

Advertising Committee

1. Purchase poster board. Talk to Mr. Mineau about getting poster board. You will need enough for each club to have a poster, each department, and posters to advertise around school.
2. Get a list of the advisors of the clubs/organizations at East from Mr. Zachow. Email the advisors telling them about “Words Hurt” week and asking them to design a poster. There is a sample of an email on the following page. Get them poster board to design the poster.
3. Email each department with a similar email: Administration, Art, At Risk, Business & Marketing, CA, Special Education, ELL, Family & Consumer Education, Health, P.E., Maintenance Staff, Math, Media Specialists, Music, Secretaries, Science, Social Studies, Technology & Engineering, World Languages. If you email one person from the department, they can ask their department what quote they would like to have on the poster. You can either make the poster for the department or if the department would like to make their own poster, you can get them the poster board.

Example Email:

Hi _____ (NAME OF ADVISOR),

We are organizing a “Words Hurt” campaign for the week of January 30 – February 3 at East. We are focusing on words that hurt other people and educating people on what to say. We are getting as many clubs involved as we can and I would like to involve the _____ (NAME OF CLUB) in the week’s events. If you are willing to participate, this is what I am asking you to do.

1. Set up a meeting with your club to tell them about “Words Hurt” week. On February 2 and 3 (Thursday and Friday) there will be speakers in the auditorium each hour that teachers will be able to take their classes down to listen to. The speakers include people from the community speaking about poverty/class issues, multiculturalism, LGBT issues, ability issues, etc.
2. Create a poster on poster board with your club that says, (The name of your club) supports “Words Hurt” week because _____ (your own message). You can decorate it however you’d like. We will hang them up around the school during the week of January 30 – February 3.

4. Design posters advertising for Words Hurt Week, explaining when it is (the dates) and maybe have a quote or two. The posters should advertise and also inspire or get kids excited for the week.

Words Hurt Video:

1. Set a date to film the video.
2. With the Advertising Committee, organize all of the clubs and departments to meet at a specified date and time to film with their posters.
3. Put together a video that promotes the week. You can see an example here: <http://www.youtube.com/watch?v=paE2pw8da2s>
4. Tell your advisor when you are finished. The video should be done a few weeks before the due date so it can be approved by your advisor and administration.
5. Ask your advisor to get the video to Mr. German to put on the announcements. You should put it on the announcements weeks before the events on January 30.

Post Secret Video:

1. Create a video that explains and inspires students to write a Post Secret card.
2. You can see an example here: <http://www.youtube.com/watch?v=HXROBRFjnc>
3. Tell your advisor when the video is finished and have it approved by administration.
4. You should play it once or twice before the actual homeroom day so students can bring in decorations for their post card if they would like. The homeroom day is January 26 so try to have the video done a few weeks before then.
5. The video should also play on the day students write their post secret.
6. Ask your advisor to get the video to Mr. German to put on the announcements.

These are things we have done in the past. Keep in mind your committee may develop new ideas as well.