

Let's Go Viral

NFTY CANOe Winter Kallah 5771 Main Program

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TOUCHSTONE TEXT:

“Do not be wise in words - be wise in deeds.”

-Jewish Proverb

GOALS:

1. Participants will feel empathy for those that have been bullied because of their sexual orientation, race, religion, etc.
2. Participants will feel inspired to create a safer community with NFTY and within their local community.

OBJECTIVES:

1. Participants will be involved in a grassroots viral video campaign to stop bullying in the community.

MATERIALS:

- 5-6 Flip Cameras to tape videos
- Cord to connect flip cameras to computer in order to download videos onto computer
- Projector
- Cord to connect computer to projector
- Sound System
- Projection Screen/ wall
- Computer to play videos
- Video made by Leah, Marisa, and Ben
- Public Service Announcement Videos from Internet
- Numbers (1-30) on nametags to split up groups
- 1 copy of Appendix C for each group (approximately 40 copies)
- 1 copy of Appendix D for each group (approximately 40 copies)

PEOPLE:

- 3 Program Leaders and Time Keepers (Leah, Marisa, and Ben)
- All PP's at event split up into groups of approximately 5 people (approximately 40 groups)
- 6 Group Leaders (1 for each “category”/subgroup, will be in charge of approximately 6-7 groups each)

SPACE NEEDED:

- Lodge
- Nerenberg
- Sports Center Moadon
- Rotunda
- Port Hall
- Sports Center Game Room

TIME TABLE:

00:00-00:15 Introduction
00:15-00:35 Teaching Aspect/ Project Explanation
00:35-00:43 Group assignments
00:43-01:42 Video Making
 00:43-00:45 Break into groups of five
 00:45-00:50 Group Discussion
 00:50-00:54 Video Requirements and Hand-Outs
 00:54-01:15 Video Creating
 01:15-01:25 Video Practicing
 01:25-01:42 Video Filming

01:42-01:45 Conclusion

DETAILED PROCEDURE:***00:00-00:15 Introduction Activity***

The program will start in **Port Hall**.

The group leader will instruct the participants to get into groups of 5-8 and sit on the floor. Each group will receive a piece of paper and a marker. The group leader will instruct the groups to brainstorm as many slogans, jingles, and advertisements they can come up with. After a brief period (2-3 minutes) the group leader will call time.

***Leah:** Hey guys! Before we get started, we need you to get into groups of 5-8 people and brainstorm as many slogan, jingles, advertisements, etc., that you can think and write them down. You'll have about two and a half minutes to do this and then I'll call time, so don't start until I say "GO!" So, while you get into your groups of 5-8 people, group leaders will come around and hand you a piece of paper and a marker. When you get your stuff, wait for me to say "GO!" before you start writing. Go get into a group of 5-8 people!*

PPs will commence group creations. GL's will walk around and give each group a piece of paper and a marker.

***Marisa:** Does everyone have a piece of paper and a marker? Ok great! Ready...set....GO!*

PPs will then write down every jingle, slogan, etc., they can think of on their papers. When two and a half minutes have passed, the PL's will call time.

***Ben:** TIME!! Everyone put your markers down and please direct your attention to the wall for a few videos.*

The program leader will then hit play on a series of previously made anti-bullying videos. These videos can include celebrity stories, campaign ads, or homemade videos.

<http://www.mtv.com/videos/?id=1649108>

NYC Rally

<http://www.mtv.com/videos/news/579191/neil-patrick-harris-knows-that-hurting-yourself-is-not-the-answer.jhtml#id=1649108>

Neil Patrick Harris

http://www.youtube.com/watch?v=_B-hVWQnjM

Ellen DeGeneres PSA

<http://www.mtv.com/videos/news/579121/rutgers-students-discuss-digital-abuse-on-campus.jhtml#id=1649108>

Rutgers Students Discuss Cyber Bullying

<http://www.facebook.com/home.php?#!/video/video.php?v=1726757094939&subj=1285416241>

SPORTY's Make it Better Video

00:15-00:35 Teaching Aspect/ Project Explanation

After the videos are shown the group leader will address the group and introduce the program. The group leader will first ask for a few examples of jingles/slogans that people wrote down. The group leader will then pose the question: WHY were these slogans/jingles/advertisements effective? The program leader will then pose the question: WHY were these videos effective? The large group will briefly discuss what works (why are they so good? What grabs the attention of your peers?). The Program Leaders will explain to the large group that they will be starting a viral video campaign against bullying, as well as explain what a viral video campaign entails and how we will use the videos that are being made in this program. The PL's will explain that the things that the PPs are about to see are the reasons why Judaism and NFTY need to actively fight bullying and how to make an effective viral video.

