


<h2 style="margin: 0;">I Pledge to Consider the Consequences of my Choices!</h2> <p style="margin: 5px 0;">Name:</p>	
<h1 style="margin: 0;">COMMIT</h1>	

Pledge2Change
Haesefilms Ltd.

JULY 2012

YOUR CHOICES...DEFINE YOU

IN THIS ISSUE

REAL FOR US

by Haesefilms

Noting a rise in bullying incidents, and recognizing that schools throughout the country are searching for multiple ways to address the topic, filmmaker Ron Haese set out to produce another inspiring movie. Award winning director, Ron Haese, solicited the help of Neenah High School and Clintonville High School students to create the movie, Real For Us.

This story follows two high school students as they experience bullying from their peers. The movie takes viewers deep into the experience, so they have a better understanding of what it is like to be bullied. Even though each of the students receive different measures of bullying, whether verbally or physically, the viewer will see and hear what they are going through and the emotional toll it is having on them. It begins to show how those being bullied start to retreat from everyday living and no one sees the signs they are giving. The audience gets to hear the inner voices of how they are feeling and how it makes them feel the same regardless the type of bullying. Both are feeling isolated and alone.

To help get the audience to understand more, we see things from the bystander's point of view and what they are thinking.

Viewers begin to learn the role of the bystanders and how they allow or prevent bullying. The movie portrays the bystanders in a variety of roles including both peers and adults/teachers.

Real For Us demonstrates the right way and the wrong way to deal with bullying. The movie concludes with a hopeful message, as the two main characters learn that finding their voice can help to put a stop to bullying behaviors.

The film is a demonstration of the process of bullying and all of the behaviors that come with it. The climax comes with confrontations and decisions of life and morals. The viewer will see all of the characters come to a better understanding of what they are doing, what they can do to help and more importantly, how to use their own voice for what is right.

This 2 DVD set includes an Educator manual to assist you in the classroom or large group presentations on bullying issues.

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REAL FOR US

The bully film, REAL FOR US, will be shown at Building the Heart of Successful Schools at the Kalahari Resort and Conference in Wisconsin Dells December 6, 2012

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Prescription Drug Film

Troy McDonald, from La Crosse Central High School, in partnership with Haesefilms, have completed production of the film, "KICKERS", the anti-prescription drug film, aimed at high school students.

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KICKERS

by Haesefilms

In 2007, Ron Haese attended a D.A.R.E. Association conference, showcasing the Kiel drinking and driving film, "What You Never Dream." Members of the association asked Haesefilms to produce a film about prescription drugs due to the rise of abuse that was happening throughout the state. Ron agreed to work on creating a film but knew it would be sometime getting it into production due to Haesefilms overwhelming requests for drinking and driving films throughout the state. "But I assure you, I will begin the creation of writing and developing a series of films that will address the drug issue problems." Haese said.

In 2011, Haese was ready to begin. Troy McDonald, Assistant Principal from La Crosse Central High School, approached Haese about making a prescription drug film. Troy had worked with Haesefilms in 2009 in the drinking and driving film, "Consequences" that was premiered that October.

"The script turned out great. I worked with Jesse Stokdyk getting the script polished and



ready to shoot by June of 2012. There was a lot of ground to cover. When you deal with any type of social issues, you can't address all the aspects," Haese said. "We remained focus on prescription drugs and the affects it has, both short and long term and the physical dangers it can bring. In the film, we get to see how teenagers acquire the drugs, how they use them, how some are peer pressured to take them and the deadly effects it can have when one of the kids overdoses. The film goes further showing the consequences of their actions and the ripple effect it has on so many lives. They come to a

realization they can help their friends. Adding their voice to interventions of those they love."

AVAILABLE OCTOBER 2012

You can contact us www.pledge2change.com for more information or at Ron@haesefilms.com



March of 2012, Haesefilms worked with Good Drugs Gone Bad program and the Wisconsin Crime Prevention to create 3 Public Service Announcements available at www.gooddrugsgonebad.com

Prescription Drug PSA commercials

by Bryan Roebke

It wasn't quite Hollywood, but there were bright lights, boom cameras, and actors in Kimberly as a film crew descended on the village for a very important purpose.

Director/Producer Ron Haese, the person who directed the "Edge of Reality" movies on teen drinking, was in charge of filming three public service announcements for prescription drug abuse.

Students from Kimberly and Neenah High Schools participated in the filming at Skate city, Holy Name Cemetery and a private residence. The commercials were a combined effort of the Wisconsin Crime Prevention Practitioners Association and re;THINK, Winnebago County's Healthy Living Partnership.

Jason Weber of Kimberly, who is a police officer with the town of Menasha said prescription drugs is a pretty big issue not only in our area but the entire state.

"Actually, it's a larger issue in northeastern Wisconsin than it is in the rest of the state. We saw a series of crimes being committed back in 2009 and that led to a coalition to develop this campaign to basically educate and raise awareness of the issue." Weber said.

The PSA commercials will be featured in Marcus Theaters from November 2012 to January 2013.

