



**CITY OF BEVERLY HILLS**  
**HUMAN SERVICES DIVISION**

**MEMORANDUM**

**TO:** Human Relations Commission  
**FROM:** James R. Latta, L.C.S.W., Human Services Administrator *J.R.L.*  
**DATE:** October 18, 2012  
**SUBJECT:** Embrace Civility: Bullying Prevention Video Competition Ad Hoc Committee Report

**ATTACHMENTS:**

1. October 2, 2012 City Council meeting staff report, "October is National Bullying Prevention Month"
2. Video Competition flyer

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The following report is provided to the Human Relations Commission for information and consideration.

**Review and Update of the Bullying Prevention Video Competition:**

The Ad Hoc committee (Sherman, Ginsburg) met with staff on October 1, 2012 to review the outreach materials and prepare speaking points for the kick-off of the video competition at the October 2, 2012 City Council meeting in support of National Bullying Prevention month.

The committee reviewed the flyer, draft entry form and draft speaking points and made the following changes or took the following actions:

- Moved the deadline for submission of videos from January 4, 2013 to February 15, 2013 in order to provide additional time for applicants following the December holiday and new year break;
- Clarified that a winner will be chosen for each of the four categories;
- Approved [www.beverlyhills.org/nobullying](http://www.beverlyhills.org/nobullying) as the web link that will take the entrant directly to the entry form, official rules, terms and conditions and video submittal instructions; (a demonstration of the online entry process will be made at the meeting.)
- Reviewed draft speaking points and added the heartfelt language that reflected the decision of the Commission to introduce this program to the Beverly Hills community.

HRC October 18, 2012

At the Human Relations Commission meeting, a tape of the well-received October 2nd presentation by the ad hoc committee to the City Council will be played. Subsequently, Councilmember Bosse and Vice Mayor Mirisch contacted staff to request materials to include as part of their social networking.



## **VIDEO COMPETITION**

### **Everyone Plays a Role in Bullying...**

*The bully, the bullied, the bystander or  
the person who makes a difference!*

### **What's Your Take?**

The Human Relations Commission invites you  
to submit a video about  
**BULLYING PREVENTION.**

For more information contact:  
City of Beverly Hills Office of Human Services  
[www.beverlyhills.org/nobullying](http://www.beverlyhills.org/nobullying)  
310-285-1006



# BEVERLY HILLS

Community Services Human Services Division Bullying Prevention

## BULLYING PREVENTION



Human Relations Commission

Bullying Prevention Video Competition

(Click Here to Submit Your Video)

Everyone Plays a Role in Bullying...

The bully, the bullied, the bystander and the person who makes a difference!

What's Your Take?

### HOW TO ENTER

You may enter as an individual or a group. All participants must submit an entry form. If an entrant or member of group is under 18 years of age, a parent's permission is required.

- The deadline for video submission is February 15, 2013, no later than 5:00pm.
- No late entries will be eligible for consideration by the judges.

### WHAT WILL WINNERS RECEIVE?

The winners will be formally recognized at a City Council meeting and receive a special Embrace Civility Award from the Human Relations Commission and a beautiful framed proclamation from the Mayor and City Council. Your video may be aired on the City website and may include other City media.

### WHO IS ELIGIBLE?

An entrant must be a resident or public or private school student in Beverly Hills or affiliated with a business, organization or school that has operated in Beverly Hills for a minimum of one year. You may include people in your video who do not qualify as an entrant.

Please provide *one* of the following that qualifies you/your group as an entrant.

- Home address
- School name and address
- Business name and address
- Organization name and address

### Individual Entrant or Group Contact Information

(For a group project, please select one spokesperson for us to contact if there are any questions regarding your video submission.)

- Title of Video
- Entrant /or Spokesperson's Name
- Phone
- Email

### GROUP PROJECTS

List all participants in your video project. (Only the group spokesperson needs to list all the participants. If you are completing this entry form as a member of a group, you may skip this step).

- (e.g., John Jones, Jane Jones, Sam Smith.)

### HOW WILL ENTRIES BE JUDGED?

Entries will be judged on creativity, educational value and message effectiveness. The winners will be determined by the judges in their sole discretion in accordance with the contest rules.

Please indicate the category below that best describes you or your group. For Group Entries indicate all categories that apply.

- Students grades 4-8
- Students grades 9-12
- Adults 18 and Above

### VIDEO SUBMISSION REQUIREMENTS

- The video may not exceed 90 seconds.

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City of Beverly Hills

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68°F  
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Children  
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# BEVERLY HILLS

## BULLYING PREVENTION VIDEO COMPETITION

[For competition rules Click Here](#)

**DEADLINE: FEBRUARY 15, 2013 AT 5.00 PM.**

NAME

PHONE

EMAIL

GROUP PARTICIPANTS

HOME ADDRESS

SCHOOL NAME / ADDRESS

BUSINESS NAME / ADDRESS

ORGANIZATION NAME / ADDRESS

Please indicate the category that best describes you or your group (under 18, must have parental consent)

- Students grades 4-8  Students grades 9-12
- Adults 18 and Above  For Group Entries (Indicate all categories above apply)

TITLE OF VIDEO

**VIDEO MAY NOT EXCEED 90 SECONDS**

Either upload a file (OR) Provide a link for the video (ex: youtube,vimeo)

UPLOAD FILE

OR

VIDEO LINK

I have read the "Official Rules" and accept the Terms & Conditions. [Click Here](#)

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Jobs

en: 10/15/2012

Water  
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