Play explanatory video: (Script from video)

Leah: "Recently in the news we have seen a lot of bullying related tragedies. In our country, schools, and even in NFTY we see bullying, so what are we waiting for? How many tragedies will it take for people to finally realize the immensity of the problem at hand?"

Marisa: Justin Aaberg, a teen from Anoka, Minnesota, Tyler Clementi a freshman at Rutgers University, Pheobe Prince a teen from Massachusetts, Jessica Logan, and Seth Walsh, a 13-year-old from California, are all recent suicides that have rocked the hearts of American's across our nation. The frequency of these events is unacceptable."

Ben: As teenagers, we throw around words like “faggot” and “gay” like they are “Hello” and “Good-bye.” The frequency of these events is even more unacceptable. We’ve already talked this weekend about how hurtful these words are when they are used in the way we do, and everyone knows that old saying, “Actions speak louder than words.” And our past actions have had an even greater impact than these silly little words.

Leah: This weekend is the time to start anew. We cannot use these hurtful words anymore. Now is the time to finally take action against bullying. We’ve all heard of the “bystander effect” which says that those who watch the bullying and do nothing about it are just as bad, and as guilty of bullying, as the one who did the actual bullying. Well let’s stop being bystanders, NFTY-CANOE. Let’s be standbetweeners. Let’s stand between those that are bullies and those that are being bullied. If we choose to take this stand together, we will be a strong force to be reckoned with.

Marisa: “There is power in numbers, NFTY-CANOE. Look around, you are surrounded by over 200 hundred Jewish teens with world changing potential. We can be the bystanders no more. YOU must be the ones to take charge and to change our society for the better.”

Ben: “Today is the beginning of NFTY’s first ever viral video campaign against bullying. The videos we make today will begin a powerful grassroots revolution and spread to NFTYites and people across the country.”

Leah: The words “viral video” may seem foreign to you, but you’ve all seen one. Think of your favorite YouTube video. Is it OKGo on the treadmills? Or is it the Muffins video? How many views do you think those videos have? Probably millions! These are what we call viral videos.

Marisa: Think of the classic YouTube hits like Harry Potter Puppet Pals or David After Dentist and you’ve thought of a viral video. Viral videos spread in popularity so quickly that they’ve practically become common knowledge between people of our generation. A viral video campaign is the potential of a bunch viral videos that have the same goal, be it to fight racism or to change his name back to Cookie Monster. Each video generally has the name of the campaign in their video title so everyone knows that they are part of something bigger than just one video.

Ben: The viral videos that we’re making today, however, serve a different purpose than to make you laugh. Sure they can be funny, but these videos will have a much larger purpose. These videos are being made to instill confidence in those that have been bullied, to advocate actively against those that are the bullies and to tell everyone that we, the youth movement of North American Reform Judaism, are here and we have something to say. This is our campaign. A campaign to fight bullying. We are no longer the bystanders NFTY-CANOE, we are taking action.

Leah: “NFTY-CANOE it is up to you to be the spark that ignites this campaign to its full potential. It’s up to you to tell your parents, and your cousins, and your siblings, and your friends at school, and your friends from camp, and your friends from that Dental Convention your parents made you go to about this campaign. Encourage them to watch the videos we make today. Encourage them to make their own videos for the campaign! And to tell their parents, cousins, friends from camp, etc, about this campaign. You’ll all be making one video today for this campaign, but it doesn’t have to stop once you leave OSRUI. You can, and should, continue to make videos while you’re at home. The more videos there are the better! So what are we waiting for?”

(End of video)

The program leader will then open up a word document and title it “NFTYite FUED”, this will be projected for the entire group to see.

Marisa: So let’s play a little game before we get started! Who here has ever watched the show family feud?

Leah: I love the game show channel! We are going to brainstorm some Jewish Principles and Values right now. So don’t be shy, call out a value that you have learned in your Sunday school classroom, in your home, or even in NFTY. Let’s do this family feud style!

