



AT&T



AT&T Later Haters Challenge

The AT&T Later Haters Challenge provides an opportunity for participants to showcase how they've created a movement in their local communities to combat cyberbullying and promote online positivity.

Overview

Students will first complete the online lesson provided and fill out an online assessment. Then they will promote the message of online positivity by securing online pledges, develop a public service announcement (PSA), and plan/execute an event that demonstrates the ability to start a conversation in their community to drown out the online haters. Students will develop and build relevant skills in communications, leadership, media, creativity, collaboration, and critical thinking.

This challenge consists of **three major parts: completion of lesson, creation of a public service announcement (PSA), and execution of a Later Haters event.** Each event entry will be composed of one to three members of a DECA chapter. There may be multiple entries from one chapter, and each student may be a member of only one entry.

- All participants must fully complete and submit their entries no later than **January 31, 2020** to be eligible for awards.
- Late entries or PSA submissions over 60 seconds will not be accepted.
- AT&T will evaluate all entries and select the top three submissions. From the final three, an overall winning team will be selected.
- DECA Inc. and AT&T are not responsible for lost, damaged, mislabeled or misdirected entries.

Lesson

Participants will complete the [Later Haters lesson and accompanying quiz](#) to learn all about the movement and various methods to spread online positivity.

Public Service Announcement (PSA)

Participants will create a PSA video, not to exceed 60 seconds, about the importance of ending cyberbullying and spreading positivity online. Students may use stats and information from the Later Haters toolkit, however students are encouraged to be as creative as possible. All submissions must be posted as a YouTube link and submitted through [an online portal](#).

Later Haters Event

Participants will create a school-wide or community-based event that promotes the Later Haters message of spreading positivity online. During each event, students will drive their peers to take the



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pledge to be a Later Hater influencer, refrain from online negativity, and encourage others to cease acts of cyberbullying. Participants will then submit evidence of their event through [an online portal](#). **Please note that the collection of pledges will also benefit the chartered association. Through a separate challenge, the chartered associations with the greatest number of pledges will be recognized at the International Career Development Conference (ICDC).**

Guidelines

Participants will present details of their event using the Event Guidelines provided, below, and will submit their entry using the [online portal/Later Haters Challenge Entry Form](#) and include an upload of the public service announcement (PSA) via YouTube. Each team may include a maximum of three chapter members.

Content from any entry may be featured by AT&T in promotion of the Later Haters campaign. Winners will be notified by **March 6, 2020**. Refer to the [Later Haters Challenge Evaluation Form](#) for evaluation details. Refer to the [Later Haters Toolkit](#) for resources, data, and additional helpful information.

Event Guidelines

Participants will submit their challenge entry through the [online portal here](#). Participants must complete the entry form and provide the YouTube link to the PSA and supporting attachments. The following topics must be included in the submission.

- Event Overview
 - Rationale for selection of the event
 - Describe the event to include planning, number of people involved in planning, number of people in attendance
 - Explain the collaboration with team members and other stakeholders
 - Show creativity with the planning and execution of the event
- Event Promotion
 - Explain the promotion plan and how it supports the purpose of the event
 - Describe the media plan for promotion of the event
 - Show evidence of social media in promotion of event
 - Include photos of the event and any press releases or published articles
- Impact of the Event
 - Include the number of pledges secured during the event
 - Describe the impact of the event on the attendees (interviews, quotes, changes in behavior)
 - Reflect on best practices and suggested changes to improve on subsequent similar events
 - Describe any additional plans for further communication of the message
- PSA
 - Consider the audience
 - Include facts to support the message
 - Grab the attention of the viewers (see Toolkit for statistics)
 - Include a call to action



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- Use creativity to convey the message
- Include good video and audio quality for consistency and ease of viewing
- Be available for viewing via YouTube video link (video should not exceed 60 seconds)
- Share on the DECA chapter’s social media

Challenge Judging

Judges will select the top three overall teams based on the [Later Haters Challenge Evaluation Form](#). These teams will be recognized at the DECA International Career Development Conference (ICDC) in Nashville, Tennessee. From the final three teams, an overall winning team will be selected.

Awards

The top three teams will each be awarded a travel stipend to attend the DECA ICDC. Eligibility to attend ICDC is determined by the Chartered Association Advisor based on that association’s policies. Finalists should consult with the Chartered Association Advisor for eligibility guidelines.

Timeline

Challenge announced	August 2019
Challenge submission deadline	January 31, 2020
Top three teams announced	March 6, 2020
Top three teams travel to ICDC (Nashville, Tennessee)	April 29 – May 2, 2020
Highest pledge counts will be announced at ICDC	April 29, 2020

Chartered Association Challenge

Students may participate in the pledge-only competition which will help their chartered associations be recognized at ICDC. Monetary awards will be given by DECA to the chartered associations for highest pledges in small, medium, and large [membership categories](#).