UMass Fraternity White Ribbon Campaign Video Contest

We ask you to join the White Ribbon Campaign as a way for men to speak out about gender-based violence.

In 1991, in response to the Montréal Massacre of December 6, 1989, a handful of men decided they had a responsibility to urge other men to speak out against violence against women. The White Ribbon Campaign has become the largest effort in the world for men to challenge men’s violence against women, taking place in over 60 countries, and growing.

At the core of the White Ribbon Campaign is a pledge to never commit, condone, or remain silent about men’s violence against women. A simple statement with a deep meaning. It is an ongoing practice, not an event. Men’s violence against takes the form of individual acts and systemic structures that impact beliefs, attitudes, and behaviors. Embracing White Ribbon means being willing to engage in continuous self-reflection, learning, risk taking, and action.

At UMass we know three things to be true:
1. While most violence is committed by men, most men do not commit violence. In fact, most want to speak out;
2. People of all genders are impacted by men’s violence, and thus;
3. It is critical to expand our scope of this work to name it as Gender-Based Violence.

We know that many of you have strong feelings and a strong commitment to ending men’s violence, have been involved in the past, and so we want to hear from you in the form of a video. We will have a video showcase on April 4, and the winning fraternity team will receive a trophy and top three entries will get a gift certificate to a local restaurant.

To enter:
- Review submission criteria
- Recruit people to participate
  - you can have up to 5 people as your core production team, though more people can participate
- Produce a video that
  - is 2 minutes or less
  - includes the White Ribbon Pledge
  - does not contain any depictions of violence
- Please consider modeling specific bystander intervention behavior
- One entry per fraternity
- Submit your video by March 10, 2017
- Have fun!

The UMass White Ribbon Campaign is a project of the Men and Masculinities Center in collaboration with the Office of Fraternities and Sororities. This year we are honored to have Theta Chi Fraternity as a co-sponsor. To get involved, see contest website at www.umass.edu/masculinities/white-ribbon-campaign, visit the center at 120 Thoreau, call us at (413) 577-4636 or email masculinities@umass.edu.
Join the White Ribbon Campaign as one way to speak out about gender-based violence

Submission Criteria
- All submissions are due by March 10, 2017

Eligibility
- Each entry will require a separate entry form and should be submitted with a separate email.
- Video contest is open to any fraternity on the UMass Amherst campus;
- All members of the fraternity must be enrolled at the university at the time of submission;
- Video entry must reiterate your fraternity’s commitment to never commit, condone, or remain silent about gender-based violence;
- Video must not run longer than 2 minutes;
- All entries must be received by 11:59 pm, March 10, 2017.

Note: All entries must follow YouTube’s Community Guidelines and Terms of Service. Any entries that do not comply will be disqualified. YouTube is NOT a sponsor of this contest. The video contest will also subject to the UMass Amherst Code of Student Conduct. For more information, visit: www.umass.edu/dean_students/codeofconduct

Submission Instructions
- Upload your video to YouTube using a personal or group account. Be sure privacy settings are ‘public’ or ‘unlisted’ (but not private).
- Email the Men and Masculinities Center (masculinities@mass.edu) with your fraternity’s:
  - YouTube video link;
  - Video contest Entry form; and
  - Video Participant Permission forms (for anyone who appears in the video, or contributed to the video)
- All entries must be received by 11:59pm, March 10, 2017;
- After 11:59pm, March 10, 2017 all submitted videos will be reviewed and shared on the Men and Masculinities Center YouTube channel. Note: content judged as inappropriate by MMC staff will not be featured. This context conforms to the UMass Amherst Code of Student Conduct;
- All accepted videos will be displayed on the Men and Masculinities Center YouTube Channel;
- Total ‘likes’ and ‘shares’ will be considered as part (but not all) of the evaluation process, so be sure to circulate widely across your social media channels!