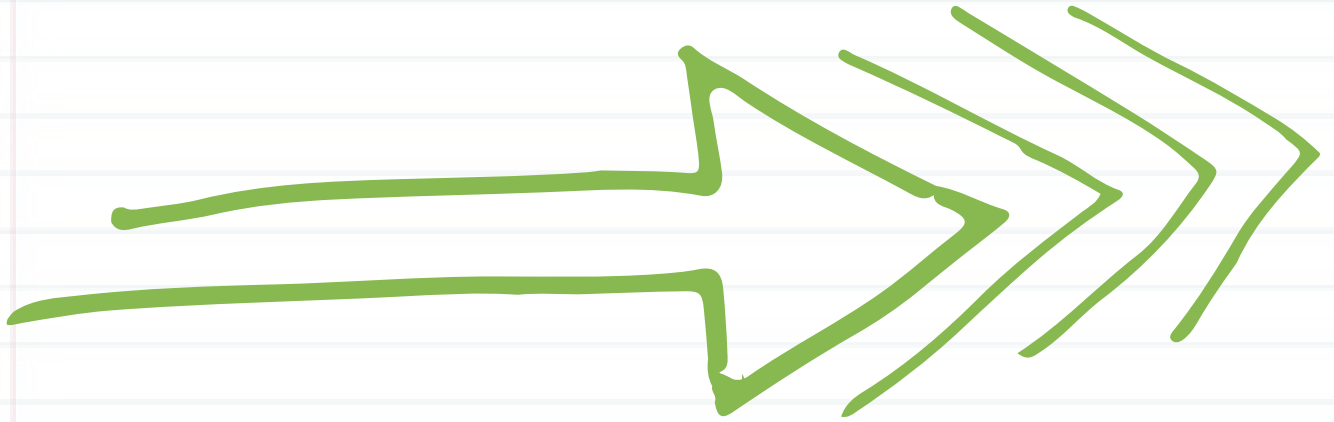


Community Outreach



The team had a goal of reaching a minimum of 400 parents or guardians of TCS middle school students. While many resources like a blog and parent packet were provided, the team understood that parents would be more likely to learn about the campaign if the information came from a trusted, outside source such as the local media. Additionally, anti-bullying is a large and pervasive problem in the Tuscaloosa community and the "I Can" team wanted to spread the word and educate as many people as possible in the city. The team reached out to multiple print media, radio and TV stations. We also connected with the mayor's office to have February 25 declared "Stand Strong Day" in Tuscaloosa. By utilizing media resources and the notoriety of Mayor Walt Maddox, the team was able to reach large numbers of Tuscaloosa community members and parents.



Community Outreach

Media: General Press Release

This screenshot shows a Facebook interface for Tuscaloosa City Schools. On the left, a link is shared from UA's Bateman Team regarding bullying. The main post, dated February 25, is titled "Stand Strong Day" and reports that Mayor Walt Maddox has proclaimed Monday, February 25, 2013, as Stand Strong Day in Tuscaloosa. The post includes a video thumbnail showing a group of people holding a large banner with the text "I Can Stand Strong Against Bullying".

Tuscaloosa City Schools shared a link.
February 26

A new blog post from our friends on UA's Bateman Team who are working to address bullying in the Tuscaloosa City Schools.

Victim or Bully: How You 'Can' Tell
uabateman.wordpress.com

As a parent of a TCS student, you may have noticed the HALT activities listed online, the posters in your child's school, and the new "I Can" materials in the hallways. You've begun to understand h...

Like · Comment · Share

6 people like this.

Write a comment...

Tuscaloosa City Schools
February 25

Stand Strong Day
Mayor Walt Maddox proclaims that Monday February 25, 2013 is Stand Strong Day in Tuscaloosa.

Chat (51)

This screenshot provides a closer view of the "Stand Strong Day" post. The text of the post is clearly visible, stating that Mayor Walt Maddox has proclaimed Monday, February 25, 2013, as Stand Strong Day in Tuscaloosa. The video thumbnail shows a large banner with the text "I Can Stand Strong Against Bullying" and a play button icon in the center.

parent of a TCS student, you may have noticed HALT activities listed online, the posters in your 's school, and the new "I Can" materials in the rays. You've begun to understand h...

Tuscaloosa City Schools
February 25

Stand Strong Day
Mayor Walt Maddox proclaims that Monday February 25, 2013 is Stand Strong Day in Tuscaloosa.

Chat (48)



Media: General Press Release

Contact: Kelsey Balzli, Media Relations Director
2012-2013 UA Bateman Team
Email: uabateman2013@email.com
Phone: 225- 328-8376

FOR IMMEDIATE RELEASE

TOP PUBLIC RELATIONS STUDENTS LAUNCH "I CAN" CAMPAIGN IN THE TUSCALOOSA CITY SCHOOL DISTRICT

Five college students work with local middle schools to eliminate in-school bullying.

TUSCALOOSA- Five public relations students are teaming up with [Tuscaloosa City Schools](#) (TCS) to stop bullying in local middle schools. The students are working closely with the current TCS anti-bullying campaign [H.A.L.T. or Harassment Awareness Learning Together](#) to enhance the campaign's message and appeal to students.

The students, Kelsey Balzli, Benjie Ladrillono, Jacquie McMahon, Haley Flanagan and Julia Gardial, are competing in the national Bateman Case Study Competition hosted by the [Public Relations Student Society of America](#) (PRSSA). The students are all currently enrolled in [The University of Alabama Department of Advertising and Public Relations](#).

The UA Bateman Team faces more than 75 national collegiate teams as each works to create and implement the best anti-bullying campaign. The UA team will visit TCS middle schools the entire month of February to help HALT coordinators in all six schools facilitate games, activities and initiatives to increase bullying awareness.

"Since this is our first year of implementation, we are always looking for avenues to enhance our HALT program to make it more effective in our schools," says Vickie Brown, director of student services for TCS. "This group of University of Alabama students is passionate about helping find solutions to the issues of bullying and we are confident it will impact our HALT program in a positive way."

The team developed the "I Can" campaign to build on the current HALT message of standing strong against bullying. The campaign aims to create positive messaging that encourages students to look for kindness in their schools and classmates.

The creator of HALT and HALT coordinator at Eastwood Middle School, Shannon Beard has high hopes for the campaign. Beard says that she hopes that the "I Can" campaign will re-energize students and faculty in TCS schools and that working with the Bateman Team has been "an enjoyable partnership with a win-win outcome for all involved."

-more-

The students on the Bateman Team will work through March 20 to execute the "I Can" campaign and submit a finished plans book to the competition. The book will outline the campaign, explaining the research, work and activities that went into making "I Can" a reality.

"The campaign has been a lot of hard work," says Jacquie McMahon, a member of the Bateman Team. "We've all put our hearts and souls into this program and we can't wait to see how it all works out. We're excited to make a difference in the lives of Tuscaloosa students."

