

ZIPIT! Anti Bullying Campaign Fly 92.3 and Adirondack Extreme

As part of our continued effort to educate the students of Sand Creek Middle School about bullying and the steps that they can take to become upstanders instead of bystanders and how we can create a climate of mutual respect, we would like to invite the staff, parents and students of our Sand Creek Community to pledge to “zip it if they don’t have anything good to say.”

Adirondack Extreme Adventure Course, in conjunction with their media partners WTEN, Stewart Shops and Fly 92.3, would like to encourage students, parents and staff to strengthen the community in their schools by pledging to “Zip it.” Our school has already been registered, so we are asking everyone to go to the website below and sign the pledge electronically so that we can continue our commitment. Additionally, by signing the pledge, we will be enrolled to win \$500.00 for our school and become eligible to host the premiere of the Anti-Bullying Lip Dub video which includes:

1. Appearances by the Fly 92.3 morning crew
2. The Adirondack Extreme Road vehicle
3. Anti-Bullying Presentation

Students, staff and parents can sign the pledge electronically by:

1. Going to the computer lab with an adult here at school and sign the pledge as part of a class wide activity
2. Signing onto the following website at home: **Adirondack Extreme.com**
 - a. Click on the zip logo
 - b. Locate the pledge module in the lower left hand of the screen
 - c. Complete the required information
 - d. Choose your school
 - e. Submit

*Please see attached frequently asked questions along with information about the contest and the pledge.

Penn, Jill

From: Kellye Shaw [zipit@adirondackextreme.com]
Sent: Monday, October 03, 2011 1:03 PM
To: Penn, Jill
Subject: RE: Zip It

Drive students, faculty and other community members to the Adirondack Extreme.com site
There click the zip logo
see the pledge module o the lower left of the screen
Complete the required information
choose your school

Here is a list of frequently asked questions. Let me know if you have any other questions.

Can people pledge without an email address? We realize some students may not have an email address. Schools are allowed to recruit hard copy pledge forms with the student's name and signature. At the close of the pledge recruitment - January 15, 2012 you will be asked, via email to provide us with your hard copy pledge count. These totals will be added to your on-line pledge total and calculated to determine the highest performing school. PLEASE NOTE: only enrolled student pledges will be counted. You will be required to provide confirmation for each hard copy should your school win. Other persons (a.k.a. non-students) wishing to pledge for your school must have a valid email address and should be directed on-line. See "Hard Copy Pledges"

Do I need to register my school? In order to participate in the program and earn pledges for your school you must first register your school. By registering you are helping to unite the capital region and beyond in our anti-bullying efforts.

Is this by district or individual school? Only one individual school will be awarded. The school with the highest percentage of pledges to enrollment ration will win.

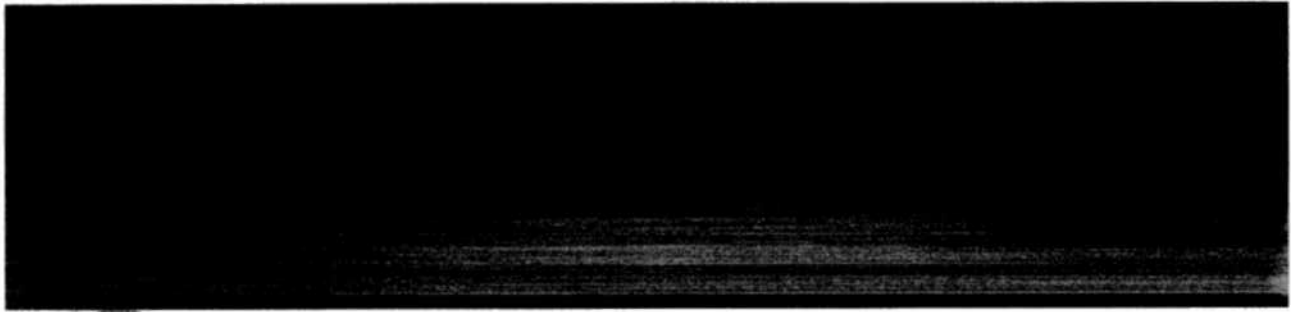
Can I utilize hard copy pledges for Non-Students? The hard copy pledge is something you want to use sparingly. The best and easiest ways to boost your pledges is to have people go to the website directly to pledge. Hard copy pledges of NON ENROLLED STUDENTS of your school will require your team to manually data enter - and the pledge person will still need to validate the pledge via a pledge confirmation to their email address.

Can parents, faculty and others pledge too? Yes - boost your schools pledges by asking friends, parents, faculty to pledge on behalf of your school. Please note a valid email address is required for these pledges. Sorry - only one email per pledge.

How come the pledge count doesn't change after I pledge? The pledge count updates every 4 days.

From: Penn, Jill [mailto:Jill.Penn@southcolonie.k12.ny.us]
Sent: Monday, October 03, 2011 12:40 PM
To: zipit@adirondackextreme.com
Subject: Zip It

Kellye



- [FLY Music](#)
- [On The Air](#)
- [Win!](#)
- [Go in' Out](#)
- [Media](#)
- [Contact](#)

ZIP IT!



