**Presentation Speech**

Huston: Welcome ladies and gentlemen. How are all of you guys doing today? Well I am Huston Boyd, and we are dressed as superheros today not only because we are representing for homecoming week, but also because we want more “superheros” to step up around our schools and make a difference. My team and I have been brainstorming ways to get involved for National Bullying Month in October and we have been planning events to coordinate with the month.

Huston: This is our team (each member introduces themselves): Hi, I am Jill Smith, I am Hannah Williams, I am Madelynn Saine, I am DJ Arroyo, and I am Megan Williams.

Huston: I hope you enjoy our presentation and we look forward to you giving us feedback and suggestions. We want to incorporate the community in a big way and really make a difference! Thank you again for coming out and welcome. Without further ado, lets get started:

Jill: 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. Bullying can lead to development issues, mental health disorders, sleep problems, school attendance issues, and decreased academic performance. As bullying is often an underreported issue, but still one that requires action, the need for more communities, educators and other key stakeholders to understand the repercussions of bullying behaviors has increased.

DJ: As you can see behind, we have researched statistics and we have also looked at surveys given throughout the Muscogee county school district and the statistics continue to shock. As this is a wide spread issue addressing this issue in our local community and local schools to understand the cause and effect of bullying situations is vital to this campaign.

Megan: That’s why we want to reach as many people in the community as possible. We would love to incorportate our ideas to benefit not only Northside high school students, but to raise awareness throughout the school system and local businesses and really show everyone that we are taking a stand and “manning up against bullying”. We need your involvement to help us do that.

Huston: The opportunity is there and we have to increase awareness to make a difference…Are you ready to help? The marketing classes have brainstormed and come up with a very innovative and fun campaign. As you all know, mustaches are very popular right now and this became our inspiration. The Man Up campaign is built around Bullying being a hairy situation, a catchy and fun slogan. We want this theme to come through in all of the activities that we implement throughout October.

Hannah: The backbone of our campaign is the anti bullying lip dub. We researched “Lip Dub” and thought that a lip dub involving students and businesses downtown would not only create a lot of awareness throughout the community, but be a fun way for everyone to get involved. Let us show you a lip dub that was organized by another high school and has gotten 837,000 hits on YouTube.

Jill: However, their focus was only within their school so just imagine if an entire community was a part of the event. We want to organize something similar downtown on broad street. We realize this will take a lot of practice on our part. We would supply the students lip singing, and the local businesses, other schools and community members would create banners and cute signs and line the streets as we move through downtown. We are happy to say that we have gotten it approved and are ready to move to the next phases of planning our lip dub.

Madeline: Our next idea is to incorporate a 14x48 billboard (that’s a big one!!) throughout the entire month of October (next to B’Merrells) with our cause, our sponsors logos, and a picture of our students in front of Northside. This would be a great location to impact our students. We would love to have multiple billboards, but we know we will be limited with the amount of funds we can spend.

DJ: Having done a billboard in the past, I contacted Joe Pageant at CBS Outdoors and he has generously given us a discount on a billboard for the entire month in our preferred location. We, however, would need to raise some money and generate sponsorships to help us bring our ideas to life.

Madeline: Some other ideas that we have come up with and would like to get your feedback on are potentially doing a Poetry Slam/ concert after the LipDub, creating a children’s book contest amongst muscogee county school district students, or having a professional commercial shot and aired on local television.

DJ: Another special event for the local community would be a stuident Night at the Cotton Mouths on October 26th. We could invite all local schools and set up anti bullying education/pledge booths and host an activity at intermissions.

Jill: All of those ideas would be community oriented projects. We also plan on implementing some events exclusive to Northside. Our campaign at Northside has been split up into fun days of the week. Our weekly activities would stay the same for the month. These are the days we have come up with to raise awareness at our school:

Megan: **Show calendar**

1. “Man Up Monday” we would need to greet students in the morning with a smile and a bowtie to wear to “Man UP Against Bullying”. Our students would also set up a picture booth outside the lunchroom every Monday to get students to pose with their bowties on. We could show these pictures on the morning announcements.
2. “Transformation Tuesday” we created this day to challenge students to help us change the statistics on bullying…we want them to take a picture sometime throughout the day of them with a new friend and post it to instagram with the hashtag #nhsmakenewfriends We wanted to incorporate social media as much as possible because right now it is used in such a negative way at times to bully…
3. “Positive Pledge Wall Wednesday” Sign the Wall in the atrium to commit to “manning up” to stop bullying. We also wanted to incorporate a wordless Wednesday moment of silence into the morning announcements to remember the lives lost to bullying.
4. “Twitter Thursday” we again wanted to incorporate social media to hopefully turn it 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 someones day…
5. “Forgive & Forget Friday” : we would set up a table at lunch with our stand together promotional pieces for students to sign and hang up in the atrium. This is an example of what we would make, and it would say, “I was a friend today”. Hopefully we can fill the atrium by the end of October and take pictures to turn in to the media. One of our biggest goals is to get recognized and create awareness in as many students, parents, teachers, administrators as possible. We need to incorporate the media to do this.

FRIDAY Special Prizes/other Promotional Pieces

Jill: We want Forgive and Forget Friday to be one of our biggest days, so we would give out special prizes the last 10 minutes of the day 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, we would love to have our entire school standing in the atrium against the pledge wall wearing the Man Up Against Bullying tshirts that we have ordered. Tshirts are always something fun for students and they love getting FREE or cheap tshirts.

Megan: We also want to send our ideas to other schools in the county via an anti-bullying packet so that they too can incorporate bullying awareness in their school.

Hannah: The last item we want to leave you with is an example of a commercial we shot at the beginning of this week…we want to shoot short commercials for each week in October to play during the morning announcements and to send to other schools. We want to get other clubs and organizations involved with this, for example, our football team would have a commercial played with them on maybe a Friday game, our math team could be in one of the commercials, and so on….we want to incorporate as many student groups as possible. These commercials would be produced by our Web Design and Sales & Promotion classes…

Huston: Thank you for your time today…we now want to open the floor to any comments or suggestions you may have for us.