###

The Bateman Case Study Competition is The Public Relations Student Society of America's (PRSSA) premier national case study competition for public relations students. The goals of the 2013 Bateman Case Study Competition are to increase awareness among children, teens, parents and other key audiences of the serious short- and long-term consequences of youth bullying (bullying between the ages of 10-19), and inform these audiences of the steps they can take to help prevent and report bullying. The University of Alabama Bateman Team partnered with Tuscaloosa City Schools to create the "I Can" campaign in association with the HALT anti-bullying initiative (Harassment Awareness-Learning Together). The Bateman students in The University of Alabama's top-ranked Advertising and Public Relations Department aim to decrease bullying cases in the local middle schools as well as the Tuscaloosa YMCA.



Media: "Stand Strong Day" Press Release

FOR IMMEDIATE RELEASE

February 18, 2013

Contact: Jacquie McMahon

843-359-2090

jamcmahon@crimson.ua.edu

Mayor Walt Maddox announces "Stand Strong Day" to combat bullying in Tuscaloosa schools

As a part of the newly-launched "I Can" campaign, the city of Tuscaloosa will dedicate an entire day to anti-bullying education and awareness.

TUSCALOOSA, Ala. - In response to the growing severity of in-school and cyber bullying, Tuscaloosa City officials declared Feb. 25 as "Stand Strong Day." On this day, the "I Can" campaign will sponsor educational events to continue promotion of the empowering anti-bullying message.

Five public relations students from The University of Alabama created the "I Can" anti-bullying campaign to re-energize the Tuscaloosa City Schools' HALT initiative launched in August. Approximately 28 percent of students in grades six thru 12 experience regular bullying each year, according to the National Bullying Prevention Center. This also includes cyber bullying, which has increased significantly with the popularity of social media sites. HALT and "I Can" aim to eliminate this problem in the Tuscaloosa area.

"We greatly appreciate the efforts of the UA students as they spread awareness of the Tuscaloosa City Schools' anti-bullying program to the entire community," said TCS Director of Student Services Vickie Brown. "We are hoping this will be an annual event we can continue as a part of our Harassment Awareness-Learning Together (HALT) program during the month of February."

"I Can" team member and UA senior, Julia Gardial, hopes "Stand Strong Day" will promote compassion in the Tuscaloosa community.

"After months of researching bullying and its damaging effects on kids, we are thrilled that our efforts have achieved an annual day devoted to addressing this hot-button issue," Gardial said. "We hope 'Stand Strong Day' will ensure sustainability for the 'I Can' campaign and its powerful message. I hope the students feel the difference in their schools."

The UA students created the "I Can" initiative for entry in the 2012-2013 National Bateman Case Study Competition. The students created posters, pledge banners, a newsletter and other promotional materials to spread the campaign's message. While "I Can" was created for a national contest, the students behind the campaign have higher hopes than a national championship.

"Stand Strong Day" is day for students, parents and teachers to recognize bullying and take the steps to stop it," said Haley Flanagan, UA junior and "I Can" member. "Our campaign approaches bullying in a proactive way and suggests actions students can actually take to become positive peers in their

schools."

Throughout the month of February, Tuscaloosa middle school students have signed anti-bullying pledges and participated in bullying-themed games and educational activities. Other events this month include a "Mix-N-Munch" activity during lunch and an "I Care" week, when students will send encouraging messages to another student for an entire school week. For more information about the "I Can" campaign or Tuscaloosa City Schools, visit www.usbateman.wordpress.com or the TCS website.

###

The Bateman Case Study Competition is The Public Relations Student Society of America's (PRSSA) premier national case study competition for public relations students. The goals of the 2013 Bateman Case Study Competition are to increase awareness among children, teens, parents and other key audiences of the serious short- and long-term consequences of youth bullying (bullying between the ages of 10-19), and inform these audiences of the steps they can take to help prevent and report bullying. The University of Alabama Bateman Team partnered with Tuscaloosa City Schools to create the "I Can" campaign in association with the HALT anti-bullying initiative (Harassment Awareness-Learning Together). The Bateman students in The University of Alabama's top-ranked Advertising and Public Relations Department aim to decrease bullying cases in the local middle schools as well as the Tuscaloosa YMCA.

Media: TV News Coverage



Reach:
45,000

Publicity Value:
\$300



Major news station ABC 33/40 interviewed UA Bateman Team member Jacquie McMahon about the campaign on Feb. 14.



Reach:
250,000

Publicity Value:
\$75

Local news station WVUA interviewed UA Bateman Team member Kelsey Balzli about the campaign on **"Stand Strong Day."**



Media: TV News Coverage



Reach:
900,000

Publicity Value:
\$1,400



UA Bateman Team member Kelsey Balzi discussed the importance of **"Stand Strong Day"** with major Birmingham news station Fox 6.



Page Views:
100,000

Fox 6 came to the **"Stand Strong Day"** event at Eastwood Middle School.



Media: Radio Coverage

Nine radio stations aired the following 30 second PSA about **“Stand Strong Day”** throughout the day on Feb. 25.

“I Can” Radio Announcement

Total Time: :30

ANNOUNCER: I can combat bullying and you can too. Mayor Walt Maddox has declared February 25th as “Stand Strong Day.” The University of Alabama Bateman Team and Tuscaloosa City Schools’ HALT program have partnered to unify the community and to stop bullying. To learn more about the “I Can” campaign, please visit the Tuscaloosa City Schools’ website or visit U-A Bateman dot wordpress dot com. On February 25th, let’s make Tuscaloosa a bully-free zone. We can unite against bullying. We will stand strong.



Media: Radio Coverage



Publicity Value:
\$6



Publicity Value:
\$18



Publicity Value:
\$15



Publicity Value:
\$13



Publicity Value:
\$18



Cumulative reach of 101, 900



Reach:
900
Publicity Value:
\$27



Reach:
1,000
Publicity Value:
\$29



Reach:
500
Publicity Value:
\$15



Reach:
100
Publicity Value:
\$5



Media: Radio Coverage

With the help of radio host Monk and Town Square, **“Stand Strong Day”** was promoted on the front page of websites for the following five radio stations, which reached different target audiences.



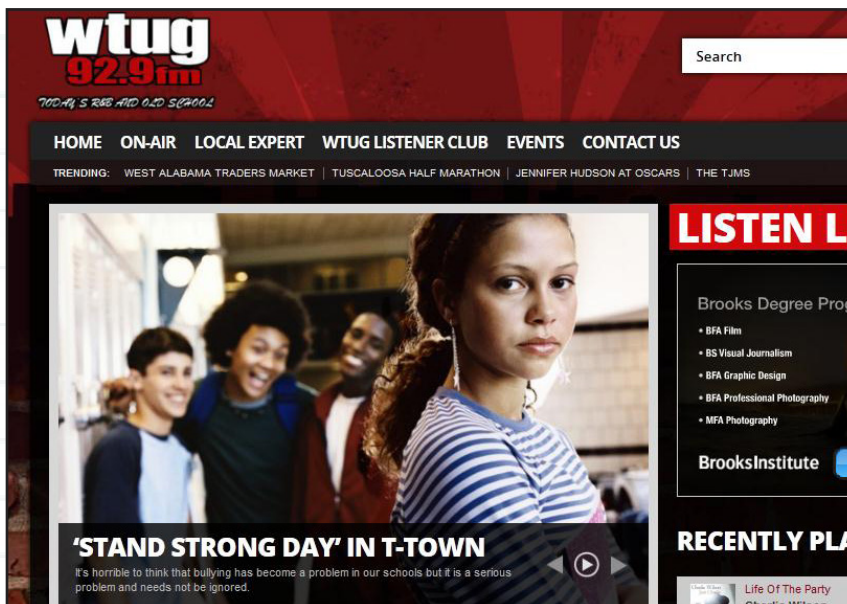
The **“Stand Strong Day”** message reached a target segment who listened to 95.3 The Bear, a country station.



