

The “Don’t be a Lone Wolf” P.S.A. (Public Service Announcement) Campaign

[Application and Clip Submission Form](#)

Students, thank you for your interest. Please read the following:

The “Don’t be a Lone Wolf” campaign is an effort of the MCHS staff climate committee to produce short, student-created public awareness clips which will air on the morning announcements. Students can earn a stipend for creating persuasive video messages which effectively promote important academic values and positive problem-solving.

At the very least, the clips will serve as reminders or learning moments which help the building to be more positive and productive. With work and imagination, these clips, which are likely to be humorous, will provide a moment of constructive levity which could be a great, unified way to start the day.

What do I do?

- Make a short vine-style clip (7 seconds) based on the current “theme”
- Read the requirements on the “Application and Clip Submission Form”
- Fill out the “Application and Clip Submission Form” and attach a link to your clip in the appropriate space

What do I get?

If selected, your clip will earn you \$20.

(There is no limit to the number of clips you can submit)

What is the current “theme”?

“Hallway Behavior”

Possible Clips could involve:

- Walking and talking
- Respectful volume
- Earbud etiquette
- Arriving promptly
- Rude vs. helpful behavior
- Pass etiquette
- Announcement etiquette
- Public Displays of Affection
- Other topical, positive ideas!

Who do I talk to if I have questions?

Mr. Livovich in A121 or mlivovich@mcas.k12.in.us

Mr. Garrett in Guidance or agarrett01@mcas.k12.in.us

Keep in Mind:

- Only high-quality, thoughtful and fun clips will be chosen. Be creative and plan thoroughly before you shoot your clip.
- Humorous clips will be effective clips; Consider using music creatively
- School policy should be followed while participating in this project
- Mr. Livovich and Mr. Garrett will add the necessary introductory and other formatting information to the clip. The student clip-maker only needs to come up with footage that is entertaining and on-message.

Examples?

[School-based Clips by Thomas Sanders](#)