

Who Am I?

My name is Hollyn Phelps and I am currently a sophomore at Georgia College University. The main thing I know about myself is that I'm a very hard worker and have no fear of failing, because I know if I didn't try, I would have already failed and never would have given myself the chance to succeed. I'm a very self-motivated individual that loves being around people. My parents have always said I have never met a stranger. I've always had a passion for singing and performing but with my high intensity level and determination, athletics took over my heart. I played basketball, volleyball, soccer, and track in high school. Basketball was my main sport and became more of a job than a fun outlet. I ended up receiving a scholarship to play division II women's basketball for Georgia College. I couldn't become involved like I wanted to be because of the time commitment a college sport requires. After my freshman year, I realized that wasn't the life I wanted anymore, that there was something much bigger this world had to offer than a sports stadium.

I branched out and tried a lot of new organizations and realized I have a desire for advertising and public relations. In both of these areas, one gets to work with people every day, that's when I knew I wanted to be involved in this field. Even when I was a kid, I knew that I wouldn't be happy being behind a desk all day. I also don't want to go to work everyday doing the same thing. In this field, life is really like a box of chocolates, you never know what you're going to get. That's one of the many reasons I fell in love with this major. Being able to take something that everyone has observed and make into something that no one ever thought of is what I call creativity. Advertising requires a lot of creativity and by that I mean, the course of bringing new ideas into reality. I personally think I have a creative mind and could be a great addition to this career.

Research

A part from my own experience with bullying, I began looking up stories of kids who have battled cyber media bullying and ways to help prevent these problems. I came across some articles on NY Daily News of numerous kids who've committed suicide due to this bullying. In order to give advice on ways to prevent bullying, I conducted my research from Stopbullying.gov. The last area I researched were statistics of how many college kids are getting cyber bullied from USA Today.

Statement

When deciding what direction I was going to take with this objective I knew right away my focus was going to be on cyber bullying. Not only have I personally had my own share of bullying in the past, but I have also witnessed other people who have struggled with social media bullying. According to USA Today, twenty seven percent of college students say they have been cyber-bullied, yet what led me to my creative concept is Jamey Rodemeyer. Jamie was a freshman at Williamsville North High School at the time of his death. He had complained about bullying and online pestering that went on in school; however, by the time anyone could have done something, it was too late. Rodemeyer committed suicide right outside his home simply because he could not take any more harassment. An article written by Elizabeth Held stated that he received several posts from the social network Formspring that said, "Kill yourself!!! You have nothing left!" and "Go kill yourself, you're worthless, ugly, and don't have a point to live." We are oblivious to what affects cyber bullying can have on young adults today. This story motivated me because if we became more aware and used networking for its designed purpose, Jamey Rodemeyer could still be alive. My creative aspect is based on the saying "just because a bruise isn't seen, doesn't mean it's not there." People can hide the pain for only so long.

My objective for this advertisement is for students who are currently or have gone through any kind of bullying will see my ad and make a connection that will help them follow some steps to avoid becoming a victim. My message is to convey, "no matter what, you are not alone." I'm a strong believer in no matter how bad one thinks they have it, someone out there always has it worse. My goal is for students to see this and understand that there must be other people who are going through the same thing if they see an advertisement to help stop social media bullying.

Halloween is not the only day people wear masks. They can be worn everyday under guise of Internet technology. Young kids, teenagers, and even adults are involved with cyber bullying. When you think about it, the same person one considers a friend, could secretly be harassing them on the Internet. Without accountability, it's a lot easier to say cruel and demoralizing things rather than face to face. Behind closed doors, it is easy to be a bully and a coward under the same mask. The ability of being able to impersonate someone online, to expanding their trust and then at anytime, turn on them is extremely easy to do because Cyber-bullies tend to think they can't and won't get caught which is another plus for doing it. We are all tired of watching the news and reading about innocent children who have taken their own lives for something as pathetic as cyber bullying. Sharing people's stories and putting out advertisements such as my own is an excellent way to spread the message that the social networks are being misused and results in lost lives. Jamie's story is a prime example of how badly we misuse these social networks, so by spreading the word, one could save a life.

Some

Bruises

Aren't Seen

Social.

Media.

Bullying.

(S.M.B)