Media: Radio Coverage



The **"Stand Strong Day"** message reached a target segment who listened to B101.7, a Top 40 radio station.



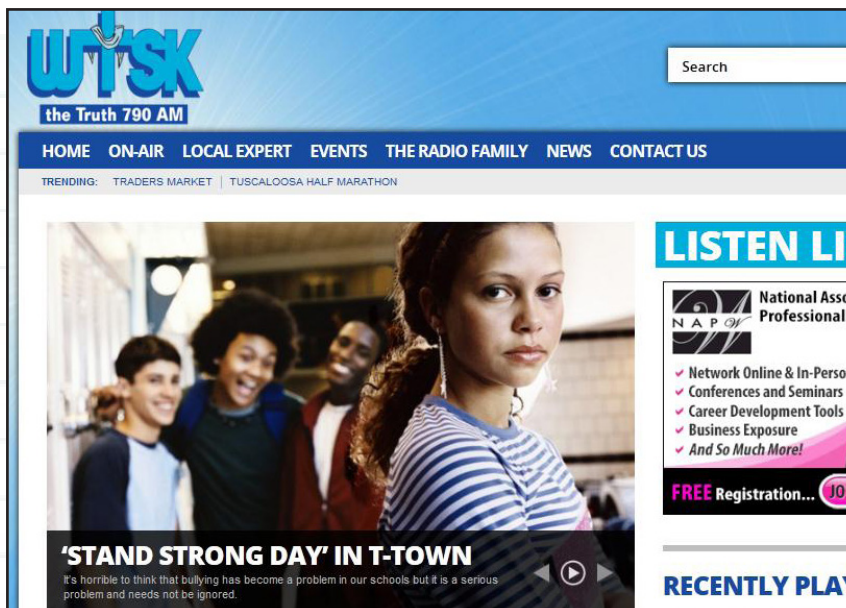
The **"Stand Strong Day"** message reached a target segment who listened to 92.9 WTUG, an R&B station.



Media: Radio Coverage



The **"Stand Strong Day"** message reached a target segment who listened to 99.1 The Deuce, a sports station.



The **"Stand Strong Day"** message reached a target segment who listened to 790 WTSK, a gospel AM radio station.



Print/Online Media



BULLIES

CONTINUED FROM PAGE 1B

The team has also focused on persuading middle school students to increase how often they report bullying. One of the team's goals is to help students understand that they can stop bullying by sticking together.

"We've been doing events once a week in the middle schools to build positive leadership amongst the students, be role models for them," Ladrillono said.

He said the Bateman Team

chose to launch the campaign in the city school system because it has the HALT (Harassment Awareness Learning Together) program. HALT is comprised of monthly events, surveys and a curriculum on bullying prevention.

Deanna Hall, a 14-year-old eighth-grader at Eastwood, said she's learned a lot about bullying in the last month.

"I like it, and think it's a better way to help students stay strong, make friends and face their fears," said "This month we've learned to stop bullying by first trying to talk to people and ask how they feel around people."

Reach Jamon Smith at jamon.smith@tuscaloosaneews.com or 205-722-0204.

LAWN EQUIPMENT
1911 24th St.
Northport, AL
205-339-3681

Oil +11
Spring Spec
ExMol

The Tuscaloosa News wrote an article about the banner signing at Eastwood Middle School during **"Stand Strong Day."**
The article was posted online on Feb. 25 and printed on Feb. 26.

Reach: **30,940** Publicity Value: **\$3,314.18**



Print/Online Media

Central Native, Kelsey Balzli, Selected for National Competition



According to ing.org, at least 25 percent of students experience bullying on a daily basis. Five of The University of Alabama's top public relations students have partnered with Tuscaloosa City Schools to launch the "I Can" campaign, which aims to eliminate bullying in local middle schools. The "I Can" campaign will be submitted to compete against universities across the nation as a part of the Public Relations Student Society of America's prestigious National Bateman Case Study Competition.

One of the five students involved is Central native, Kelsey Balzli. Kelsey's mother Helen Balzli owns Central Physical Therapy in Central, and Kelsey attended St. Alphonsus School for nine years before going to St. Joseph's Academy and attending college at UA. "This campaign has involved a lot of work, passion, and creativity," Balzli said. "As I finish my senior year at The University of Alabama, I am thrilled to use my public relations experience to help kids 'bully-proof' Tuscaloosa. Bullying is such a serious issue that needs to be addressed, and I am proud to be a vital part of the Bateman team's 'I Can' campaign."

Balzli hopes to pursue a career in public relations in New York after she graduates in May. For more information about Balzli and her work, visit www.kelseybalzli.com. For more information about the National Bateman Case Study Competition, see the full press release online at www.CentralSpeaks.com

Central Speaks, a newspaper from Central City, La., wrote an article about native Kelsey Balzli and her involvement with the UA Bateman Team on Feb. 15.

Reach: 26,864 Publicity Value: \$588.00


CENTRAL SPEAKS "Good News for a Great City"

Arts/Fun Business Church Community Editorial/Op Gov't Health PDF Police/Fire School

Categorized | Community

Central Native, Kelsey Balzli, Selected for National Competition

Posted on 15 February 2013.



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Print Media

PRSSA students hope to replicate success of LTUT

The UA Bateman Team created the 'I can' campaign to combat bullying in Tuscaloosa's middle schools

By Ashley Tripp
Staff Reporter

The UA Public Relations Student Society of America's LessThanUThink anti-binge drinking campaign resulted in a huge success, causing five public relations students to aspire to create a similar multi-faceted campaign. But this time their target is not college students, but instead, middle school students.

Spreading across six Tuscaloosa City Schools, the UA Bateman Team created the "I Can" campaign to enhance TCS's anti-bullying campaign, Harassment Learning Together (HALT). The "I Can" campaign aims to empower middle school students and get them to unite and stand strong against bullying.

The University's PRSSA secretary, Jacquie McMahon, said the TCS schools have welcomed the team and jumped

“

It's such a great opportunity to work with the students and actually get to know some of them on a more personal level, which makes our cause resonate even more with them.

— Jacquie McMahon

on this opportunity to further combat local youth bullying.

McMahon said when the team first met with Shannon Beard, Eastwood Middle School's guidance counselor and creator of the original HALT program, her only response was, "How soon can you come?"

