strengths...

...If just one person chose to step up the results could be amazing”

How can a Facebook post, Tweet or text have so much power?

How many of you will walk out of here and send a positive tweet?

Post a compliment to someone else’s wall? Text something nice about someone else?

Each of you have the power to leave here and do something amazing...

Come up with a short list of things you can do NOW and forever.

“Success isn’t determined by others,
it’s determined by yourself.
So, what difference will you make?”

What is something you can do
to make a difference for yourself? For others?
What are some of the ways that your success
in making a difference can do to
contribute to a positive school climate?

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:

