



THE WAY WE HURT EACH OTHER HAS EVOLVED™

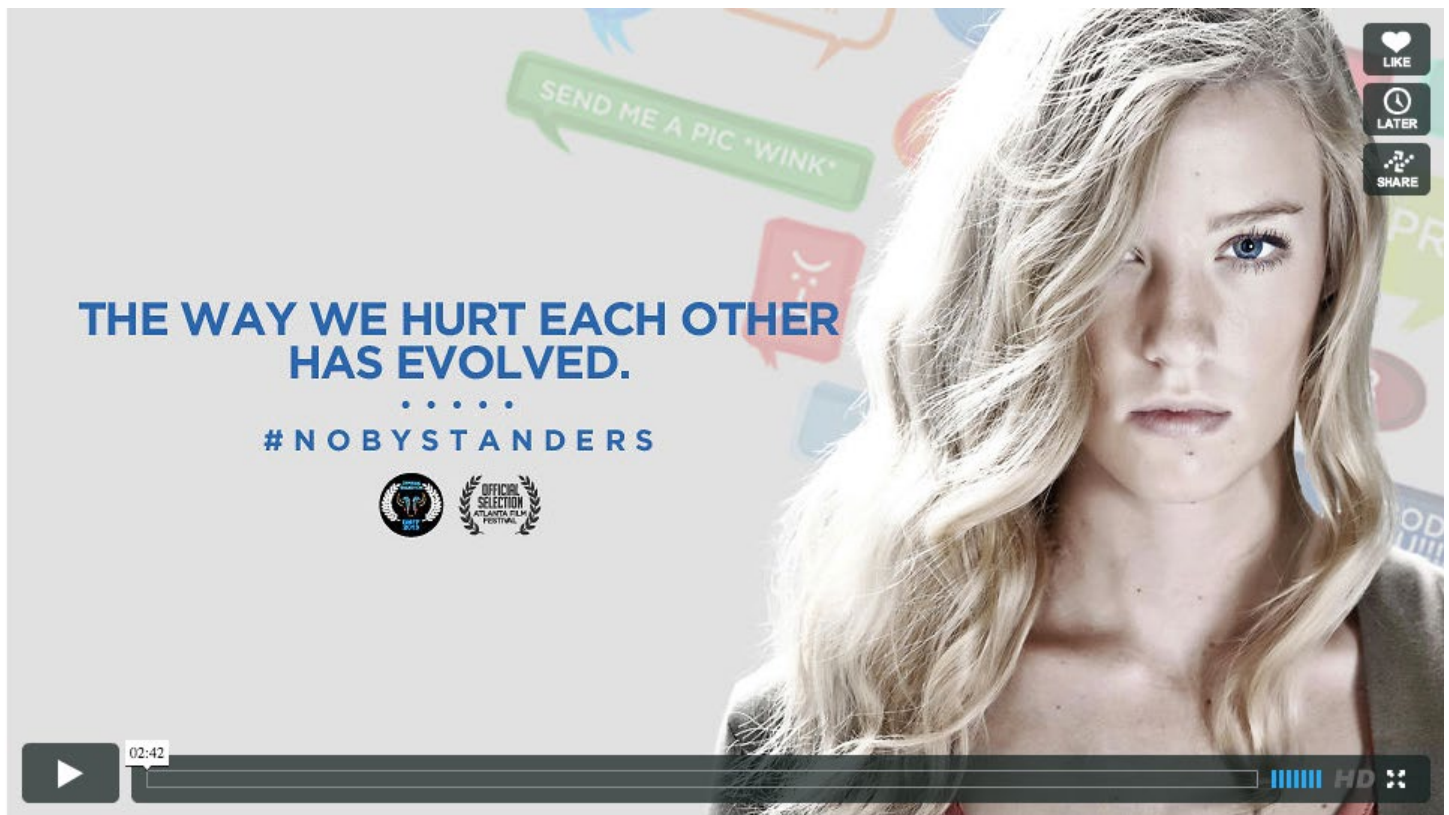


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# VIDEOS

Official Film Trailer Embedded: <https://vimeo.com/59973030>



Sneak Peek Trailer Embedded: <https://vimeo.com/69263817>



Director's Statement Embedded: <https://vimeo.com/61831044>



# OVERVIEW

## SUBMIT: THE VIRTUAL REALITY OF CYBERBULLYING™

- Length of Film:** 55 minutes Producers Cut  
49 Minutes for Classroom Version
- Film Festival:** Atlanta, Buffalo, White Sands
- Year Release:** Production began Sept 29, 2011  
Film Debuted in March 2013,USA
- Type of Sound:** Stereo
- Press Contact:** Marketing Director **Kristin Matysik**  
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# SYNOPSIS

THE SUBMIT IS AN IN-DEPTH LOOK AT THE REALITY OF CYBERBULLYING

Submit the Documentary exposes the most epic struggle in the digital, Internet age: cyberbullying. Cyberbullying is bullying by means of electronic technology committed through email, instant messaging, mobile applications, social media, chat rooms, and blogs or through messages and images sent through a cell phone. Because of the anonymity, kids who never thought of being a bully are becoming harassers. By exploring the complicated dynamics behind cyberbullying, Submit the Documentary describes the impact and outcomes of advanced technology and human nature in a lawless, new, social frontier.

In the worst cases, kids and teens take their own lives as the families in Submit the Documentary know all too well. Their narratives describe their close encounters with cyberbullying in heart wrenching detail compared to the lighthearted innocence of kids blithely describing their experience with sexting.

Submit the Documentary demystifies the problem by including numerous experts who enlighten parents and viewers to the subculture of social media that children are participating in every day. The experts explain the extent of the problem, roadblocks to solutions, and offer potential, unconventional solutions.

The cyberbully's arsenal is vast and ever growing. Cyberbullies have more than a fist to attack with. Online, a cyberbully can publish degrading messages about the victim, spread altered photos, impersonate their victim and assume the victim's identity online and affect their relationship with others.

In the end, there is not one single place to go for help, or so it seems. The responsibility lies with all of us in keeping our children safe online, on social media networks, and mobile applications.

## QUOTES

*"It's an impressive collection of interviews with key experts in the field; and offers a sobering look at a devastating health issue affecting America's, and the world's, youth."*

- [Alice Cahn](#) ([Cartoon Network: Stop Bullying, SpeakUp!](#))

*"Descriptions like: "extremely well done." "Gave me goose bumps". "Made me cry". "Emotional roller coaster". "Deeply concerning", "I want my son's school to see this." "Everyone has to see this film"- were included in the feedback."*

- [Mary Kay Hoal](#) ([YourSphere.com](#))

*"We can learn a lot from what happened to Megan, Hope, and Johanna, and shame on us if we don't do things better the next time."*

- [Justin Patchin](#) of [Cyberbullying Research Center](#) Reviews "[Submit the Documentary](#)"

# REVIEWS

## **CLICK TO VIEW ALL REVIEWS:**

<http://www.submitthedocumentary.com/category/press/reviews/>

### Cyberbullying Research Center: Justin W. Patchin Full Review:

<http://www.submitthedocumentary.com/cyberbullying-research-center-reviews-submit-the-documentary/>

“Submit” includes the requisite stories of those who have been affected most deeply by cyberbullying. Tina Meier, Donna Witsell, John Lowe, and others who lost their children as a result of, at least in part, experience with cyberbullying remind viewers that these behaviors cannot simply be ignored. Their experiences, while thankfully not representative, are instructive. We can learn a lot from what happened to Megan, Hope, and Johanna, and shame on us if we don’t do things better the next time.

As much as it was important to revisit these tragic stories, and even though it was a nice change to see and hear from some of “the experts” who have devoted their careers to this problem, the indisputable stars of this film were the students. They illuminate a reality of cyberbullying that has largely escaped mainstream media. They talk about why they do what they do, and perhaps even more enlightening, why they don’t do what they don’t do. The teens pointedly acknowledge the challenges of dealing with cyberbullying and related behaviors—most of which stem from a general distrust of adults to do anything meaningful to curb the bullying. Indeed, most young people we speak with say the number one reason they don’t confide in adults when confronted with cyberbullying is because they fear it will only make matters worse. Mike Donlin reaffirms this perspective in his remarks that were featured in the film.

### Cyberslammed Co-Author Kay Stephens Full Review:

<http://www.submitthedocumentary.com/kay-stephens-cyberbullying-film-for-adults/>

For more than a decade, cyberbullying has been around and has mutated in its various forms and tactics. Yet even after all this time, so few adults really have a grasp on what it is and how to properly deal with it. “We quickly realized we were unprepared or naive,” says the narrator of Submit The Documentary, echoing the sentiments of millions of educators and parents around this issue.

Anyone who spends the time watching this movie will instantly get clued in. Geared to adults, Submit The Doc defines how it works, how bystanders typically respond and how anonymity breeds behavior that would never be acceptable face to face. Using clips from TV news programs, interviews from experts, parents, school groups and victimized teens, it provides a 360-degree perspective that tackles an issue typically under everyone’s radar and exposes its various moving parts to the harsh, glaring light—exactly what needs to happen. Probably the most compelling parts of this movie come from the targets of cyberbullying themselves, including an in-depth interview with Tina Meier, whose daughter, Megan Meier chose to take her life at 13, becoming the first nationally known victim of cyberbullying.

### Justin’s Review:

“Submit: The Documentary” presents the perspectives of many who have experienced the problem of cyberbullying from a variety of viewpoints, including victims and parents, but also educators, researchers, legislators, and policymakers. Together, they present a clear view of the nature of the cyberbullying problem, and offer their insights about why we need to focus more attention on it.

### Common Sense Media 4 Stars Full Review:

<http://www.submitthedocumentary.com/common-sense-media-on-submit-clear-effective-docu-offers-intense-stories-solutions/>

Parents need to know that Submit the Documentary: The Reality of Cyberbullying is a compelling hour-long documentary that offers straightforward, powerful information about the nature, methods, and consequences of bullying and “sexting” via the Internet and social media. Three cases of kids victimized by cyberbullying end in tragedy — the grieving parents of all three are interviewed at length, which is very likely to upset some viewers. The movie uses film clips, conversations with individual kids and groups of kids, and testimony

# REVIEWS

from professionals, parents, and educators to illustrate how widespread this type of bullying is, how devastating the consequences may be, and, on a positive note, steps that can be taken to counter it. Although it's not as intense as *Bully*, the material is still too strong for younger kids. But for tweens and teens, this is a valuable viewing experience, especially when shared in groups and/or with parents.

*Submit the Documentary* is earnest, comprehensive, and emotionally shattering. Carefully defining cyberbullying, using personal stories to provide emotional impact, and showing the powerlessness of those who are victimized (both the kids and adults they turn to for help) ultimately leads the filmmakers to find and deliver solutions. Difficult though those solutions may be to implement, the film offers hope, as well as concrete ways for kids to help themselves — and others.

Reel Georgia 4.5 Stars Movie Critic Full Review:

<http://www.submitthedocumentary.com/reel-georgia-give-submit-the-documentary/>

From the first ardently pixelated moments, backed a loud, pulsating soundtrack, the film's atmosphere is thick with an urgency that echoes "The Social Network" and "Catfish." While all three movies reside in the same universe, "Submit the Documentary" possesses a passion and importance the others do not. The film wastes zero time on white space, making sure each frame is both trim and useful. Never slowing down long enough to catch its breath, such a breakneck speed favors efficiency without seeming reckless.

"Submit the Documentary" lays out the issues with an incredibly clear perception. As is the case with all problems related to the internet and social networking, this problem is still young and likely to keep shape-shifting as technology and society continue to change. Progress has been made with movements, laws and voices raised, but cyberbullying is still without a clearly defined solution. I loved the notion of teaching empathy and 'The Golden Rule' (Matthew 7:12 in the Bible) as a means to fight bullying and the equal danger of standing idly by. This film and the level of involvement that its team are bringing to the cause speaks volumes to the gravity of this issue.

2013 Buffalo Niagara Film Festival Movie Critic Jared Mobarak Full Review:

<http://www.submitthedocumentary.com/bnff13-review-submit-the-documentary-the-virtual-reality-of-cyberbullying-2013/>

*Submit* illuminates the pros and cons of litigation, running to the media, and hoping the police will help all the while showing the giddy laughter and smug smiles of kids unafraid to admit their part in the epidemic. Sadly, we can't hear from those unable to brush off their actions with humor—those victims are now eternally silent. What we can do, however, is learn how to prevent their tragedies from ever occurring again. We can look to mobilize the bystanders who stand by silent, eventually get caught up in the moment, and transform into bullies themselves. We can teach empathy and love and compassion and understanding and hope our children grow strong enough to fight against stereotypical mob mentality. They're on the front-lines; they're the ones who can cause change.

SPRIGEO: Julie Sorenson Full Review:

<http://www.submitthedocumentary.com/sprigeo-reviews-submit-the-documentary/>

*Sprigeo* had the opportunity to attend a film screening at UCSB where bullying researchers from all over of the world had gathered for a convention. The community was invited for a free public screening of *Submit the Documentary*, a powerful chronicle of the rise of cyberbullying.

*Submit* was produced by Les Ottolenghi, a software professional and father who was moved to do something after seeing the story of an eleven year old boy who committed suicide after being cyberbullied. His goal is to engage everyone who sees the film to take action instead of being a bystander.

The film was powerful and captivating. There were a variety of honest voices in the film from teens, parents, school administrators, lawyers, law makers, law enforcement, bullying experts to researchers. There was much discussion about the anonymity of cyberbullying and how much easier it is for people to say hurtful, damaging things that would not be said face to face in person. It had a good balance of experts and voices of students and families who are in the trenches. Truly, the most heart wrenching parts were the cyberbullying stories shared by three families who were interviewed.

# AWARENESS/TARGET AUDIENCE

## WHAT IS SUBMIT?

SUBMIT is a documentary and interactive platform that explains the truth about cyberbullying.

Beyond the film, we have launched *Submit Your Story*; an internet based call to action for victims, bullies, bystanders and groups to share video stories and to provide valuable resources supporting both recovery and awareness from the tragedy of cyberbullying. *Submit Your Story* can be found on [submitthedocumentary.com](http://submitthedocumentary.com)



## TARGET AUDIENCE

SUBMIT is targeted to inform, inspire and empower three primary interest groups:

**INSTITUTIONAL MARKET:** Leaders of non-profits and corporations who are actively engaged in the business of child safety and Internet security.

**ADULTS 30-55:** Parents of teenagers—the demographic group directly impacted by cyberbullying

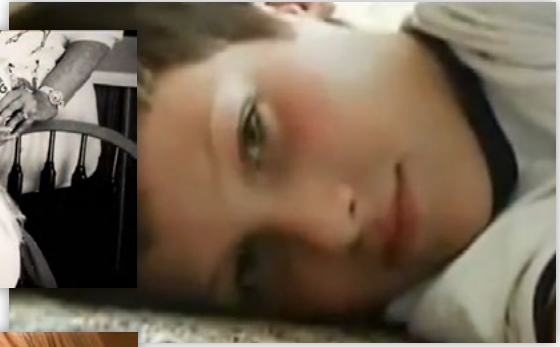
**PERSONS 10-24:** The key demographic group from which cyberbullies and cybervictims emerge.

SUBMIT was created to help educate and encourage elected officials, educators, civic leaders, law enforcement and faith-based institutions to unite in arresting cyberbullying in our society.

SUBMIT will have a nationwide footprint and is being positioned for distribution via cable television, the internet and major movie networks.



**AN PATRICK HALLIGAN**  
ESSEX JUNCTION — Ryan  
rick Halligan, 13, of Essex  
junction, died suddenly Tues-  
day, Oct. 7, 2003, at his  
home.  
by Ryan



The children whose lives are at stake.

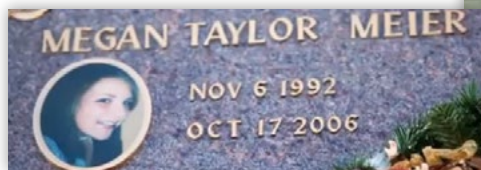


The parents who don't know.



The lives that will never be the same.

The families who never recover.