"It's touching to see how thrilled the counselors are to have us working on the cause," McMahon said. "The students have even told us that they like the new posters we designed, and they were especially excited to sign the large

banner we brought in that read, 'I Can Stand Strong Against Bullying!'"

McMahon said the team spent November through January planning the campaign, but the most rewarding part of the entire experience has been visiting the schools and interacting with the students during the month of February.

In order to make the program more effective in the schools, the UA Bateman Team came up with different strategies to raise awareness, such

as designing banners so students can sign to renew their HALT vow to "stop bullying in schools."

"The most touching experience was watching the students read the posters as we put them up," McMahon said. "They've already been so receptive... It's such a great opportunity to work with the students and actually get to know some of them on a more personal level, which makes our cause resonate even more with them."

Gardial said while visiting the schools has been a gratifying experience, life as a public relations major has also been difficult juggling classes and applying for graduate programs and internships.

"Being busy is something that PR practitioners just have to get used to," Gardial said. "There are always new clients, new campaigns and new challenges in the field, but when

you get to talk to that one kid that really likes the program, it all pays off."

Gardial said that while life as a PR practitioner is very stressful, working hard at the tasks is what makes it so rewarding.

She said that after hearing about the UA Bateman Team from one of her classmates, she knew she wanted to be a part of it.

"In the PR program here there are a ton of really great opportunities to learn about communications in a hands-on way, but Bateman really appealed to my competitive side," Gardial said. "It's a wonderful way to learn new skills and analyze what it takes to run a successful campaign."

Haley Flanagan, a UA Bateman Team member, said to be a part of the team she had to go through an interview process with her advisor, Teri Henley, and student advisor,

Leighton Brown.

"I wanted to join the team because bullying is such a big issue all over the country and I wanted to do something to help," Flanagan said.

The next step for the UA Bateman Team is to conduct post-surveys and evaluate the whole campaign to prepare them for their upcoming national Bateman Case Study Competition hosted by the Public Relations Student Society of America.

Facing more than 75 national collegiate teams, the winners will be announced based on which team created and implemented the best anti-bullying campaign.

"We will be able to determine the effectiveness of our campaign and then we will submit our plans, book and competition entry March 20th," Flanagan said. "After that we wait and see if we placed in the competition."

Student newspaper, The Crimson White, compared the success of the campaign with another student-run campaign, LessThanUThink. LessThanUThink recently launched nationwide.

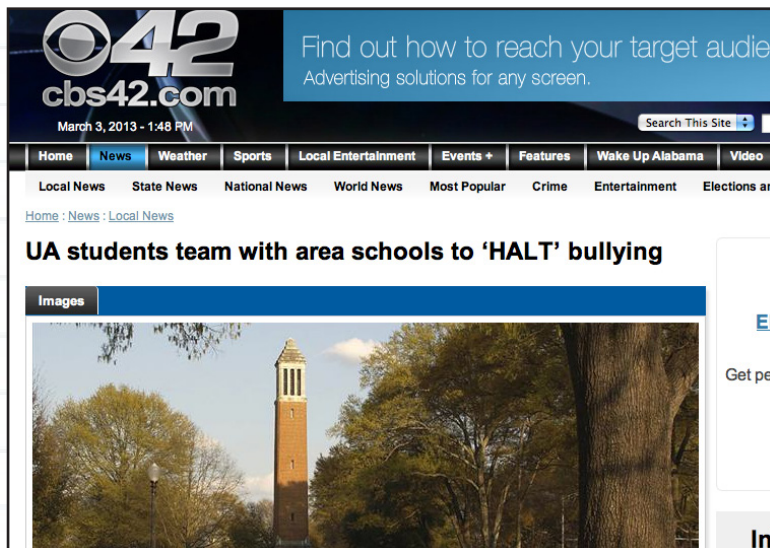
Reach:
27,208

Publicity Value:
\$720.72

Online Media



Page Views:
68



CBS 42 featured the UA Bateman Team on an online article about discussing the campaign.

Online Media

The screenshot shows a news article on the AL.com website. The header includes the AL.com logo, the word 'Alabama', and the temperature '40°'. The article title is 'UA PR students helping with anti-bullying initiative at Tuscaloosa middle schools'. The byline is 'By Chris Pow | cpow@al.com'. The article text states that five University of Alabama students are working with Tuscaloosa City middle schools on an anti-bullying program. A photo shows five students in front of a building. A 'Most Comments' sidebar lists related articles with comment counts.

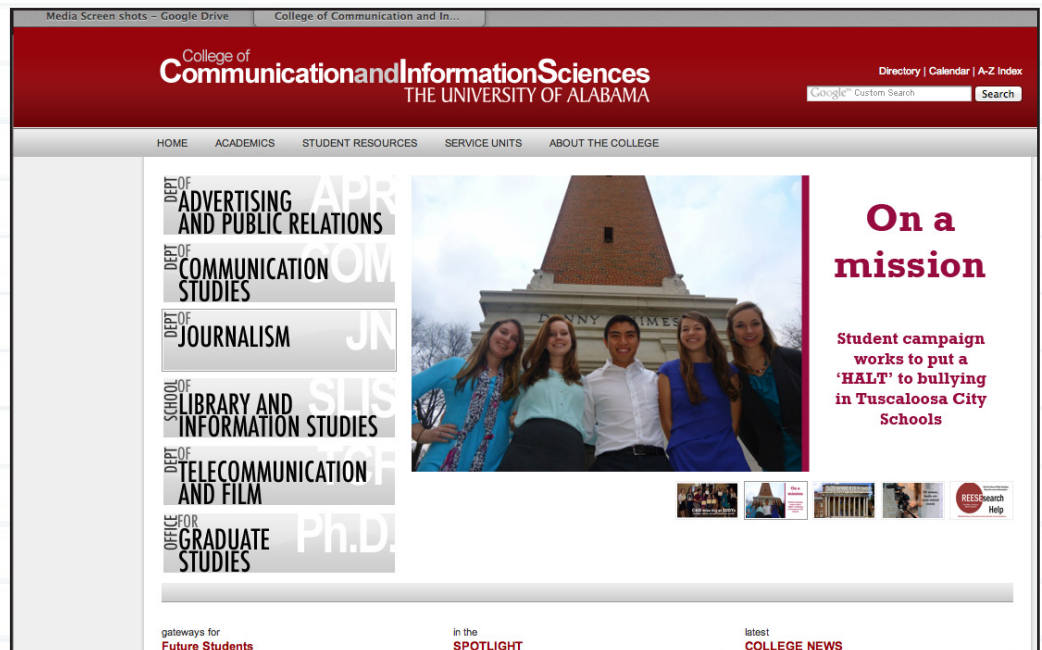
After writing a past article on the HALT program, AL.com wrote an article about the campaign and the efforts of the UA Bateman Team.

The screenshot shows an article on the UA News website. The title is 'UA PR Students Team with Tuscaloosa Schools to 'HALT' Bullying'. The article text describes the collaboration between UA public relations students and Tuscaloosa City Schools. A photo shows five students. The article mentions that the students are competing in the national Bateman Case Study Competition. A 'Tools' sidebar offers options like 'Email to a friend' and 'Subscribe via RSS'. A 'News & Media' sidebar lists various UA news resources.

