

Cyber Bullying PSA Script

Scene 1: (BACKGROUND IMAGE) Photo of electronics

(TEXT) Today, electronics are a big part of our day to day life. They influence and impact us in many ways.

(NEW TEXT SLIDE) (B&W image) But not all of those ways are good.

Scene 2: (TEXT) Cyber bullying

Scene 3: (BACKGROUND VIDEO)

Camera Angle – Eye level

Setting – School hallway

Action – Camera follows student as they go about their school routine.

Description – Student (bully victim) walks around hallway to their next class

(TEXT) About 43% of kids have been bullied online. One in four say it has happened more than once.

Scene 4: (BACKGROUND VIDEO)

Camera Angle – Eye Level

Setting – Desk w/ computer on it

Action – Bully makes mean online comments

Description – Bully sends out mean messages to the victim

(TEXT) 81% of young people agree that cyber bullying is easier to get away with than regular bullying.

Scene 5: (VIDEO)

Camera Angle – Eye level

Setting – Student's computer or phone

Action – Victim checks electronic and reads mean comments, split screen shows bully also

Description – Split screen shows both bully and victim conversing online.

Scene 6: (TEXT) Only one in ten victims will tell a parent or adult if they are being bullied online.

Scene 7: (VIDEO)

Camera Angle- Tilt upwards

Setting- Bench or couch area

Action- Victim is sitting on a bench, crying

Scene 8: (TEXT) STOP CYBER BULLYING!!!!

Scene 9: (VIDEO)

Camera Angle- Rewind tape

Setting- Everywhere the other videos were

Action- Rewind of all the clips

Description- there is a rewind of all the clips, showing a universe of happiness.

Scene 10: (VIDEO)

Camera Angle- Eye level

Setting- Computer (desk area)

Action- Girl is cyber bullied online, but she is defended

Description- Nice girl defends the victim and they become friends

Scene 11: (BACKGROUND VIDEO)

Camera Angle- Dolly

Setting- Hallway

Action- friends walk down a hallway

Description- Victim and nice girl walk down a hallway, and make friends with the bully.

(TEXT) Instead of being a bully, a bystander or a victim, speak out and end cyber bullying.

