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NEWS RELEASE

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Ficano announces anti-bullying video contest

Wayne County Executive Robert Ficano is challenging all K-12 students in Wayne County to create video public-service announcements (PSA) with a positive anti-bullying message.

Six winning videos will be selected – two from elementary schools; two from middle schools and two from high schools. Winners in each category will receive \$500; runners-up will receive a digital video camera. The school of each first-place winner will receive a \$2,000 technology grant.

Videos must be original student work and should be a maximum of 90 seconds. All entries will be reviewed by Executive Ficano, the Wayne County Film Initiative and a surprise panel of judges from the local and burgeoning film community.

“With the recent stories in the news, this is an issue that needs ongoing discussion,” Ficano said. “Our students must learn appropriate behavior as they mature into adults.”

Awarding of technology grants will encourage teacher participation in creating awareness of bullying and its effects, Ficano added.

To submit a video, follow the instructions at www.waynecounty.com/nobullying. Entry deadline is Monday, Jan. 17, 2011.

The contest is Wayne County’s latest effort to foster a caring culture in schools. Since 2008, the county has educated thousands of grade-school students in how to cope with bullying through a classroom presentation, Friends Caring for Friends: Bully Prevention. Presentations are approximately 30 to 40 minutes in length and are free of charge. To schedule a presentation, call 313-967-6021.

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