

“For Good” Video Contest

BullyBust and WICKED are thrilled to announce the "For Good" video contest! This is YOUR chance to show how, you are creating a community of positive upstanders. Share how youth and adults are working together at YOUR school to take a stand against bullying . . .for good!

Have you, or do you know someone, who has been an upstander- people who stand up to bullying and become part of the solution to end harmful harassment, teasing, and violence in our nation's schools? In WICKED, Elphaba learns how to stand up for what is right. She defies gravity by overcoming the difficult challenges she faces and not letting the harassment and negativity of others bring her down. Her roommate at Shiz University and best friend Glinda learns that being a passive bystander to wrongdoings, as opposed to being an upstander, hurts everyone involved. In the end, she also comes to understand the importance of being an upstander, and speaks up for her friend, Elphaba. Can you share your upstander message in a creative, upbeat and positive way? The goal of this contest is for youth and their Upstander Alliance teams to develop a sense of empowerment by creating a For Good/Upstander-themed video to share how they take a stand against bullying in their community and changed- for the better.

Grand Prize: The winning school will receive a \$500.00 grant from BullyBust to support the continuation of their Upstander Alliance efforts and **a special visit from select cast members of WICKED!** The winning Upstander Alliance will also be a featured BullyBust Upstander Hero. The winning school's video will be showcased on BullyBust.org, WickedtheMusical.com, SchoolTube.com, and in linked publications as well as through both organizations' social networking platform.

Two Finalist: Both finalist schools will receive recognition on BullyBust.org and wickedthemusical.com, Schooltube.com, and in linked publications as well as through both organizations' social networking platforms. In addition, each school will receive special gifts from BullyBust and its partners!

This contest is designed to develop **school-wide awareness** of bullying behavior and to empower students to become upstanders- and celebrate those who have already been an upstander. By working with students in small groups (or individually) to develop powerful, upbeat announcements, you can build a shared understanding of how school life should be and introduce students to **upstander behavior** in a way that's fun, easy and participatory.

This exercise is offered for free at www.bullybust.org by The National School Climate Center. Visit www.schoolclimate.org to learn more about NSCC's mission and access more resources.

Creating YOUR “For Good” Video

Next Steps in Creating your video:

This contest is best launched in connection with BullyBust’s free **Upstander Alliance Team tool kits** <http://www.schoolclimate.org/bullybust/upstander/forgood>. Our Upstander Alliance student tool kits encourage students to create (of the many suggestions) public service announcements as their team project; this contest can be done in collaboration with their project as well! It can also easily be launched as a class, club or after-school activity. After these instructions are guidelines to help teams in this process. Use the BullyBust Guidelines to brainstorm ideas for the video.

- **Number of Students:** no requirement
- **Materials:** video camera
- **Goal:** The objective of this activity is for students to create a powerful message about how they- or someone they know have been an upstander- what are they doing in their school community to make a difference and take a stand to bullying. Students should feel a sense of empowerment by creating a For Good/Upstander-themed video announcement(s) and preparing to share it with others in the school or class. The students’ major goals are to understand what it means to be an upstander- show how they or someone they know have been authentically promoting, demonstrating and excelling in upstander behavior to others.

Step One: Develop Ideas and a Script

Introduce the project to other students and/or adults in the building, open up a discussion about bullying at your school. Refer back to the Upstander Alliance tool kit for terms, tips and resources on how to address the topic. See below for some informational videos about bullying:

- [Teen Bullying and Suicide](#)
- [What is Bullying?](#)

If you are working with a class, divide students into several small groups. Instruct students to continue their conversations and think about how they can create a 2-4minute video announcement to promote the importance of upstander behavior. Use mind maps or other brainstorming exercises to help students come up with ideas and then decide on the most common message(s) for the video as a class. Explain that the video can be what they make of it and what makes most sense to them as students.

Orient students to Upstander Behavior and the difference between an upstander and a passive bystander. First discuss how upstander behavior is defined and what it looks like:

- **Definition:** An "upstander" is someone who recognizes when something is wrong and acts to make it right. When an upstander sees or hears about someone being bullied, they speak up. Being an upstander is being a hero: we are standing up for what is right and doing our

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best to help support and protect someone who is being hurt. In many ways, this is another word for being socially responsible.

- **Check out BullyBust.org's [activities page](#)**- here you will find more information about upstander hero behavior and resources along with workshops to discuss bystander behavior.
- **Talk to other students** about the BullyBust "Stand up Pledge" ([view and print here](#)) and "10 ways to be an upstander" ([view and print here](#)) to show how upstander behavior can be a part of our daily lives.