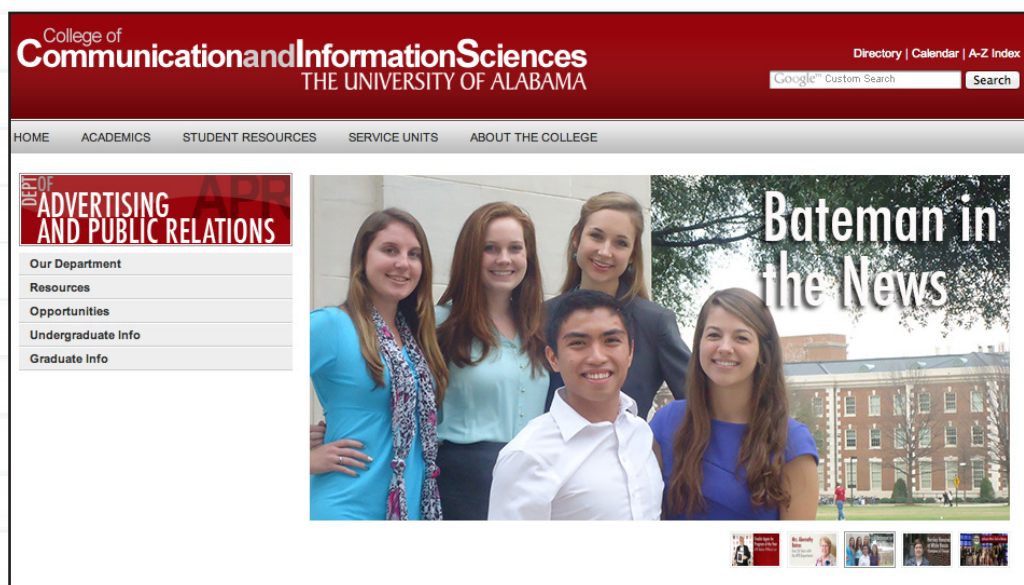
The University of Alabama recognized the campaign and the efforts of the UA Bateman Team on its official news site. This coverage proved effective in reaching parents because UA is the largest employer of parents in the city.



Online Media



The University of Alabama's College of Communication and Information Sciences featured the UA Bateman Team on its homepage.



The Advertising and Public Relations Department featured the UA Bateman Team on its homepage while tracking the media coverage of the team.



Online Media

Page Views:
150,000



Dateline: Alabama

CAMPUS ▾ ENTERTAINMENT ▾ HEALTH MULTIMEDIA ▾ NEWS ▾ OPINION ▾

UA NEWS

Nontraditional students describe day-to-day struggles

Bonner reacts to UA drug bust

Student run television show airs on WVUA

UA Professor signs books, speaks about research

FEBRUARY 27, 2013

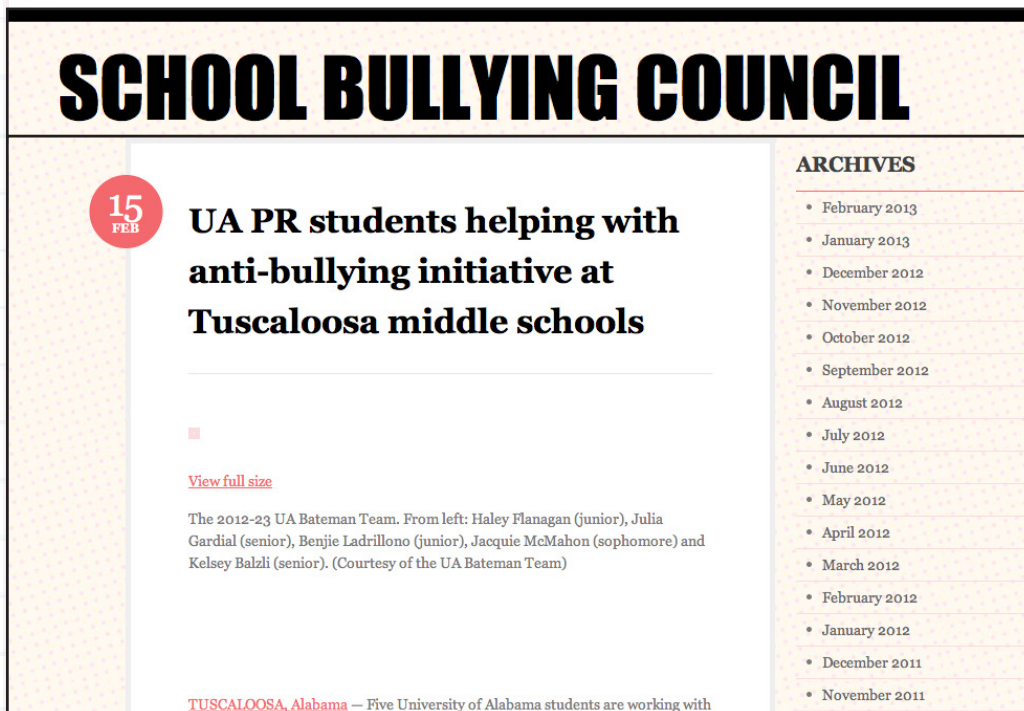
UA public relations students contribute to anti-bullying campaign

With the help of five students from the University of Alabama, an anti-bullying campaign is making a splash in Tuscaloosa City Schools by encouraging students to take a stand against bullying.

By [Sarah Robinson](#)
News Reporter/Producer

A group of five University of Alabama public relations students are working with

Dateline Alabama published an article about the campaign and the impact of the campaign.



SCHOOL BULLYING COUNCIL

15 FEB

UA PR students helping with anti-bullying initiative at Tuscaloosa middle schools

[View full size](#)

The 2012-23 UA Bateman Team. From left: Haley Flanagan (junior), Julia Gardial (senior), Benjie Ladrillono (junior), Jacquie McMahon (sophomore) and Kelsey Balzli (senior). (Courtesy of the UA Bateman Team)

TUSCALOOSA, Alabama — Five University of Alabama students are working with

ARCHIVES

- February 2013
- January 2013
- December 2012
- November 2012
- October 2012
- September 2012
- August 2012
- July 2012
- June 2012
- May 2012
- April 2012
- March 2012
- February 2012
- January 2012
- December 2011
- November 2011

SchoolBullyingCouncil.com



Online Media

The screenshot shows the TMCnet.com website. At the top, there is a navigation bar with categories: COMMUNITIES, CHANNELS, PUBLICATIONS, EVENTS, TECHNOLOGIES, and NEWS CENTER. Below this is a secondary navigation bar with sub-categories: MARKETS, MOBILE COMMERCE, HEALTH TECHNOLOGY, WEBRTC, HOT TOPICS, CLOUD DATA CENTER, and MOBILE WORLD C. The main content area features a large advertisement for the 'Mobile Commerce ZONE' conference and expo, scheduled for July 23, 2013, in New York City. The ad highlights 'From Mobile Marketing to Mobile Payments' and offers a 'REGISTER TODAY!' button. To the left of the main content is a sidebar with 'CHANNEL BY TOPICS' including Call Center/CRM, Info Tech/Cloud, IP Communications, Mobile, Green, Satellite, and Robotics. Below this is a 'QUICK LINKS' section with options for Subscriptions, White Papers, eNewsletters, and Webinars. The main news article is titled 'WORLD NEWS' and dated February 14, 2013. The headline reads 'UA PR Students Team with Tuscaloosa Schools to 'HALT' Bullying'. The article is attributed to 'Targeted News Service Via Acquire Media NewsEdge' and is dated 'TUSCALOOSA, Ala., Feb. 13 -- The University of Alabama issued'. To the right of the article is a section for 'OTHER NEWS PROVIDERS' featuring logos for Business Wire and COMTEX.

