



KiVa Short Film Competition: Films for the KiVa Antibullying program

Call For Entries

We are currently accepting entries for a competition on a set of short films to be used as part of the KiVa antibullying program (www.kivakoulu.fi). The awarded films will be included in the student lessons targeted at 10-11 year-old children: they will be shown to children as part of the lesson(s) to raise awareness and discussion about the topic. The KiVa program is currently in use in 90% of Finnish comprehensive schools, and the vision is to begin implementing it in other countries in the forthcoming years. The entries should therefore be appropriate for international use; preferably without spoken language and including people with different ethnic backgrounds.

All entries that are submitted by December 31, 2011 will be included in the competition. By submitting an Entry, the Entrants hand over the proprietary rights to the films submitted to the University of Turku. The winning filmmakers will be awarded with a price of 3000 euros: the award may be given to one Entry or shared between several (at maximum, three) Entrants.

Winning the competition is a great opportunity to receive international exposure and recognition: In Finland alone, the materials will be seen by tens of thousands of teachers and many more students. Furthermore, the winning filmmakers will have the possibility to secure a contract with the KiVa program developers regarding the creation of corresponding films for materials targeted at children and adolescents of 7-8 and 13-15 years of age.

The Entry should include five (5) short films that are each 1-5 minutes long, to be shown in classrooms during student lessons targeted at 10-11 year-old children. The films are meant to raise awareness of the issues specified below, to promote antibullying attitudes as well as empathy towards the targets of harassment, and to inspire further discussion and activities during the lesson. The topics and aims of the five films are the following:

- 1) Hidden bullying: The film should illustrate different types of "hidden" bullying which does not involve direct face-to-face attacks. Such hidden bullying can be, for instance, spreading rumors and lies, thus making others view the target in a negative light; excluding and/or completely ignoring the target; doing something that might seem nice at the surface but actually carries a very negative meaning; or some other forms of bullying in which either the identity of the perpetrator is "hidden" or the negative action itself is "hidden" under a seemingly prosocial, kind act.
- 2) Cyberbullying: A film illustrating that bullying happening via mobile phone or Internet can in some cases be especially scary and traumatizing for the victim (this could be for instance, due to potentially large "audience", the fact that the perpetrator(s) are anonymous, or that bullying follows the target everywhere, the perpetrators can reach him/her even at home).
- 3) Victim of bullying as an adult: The film should give a strong message of how the negative consequences of victimization experienced in childhood/adolescence can persist through adulthood (such negative consequences might be, for instance, low self-esteem, distrust in other people, depression, social anxiety).
- 4) Bystanders: The film should illustrate different ways in which children who are witnessing bullying may respond, and what consequences their actions (or inactions) may have for the situation. In KiVa student lessons, different ways of responding to bullying are discussed with the students

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(e.g., joining the bullying when someone has started it, laughing together with others, just witnessing the situation without doing anything, and standing up for the victimized peer or supporting him/her in one way or the other). Watching this film, the students should be able to identify different (positive and negative) ways of responding to bullying and to be inspired to discuss them further.

- 5) Memories: An adult remembering his/her schooldays and a situation in which he or she witnessed bullying but did not do anything to help the victim. Alternatively, the film could be about a student thinking about past situations in which he/she did not take action, despite of feeling bad for the victim and thinking that what was happening was wrong. The film should illustrate how people witnessing bullying often would like to do something to help the victim, and often feel sorry afterwards that they didn't. However, taking sides with the victim is often perceived as extremely difficult.

A detailed description of student lessons in which the films will be included is available by e-mail from coordinator Tuija Tuomisto, tuituo@utu.fi (message subject: shortfilm).

Rules

The KiVa Short Film Competition is an international short film competition open to all independent filmmakers from around the world regardless of their nationality or origin.

EACH ENTRY MUST INCLUDE:

- 1.) Entry form - filled out clearly and completely, with an original signature. Entry forms can be printed out from the competition website at www.kivashortfilms.net.
- 2.) Short film entry on USB flash drive or optical disc (CD/DVD/Blu-ray). The format should be progressive (non interlaced) squarepixel widescreen MOV or MPEG-2. Total running time must not be over 30 minutes in length. The five short films included in the Entry must be clearly separated from each other.

Mail all entries to:

KiVa Short Film Competition
Division of Psychology/KiVa
20014 University of Turku
FINLAND

FINAL ENTRY DEADLINE: ENTRIES MUST BE POSTMARKED BY DECEMBER 31, 2011 OR EARLIER!

Entrants may submit multiple entries. Each entry requires a separate USB or optical disc.

Short films that are submitted must be the entrant's original work and shall not infringe on any copyrights or any other rights of any third parties. Contestants agree that they have obtained all required permissions regarding music, sound and/or images presented in your short film. By entering the competition, the entrant agrees that the KiVa Short Film Competition will not be held liable for any

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copyright infringements perpetrated by you or your short film. Winners will be required to sign an affidavit confirming that their short film is original and he/she holds all rights. Failure to sign and return the form within the required time period (30 days) or provision of false information may result in disqualification and an alternate winner may be selected. Affidavits of winners under 18 years of age at time of award must be countersigned by parent or legal guardian. Affidavits are subject to verification by the *KiVa Short Film Competition* and its agents.

Entrants will, by submitting the Entry, hand over all ownership rights to their films submitted to the University of Turku.

Entry materials submitted will not be returned to the entrant. The *KiVa Short Film Competition* is not responsible for late, lost, damaged, misdirected, postage due, stolen, or misappropriated entries.

Winners will be announced February 1, 2012 and will be notified by mail and/or email and will also be listed on the competition website at www.kivashortfilms.net. The *KiVa Short Film Competition* will use its best efforts to announce the winners at the designated time, but will not be held liable for any unforeseen delays.

All prizes will be awarded to the first name as it appears on the entry form, and division of prizes among co-directors is the responsibility of the winners. The *KiVa Short Film Competition* will use its best efforts to send prizes out in a timely fashion. All federal, state, and local taxes, and customs fees, when applicable, are the sole responsibility of the winner. The *KiVa Short Film Competition* will not pay any winners' taxes.

By entering the *KiVa Short Film Competition*, contestants and/or their parents or legal guardian (if the entrant is a minor) agree to accept and be bound by the decisions of the competition and its judges which are final and binding in all matters. Entrant agrees to be bound by all terms of these official competition rules and regulations as established herein. If entrant is under 18 years old, the signature of a parent or guardian is required. The *KiVa Short Film Competition* reserves the right to extend the competition deadline for any unforeseen reasons if needed.

Turku, August 12, 2011

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Professor of psychology

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