Explain what a video message (or "PSA") is and show students examples:

- **Definition:** A "public service announcement" is a noncommercial message intended to modify public attitudes by raising awareness about specific issues.
- **Examples of PSA's:**
 - [Anti-bullying Flashmob](#)
 - [Role Call](#)
 - [Red](#)
 - [Bullying, We'll Stop It](#)
 - [Words Can Hurt](#)
 - [Beautiful](#)

Make it the BEST. What creative/different/helpful ways they can promote the message? Think of ways that will make their video stand out among the rest.

Step Two: Share and Develop the Video

- **Divide students** into the same groups that they created their video messages in. Return the group's video drafts. Allow each group 5 minutes to put the finishing touches on their announcements. Remind them that the video should be no longer than 2-4 minutes and should be a product of the entire group's participation.
- **Ask each group** to share their video ideas to the class. Invite the class to give the presenters positive feedback. NOTE: Explain to students that feedback has to be done in a constructive way that builds the group up rather than tears the group down.
- **As a group, discuss the best ideas** for the video. Determine how many videos you will create and how you will create it. Assign roles and responsibilities for each member of the group (i.e. who will be in front and behind the camera). Make adjustments as necessary to the cast, script, or message points throughout the process. Encourage students to consider how other members of the school community (fellow students, teachers, bus drivers, parents, etc.) can be involved. After developing a plan of action, create several cuts of the video.

Step 3: View and Share Videos

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- **View the videos** and select which video you plan to submit. You can turn this into a community event by creating a “screening” for the videos and allowing classes or grades to vote for their favorite video. Teachers can also be called on as judges for this project to help narrow down the choices. Before submitting the video, make sure it complies with the rules and guidelines
- **Submit your video** to the Bully Bust contest page on schooltube.org/forgood by following the Bully Bust Video Submission guidelines. Share your video with your school on schooltube.com/forgood and encourage students to view other PSA’s submitted!

How to Submit Your Video

- Visit BullyBust’s “ForGood” [contest page](#) and [Upstander Central](#) for key information, tips and tools from WICKED cast members, authors and celebrities a on how to create your video.
- **Moderators only:** Log onto www.schooltube.com- create a FREE account for your school and Upstander Alliance team.
- **Visit** www.schooltube.com/channel/forgood to upload your video.

“For Good” Video Guidelines & Rules

1. Stick to the topic. Every video should have a title that promotes the core message.
 - a. **Positive** things you (or your school) are doing to prevent and or/reduce bullying
 - b. How have you been an upstander in your community?
 - c. How can others begin to be upstanders
 - d. Why it’s important to reduce bullying
 - e. Why it’s cool to be an upstander
 - f. Just like Elphaba, reasons that it’s cool to be different and unique
2. Be positive. Bullying is a negative thing, but together we can prevent bullying, and THAT is a positive thing!
3. Keep it short and sweet! The video should be 2-4 minutes long. You can visit [BullyBust’s video contest page](#) for examples of videos!
4. Somewhere in the video, say or display your school name.
5. All students in the video must have parent and school permission to enter the contest. Entrants whose video is chosen as finalists or winner must sign releases attesting that they are the rightful owners of the clip.
6. All student teams must be coordinated through school programs and be moderated by a member of the staff (teacher, counselor, after-school coordinator, etc.). No videos can be

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submitted to the Schooltube page without an educator moderator if done so, they are not eligible for contest entry.

7. Video cannot exceed 4 minutes.
8. Video must consist entirely of content you created yourself. No use of music, art, movies or other copyrighted material unless you have gained permission (see contest guidelines for more information)
9. No gratuitous violence, simulated alcohol or drug abuse or dangerous stunts.
10. No material that promotes violence, racism, bigotry, hatred, discrimination or harm against any group or individual. No material that is hateful, slanderous or libelous.
11. All videos must be submitted by **March 16, 2012** at the latest.

Official "For Good" video Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT OF ANY KIND WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED. SUBJECT TO ALL APPLICABLE FEDERAL, STATE, LOCAL, AND MUNICIPAL LAWS AND REGULATIONS.

