



SONY CREATIVE SOFTWARE, THE AD COUNCIL AND THE NATIONAL CRIME PREVENTION COUNCIL ANNOUNCE WINNERS TO NATIONWIDE CYBERBULLYING PSA DEVELOPMENT CONTEST

“Illuminate Cyberbullying” by Josh Bourgeois and “Words Really Do Hurt” by Marvin Jimenez Win for Original 30 Second PSA Spots

MADISON, WI — June 4, 2008 — [Sony Creative Software](#), a leading provider of professional video and audio editing software applications, the [Ad Council](#), and the [National Crime Prevention Council](#) (NCPC), today announced the winners of last fall's [public service announcement \(PSA\) development contest](#) organized to raise awareness of the problem of [cyberbullying](#). Josh Bourgeois of Thibodaux, LA, is the winner of the independent producer competition category for his entry, *Illuminate Cyberbullying*, and Marvin Jimenez, technology literacy teacher at Lyndon B. Johnson Elementary School in San Antonio, TX, is the winner of the Academic (K-12) category for his submission, *Words Really Do Hurt*.

The purpose of the cyberbullying PSA contest was to leverage the talents of multimedia creators in a way that contributes to the greater good of the online community. The winning entries can be viewed at <http://www.sonycreativesoftware.com/cyber> and will be distributed to broadcasters for a chance to air on national television this spring as part of the prize package, which also includes Sony software applications and hardware valued at up to \$25,000 USD.

“While the majority of us use the Internet and online video as positive and constructive communication tools, the need to educate people about the harms of cyberbullying remains an important issue,” said Dave Chaimson, vice president of global marketing for Sony Creative Software. “The winning entries by Josh Bourgeois and Marvin Jimenez help empower us to change this growing social problem. Sony Creative Software applauds the work that went into all entries and we hope that these cumulative efforts will help to change this behavior at the grassroots level across the country.”

Josh Bourgeois shaped his piece, *Illuminate Cyberbullying*, around a light bulb to create a feeling of being alone inside someone's head. “This generation is all about owning decisions,” Bourgeois explained. “Teenagers like to see a peer taking control of a situation, so I thought that if I could create a spot that showed teenagers being careful online doing the right thing, maybe some teens would realize the importance of their actions and think about what they were doing on the Web.”

Technology literacy teacher Marvin Jimenez worked with a group of his students at Lyndon B. Johnson Elementary School to help educate them about cyberbullying while working on the multimedia project. For his entry, *Words Really Do Hurt*, Jimenez aimed for a sense of loneliness, and the thought of someone deliberately hurting another through the use of technology in the form of words on a computer screen. “The students involved in the cyberbullying PSA project did an exceptional job,” he said. “This was a great opportunity to expose them to communicating through video to support what educators call ‘differentiated instruction’, working with the medium of video on a very meaningful project.”

“We are pleased to see the response this contest has generated and hope it will help to spread the word about the harm cyberbullying causes,” said Peggy Conlon, President & CEO of the Ad Council. “We believe that getting people involved in relaying the message will help youth realize the consequences of bullying in all forms, including electronic means.”

“The Cyberbullying PSA entries by Josh Bourgeois and Marvin Jimenez inspire us all to consider the effects of cyberbullying and take action against it,” said NCPC President and CEO Alfonso E. Lenhardt. “We’re optimistic that their efforts, as well as the submissions by all entrants, will help us prevent this problem that impacts so many of our young people.”

“It’s interesting to see the unifying theme of aloneness in the winning entries,” said Dr. Justin Patchin, Ph.D., cyberbullying researcher at the University of Wisconsin – Eau Claire and contest judge. “Although most people use the Internet to feel closer to one another, ironically, cyberbullies are often lashing out online in fear and isolation. Through educational opportunities like this PSA development contest, we can move towards helping people understand why cyberbullying happens so we can help effect change in the real world.”

In addition to Dr. Patchin, other contest judges included acclaimed filmmakers Steve Oedekerck, producer/writer (*Bruce Almighty*, *Barnyard* and more) and Barry Sonnenfeld, producer/writer (*Men in Black*, *Addams Family*, and more), as well as members of the Ad Council’s Campaign Review Committee, which is comprised of the nation’s brilliant creative talent in American advertising. The Ad Council’s CRC is responsible for approving every stage of all Ad Council campaigns from strategic planning to creative execution.

About Sony Creative Software

Sony Creative Software inspires artistic expression with its award-winning line of products for digital video, music, DVD, and audio production. As a subsidiary of Sony Corporation of America, the company also develops applications that enhance the experience for users of Sony hardware devices. Sony Creative Software customers span the globe and include seasoned professionals in the film, television, video game, and recording industries, as well as students, educators, hobbyists, and enthusiasts. For more information, visit www.sonycreativesoftware.com.

About National Crime Prevention Council

The National Crime Prevention Council (NCPC) is a private, nonprofit organization whose primary mission is to be the nation’s leader in helping people keep themselves, their families, and their communities safe from crime. NCPC manages public service advertising under the National Citizens’ Crime Prevention Campaign—symbolized by McGruff the Crime Dog® and his “Take A Bite Out Of Crime®” slogan—and acts as secretariat for the Crime Prevention Coalition of America, more than 400 national, federal, state, and local organizations representing thousands of constituents who are committed to preventing crime. NCPC is funded through a variety of government agencies, corporate and private foundations, and donations from private individuals. For more information on crime prevention issues, visit www.ncpc.org.

About The Ad Council

The Ad Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to effect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns, visit www.adcouncil.org.

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