



Against Bullying

School 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 school in how they can become involved and host their very own “MAN UP” campaign in their school. In this packet you will find information about all planned community activities as well as school only activities that could be implemented.

Packet contents:

- 1.) Video with 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.) Children’s Book Contest Instructions with entry information
- 5.) Scarecrow Contest Instructions with entry information
- 6.) Weekly Participation Days explanation & link showing how to make bowties out of crepe paper
- 7.) Night at Cottonmouths game (October 26) Flyer
- 8.) 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., at Northside High School 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 event.

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: (____) _____



Muscogee County School District

Anti-Bullying Children's Book

Are you interested in writing a children's book?

Muscogee County School District and Northside High School want to help you! Our children's Book Writing contest is designed to promote anti-bullying throughout the youth of Muscogee County. The contest is open to students of all grades and ages. You must enter in groups of three- two authors, and one illustrator. The winner of this contest will be rewarded with a cash prize: **1st place will win \$300, 2nd place will win \$150, and 3rd place will win \$75.** The book should be written at no more than a 4th grade level and incorporate the "Man UP Against Bullying" theme. This is a children's book; therefore it should have a maximum of 10 pages. The contest will run from 10/1-10/31. One copy of your entry form should be submitted via email by October 11th to nhsmanupbookcontest@gmail.com and your story \ book should be submitted to Northside High School to the front office by 3:00 p.m. on October 31st.

All entrants regardless of their age must complete this form in its entirety to be eligible to enter. Turn in one copy of the book. Along with the books, send one completed entry form with title. No books will be returned.

BOOK TITLE: _____

AUTHOR(S): _____ GRADE/AGE: _____

AUTHOR(S): _____ GRADE/AGE: _____

ILLUSTRATOR: _____ GRADE/AGE: _____

SCHOOL: _____ SCHOOL CONTACT: _____

SCHOOL CONTACTS EMAIL: _____ PHONE: (____) _____

I agree to abide by all the rules laid out by Muscogee County School District and this form, and I Give Muscogee County School District permission to use my photo and book cover image in PR & marketing materials for the Northside High School Anti-bullying Children's Book contest. [☐] I agree (check here) and sign _____.

Scare away BULLIES

2013 Anti-Bullying
Scarecrow Contest

October 1ST-31st

Registration Deadline: October 7th

Scarecrows Deadline: October 15th

Ice cream Party



for Top 3

Support Northside's Man Up Against Bullying
Campaign and participate in the scarecrow contest.

Winner's announced at Finale Night

The Northside DECA Scarecrow Contest- Official Rules 2013 “Scare Away the Bullies”

1. All schools and organizations in Muscogee County can participate!
2. More than one entry can be submitted per school, but can only be completed by a maximum of 30 people.
3. Your scarecrow should relate to the Anti-Bullying campaign. You should create a scarecrow that scares away bullies.
4. Entries must be suitable for viewing by small children, meaning nothing scary, gory or anything obtaining weapons. **We have the right to remove any scarecrow that does not meet the standards.**
5. All bases must be capable of supporting the scarecrow in a free standing, horizontal support of wood for the scarecrow's body.
6. **Deadline for registration is October 7th. You must email nhsmanupcampaign@gmail.com by 10 a.m. with your team leaders name, school, club, organization, or classroom and how many participants will be in your group.**
7. **The competition will run from October 1-15.** Scarecrows are to be dropped off on October 15th between 4 and 6 P.M. at Northside High School.
8. Prizes awarded for top 3 scarecrows. (ice cream party for a maximum of 30 people)
9. No items, such as tiki torches, gas powered generators or any other flammable objects are allowed.
10. Nothing valuable should be used.
11. Northside reserves the right to use photographs, contact names and scarecrow names for publicity purposes.
12. Northside is not responsible for loss or damage to scarecrow entries while on display or in the drop-off/pick-up area.
13. Photographs of all scarecrows will be taken at drop-off. Judges will view photos of the scarecrow at judging time to see original condition.
14. All entrants and winners agree that Northside shall have no liability and shall be held blameless for any injuries, misfortune or damage to either persons or property insured by entering, participating in, winning or losing any contest by nonuse of any prize received.
15. **Please make sure your name, school and registration number (you will receive this when you email to register) are printed clearly on the submitted scarecrow.**

Weekly Participation for October

“Man Up Monday”: Students should have access to crepe paper bowties to wear to “Man UP Against Bullying” on every Monday in October. We will incorporate a picture booth outside the lunchroom every Monday that students can pose in front of with their bowties on. The pictures will be shown on the morning announcements and students can vote on the “Picture of the Day”. The winner will be announced each Friday. Learn how to make bowties here: <http://www.mommytesters.com/2013/03/diy-crepe-paper-bow-ties.html>.