TMCnet.com

The screenshot shows the Birmingham Observer website. At the top, there is a red banner for 'School Vouchers in AL' with the URL 'studentsfirst.org/georgia'. Below this, a message states 'StudentsFirst thanks legislators for helping kids and schools'. The date is 'Sunday, March 03, 2013'. The main navigation bar includes 'HOME', 'BIRMINGHAM NEWS', 'AL NEWS', 'TOP STORIES', 'SPORTS', 'ENTERTAINMENT', and 'BLOGS'. Below this is a secondary navigation bar with links for WEATHER, STOCK MARKET, GAS PRICES, HOROSCOPE, FUN & GAMES, and CONTACT. The main news article is titled 'UA PR students helping with anti-bullying initiative at Tuscaloosa middle schools - al.com (blog)'. The article text reads: 'UA PR students helping with anti-bullying initiative at Tuscaloosa middle schools al.com (blog) Team member Jacquie McMahon said that the Tuscaloosa City Schools' new anti-bullying program Harassment Awareness Learning Together, which began in August 2012 following work by a task force formed that April, was well-suited for their campaign ...'. Below the article is a link: 'Follow this link: UA PR students helping with anti-bullying initiative at Tuscaloosa middle schools - al.com (blog)'. To the right of the article is a large advertisement for 'LIVEATION PREMIUM SEATS' at the 'OAK MOUNTAIN AMPHITHEATRE'. The ad includes the address '1000 AMPHITHEATRE DRIVE, PELHAM, AL 35124' and lists amenities: 'SIT AS CLOSE AS THE 2ND ROW!', 'VIP BOX SUITES AVAILABLE', and 'VIP PARKING & CLUB ACCESS INCLUDED FOR EVERY SHOW'. A 'GET PREMIUM SEATS HERE!' button is at the bottom of the ad.

Birmingham Observer



Online Media

Voted CNBC Fast Money's Favorite Website

eWallstreeter

ONLINE DEGREE INTELLIGENCE

Home Wall Street Featured Personalize Submit an Article

Investing Technology Sports Lifestyle Colleges Media Geo Health

UA PR Students Team with Tuscaloosa Schools to 'HALT' Bullying

From University of Alabama News
February 13, 2013 - 12:06pm

Five University of Alabama public relations students have developed the "I Can" campaign to help increase bullying awareness among local middle [school students](#) in Tuscaloosa City Schools.

[Continue reading this article >](#)

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Online Media



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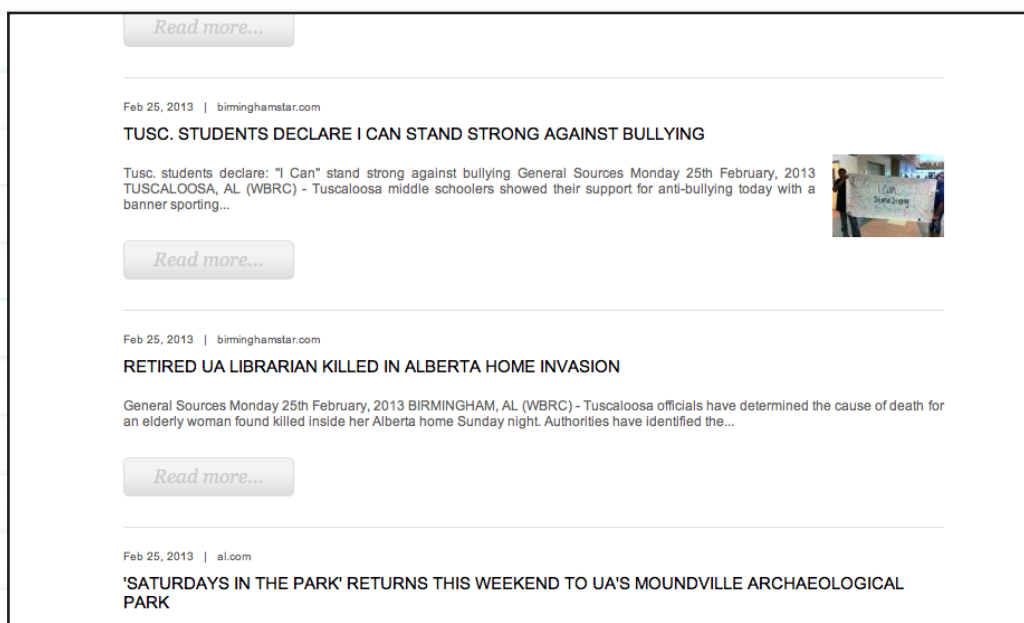
[Birmingham News](#) [Breaking International News](#) [Alabama News](#) [US Business News](#) [Space Science News](#) [Parenting](#)
[Tuscaloosa News](#) [United States News](#) [Breaking Business News](#) [Careers News](#) [Birmingham News](#) [Textiles N](#)

Tusc. students declare: "I Can" stand strong against bullying

General Sources Monday 25th February, 2013

TUSCALOOSA, AL (WBRC) - Tuscaloosa middle schoolers showed their support for anti-bullying today with a banner sporting nearly 600 signatures. Public relations students from the University of Alabama rolled out the "I Can" program for Eastwood Middle School students Monday. Tuscaloosa City Schools have pushed another anti-bullying program called HALT (Harrassment Awareness Learn Together) since last August.

Birmingham Star




[Read more...](#)

Feb 25, 2013 | [birminghamstar.com](#)

TUSC. STUDENTS DECLARE I CAN STAND STRONG AGAINST BULLYING

Tusc. students declare: "I Can" stand strong against bullying General Sources Monday 25th February, 2013
TUSCALOOSA, AL (WBRC) - Tuscaloosa middle schoolers showed their support for anti-bullying today with a banner sporting...



[Read more...](#)

Feb 25, 2013 | [birminghamstar.com](#)

RETIRED UA LIBRARIAN KILLED IN ALBERTA HOME INVASION

General Sources Monday 25th February, 2013 BIRMINGHAM, AL (WBRC) - Tuscaloosa officials have determined the cause of death for an elderly woman found killed inside her Alberta home Sunday night. Authorities have identified the...

