



Bullying/Cyber-Bullying Committee Meeting Summary

January 16, 2018

Horizons Center Community Room

Keeping Our Youth & Families Safe...

Physically & Emotionally Healthy & Free of Substance Abuse

Meeting highlights:

Roundtable introductions were made. Overview of the Youth and Community Alliance (three committees) and the previous bullying/cyber-bullying committee meeting which was held in November.

Public Service Announcement (PSA) Planning:

The group discussed different focuses for the PSA. Committee member Sydney R. stated; “we are all the same on the inside; people’s eyes can be distorted by that”. Member, Michael L. shared how he developed a short film about dolls and building emotional pressure and how this PSA should be impactful like that. Kenny B., technical consultant for Town of Smithtown Public Safety suggested incorporating a “crumpled paper” symbolism. This entailed having a bully in the first frame, two hands in the second frame, paper being crumpled in the third frame, and un-crumpling paper in fourth frame, saying “No matter how hard you try, the creases don’t come out.” Then possibly reversing the crumpling: stop bullying, be helpful not hurtful.

The PSA will be seen on the Town of Smithtown website, GTV, and optimum. Other ideas for the PSA were to be an Upstander or show that bullying doesn’t necessarily have to create scars (resiliency), kindness matters, bullying is progressive (can be a part of your upbringing). Members also expressed that bullying comes in different forms (verbal, social, physical, cyber). People all affect each other and need to change the bullying cycle. Michael L. suggested that when we hold the crumpled paper at the end, to zoom out to see many others also being affected. The actor can say the words on the crumpled paper.

It was decided that the target audience will be kids/teens, but hopefully speaks to everyone. The PSA crew can possibly use the same actor throughout each frame and have everyone else involved throughout the PSA. Format ideas included starting with a child being bullied at home, then being bullied at school (student posts a video online), and continue through all forms of bullying. **Committee members want to involve many volunteers in the last frame, to show how bullying impacts many people.**

Next Steps: Students will speak with their schools and inquire about filming pieces of the PSA there. All students and adults participating in the taping will have to fill out a release form. A survey will go out to the group to determine the date of the next planning meeting (2/6 was suggested but a few people have other obligations). It will once again be at 4:30-5:30 pm. The PSA draft will be written during the meeting. If anyone is interested in television production they can be Kenny B’s assistant for the technical components of this project. The next **Alliance General membership Meeting** will be held on Tuesday, March 20, 2018 at 4:30 PM at the Smithtown Library, Main Branch.



Town of Smithtown Youth & Community Alliance

“To promote the health and wellness of our young people; mobilize schools and communities; and utilize resources to create and sustain an environment where destructive decisions and substance abuse are reduced”