“Transformation Tuesday”: This day was created to challenge students to help us change the statistics on bullying. Students should take a picture sometime throughout the day of them with a new friend and post it to Instagram with the hashtag #nhsmakenewfriends. The best picture posted each week will receive a prize on Friday. We want to incorporate social media in a positive way every Tuesday. *Elementary schools may want to draw pictures incorporating the “Man UP Against Bullying” theme on Tuesday.



“Positive Pledge Wall Wednesday”: Students will sign the wall in the our atrium to commit to “Man UP” against bullying. You could incorporate a pledge wall anywhere there is traffic throughout your school. We will also incorporate a “wordless Wednesday moment of silence” into the morning announcements to remember the lives lost to bullying.



“Twitter Thursday” : Thursday will be another day to turn social media into a positive. On Twitter Thursday, we ask students to tweet positive comments with the hashtag #nhsspeaksoutagainstbullying to promote how much a positive comment can make a difference in anyone’s day. *Elementary schools may want to again incorporate a drawing contest on Thursdays or may be pass out positive comment stickers, such as “Be A Friend” or “No Bullying Zone”.

“Forgive & Forget Friday”: we will set up a table at lunch with our stand together promotional pieces for students to sign and hang up in the lunchroom. The promotional piece will look like the picture below and have, “I was a friend today”, as well as a place for them to sign. The goal of this day is to fill the lunchroom by the end of October and take pictures so the media can show the community that we are all “Manning UP” against bullying.



“Friday Fun Day”

Since Friday is the last day of the week, we want to make it fun and give away prizes. During the last 10 minutes of the day, we will give away special prizes for our Picture of the Day (from Transformation Tuesday) and our (Tweet of the Day) for Twitter Thursday.

On the last Friday of the month (Oct. 25), we want to have our entire school standing in the atrium against the pledge wall wearing the Man Up Against Bullying t-shirts that we have created. Feel free to copy our design or create a design just for your school. Either way, we all know our students love T-Shirts!

T-shirt Mock UP:



TENTATIVE
SUBJECT TO CHANGE



*Man Up with Us
Anti-Bullying Night*

October 26, 2013

Website information: Visit our Website for Updated Information!!!

The screenshot shows a web browser window with two tabs: "Man Up Campaign Website" and "Man Up Against Bullying". The address bar displays the URL "northsidemarketing.weebly.com/man-up-against-bullying.html". The website header features the text "Northside Marketing Education" in a blue, stylized font. Below the header is a navigation menu with links: HOME, MEET YOUR TEACHERS, CLASROOM POLICIES, COURSES, PE, DECA, and MORE... The main content area features a large graphic with the text "MAN UP Against Bullying" where "UP" is replaced by a black mustache. Below this graphic, the text reads "October is National Bullying Month. Let's Man Up Against Bullying." A small paragraph of text follows, mentioning Northside High School and the Muscogee County School District, along with a "Learn More" button. Further down, the section "Current Supporters and Sponsors" is visible, with "Presenting Sponsors" listed below it. The Windows taskbar at the bottom shows icons for Internet Explorer, File Explorer, Google Chrome, Lync, PowerPoint, Adobe Reader, and Word, along with the system clock showing 12:18 PM on 9/19/2013.

Man Up Campaign Website x Man Up Against Bullying x

northsidemarketing.weebly.com/man-up-against-bullying.html

Northside High School - 2002 American Way, Columbus, Ga 31909 - 706.748.2920

Northside Marketing Education

HOME MEET YOUR TEACHERS CLASROOM POLICIES COURSES PE DECA MORE...

MAN UP Against Bullying

October is National Bullying Month. Let's Man Up Against Bullying.

Northside High School and the Muscogee County School District to launch community wide Anti Bullying Campaign lead by the Northside DECA chapter. Project leaders are currently looking for community sponsors and supporters to help raise awareness and to build understanding of the cause and effect bullying. The opportunity is there and we can MAN UP together to make a difference. Learn more about the cause by exploring the link provided. We hope that you decide to MAN UP with us!

[Learn More](#)

Current Supporters and Sponsors

Presenting Sponsors

Windows taskbar: Internet Explorer, File Explorer, Google Chrome, Lync, PowerPoint, Adobe Reader, Word, System Clock: 12:18 PM 9/19/2013

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