[Read more...](#)

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'SATURDAYS IN THE PARK' RETURNS THIS WEEKEND TO UA'S MOUNDVILLE ARCHAEOLOGICAL PARK

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Tuscaloosa Business News - 2013-02

We have news items here related to Tuscaloosa, Alabama.

Alabama football team will be honored by President Obama - The University of Alabama football team will be honored by President Obama for the third time in the last four years when the Crimson Tide visits the White

Dog park to honor students memory - A planned dog park will be named in honor of Will May, an eighth-grader at Rock Quarry Middle School who died in a hunting accident Jan. 12, 19452 February 26th, 2013

City school board may change curriculum - TUSCALOOSA | The Tuscaloosa City Board of Education could approve some major changes to the next school year's course offerings when it meets today at 6 p.m. 19451 February 26th, 2013

Push for new Holt High splits BOE - Holt High School, built in 1944, is the oldest school building in the Tuscaloosa County School System. And county school board member Schmitt Moore, who represents Holt, said it's time to build a new school. 19450 February 26th, 2013

Students sign banner as pledge to stop bullies - COTTONDALE | Students at Eastwood Middle School and the University of Alabama united Monday to mark "Stand Strong Day" as part of an effort to stop bullying. 19449 February 26th, 2013

Budget cuts wont slow local airport, city officials say - TUSCALOOSA | City transportation officials are awaiting a decision on a round of automatic spending cuts that could ax \$600 million from the Federal Aviation Administration's budget and possibly affect Tuscaloosa's air traffic controllers. 19448 February 26th, 2013

Bridge on Highway 216 to be worked on today - 19447 February 25th, 2013

Convent Street to be closed for maintenance - 19446 February 25th, 2013

TuscaloosaBusiness.com



Media Summary

The UA Bateman Team was able to reach over one million people throughout the “I Can” campaign implementation. The team reached out to several different media, including radio, television, print and online sources. With the different media the media coverage’s total publicity value reached over \$5,000. Through the media coverage the team was able to spread anti-bullying awareness to the Tuscaloosa community, as well as the communities of Birmingham and Anniston, even reaching Louisiana.

Total radio stations: 9

Total TV: 3

Total Print: 3

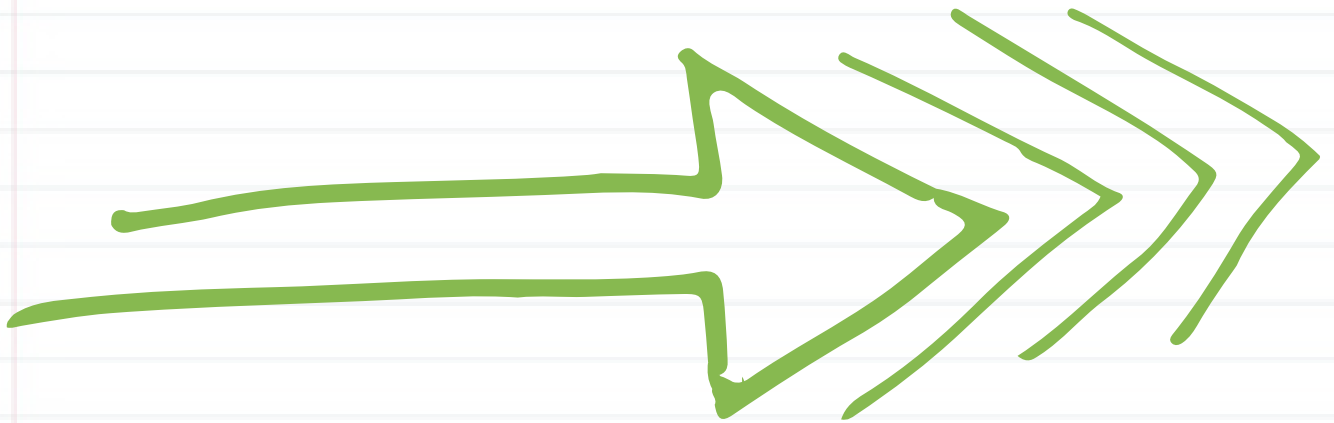
Total Online: 14

Total Blog views: 272

Total Reach: 1,485,921 people (including blog)
Total publicity value: \$5173.90



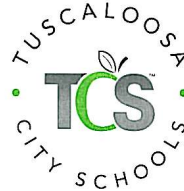
Endorsements



Campaign Endorsements

Vickie Brown

Director of Student Services, TCS



March 14, 2013

Dear Awards Committee:

Please accept this letter of support for the University of Alabama Bateman team in their national competition. The UA Bateman team approached our district earlier in the year concerning a partnership with Tuscaloosa City Schools to support our anti-bullying district program called Harassment Awareness/Learning Together better known as HALT.

The team members were very enjoyable to work with and really impressed all of our employees with Tuscaloosa City Schools with their maturity and their sincere desire to help our system make a difference in the on-going attempts to address and combat bullying in our system.

The UA Bateman team did an outstanding job in our middle schools during the month of February. The visuals they created were excellent and really helped take our HALT program to another level. In addition, they were able to secure an appointment with Mayor Walt Maddox to declare February 25, 2013 as "I Can Stand Strong Day" in Tuscaloosa!

The collaboration and partnership established with the UA Bateman team was a great experience for our school district. The team members were excellent role models for our students and I am sure they all have promising futures in their career endeavors. Their level of maturity and willingness to accept responsibility was excellent and I highly commend them for a campaign well done in Tuscaloosa City Schools.

Sincerely,

A handwritten signature in black ink that reads "Vickie G. Brown". The signature is written in a cursive style.

Vickie G. Brown
Director of Student Services
Tuscaloosa City Schools

1210 21ST AVENUE • P.O. BOX 038991 • TUSCALOOSA, AL 35403 • P: 205.759.3700 • F: 205.759.3711 • TUSCALOOSACITYSCHOOLS.COM



Angie Morrison
University Place Guidance Counselor

University Place Middle School

Mr. Tom Danner, Principal

1715 ML King Jr. Blvd.
Tuscaloosa, Alabama 35401
Phone: 205-759-3631
Fax: 205-759-3635



March 12, 2013

To Whom It May Concern:

Thank you for including University Place Middle School in the Bateman Team Project. Our students have learned so much about being proactive and making positive choices. They have also increased and enhanced their social skills and coping skills. Teacher report a decreased in negative interactions among peers and fewer reports of bullying in the classroom and during transition.

The Bateman team members did an excellent job presenting to the students in a way that was both relevant and engaging. The students especially enjoyed role playing and problem solving. The HALT banner was also a big hit with students. Students signed the banner as a commitment to standing strong.




Our faculty recognizes and appreciates the positive results in our school climate. We are eager to continue the positive mission the Bateman team initiated in our school.


Sincerely,


Angie Morrison, School Counselor
(205)759-3631
amorris@tusc.k12.al.us



*Constance Pewee-Childs
Tuscaloosa Magnet Guidance Counselor*

 **Constance Pewee** Mar 12 (6 days ago) ☆  

to me 

Re: The "I CAN" Campaign

The "I Can" Campaign was a great addition to the HALT Program that the Tuscaloosa City Schools has in place for their schools. The re-commitment came at a great time of the school year because it was a reminder that the focus of a bully free environment is a long time commitment that we must continue to work towards. My students enjoyed the interaction with Kelsey Balzli and gained more insight from the classroom lessons. The "Mix-n-Munch" day was a success and was another opportunity to allow the students to step out of the norm and talk to new people. Overall, the program was a success!

