



Award-winning children's music performer, Eric Herman, puts his immense talent for entertaining young audiences to great use in this K-6 assembly program, which presents a powerfully effective approach to the subject of bullying and taking personal responsibility for your actions and reactions.

Inspired by and adapted from psychologist Izzy Kalman's acclaimed "Bullies 2 Buddies" method, Eric's **Bully Shmully** program focuses on helping the victims of bullying by giving them the tools they need to respond to situations of criticism and mockery with tact and humor. This empowers them to be more self-confident and diplomatic, and also deflates the intended effect of those who are mocking.

Bursting with comedy, audience participation and outrageously fun rock songs, **Bully Shmully** is a unique type of bullying themed assembly, eschewing the more common "Don't be a bully!" or "Bullies are bad!" approaches for one that provides a great framework for improving interpersonal relationships and self-worth.

"What a great show! One of the best I've ever seen for learning strategies to deal with bullying."
- Principal Daniel DiDesiderio, Burkett Elementary, Pittsburgh PA

Program Concepts/Content

Be prepared. Before it happens, know what you're going to think, say, do and feel if you are being bullied.

Why this program? Bullying doesn't just happen in school, or during the school years; it is something that can continue on throughout adulthood. It's very important to learn at an early age how to act and react to create happiness in your own life, regardless of the actions of others.

YOU. It's up to YOU to take responsibility for your life and your happiness. You cannot change how other people act, directly, but you have control over how you act and react, and that can inspire and influence others to change how they act toward you.

Big Deal or No Big Deal? The importance of knowing what is worth responding to, and what to let go.

About physical bullying. This program emphasizes techniques to positively respond to verbal bullying. However, your school's policy toward physical and persistent bullying will be addressed.

We can all bully. We can all be bullied. Be careful about labeling people as "bullies." They are your classmates, your neighbors, your teammates, your family, your friends, etc. How we act and react toward people can start with how we have labeled them. Use positive labels.

Friends or enemies? Would you rather have friends or enemies? How do you act and react to people who are your friends?

The Golden Rule. *Treat others how you want to be treated.* It's easy to be nice to others when they are nice to you, but it's especially important to be nice to others when they are not being nice to you. It makes it easier for them to be nice to you, because... it's easy to be nice to others when they are nice to you. (see above) This principle is reinforced through simple mathematics in a funny game show segment called "The Math Game."

Verbal Bullying Experiment. Two students make fun Eric (from a pre-approved list of insults) to show the contrast being positive and negative reactions.

Visual Example. A dog approaches a kid. The kid gets scared and hits the dog with a stick, which makes the dog more aggressive. Alternately, the kid throws the stick for the dog, who chases it and returns, wagging its tail. Our choices affect our situations and relationships.

Comedy, Compliments, Communication. Positive ways to respond to negative comments, using self-deprecating humor, honest compliments and effective communication.

Making the show fun and memorable. Comedy bits, interactive segments and fun songs that assure the kids will take the concepts home with them. References to Angry Birds, Spongebob, Star Wars, etc. A light way to present a heavy subject.

"No one can make you feel inferior without your permission." - Eleanor Roosevelt

Additional Notes

Eric Herman and his wife, Roseann, began developing an anti-bullying assembly program in 2009 after receiving many requests from schools to cover this important subject. They studied different approaches to bullying and consulted with people who had been heavily bullied (which includes Roseann), and were inspired to create *Bully Shmully* after discovering the work of Izzy Kalman, a noted school psychologist who has found much success with his *Bullies 2 Buddies* method.

Bully Shmully is not a strict portrayal of *Bullies 2 Buddies*, but presents some of its main concepts within a 45 minute assembly that is highly entertaining, participatory, and memorable. There is a lot of humor and several fun songs throughout the program, and Eric's penchant for entertaining kids with music and comedy makes *Bully Shmully* come off as a super-fun rock show kind of experience for students, while challenging them to use the techniques and concepts presented to help them improve interpersonal relationships throughout their lives.

Bully Shmully is directed to those who are considered the victims of bullying, empowering them through their choices and actions to change and improve their situation and relationships. And though the program covers school policies related to physical bullying, the main emphasis of *Bully Shmully* is on dealing with verbal bullying. Most instances of physical bullying begin with verbal attacks or repeated verbal abuse, and Eric and Roseann felt that focusing more on responding to the verbal aspect of bullying for this presentation would be most effective for an elementary audience, and would also offer something more unique than many other programs where the emphasis is more along the lines of “don’t be a bully.”

Above all, Eric “shows” more than “tells” in *Bully Shmully*. He is an ever-present example of his message; using self-deprecation throughout the program, showing how he has a good attitude and a sense of humor, despite his shortcomings.

It is important to note that *Bully Shmully* does not promote tattling, or labeling others as “bullies” or “bad” because of their bullying behavior, and it does not mention retaliation or fighting back in any way. *Bully Shmully* is based on the Golden Rule to “treat others how you want to be treated,” and encourages kids to think of others as friends and not enemies, even when things aren’t going their way, socially. It encourages calm conflict resolution, using a variety of positive responses, instead of allowing anger and indignation to make the situation worse.

There are several approaches to bullying prevention adopted by school systems.

If this program sounds like it may be in conflict with your school's anti-bullying approach or ideology, then it may not be your best choice.

Regardless, we encourage you to consider whether *Bully Shmully* might be worth sharing with your students as a method to add to their interpersonal toolbox.

PROGRAM REQUIREMENTS

Presentation Time: About 45 minutes (from the time Eric begins).
Please advise in advance if there is a time limitation.

Set-up Time: 30 minutes minimum, 45 minutes preferred.

Tear-down Time: 10-15 minutes.

Items requested include:

- A portable whiteboard, or blackboard, or large easel with paper.
- One power outlet within reasonable range of performance area.
- A small table and chair.
- A bottle of water.
- A center aisle (or aisles) between where the students are seated.

Items provided include:

Eric will provide his own sound system and all related equipment (microphones, cables, etc.).

Eric will provide PDF copies of some support documents which can be distributed to students after his visit, which can help to reinforce some of the basic concepts presented in the program.

A copy of Eric's DVD for your school library will be sent ahead of time, if possible, or brought by Eric when he visits. If classrooms wish to show some of the videos from the DVD in anticipation of Eric's assembly, that is encouraged and can be helpful for increasing the excitement about his arrival, but is not absolutely necessary.

If you would like to contact Eric directly for questions or concerns, your contact at Academic Entertainment will be happy to provide his e-mail address and phone #.

**To book Bully Shmully, contact Brad or Gina
at Academic Entertainment: 1-800-883-9883**