(Have someone typing these out on a word document seen on the projection screen as people are calling them out with a page title “NFTYite FEUD”)

Ben: So you know what’s crazy NFTY? Every single value you listed speaks to what we are doing today. As a movement, creating this viral video campaign, we are not doing this “willy- nilly”. No, we are doing this because the core values and principles that we have been raised with and try to live our every day lives with seriously conflict with bullying.

Marisa: The entire list we created is only one reason that it is our responsibility to take action against bullying.

Leah: Let’s look at one value in particular: Community.

Ben: Right now you are surrounded by a community, it is your responsibility to eradicate bullying from this community and in every single community you are a part of.

Marisa: Let’s use the list of values and principles we created as moral fuel. There is a reason we are making these videos, and it’s not just that “bullying is bad, or bullying is wrong” its because as Jew’s it is our moral obligation.

Leah: When you make your videos refer back to this list, because videos that make a difference are the videos grounded in truth, value, and morality.

Ben: Earlier we had our small groups create a list of slogans and jingles that came to your mind. We will now go around to each group and you will share one of your jingles. If another group says a jingle/slogan you wrote down you must cross it off your list.

(go around the room and have each group share 2-3 times)

Leah: Everyone take a look at your lists. There are a lot of cross offs aren't there? That means that the same videos have been effective and have been seen by large scale audiences.

Marisa: That is what we want to create NFTY, videos that are effective, catchy, and widely viewed, so we can get our urgent message out there!

The program leader will then show on the projector a list of Jewish principles/values and NFTY principles/values that go against bullying see Appendix A.

Leah: So WHY did those jingles work? In other words, what made them effective to their audience?

(2-3 different groups share)

Marisa: Let's take a look at the videos we just saw, what attracted you to one of the videos? In other words, which one drew you in the most? And why?

(2-3 people share)

The program leader will then show on the same projector a list of elements that make a viral video campaign effective, see Appendix B. The program leaders will read off the bold parts of the list, and explain that this slide will be up throughout the whole program for every group's reference.

Ben: You've seen and heard what makes a viral video effective, and now is the time to put this knowledge into action. You will be splitting into six groups right now, each of which will have a different style of video to make, like newscast or song. Once you are in these six groups, you will then be split up again into groups of five people. Your group leader has a list of who is in each group of five. These are the people that you will be taping your video with. Those groups of five will be competing against each other for the best video of that style. When you get into your groups, your group leader will tell you what style you have, what messages your video can have, and the requirements for each video.

00:35-00:43 Group Assignments

Leah: “If you have a 1 on your name tag go with Naomi to the Lodge. If you have a 2 on your name tag go with Jaren to Nerenberg. If you have a 3 on your name tag go with Forrest to the Rotunda. If you have a 4 on your name tag go with Michael to the Sports Center Moadon. If you have a 5 on your name tag go with Max to the Sports Center Game Room. If you have a 6 on your name tag go with Daniel and you will here staying here in Port Hall. Good Luck!”

Participants will then be split into subgroups (groups 1-7, groups 8-14, groups 15-21, groups 22-28, groups 28-33, groups 34-40) by their group leader. Each group leader will have a list of who is in each group. Each subgroup will have a leader who will explain to their 5 groups what their specific task/category is.

00:43-1:42 Video Making

00:43-00:45 Break into groups of five

Group Leaders will split their larger group into groups of five according to the list that is given to them by the PLs. Each group of five should sit together, but close enough to the GL to participate in a short group discussion.

00:45-00:50 Group Discussion

GL will lead a short discussion.

GL: Before we start creating these videos, I have a few question for all of you:

Brief Discussion led by group leaders of 6 separate groups:

- 1. How many of you have a facebook?**
- 2. How many of you have seen something in someone’s news feed that you just HAVE to click on?**
- 3. How many of you have watched other people’s videos?**
- 4. How many of you have heard of a great YouTube video from a friend and watched it? (What was it called? I want to watch it!)**
- 5. How many of you have then passed it on to a friend?**

A vast majority of you answered affirmatively to these questions. That is the power of a viral video. We live in the technology age, so why not use it to our benefit? By posting our viral videos on Facebook and YouTube our videos will reach larger audiences than we can ever dream of.

