

THE NEW PLAYGROUND IS THE INTERNET, AND THE NEW BULLY DOES NOT ALWAYS LEAVE A MARK



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*the virtual reality of cyberbullying :(

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COMING SPRING 2011

SOCIAL MEDIA — FRIEND AND FOE

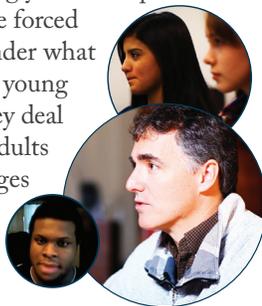
Kids have always been both sweet and cruel to each other. The difference today is that the cruelty can be virally pushed to thousands in seconds so that a minor disagreement can quickly become mob rule in the eyes of the victim. To change that behavior in today's hyper-fast social networking reality, parents, teachers, law-makers and teens must use an approach that also uses the connections between people and all the tools technology has to offer.

EXPERTISE OF SHAWN MARIE EDGINGTON IN SUBMIT

While 50% of teens admit to cyberbullying and just as many admit to being bullied; only 10% ever tell their parents. The SUBMIT team is working to change that and Shawn's expertise was essential. As author of the new book *The Parent's Guide To Texting, Facebook and Social Media: Understanding The Dangers Of Parenting In A Digital World* and cyberbullying prevention expert, it was important for SUBMIT to include Shawn message to help parents understand pro-active measures they can take to help protect their kids right alongside the visual examples of what can occur when they do not.

LESSONS FROM SHAWN AND SUBMIT

Cyberbullying reaches millions of homes and, therefore, requires the dedication of millions to impact the behavior. We bring you to the top technology, legal, psychology and policy experts to explore exactly what is happening. We bring you to the parents who may see falling grades, depression or be forced to live without kids lost to suicide and wonder what they could have done or should do. We let young students tell us in their own words how they deal with their connected world and what the adults can do to help. Through all of those messages captured on film in SUBMIT, Shawn can provide the critical insight that parents need to know.



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INTERVIEW SHAWN, LES AND PAUL TO REVEAL

How can film and social media work together to see why teens abuse technology and how to change their behavior?

How can parents learn the critical facts about how the technology people use everyday can be on both sides of the cyberbullying battle?

What do teens expect from their parents, teachers, friends and law-makers?

What can parents do to empower both themselves and their kids to help reduce the impact of this behavior?

What are the families of victims doing now and what do they think should happen?

WHAT IS SUBMIT?

SUBMIT is a documentary and interactive platform dedicated to providing deep visibility into, and open conversations around, cyberbullying.

WHO IS BEHIND SUBMIT?

Studioplex Studios is the production company behind SUBMIT and its parent company, **Fuzebox LLC**, is a product of the modern media & technology world. As a result, SUBMIT combines the best of cutting-edge video production with digital technologies and social media marketing & capabilities.



Fuzebox CEO **Les Ottolenghi** led the team that created the software that powers Expedia and hundreds of other travel sites, has testified before the US Senate to advise on digital media distribution and was named 2006 Innovator of the Year by the Distributed Computing Industry Association.



SUBMIT Executive Producer and Fuzebox VP of Strategy, **Paul E. Wright**, was recently named as a 40 Under 40 recipient and *New Face Of Philly* by the Philadelphia media, for his community and technology work, especially advising the Mayor's Office on open technology and its impact on citizen engagement.

CONTACT

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