

Bullying Video – What Is Bullying?

Main Character	Ashad, young urban boy, red backpack and shoes, gets in the back of the line with the other kids and tries to smile at them. He walks into school with his head down.
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30-Second Version:

["If someone is mean to the same person over and over again knowing they cannot or will not defend themselves, that is bullying." - Placed bottom of screen for entire duration of video]

Script/Voice Over	Storyboard/Shot list
<p><i>(1) You may have heard your older brothers and sisters, or even the parents of friends, talk about bullying. Sometimes kids aren't so nice to each other and it hurts them in their bodies and minds.</i></p> <p><i>(2) Teachers and administrators can't see everything, so you need to be able to understand what bullying is and how you can successfully deal with it so you can be a valuable member of the community.</i></p> <p><i>(3) Did you know that you can be nice and make people laugh without hurting anyone's feelings?</i></p> <p><i>(4) Bullying is when another student is picked on for being different in some way or quiet. Some kids are naturally louder and/or stronger. Others like to play by themselves or have fewer friends. They may not know how to stand up for themselves. Bullying is when someone keeps getting picked on.</i></p>	<p>Ashad sees two kids make fun of a kid with crutches.</p> <p>Ashad's face shows he feels bad. He sinks his head a bit lower as the narrator says, "Ashad hopes that the other kids will be nice to him this year. Last year, some were mean to him because he learns differently and doesn't always want to stay in his seat."</p> <p>As the narrator speaks the next lines the (below) words pop out all around Ashad. He is looking (left and right) at the words, smiling at each one.</p> <p>KINETIC TEXT: Everyone learns differently.</p> <p>KINETIC TEXT: We can laugh at jokes, not each other. Come play a game with us.</p>