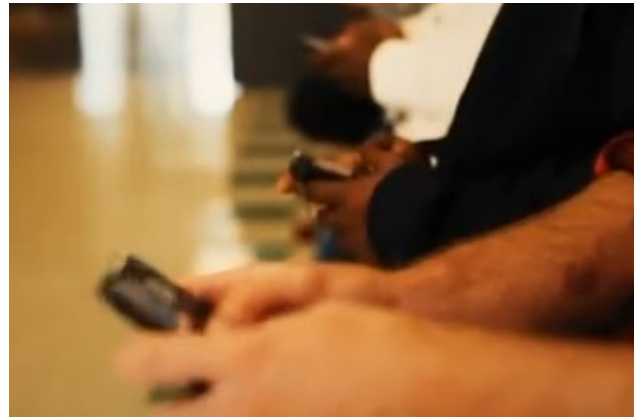


# THE PROBLEM



36% OF TEENS

WHO HAVE WITNESSED OTHERS BEING CRUEL ON SOCIAL NETWORKS HAVE LOOKED TO SOMEONE FOR ADVICE ABOUT WHAT TO DO



39%

OF SOCIAL NETWORK USERS

HAVE BEEN CYBERBULLIED IN SOME WAY

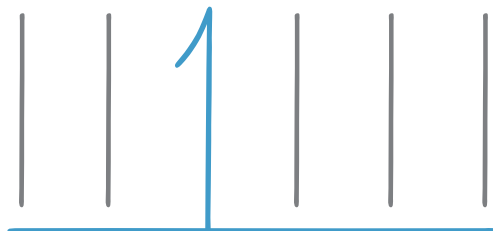


38% OF ONLINE GIRLS

REPORT BEING BULLIED

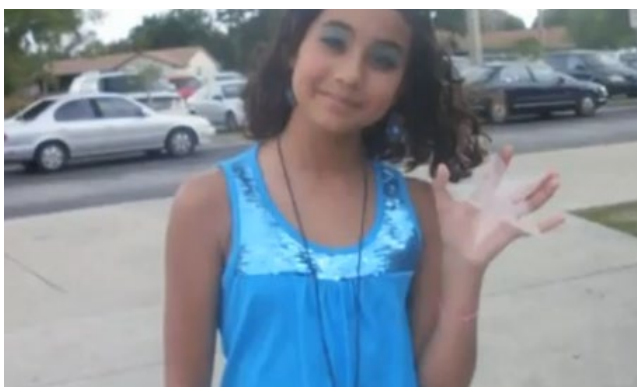


COMPARED TO 26% OF ONLINE BOYS



1  
IN SIX PARENTS

KNOWS HIS OR HER CHILD HAS BEEN BULLIED OVER SOCIAL MEDIA



# EXPERTS IN SUBMIT



**DR. ROBIN KOWALSKI**  
Professor at Clemson University



**Mike Donlin**  
Program Supervisor, School Safety Center, OSPI



**DR. SHERI BAUMAN**  
Professor at University of Arizona



**SAMEER HINDUJA**  
Director of The Cyberbullying Research Center



**MARY KAY HOAL**  
Founder and President of Yoursphere



**DONNA RICE HUGHES**  
Internet Safety Expert



**ROBIN SAX**  
Former Los Angeles County Deputy District Attorney

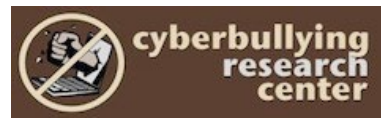


**RANDY BLAZAK**  
Professor, Portland State University

# RESOURCE PARTNERS



# PARTNERS



# STATUS

## WHAT IS THE STATUS?

*Submit the Documentary* made its world premiere in March at the 2013 Atlanta Film Festival. In April, *Submit* won second place in the documentary category at the 2013 Buffalo Niagara Film Festival. September 2013 *Submit* will be featured at the White Sands International Film Festival in New Mexico.

In partnership with Congressman John Lewis' office, we held a screening and discussion at the Georgia Capitol. While all offices were invited, we had about 40-50 attendees along with representatives from AOL, Facebook, iKeepSafe and SnagFilms. Invitations for in-market screenings came from most who attended.

*Submit* will also be showcased at schools across the country to students, PTA and faculty, starting in the state of Georgia. The film has already received over 200 requests for screenings.

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**We thank you and hope that you are inspired to be a part of the *Submit* movement. We at PLAT4M STUDIOS 2013 PRODUCTION and *Submit the Documentary* participants appreciate your time and consideration. Let's be at the front of cyberbully awareness to help our society as it evolves. Join us in our mission to give a platform to submit our stories and triumphs as we make this change.**

THE PRODUCTION TEAM OF SUBMIT

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*Producers* **Les Ottolenghi & Ashley Reid**

*Director* **Les Ottolenghi**

*Executive Producers* **Roxy Mize, Paul Wright & NJ Frank**

*Editor* **Adam Hofmann**

*Associate Editor* **Evan Seitz**