



Against Bullying



**Business/Organization/Community
Supporter Packet**



October is National Bullying Awareness Month
NORTHSIDE HIGH SCHOOL LAUNCH **“MAN UP AGAINST BULLYING”** CAMPAIGN

Northside High School will launch its “MAN UP Against Bullying” Campaign beginning October 1st for Anti-Bullying Month. DECA (An Association of Marketing Students at NHS) and the marketing classes at Northside High School created the campaign to combat bullying after researching some local statistics that the school district collected from the bullying surveys taken last year by all MCSD students, as well as some national statistics. Bullyingstatistics.org states that “in about 85% of bullying cases, no intervention effort is made on the part of students, teachers, parents or administration.” The Northside students want to change that statistic and incorporate a “MAN UP Against Bullying” Campaign not only to all schools in Muscogee County, but also reach the community and surrounding school districts as well.

We have put together this press packet to help guide each business, community supporter or organization in how they can become involved. In this packet you will find information about all planned community activities.

Packet contents:

- 1.) Video link to WTVM news segment
<http://www.wtvm.com/story/23469713/be-there-northside-high-students-planning-to-shoot-anti-bullying-lip-dub>
- 2.) Campaign Launch Press Release (separate emailed attachment)
- 3.) Lip dub information, instructions, and registration form
- 4.) Sponsorship Letter
- 5.) Finale Night Information

Email us with any questions that you may have @ nhsmanupcampaign@gmail.com or visit our website at <http://northsidemarketing.weebly.com/man-up-against-bullying.html>

Lip Dub Information, Instructions and Registration

What is a Lip Dub:

A **lip dub** is a type of video that combines lip synching and audio dubbing to make a music video. It is made by filming individuals or a group of people lip synching while listening to a song or any recorded audio then dubbing over it in post editing with the original audio of the song. They look like simple music videos, although many involve a lot of preparation and production. Lip dubs are done in a single unedited shot that often travel through different rooms and situations within a building. They have become popular with the advent of mass participatory video content sites like YouTube. Sample Lip Dubs can be viewed on YouTube.

How to Participate:

To participate in the Man-Up Campaign Lip Dub, follow these simple steps:

Step 1: Check your calendar- the Lip Dub will happen on October 22 at 6:00 p.m., on Broadway in Columbus.

Step 2: Fill out and return the registration form provided. You will need a team leader and that leader must be an adult. The team leader must also attend a MANDATORY instructional meeting on Monday, October 14, at 7:00 p.m. in the Northside auditorium.

Step 3: Come up with an anti-bullying concept and t-shirt for your team or wear your school club, business, or organization t-shirt. We just want to be able to recognize the different groups on the night of the Lip Dub.

Step 4: Make signs and bring banners for the night of the event.

Registration Information:

All team leaders must send an email to nhsmanupcampaign@gmail.com with the following information, by Friday October 11.

Team Leaders Full Name: _____ Expected Number of Team Participants: _____

BUSINESS/SCHOOL CLUB/ORGANIZATION NAME: _____

CONTACT'S EMAIL: _____ PHONE: (_____) _____



Northside High School
2002 American Way, Columbus, Georgia 31904
PHONE: (706) 748-2920



Subject: Anti-Bullying Campaign

During the month of October, the Northside DECA chapter will be hosting and coordinating a month long anti-bullying campaign in conjunction with the Muscogee County School District. The campaign is a major undertaking and is an important aspect of the marketing curriculum. We are currently looking for a variety of different sponsorships and support from the local community.

The theme of this year's campaign is "MAN UP Against Bullying". Bullying, both in person and online, has become a critical issue in recent years due to the rise of social media, as well as the rise in socioeconomic, cultural and religious differences as the United States becomes increasingly diverse. The short and long-term effects of bullying can be substantial- for the bully, the victim, and even those who witness bullying. The DECA chapter at Northside believes that this campaign is a great opportunity to raise awareness and hopes to put an end to bullying in schools and around the community.

Several events will be held as part of the campaign to promote awareness. These events include a lip dub on Broad Street, a Muscogee County School District Children's Book Contest, an Anti-Bullying "Scare Away Bullies" Scarecrow Contest and placing billboards about our campaign throughout the community featuring our sponsors. Please join the Northside DECA chapter as we hope to obtain a multitude of sponsorships and support from the local community to help raise awareness about anti-bullying month and put an end to bullying.

Please fill out the donation commitment form if you are interested in participating or donating towards the campaign.

If we may answer any questions for you please do not hesitate to contact us at nhsmanupcampaign@gmail.com or visit our website to learn more at <http://northsidemarketing.weebly.com/man-up-against-bullying.html>
We look forward to hearing from you soon.

Thank you!

Emily Styers & Libby Clay

DECA Advisors

Northside Marketing Teachers

Sponsorship Commitment Form

**You can help Man Up against bullying and raise awareness in our community
as well as support a great cause!**

Name of Business or Individual _____

Contact _____ Position _____

Address _____

City _____ State _____ Zip _____

Telephone _____ E-mail _____

I would like to sponsor/participate in the Anti-Bullying Campaign for the following: *(Check those that apply)*

Children's Book Contest: \$300 1st Place Sponsor

Children's Book Contest: \$150 2nd Place Sponsor

Children's Book Contest: \$75 3rd Place Sponsor

Scarecrow Contest: Ice cream Party Sponsor (Top 3 Groups; max 30/ea.)

*Please email nhsmanupcampaign@gmail.com to request contest sponsorships to ensure that we do not have duplicates.

Billboard Sponsorship: Platinum Sponsor \$1000

Billboard Sponsorship: Gold Sponsor \$500

Billboard Sponsorship: Silver Sponsor \$250

Billboard Sponsorship: Bronze Sponsor \$100

***You must submit a copy of your logo (300 dpi format) for billboard sponsorship.**

***Billboard Sponsorship Levels depict size of logo on billboard(s).**

Please send this sponsorship form, a copy of your logo (300 dpi format) with check to the attention of:

**Libby Clay
Northside High School
2002 American Way
Columbus, Ga 31907**

Checks should be made payable to NHS DECA

Come Celebrate With Us

Tuesday, November 5th 7:00 p.m. NHS Auditorium

Finale Night



View the Lip Dub

Announce

Scare Crow Contest Winners

Children's Book Contest Winners

