

# DON'T WAIT to UnMake the MEDIASPHERE

## Lights! Camera! Action!

The DON'T WAIT Project® (DWP), founded by Lisa Bradshaw in 2011, is a 501c3 non-profit organization committed to raising community awareness about how positive life choices can impact the health and welfare of individuals, organizations and communities. Since partnering with filmmaker, educator and UnMake a Bully creator Mike Feurstein in 2012, DON'T WAIT to UnMake a Bully™ has worked with more than 10,000 K-12 students at schools throughout the country. Through the media program, students star in PSAs featuring situations using critical thinking while avoiding TV ads, targeted phone app advertisements, or celebrity and peer pressure manipulation; students also create ads targeted at the characters in the PSAs.

### TEACHER FEEDBACK

I believe this is an example of outstanding education: collaboration; problem-solving; team work; communication; higher-level thinking; and a polished final project that helps a larger audience.

—Susan Gubsch, Washington



### STUDENT FEEDBACK

LUCAS: I like my job as script supervisor. Right here, [on my badge] it says, 'problem solver, good memory.'

1

## DAY ONE

90 MINUTES

Students learn advanced filmmaking, and terms and examples of how media and social media apps can manipulate senses and invade personal or cybersecurity.

2

## DAY TWO

90 MINUTES

Students brainstorm and discuss an app or advertisement that could manipulate viewers then write a script around this concept for their characters in the PSA.

3

## FILM DAY

ONE SCHOOL DAY

Students film the PSA, fulfilling their chosen jobs, like director, actor, sound and slate. Many participating schools hold community premiers of the final production.

## Media Statistics

Children 2 to 11 years of age spend 25 hours per week watching television and/or YouTube, seeing approximately 20,000 ads per year. 45% of teens now say they are online on a near-constant basis.