00:50-00:54 Video Requirements and Hand-Outs

The GLs will hand a copy of Appendix C (Viral Video Requirements) and Appendix D (Video Guideline Activity) to each group of five and explain each handout.

GL: So what I have just handed you is the requirements for your video and a guideline activity that will help you make sure you have everything you need in your video. The first sheet I handed out shows you the requirements. We are group (Say large group number) so

our style of video is (Say corresponding style, see Appendix C). Let's read through the requirements for each video.

(Have one person from each group read one of the requirements, going around the group until you finish reading every requirement on Appendix C.)

GL: *Also on this sheet are the messages your video can have. (GL read off messages) Your video **must** convey one of these messages. This second sheet is optional to fill out, but it will be very helpful to use in order to see if your video has all of the requirements. Don't forget, all of you are competing against each other for the best video using our style. Now let's get to the video making!*

00:54-01:15 Video Creating

Participants will use this time to plan their video. They should be using their style, choosing their message, and following all of the other requirements on the hand-out they have received.

The leader is there to help with the video, however their main job is to keep the groups on task, keep track of time, and make sure the content is appropriate. The GL will also be filming the videos.

01:15-01:25 Video Practicing

This time should be used for the groups to practice their videos. **Group Leaders: Please stress to your groups that they must film this video in one shot, so they need to have their video perfected before they are ready to film.**

01:25-01:42 Video Filming

The GLs will take each group of five (one at a time) to a quiet place in their area where they will film their viral video. While they are filming, the other groups should be practicing their video. If a group has already filmed their video, they should just be relaxing in their area without disturbing the other groups. Once they are done filming, they should return to the large group and the GL will bring the next group to that same place to film the video.

1:42-1:45 Conclusion

Once every group has finished filming, the PLs will bring their large group **back to Port Hall.**

Ben: “You just made videos stressing how important the issue of bullying is. The first step in eradicating bullying is just that: knowing that it’s a problem. The great thing about what we’ve learned here today is that it not only applies here in NFTY, but also in your school and home communities. It’s easy to create this same sense of safety that we’ve created here in NFTY at your school. Maybe not at your whole school, but at least from a personal standpoint. You can make someone feel better about themselves with the simplest “Hello!” You don’t need to be someone’s best friend, just don’t be their enemy.

And you may not want to hear this, but bullying is a problem here in NFTY. The good news is that we’re working on it. What every one of you has just done is the beginning of a conscious effort to get rid of bullying here in NFTY. All of you now have the tools necessary to stop bullying in its tracks. NFTY needs to continue to be the type of community where people should and do feel safe. We all come to NFTY for a reason besides seeing our friends, if we just wanted to do that we could just as easily buy a MegaBus ticket for \$8 the same weekend as an event and sleep in all day and not have services and not have programs. But instead we come to NFTY. And ya know what? I think that says something about the community that we’ve created here and that it can be a safe haven; we just need to work harder at it sometimes. That’s where all of you come in. We all, and I’m not talking just about the Regional Board here, I mean everyone in NFTY, need you to be the pioneers. We need you to be the first to eradicate bullying from NFTY. And then bring it to your schools. And your jobs. And everywhere else. You, NFTY-CANOE, are the future. Lead us into a bully-free future.

JERRY AND SUSAN SPEAK.

Jerry Kaye and Susan Alexander have prepared something to say about how these videos made in the program today will be used in a similar viral video campaign program that will be run at URJ Camp OSRUI this summer.

Appendix A Jewish Principles/ Values

Justice

Justice, justice shall you pursue. – Bible:
Deut., 16.20

2. Truth

They that deal truly are His delight –Bible:
Prov., 12.22

3. Peace

The work of righteousness shall be peace –
Bible: Isa., 32.17

4. Kindness

It is forbidden to call someone by a name
they dislike. - Maimonides, Law of
Character Development 6:8

5. Compassion

Your friend's dignity should be as precious
to you as your own. - Pirkei Avot 2:10

6. Self-Respect

All must respect those who respect
themselves –Disraeli, Coningsby, 1844.