Eligibility: Subject to the additional restrictions below, the National School Climate Center (NSCC) BullyBust/WICKED "For Good" Video Contest is open to students in public or private middle schools in the fifty (50) United States and the District of Columbia. Employees and contractors of the National School Climate Center (the "Sponsor"), SchoolTube.com, "WICKED"/BDB Marketing ("Promotional Sponsor"), and each of their respective affiliate companies, and advertising and promotional agencies, and immediate family members of, and any persons domiciled with, any such employees, are not eligible to win.

Contest Period: The Contest Period begins December 14 2011 and ends on March 16th 2011.

How to Enter: Entry period begins at 8 a.m. (EDT) on December 14, 2011 and ends at 5 p.m (EDT) on March 16, 2012. Each team must complete a 2-4 minute video in English which describes how he/she has demonstrated upstander behavior within their school building and/or community. By standing up to bullying and/or creating a movement to stop bullying behavior, or not letting teasing and harassment from others bring him/her down. Submit all videos online at www.schooltube.com/forgood. Only videos submitted through the form on this page will be accepted and are eligible for voting and/or prize. Videos cannot be submitted without teacher/moderator approval. Videos will not be posted on our site for voting if there are any negative-derogatory themes, words or actions. All videos are vetted through bullybust.org and schooltube.com employees before being placed on the site. The following information must be included in the form: Upstander Alliance team name, full name of the school, first and last name of teacher/moderator overseeing the video, city and state where the school is located, contact information for the parent or legal guardian of the student (s) including daytime and evening phone numbers. If the contestant is under age 13, the parent or legal guardian must provide written consent and signature for entry to be eligible. Written consent can be faxed to (212) 957-6616 or scanned and emailed to nrudewicz@schoolclimate.org, and must reference all student information on the website form. Only one entry allowed PER UPSTANDER ALLIANCE TEAM (multiple per school). All videos become the property of Sponsor, none will be returned, and may be used in any publicity related to this Contest including the publishing of the winning video on WICKEDtheMusical.com, BullyBust.org, schooltube.com or in any online and print collateral of these entities

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including ads in publications. Judges may disqualify previously published videos or those that have won previous awards or competitions.

1. **Sponsor will not be responsible** for incomplete, lost, late, misdirected or illegible entries or entries that exceed 5 minutes. Sponsor will not be responsible for failure to receive entries due to transmission or technical failures of any kind including, without limitation, malfunctioning of any network, hardware or software, whether originating with sender or Sponsor. In the event of a dispute, all online entries will be deemed to have been submitted by the owner of the ISP account from which they were sent. Any questions regarding the number of entries or the owner of the ISP account shall be determined by Sponsor in its sole discretion, and Sponsor reserves the right to disqualify any entries by persons determined to be tampering with or abusing an aspect of the contest. By entering, you agree to the terms of these Official Rules and to receive emails from Sponsor, Contest Administrator, or those directed by Sponsor. You can opt-out of the receipt of such emails by following the directions in any email received from Sponsor or Contest Administrator. Contestants acknowledge and agree that Sponsor shall have the right to edit, adapt, modify, reproduce, publish, promote, create a sound recording of, broadcast, or otherwise display or use entries in any way it sees fit without limitation or compensation to entrants. Sponsor further reserves the right to disqualify any entry that is alleged to infringe on any third-party's intellectual property rights, or that Sponsor deems obscene, offensive or otherwise inappropriate for viewing by a general audience.
2. **Winner Selection:** A panel of qualified judges selected by the Sponsor will determine the winning videos. All eligible entries will include the following criteria: 25% **messaging**, the video should stick to the topic by being about bullying and/or upstander behavior, 25% **guidelines**, the video should adhere to the guidelines stated in the Contest Starter Kit, 25% **creativity**, the video should reflect creativity and thoughtfulness on the behalf of the creator, 25% **overall**, this is a catch-all category for other criteria to make sure each video contains all criteria required. One team with the highest cumulative score will be chosen as the Grand Prize winner. Two finalists (with the next highest cumulative scores) will receive prizes. In the event of a tie, the winner(s) will be randomly selected from the tied entries. Winners will be notified and announced on April 2nd 2012 on BullyBust.org and WickedtheMusical.com.
3. **Prizes: One (1) Grand Prize** will receive a \$500.00 grant from BullyBust to support the continuation of their Upstander Alliance efforts and **a special visit from select cast members of WICKED!** The winning Upstander Alliance will also be a featured BullyBust Upstander Hero. The winning school's video will be showcased on BullyBust.org, WickedtheMusical.com, SchoolTube.com, and in linked publications as well as through both organizations' social networking platform
4. **Two (2) First Place:** Both finalist schools will receive recognition on BullyBust.org and Wickedthemusical.com, Schooltube.com, and in linked publications as well as through both organizations' social networking platforms. In addition, each school will receive special gifts from BullyBust and its partners, including: need guidance from WICKED
5. **Grand Prize Restrictions:** We need to update based on WICKEDS availability...
6. **Winner Notification and Acceptance:** Moderators of the winning teams' video will be notified on or about March 26th2012, via email or phone at the telephone number or email address provided with winner's entry. Promotional sponsor will call during regular business hours. Failure to reach winner by phone (after 3 attempts) or email (including return of email as undeliverable) may result in disqualification of winner, forfeiture of his/her interest in all prizes, and selection of a substitute winner from among the remaining eligible entries. Prizes are non-assignable and non-transferable. No substitutions allowed by winner. Prizes and individual components of prize packages are subject to availability and Sponsor and Promotional Sponsor reserve the right to substitute prizes of equal or greater value. Winners are solely responsible for reporting and payment of any taxes on prizes. Winners will be required to complete an affidavit of eligibility/liability and publicity release (except where prohibited by law) which must be returned as directed by Sponsor. Failure to sign and return the affidavit and release or