YOU'RE NOT ALONE!

FLY 92.3 AND ADIRONDACK EXTREME ARE PARTNERING WITH YOU TO END BULLYING IN THE CAPITAL REGION.

SIGN THE ANTI-BULLYING PLEDGE TO WIN YOUR SCHOOL \$500 AND HOST THE PREMIER OF THE ANTI-BULLYING VIDEO PREMIERE -

ACCORDING TO ISAFE.ORG:

- About 42 percent of kids have been bullied while online with one in four being verbally attacked more than once.
- About 35 percent of kids have been threatened online.
- About 58 percent of kids and teens have reported that something mean has been said about them or to them online.
- Other bullying statistics show that about 77 percent of students have admitted to being the victim of one type of bullying or another.
- The American Justice Department bullying statistics show that one out of ever 4 kids will be bullied sometime throughout their adolescence.
- 46 percent of males followed by 26 percent of females have admitted to being victims in physical fights as reported in one report of bullying statistics by the Bureau of Justice School.



WHAT TO DO IF YOU'RE BEING BULLIED:

- **Tell them to stop.**
- **Walk away.** Do not let them get to you. If you walk away or ignore them, they will not get that satisfaction.
- **Protect yourself.** Sometimes you cannot walk away. If you are being physically hurt, protect yourself so that you can get away.

- **Tell an adult you trust.** Talking to someone could help you figure out the best ways to deal with the problem. In some cases, adults need to get involved for the bullying to stop.
- **Find a safe place.** Go somewhere that you feel safe and secure like the library, a favorite teacher's classroom, or the office.
- **Stick together.** Stay with a group or individuals that you trust.
- **Find opportunities to make new friends.** Explore your interests and join school or community activities such as sports, drama, or art. Volunteer or participate in community service.

FOR ADDITIONAL RESOURCES, VISIT:

Internet Development by

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Anti Bullying Campaign

Bullying negatively affects the atmosphere of school and disrupts the learning environment. Adirondack Extreme Adventure Course and its media partners **WTEN**, **STEWART SHOPS**, and **FLY92.3** would like to encourage student and faculty to help create a community in where everyone feels they belong.

Our vision is to unite our Capital Region schools so that together we can end all forms of bullying. Help us become strong. Enroll your school today.

All it takes is one. One student - One teacher to become an Ambassador of "Zip It." Enroll your school today to begin a "Zip It" anti-bullying pledge campaign. The school with the most pledges will win \$500 and host the premiere of our Anti-Bullying Lip Dub video which includes:

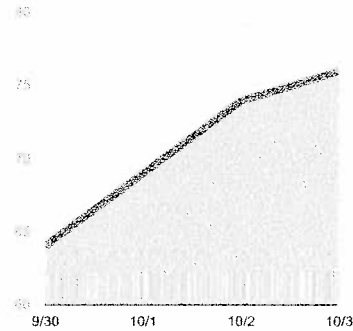
1. Appearances by Fly92.3's Morning Crew - Brian and Chrissy
2. The Adirondack Extreme Road vehicle
3. Anti-Bullying Presentation

The winning school will have the highest percentage of pledges to student ratio. On-line pledge submission closes 1/15/2012. Pledges are not limited to students. Persons may only pledge once. In the event of a tie the award recipient will be chosen by random draw.

Should you have any questions regarding Zip It! please contact Kellye Shaw at

Adirondack Extreme has put together the elements you'll need to begin an anti-bullying pledge campaign at your school. Click here for a customizable poster to display and a pledge form template to use at upcoming school events.

[PLEDGE FORM](#)



Thank you for helping us raise awareness about bullying. To pledge, please read below, and complete the automated anti-bullying pledge form.

"I believe that everyone should be able to enjoy our school and communities equally. I agree to help STOP bullying and all forms of violence to ensure my classmates and neighbors feel safe, secure, and accepted regardless of ethnicity, gender, popularity, athletic ability, intelligence, religion, or nationality."

By signing this I agree to:

- SUPPORT students/persons who are subject to any form of bullying.
- TEACH by example and treat everyone with respect and kindness.
- OBSERVE and recognize incidents of

Thank you for helping us unite Capital Region Students. To enroll your school please complete the following registration. Once completed your school can begin your pledge recruitment promotion process and help us Zip It!

School Representative (Teacher):

Contact Phone:

Contact Email:

Confirm Contact Email:

- bullying.
- PREVENT bullying by reporting bullying behavior.

Name:

School Name:

Email Address:

School Address:

Confirm Email Address:

City:

State:

Select State

E-mails are for campaign verification and information purposes only and will not be used for profit marketing.

If you do not have an email address to use, please download the pledge form below and hand it in to your school instead.

Total Enrollment (As of 9/8/2011):

PLEDGE FORM

Select School:

Select School

SUBMIT

SUBMIT