7. Charity

Charity delivers from death and purges away
all sin –Apocrypha: Tobit, 12.8

8. Ethics of speech

Life and death are in the hands of the
tongue. - Proverbs 18:21

9. Humility

If a person guards his speech, others will
emulate him and he will be rewarded for that
merit also. - Guard Your Tongue, Chofetz
Chayim, p.189

10. Fairness

Happy are they that are upright in the way –
Bible: Ps., 119.1

11. Trustworthiness

What is trust? Tranquility of soul in the one
who trusts. –Bahya, Hobot Halebabot, 1040,
4.1, tr Hyamson, iii.8.

12. Generosity

Give graciously, cheerfully, and
sympathetically –Maimonides, Yad: Matnot
Aniyim, 1180, 10.4.

13. Honorable

Leave not a stain on your honor –
Apocrypha: Ben Sira, 33.22

http://rjyouthworker.urj.org/_kd/Items/actions.cfm?action>ShowItem&item_id=1103&destination>ShowItem

NFTY Values

- 1. Torah**
- 2. The Jewish People (Am Yisrael)**
- 3. The State of Israel (Medinat Yisrael)**
- 4. Hebrew**
- 5. History (Midor L'dor)**
- 6. To learn and to do (Nilmad V'na'aseh)**
- 7. Pluralism (Kol Yehudim)**
- 8. Self (Tikkun Middot)**
- 9. Justice (Tzedek)**
- 10. Community (Kehilah)**
- 11. Repairing the world (Tikkun Olam)**
- 12. Partnership (Shutafut)**
- 13. Fun and spirit (Kef v'Ruach)**

Appendix B
Effective Video Campaign Handout

**YEAH OKAY REGBO...SOUNDS GREAT AND ALL, BUT WHAT
WILL MAKE OUR VIDEOS EFFECTIVE?!?**

The 7 Viral Video Campaign Elements:

1. Engage: Grab Attention.

This can be a jingle, a slogan, or just something exciting!

2. Enlighten: Provide Substance.

What is the purpose and message of your video?

3. Stylize: Create An Experience.

Make the audience feel it!

4. Focus: Be Consistent.

Stay on your topic- be concise!

5. Entertain: Be Memorable.

Have fun with it (appropriately).

6. Resonate: Hit A Nerve.

Appeal to their emotions, we are all softies!

7. Excite: Compel Action.

Give the audience a sense of urgency- your video is important!

Appendix C

Viral Video Requirements

- Videos should be about 60-90 seconds, but cannot exceed 3 minutes
- Hurtful and Intolerant videos will not be tolerated
- These videos are intended for a viral campaign, please be conscious of the material used in your videos. These are intended to be posted on the internet (on places like YouTube) and they will not be posted if they are inappropriate or offensive.
- Judges have the authority to not post videos if they are deemed inappropriate.
- Must be filmed in one shot, we will not have time to edit this video.
- Must use one of the suggested messages below.
- Simulations are boring! Everyone has seen an act of bullying; add something more to your simulation.
- Be creative!
- Have fun while still respecting the fact that this is a serious topic.
- Everyone in your group must appear in your video.
- Think of a title so this can be put up on YouTube!

Suggested Messages:

Bullying Hurts the Parents Too

Expect Respect: You've Got to Give it to Get It

Let's take a stance on cyber bullying

Don't just be a bystander- Take Action!

Let's Mute L'Shon Hara (Evil Language)

Adults can be bullies too!

Categories for Large Groups:

Style assignments-

Large Group 1: Newscast

Large Group 2: Typical PSA (talk to the camera, like those ones on NBC and the one by Neil Patrick Harris)

Large Group 3: Song

Large Group 4: Testimonial/ Eulogy (explains a previous story)

Large Group 5: Biblical reenactment

Large Group 6: Dramatization (+narrator/moral)

Appendix D
Video Guideline Activity

What does my video need?

Do you think you're ready to shoot the video? If you can answer "yes" to all of these questions then you might be!

Did we use the style that our group was assigned?

Did we pick a message from the list that was given? Can this message be easily interpreted by any audience?

Who is our target audience? (Technically not a yes or no question, but you should be able to answer it)

Do we use a slogan or a jingle? (Not required but could be useful)

Does everyone in the group have a part in the video? (Does everyone know their lines?)

Is our video no longer than 3 minutes? (Ideally 60-90 seconds in length?)

Can our video be filmed in one shot?

Does our video attack the issue of bullying?

Do we have a title for our video?

Do you think Daniel Landesberg is really good looking?