



Hamburg Central School District

“Create a Culture of Kindness” Contest for Youth Rally Event on

Monday, October 28, 2013 from 7:00 p.m. to 9:00 p.m.

Introduction

Over the last couple years, the Hamburg Central School District has been working toward a comprehensive bullying prevention and response program. Your DASA (Dignity for All Students Act) team has attended several trainings, conferences, and held many meetings, including community meeting to grasp the totality of the impact of bullying in our district. We have also had outside professional expert, Sameer Hinduja, Ph.D., Co-Director of the Cyberbullying Research Center, School of Criminology and Criminal Justice at Florida Atlantic University advise us on some of the better practices in bullying prevention.

One effort within this initiative involves contests for youth across the district, designed to promote a “Create a Culture of Kindness” mentality and environment in our district and to demonstrate to all how strongly we feel about this issue. Detailed below are the contests we are holding. We encourage you to share this with your students and parents. If you have any questions, please let us know.

Levels:

K-2, 3-5, 6-8, and 9-12

Mediums include, but are not limited to:

T-shirt design, Posters, Artwork, Poetry, Rap, Song, Stories, Videos, Public Service Announcements, Photography, etc.

Public Service Announcement Video (PSA) - A Public Service Announcement (PSA) is, in essence, a video commercial designed to raise awareness or change attitudes, rather than to sell a product. Examples of previous PSAs are those that promote buckling your seat belt in a car (the “Click It or Ticket” television campaign) and those designed to discourage drug use in teens (the “This Is Your Brain On Drugs” campaign). For this contest, PSAs will be designed to support Hamburg schools in developing school-wide prevention efforts. Students in schools should form groups of two to four students, and those groups should together

produce a PSA video. That production must be designed to raise awareness and improve other teenagers' attitudes around the issues of aggression and bullying in school and online.

PSA Content of Contest Submissions

Within the guidelines below, content can be anything that students consider would be effective in raising awareness about bullying and aggression among teens. Here are some potential topics:

- Illustrate what you are doing in your school to prevent bullying and cyberbullying
- Illustrate ways teens can protect themselves against cyberbullies
- Show how individuals can use the Internet to spread a message of tolerance instead of hatred
- Illustrate how words really do hurt, and why
- Show how cyberbullies use the Internet to inflict harm, and how the attacks can be dealt with to achieve a positive outcome
- Explain how sexting can take a turn for the worst as it relates to cyberbullying
- Illustrate how online bullying can turn to tragedy
- Show the importance of why teens need to ask an adult for help when they're the target of a cyberbully
- Illustrate how joining in on fake profiles and hate pages can cause serious trouble
- Show ways to prevent cyberbullying from happening
- Illustrate how to turn a cyberbully into a cyber-friend
- Explain digital responsibility and what can happen when the limits are pushed (related to cyberbullying)
- Explain why protecting one's social networking profiles and pages are critical, and what can happen if they don't
- Illustrate how to start an anti-bullying or anti-cyberbullying movement
- Explain the importance of standing up for your friends
- Show the power that an "upstander" has to end bullying
- Explain how a message going viral can rapidly turn ugly
- Explain the importance of password protection and why

Make sure the majority of the video (at least 75%) is relative to the issue of bullying, cyberbullying, and/or digital responsibility.

PSA Rules & Regulations

1. The video must be produced, written, and acted in by students.
2. The student video must be previewed by a teacher, coordinator, guidance counselor, theater teacher, or other adult in the student group's school.
3. The PSA should be uploaded in the highest quality possible to YouTube, and the link for the video should be emailed to Mrs. Nahrebeski at rnahrebeski@hamburgschools.org.
4. The PSA must run between approximately 30 and 120 seconds.

5. Content must be appropriate for **all** audiences. Submissions will be disqualified if they contain:
 - Obscenities of any type
 - Inappropriate or offensive language of any type, including racial, ethnic, or group slurs;
 - Nudity
 - Sexual innuendo, sexual content, sexually suggestive filming techniques
 - Any other content in which the judges decide is inappropriate for a school contest.

6. Parental releases (see form below) must be obtained for every student under age 18 who is immediately involved in the production. Individuals that do not play a vital role do not need them. (For example, students who help run a school television studio but only assist in this particular production tangentially would not be part of the winning team and therefore do not need releases; but anyone who speaks on camera or anyone who is actively involved in the production must have a parental release.) The parental release is necessary because the winners' names may be featured in our newsletters and promotional materials, and their PSA will be uploaded online and may be featured locally and nationally.

Submissions

All submissions should be made to the DASA Coordinator of their school by 10/16/2013. They will then be set up in a display at the student's school and judged by our DASA team. The winning entries will also be transported to the Youth Rally Event at Hamburg High School on Monday, October 28, 2013.

Winners

We will have a 1st, 2nd, and 3rd place winner overall for each of the levels: K-2, 3-5, 6-8, and 9-12. Winners will receive formal certificates and prizes from the DASA Team during the Youth Rally event.

Awards Ceremony and Event

In honor of our district-wide initiatives to address and reduce bullying and promote a healthier and positive climate at school, a Youth Rally Event, "Create a Culture of Kindness", will be held for students and parents at Hamburg High School. It will take place from 7:00 p.m. to 9:00 p.m. on Monday October 28, 2013. Winners will be awarded certificates and prizes. Refreshments will be provided and attendees will have the chance to participate in fun activities! Dr. Sameer Hinduja will be speaking to parents and community members to help us all become more aware of best practices in bullying and cyberbullying prevention.

HAMBURG CENTRAL SCHOOLS BULLYING CONTEST APPLICATION FORM

(This form must accompany your submission!)

I am hereby applying to the Hamburg Central Schools for my submission to be considered for the 2013 "Create a Culture of Kindness" Youth Rally Contest. This submission reflects my *personal* desire to combat hate and meanness among the student body, and to help create and promote a positive school environment where everyone is treated with respect and dignity.

I have circled below the category in which my entry should be considered:

K-2 3-5 6-8 9-12

Please describe medium: _____

My parent or guardian is aware of my contest submission, and supports what I am doing. They are aware that district-wide winners of each level contest will be formally recognized by Hamburg Central Schools at our major Youth Rally event to be held at Hamburg High School on Monday, October 28, 2013, from 7:00 p.m. to 9:00 p.m.

Student's Name (print)	Medium
Full Address	Grade
School	Names of Teacher who supported your entry:
Parent/Guardian Name (print)	Signature of Parent/Guardian

AUTHORIZATION FOR USE AND REPRODUCTION OF PHYSICAL LIKENESS

(This form must accompany your submission!)

I expressly grant to the Hamburg Central School District, its affiliated entities, agents and employees (hereinafter referred to as “the District”), the right to photograph me and use my name, picture, silhouette and other reproductions of my physical likeness (as they may appear in any still camera photograph, TV commercial, video, website, motion picture film or any other medium of communication) in any promotional materials for the District including but not limited to newsletters, bulletins, calendars, PowerPoint presentations, videos, websites, blogs or social networking pages. I also consent to the reproduction of any recordings of my voice and/or any instrumental, musical or other sound effects produced by me.

I further give the District the ownership rights to all works, acts, plays, and appearances made by me for the District.

This permission shall remain in effect unless revoked by me and communicated to the District in writing.

I hereby certify that I have read the foregoing and fully understand its contents and intend for it to be legally binding.

Student’s Name (print)	Signature of Student
Home Address	School
Grade	Date
Parent/Guardian Name (print) (if under 18 years of age)	Signature of Parent/Guardian (if under 18 years of age)