



# NEWSLETTER

## SECOND EDITION

Welcome to our 2nd Campaign update newsletter! If you missed the first one, it's archived [here](#) on our Campaign website.

This week marks the beginning of National Bullying Prevention Month! Our staff are standing by to assist you in planning your event and action steps.

Our PR team has begun pitching your efforts to local and national media. **Please email or call us with information on what you are planning ASAP so that we may include it in our pitches.**

[info@thebullyproject.com](mailto:info@thebullyproject.com) / 212.725.1220 / 9am - 7pm EST, Mon - Fri

Please share this communication with all team members assisting, as we do not have everyone's emails. By now you should have received your boxed kit in the mail. Please make sure it is handed off to the right person on your team.

# TALKING POINTS FOR YOUR EVENTS

After discussions with mayors all over the country, we've put together a set of [talking points](#) to help frame opening or closing remarks at your events, and to use with the press in order to engage the participants, inspire action, and help the press understand why this campaign matters.

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# VIDEOS, SOCIAL MEDIA & MAYORS CAMPAIGN GRAPHICS

Some of you have asked if there is a BULLY Film trailer and graphics for use in publicizing your event. You bet! Download our [Graphics Kit](#) here.

Social Media – Here is a link to the Social Media Toolkit for use in your campaign. The Bully Project has a great base of over a million supporters across facebook/twitter/instagram and email. We are committed to amplifying your efforts.

The campaign #hashtag will be **#mayorsendbullying**. Tweet us via the hashtag and @bullymovie with suggestions or developments!

## RUBENSTEIN PUBLIC RELATIONS TO HEAD UP NATIONAL PR FOR CAMPAIGN



On the PR front, we are pleased to announce that Rubenstein Public Relations will be leading the national effort to help your work get the press it deserves.

For PR support/ brainstorming or resources. Please feel free to reach out to:

Freida Orange / Associate Vice President / Rubenstein Communications / 1345 Ave of the Americas, NY 10105 / e: [forange@rubenstein.com](mailto:forange@rubenstein.com) / o: [212.843.8340](tel:212.843.8340) / c: [917.705.1504](tel:917.705.1504)

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# SEE WHAT OTHER CITIES ARE PLANNING!

**Curious about what other Mayors are doing? Here is a sneak-peek at just some of the amazing work being spearheaded by Mayors and their teams across the country:**

**Lansing, MI** - Mayor Virg Bernero, together with the Superintendent of the Lansing School District and their teams, are planning to use their October participation in the US Conference of Mayors Campaign to End Bullying as a launching point for long-term work in their community.

To start, they will invite stakeholders, such as members of the education, business, civic, and faith communities to a private viewing of BULLY in late October. Directly after this screening, they will use the momentum from the film to help participants develop action plans for how to bring bullying prevention directly into the schools and community settings over the next year or more.



Lansing Mayor Virg Bernero (Left), Lansing School District (LSD) Public Safety Director Cordelia Black (Middle), LSD Superintendent Yvonne Caamal Canul (Right), along with LSD Student Services Director Susan Land (not pictured) and Mayoral Staff Assistant Nicholas Soucy (not pictured) on the phone with the Bully Project Team planning their campaign.

Next, the Mayor and his team will hold a press conference to publicly announce an ongoing commitment to bullying prevention. The Superintendent is planning to use the Bully Project Educator's Kit in area schools with adults, as well as students in the coming school year. The Mayor will also explore opportunities to help raise philanthropic dollars to support professional development for educators. Go Lansing!

**Mooreville, NC** — When the local press heard about Mayor Atkins participation in the Mayor's Campaign to End Bullying and published two articles (in the [Charlotte Observer](#) and the [Mooreville Tribune](#)), area groups that had been working on bullying prevention work came out in full force, interested in aligning themselves with the Mayor's efforts. After talking to many of the organizations, the Mayor and his team learned about several bullying prevention initiatives already in place — but determined that the local movement would benefit from joining forces in a more coordinated manner. For example, the Mayor will be issuing a proclamation of support and bringing opening remarks at the Conflict Resolution Day event on October 16th at which a BULLY screening is planned. In addition, the Mayor has begun conversations with both local school systems about plans and strategies already in place to combat bullying. The Mayor and his team see these efforts as part of what will be a long-term conversation in their city helping to connect the dots between all the organizations that had been working independently; and keeping the conversation going for years to come in order to build and create a caring community.

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**Buffalo, NY** — Mayor Brown is planning a BULLY screening as the culmination of his city's observation of National Bullying Prevention Month. The event will include students from district high schools; local press will be invited to cover the event; and key community stakeholders and the Buffalo Board of Education have been invited to attend and participate in a post-screening panel discussion.

**Avondale, AZ** — In conjunction with the Avondale Youth Advisory Commission, a screening of BULLY will be held at the City Hall. Area schools and other local groups will be invited to participate in a discussion with students, educators and parents following the film. In addition, Mayor Weise is also planning a citywide anti-bullying proclamation during the month of October.



## HAVE YOU CREATED YOUR CITY PAGE ON THE CAMPAIGN WEBSITE?

VISIT: [Campaign Website](http://www.bullyproject.usmayors.org) ([www.bullyproject.usmayors.org](http://www.bullyproject.usmayors.org))

Every participating city has its OWN page, and this resource has been designed so you or your team can customize it to best reflect the way your city is participating in the Campaign. We urge you to immediately begin populating your page with information so that our press teams can publicize your efforts! [Click here for instructions.](#)

If you need any technical assistance, Bully Project staff is available Monday - Friday 9am - 7pm EST to help walk you through it: (212) 725 -1220



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