



Muscogee County School District

2960 Macon Road Columbus, GA 31906

For Immediate Release

Valerie Fuller

Director of Communications & Open Records Officer

Telephone: (706) 748-2034

www.muscogee.k12.ga.us

Release Date: September 18, 2013



MEDIA RELEASE

Be There:



Northside DECA & Marketing Classes Man-Up Against Bullying Campaign

(Columbus, GA)-October is National Bullying Prevention Month and Northside High School (NHS) plans to launch its **MAN UP Against Bullying** campaign October 1, 2013. It is a great opportunity for everyone to **Be There** and share in a teachable moment with students, parents, teachers, school administrators, and the community to unite and raise awareness on bullying and prevention through events, activities, outreach, and education.

The Northside Distributive Education Clubs of America (DECA), an association of marketing students at NHS, and the marketing classes at NHS created the campaign to combat bullying after researching some local statistics collected from the district's high school bullying survey last year as well as some national statistics. According to a national survey (bullystatics.org), "approximately 85% of bullying cases had no intervention effort made on the part of teachers or administration." Northside students want to change that statistic and incorporate the **MAN UP Against Bullying** Campaign for all schools in Muscogee County, the community and other school districts.

The backbone of the campaign is a *lip dub* music video to be performed downtown on Broadway using positive lyrics and music to promote anti-bullying behavior and friendship. It provides an opportunity for an excellent teachable moment for students, parents, clubs, organizations, community leaders, businesses and the community.

-Continued-

The marketing team generated other ideas to help promote the campaign like requests for community sponsored billboards featuring the campaign slogan, student pictures, and logos of sponsors. Students also brainstormed to develop a community contest such as a pottery slam, a children's book writing contest that would be open to all grade levels and planned to have a students' night out at the Columbus Cottonmouths' game on October 26, 2013.

Fun activities and events are scheduled for students each week throughout the month of October to promote harmony and to prevent bullying.

Man-Up Monday

Students receive bowties and mustaches for students and a photo booth will be set-up during lunch for students to take pictures.

Transformation Tuesday

Students take a picture of a new friend or someone they normally do not talk to and post it on Instagram and use a hashtag (#nhsmakenewfriends).

Pledge Wall Wednesday

Students sign the pledge to be a friend, not a bully. The pledge will change weekly, but each pledge is related to standing up against bullying.

Twitter Thursday

Students tweet positive comments to one another and use the hashtag #nhsspeaksagainstublying.

Forgive and Forget Fridays

Students will write on a paper in the atrium at Northside High School how they made a difference that day. At the end of the day on Friday the top picture from *Transformation Tuesday* and the top tweet from *Twitter Thursday* will receive a prize.

Special event plans also include a *Peace Day* where students dress in 70's attire to promote peace and harmony with one another and *Wordless Wednesday* where Northside High School Students will have a campus-wide moment of silence for the lives lost due to bullying. DECA, marketing students, Northside High and district leaders hope to positively affect the lives of students across the world through the ***MAN UP Against Bullying*** Campaign.

For more information, contact Valerie Fuller, communications@muscogee.k12.ga.us, or nshmanupcampaign@gmail.com (Emily Steyers and Libby Clay).