Constance Pewee-Childs





Dear 2013 UA Bateman Team,

It is with great pleasure that I write this letter of support for the "I Can" campaign. As Firm Director of Capstone Agency, I have had the pleasure of working with each of this year's Bateman Case Study Competition Team members. I am extremely impressed with this team's results in the Tuscaloosa community.

I am convinced this campaign is making a difference within this community and needs to be extended past the competition's deadline. Capstone Agency would like to continue this campaign. I am excited to see how far "we can" bring the "I Can" campaign, together.

Sincerely,

A handwritten signature in black ink that reads "Jessica M. Colburn".

Jessica Colburn
Capstone Agency Director
205.348.0365
email: capstoneagency.ua@gmail.com

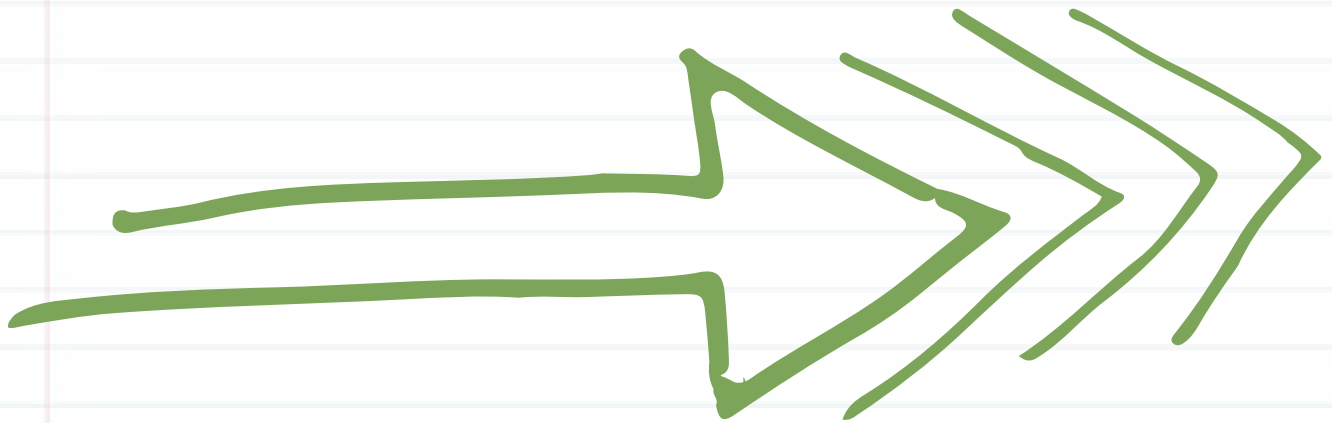
The University of Alabama
Box 870172 • Tuscaloosa, AL 35487-0172 • www.capstoneagency.org



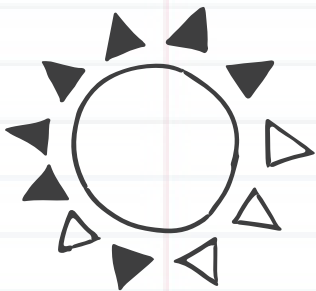
A.66



Formative Research



After exhausting online research, the team sought experts in the bullying field to gain valuable primary information. The team interviewed two key experts: one representative from Rachel's Challenge and one professional with a PhD. in psychology. With the help of these experts, the team was able to better understand why bullying occurs and how to best collect data about bullying in the schools. After these interviews the team created and issued a pre- and post-survey to each middle school student in Tuscaloosa City Schools to collect information on the students' awareness of bullying. The following section includes the primary research the team conducted.



Formative Research

Secondary Research



When beginning campaign research, the UA Bateman Team needed to investigate existing anti-bullying campaigns, specifically identifying national vs. local programs carried out in school vs. after school. Thus, the “research matrix” was born. By graphing the findings and learning from the strengths and weaknesses of other programs, the team was able to isolate the need for local, in-school programs with a positive message.

HALT

Secondary research started with Tuscaloosa City Schools and its anti-bullying initiative, HALT. Most of its secondary research stemmed from Stopbullying.gov, a federal anti-bullying educational site.

Alabama State Department of Education

The Alabama State Department of Education’s website provided information about current policies in Alabama related to anti-bullying legislation.

Nick’s Kids Fund

The UA Bateman Team looked into the Nick’s Kids Fund (sponsored by UA football coach, Nick Saban) to get a general idea of childhood needs in the Tuscaloosa community. This gave the team an idea of which campaign events would be appropriate for specific age groups regarding the campaign.



PFLAG

PFLAG provides online educational resources to foster respect for gay, lesbian, bisexual, and transgender youth online and in-school. Because so many anti-bullying campaigns focus on the LGBT community, PFLAG provided insight into ways the UA Bateman Team would possibly address LGBT bullying in middle schools.

Cyberbullying Resource

Cyberbullying Resource is a website sponsored by The University of Alabama. It serves as a resource for parents, teachers and children on the dangers and realities of cyberbullying.

Rachel's Challenge

Rachel's Challenge is a national anti-bullying campaign created in response to the Columbine High School shootings. The campaign's message focuses on kindness and the life story of Rachel Scott, one of the teenagers killed at Columbine High School. Rachel's Challenge has reached more than 18 million students with its programs, and the UA Bateman Team used it as a model for some of the messaging in the campaign.

"I Choose"

The "I Choose" campaign challenges students to change their bullying behavior in order to become better students and peers. The "I Choose" campaign primarily addresses cyberbullying, and serves as a key resource for the issue.

"Stand for the Silent"

The "Stand for the Silent" initiative is a national campaign that exists as a response to Ty Smalley's bullying-related suicide. Since May 2010, Kirk and Laura Smalley have traveled to hundreds of schools and spoken with more than 580,000 kids.

Think B4 You Speak

The "Think B4 You Speak" campaign addresses negative language and its impact on LGBT students. The movement focuses on educating communities about using positive language when referring to LGBT students both in-school and online.

It Gets Better

The "It Gets Better" project communicates to LGBT youth that the world around them will "get better" over time and that there is hope for a brighter future. In response to LGBT bullying and its recent connection to so many adolescent suicide cases, "It Gets Better" emphasizes creating positive learning environments for LGBT teens and young adults.

Pacer.org's National Bullying Prevention Center

Founded in 2006, PACER's National Bullying Prevention Center unites, engages and educates communities nationwide to address bullying through creative, relevant and interactive resources.

See included DVD for hyperlinks to secondary resources.



Original HALT Posters

The UA Bateman Team studied the existing HALT posters, noting their negative messages and dark imagery. Questions in the primary research surveys for the students asked objective questions about design to evaluate effectiveness and inform the team's design decisions.