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to comply with any term or condition of these Official Rules, may result in a winner's disqualification, the forfeiture of his/ her interest in the prize, and the award of the prize to a substitute winner. Except where prohibited, acceptance of any prize constitutes winner's consent to the publication of his/her name, biographical information and likeness in any media for any commercial or promotional purpose, without limitation the Internet, or further compensation.

7. **General Release:** By entering the contest, entrants release the National School Climate Center (NSCC), Schooltube.com, "WICKED"/BDB Marketing and each of their respective affiliated companies, directors, officers, employees, representatives, partners and agents from any liability whatsoever for any claims, costs, injuries, losses or damages of any kind arising out of or in connection with the contest or with the acceptance, possession, or use of any prize (including, without limitation, claims, costs, injuries, losses, or damages related to personal injuries, death, damage to loss or destruction of property, rights of publicity or privacy, defamation or portrayal in false light).
8. **Copyright:** By entering the Contest, each contestant grants to Sponsor an exclusive, royalty-free and irrevocable right and license to publish, edit or otherwise use the contestant's submitted video entry, in whole or in part, for any purpose and in any manner or media (including, without limitation, the Internet) throughout the world in perpetuity, and to license others to do so, all without limitation or further compensation. Each submission must be original and created entirely by entrant. Submissions may include materials which are in the public domain or for which you have obtained the prior written permission or clearance of the owner. Submissions must not incorporate or include anything that violates any law or the copyright, trademark, publicity right, privacy right or any other right of any third party. Each contestant further agrees that if his/her entry is selected by Sponsor as winning entry, he/she will sign any additional license or release that Sponsor may require, and will not publicly perform or display his or her submission without the express permission of Sponsor.
9. **Participation:** By participating, entrants agree to be bound by these Official Rules and the decisions of Sponsor and Promotional Sponsor. Sponsor reserves the right to disqualify persons found tampering with or otherwise abusing any aspect of this contest as solely determined by Sponsor. In the event the contest is compromised by a virus, non authorized human intervention, tampering or other causes beyond the reasonable control of the Sponsor, which corrupts or impairs the administration, security, fairness or proper operation of the contest, Sponsor reserves the right in its sole discretion to suspend, modify or terminate the Contest. Should the contest be terminated prior to the stated expiration date, Sponsor reserves the right to award prizes based on the entries received before the termination date.
10. **Construction:** The invalidity or unenforceability of any provision of these rules shall not affect the validity or enforceability of any other provision. In the event that any such provision is determined to be invalid or otherwise unenforceable, these rules shall be construed in accordance with their terms as if the invalid or unenforceable provision was not contained therein.
11. **Sponsor:** The National School Climate Center (NSCC), Schooltube.com and WICKED "For Good" Video Contest is sponsored by The National School Climate Center (New York). The decisions of Sponsor and judges regarding the selection of the winners and all other aspects of the contest shall be final and binding in all respects. Sponsor will not be responsible for typographical, printing, or other inadvertent errors in these Official Contest Rules or in other materials relating to the Contest. For the list of Winners (available after March 26th 2012) or a copy of these Official Rules, send a self-addressed, stamped envelope to: The National School Climate Center/ WICKED "FOR GOOD" Video Contest, 545 8th Avenue, New York, NY 10018. Requests must be within thirty (30) days of the winner notification date.

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