

BULLYING AWARENESS VIDEO CAMPAIGN



To recognize Bullying Awareness week, the Community Engagement Action Team (CEAT) is hosting a video contest to encourage children and youth to reflect on incidents they have been involved in or witnessed, discuss bullying more openly, develop positive responses to bullying, and raise awareness in our community.

We are looking for school representatives who will champion this initiative in each of their schools! This champion will encourage school staff and students to get involved, ensure school FOIP* criteria is met for students wishing to take part, and provide support the students may need to join the contest!

Bullying awareness activities will run in our community November 19-23rd so it will not conflict with the fall school break.

The submission period starts October 1 and runs until October 31. Following the submission period, CEAT members will view all submissions and narrow them down to three winners.

Videos created by students will be posted on our CEAT social media platforms, as well as shared by our members to their pages.

CONTEST OUTLINE:

Create a 60-second video for Bullying Awareness week that can include but are not limited to these themes: What is cyberbullying? How to stop a bully? What are the effects of bullying? Being a part of the solution and not the problem. "Be Kind. It Only Takes One"

Submission from October 1 – October 31.

WHAT TO LOOK FORWARD TO:

The top three groups will win a pizza party, sponsored by CEAT.

The top three videos will also be forwarded to RCMP K Division Community Policing and National Youth Services in Ottawa.

Your work will be shared on RCMP social media platforms, so students in these videos will be required to fill out an RCMP release form, which will be provided once winners are announced.

All videos meeting school FOIP requirements, contest criteria and deemed appropriate by the CEAT group will be aired on social media platforms throughout the year.

HOW TO ENTER:

- The video contest submission period runs from October 1 to October 31, 2018 at 11:59 PM.
- The video must be submitted to your school representative.
- The school representative will be responsible for ensuring FOIP requirements for their school division are met prior to submitting videos to CEAT, with the understanding that these videos will be posted on various social media sites.
- A group from CEAT will evaluate the videos based on the criteria listed below, and award and arrange a pizza party for the top three groups.
- All videos meeting school FOIP requirements, contest criteria and deemed appropriate by the CEAT group will be aired on social media platforms throughout the year.

ELIGIBILITY:

This contest is open to all students attending public, catholic, private or charter schools in Edson, Fulham and Niton who's submissions meet school FOIP criteria.

JUDGING CRITERIA:

Videos will be evaluated on the following criteria:

(1) Message and Appropriateness to Theme

Students are encouraged to use this opportunity to explain one or more of the different forms bullying can take. These include:

- **Physical** – hitting, shoving, stealing or damaging property
- **Verbal** – name calling, mocking, or making sexist, racist or homophobic comments
- **Social** – excluding others from a group or spreading gossip or rumours about them
- **Electronic** (commonly known as **cyberbullying**) – spreading rumours and hurtful comments through the use of cellphones, e-mail, text messaging and social networking sites

The message delivered is clear and easily understood by viewers

The video promotes public awareness about a form/forms of bullying

The video incorporates the following "hashtags" **#BeKind #ItOnlyTakesOne**

(2) Creativity and Originality

The video uses a unique video concept and approach

The video employs innovative methods to convey the message

(3) Presentation/Quality

The video and audio are easily understood

Any audio and visual effects enhance – rather than detract – from the message

CONTEST RULES:

- The video should be no more than 60 seconds long.
- You must submit an entry form with your video to your school representative with names of all students involved in making the video.
- **You must submit original material only.** Please do not include clips of videos or images from other sources. Your video must not include any brand names or trademarks – wear clothing without visible branding. Images that belong to other people are protected by copyright laws, and we are not allowed to display them without getting prior permission and/or paying additional fees.
- By submitting a video to this contest, contestants grant a royalty-free license to copy, distribute, modify, display and perform publicly and otherwise use, and authorize others to use, your video for any educational purpose throughout the world and in any media.
- The CEAT voting committee has the discretion to discount scores or disqualify videos that do not meet the contest rules.

SUBMISSION INSTRUCTIONS:

Entries meeting school FOIP requirements must be uploaded by your school representative and emailed to alicjab@edson.ca or in person on a USB drive by November 5, 2018.

Please call 780-723-4403 for any assistance in this process.

Videos must be uploaded in the following file formats: WebM, MPEG4, 3GPP, MOV, AVI, APEGPS, WMV or FLV. Videos must be shareable.

The committee will not consider late submissions, unless the deadline has been extended.

The committee has discretion to disqualify any videos and contestants that do not meet all of the listed requirements.

*FOIP-Freedom Of Information and Protection Act

For more information regarding FOIP visit <https://www.servicealberta.ca/foip/>