BROKEN



The Cycle of Abuse

After years of being emotionally and physically abused by their father, Marcus and Aaron carry on the cycle in the middle of the hallways at school.



Marcus and Aaron

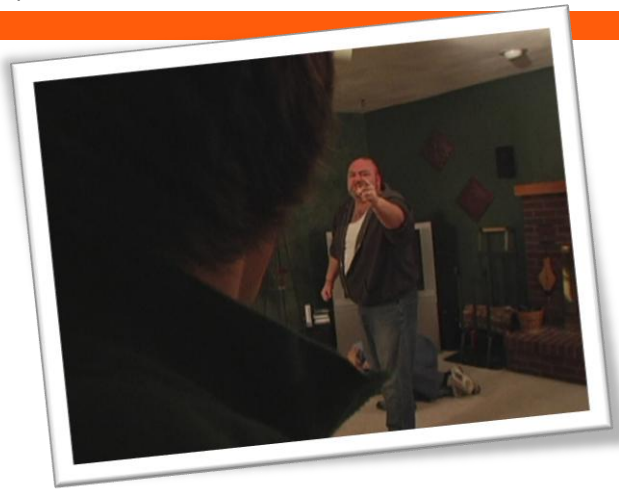
As children, Marcus and Aaron hear the violence and fighting of their parents as they are in the bedroom wondering what will happen next and when their father will turn on them.

FAST FACTS

The statistics are staggering-- a woman is beaten every 15 seconds in America. The American Medical Association now estimates that almost 4 million women are victims of severe assaults by boyfriends and husbands each year and about one in four women is likely to be abused by a partner in her lifetime

FOR MORE INFORMATION

For more information about Ron Haese and his other prevention films visit www.pledge2change.com



The domestic violence film, BROKEN will be released July of 2012. This National Award winning film is targeted for teenagers and adults.

BROKEN

by Haesefilms

In 2009, fresh off of the heels of making a sequel, *Forever Real*, to the award-winning *Edge of Reality*, director Ron Haese became inspired to do a movie that would help others understand the impact of domestic violence.

BROKEN is a story of a family torn apart by domestic violence and the cycle it creates from one generation to the next. From the verbal abuse to the physical and sexual abuse, Michelle is tormented by her husband Ted. "BROKEN", spans ten years, as seen through the eyes of their children as they grow and try to break the cycle.

The film stars Jesse Stokdyk, Brian Killen, Marianne Kolb and Andrew Ray Jones. The film also features songs from National Recording Artist, Ryan Calhoun.

Directed by National Award winner Ron Haese.

BROKEN earned the 2010 NATIONAL TELLY AWARD for Film and Directing.

Often times after we learn of a domestic abuse situation that results in death, we hear the question asked, "Why did they stay?" The film BROKEN explores reasons why those that are abused may feel compelled to stay in an abusive relationship.

If abuse is only viewed as involving physical violence, it can be difficult to comprehend why a victim fails to see they are being abused, and even more difficult to understand why they don't break up with, or leave, the abuser. Abuse progresses slowly and subtly. Often times the behavior by the abuser is

rationalized as love, for example, jealousy from an abuser is considered a sign of how much the abuser truly cares. Hitting becomes justified as deserved. After the abuse there is often an apology and attempts to "make it up", minimize what happened, or in some cases even denying the abuse even occurred.

There are often times abusive behaviors are confusing to the victim, and cause them to question if they deserve the abuse, or even if it is abuse at all. The victim will begin to believe that if they behaved differently, perhaps the abuse would stop. In addition, most abusive relationships have times that are free from violence. It is during these periods of time where the victim will begin to believe that the worst is over and will recommit to the relationship.

A decision is a choice that is influenced by our values, goals, standards, needs, and wants.

There are six steps to decision-making.



1. **Identify the decision.** Be sure you understand what decision you need to make. The best way to do this is to state your decision or problem as a goal.
2. **List all possible options.** For most decisions you

- will have more than one option. Always try to list at least two alternatives.
3. **Evaluate each option.** Take a good look at each option. Think through what would be the results if you choose that option.
 4. **Choose the best option.** After all options have been considered, decision

- which one is the best choice. Sometimes you can choose more than one option.
5. **Act on your decision.** Now you are ready to take action. You will need to do what is necessary for you to accomplish and carry through your decision.

6. **Evaluate your outcomes.** Evaluate whether the decision you made was the right choice. Will the decisions help you reach your goals? Every decision we make has potential to affect others. This is why we must be skilled in the decision-making process.

FOR MORE INFORMATION

For more information about the BROKEN Educator guide, visit www.pledge2change.com

FOREVER, a new drinking and driving film made in New Richmond, Wisconsin

by Pledge2Change

High school students gather around a bonfire, drinking alcohol at an underage party hosted by the parents of one of the students. "Forever" is an hour long production by acclaimed filmmaker Ron Haese in conjunction with New Richmond students, S.A.F.E. Youth and other members of the community who combined efforts to create the underage drinking alternative.

"This movie is the most graphic and realistic films I've seen," said Jeff Swanson, assistant principal at New Richmond High School. "That was done purposefully to convey the seriousness of the issue. Just talking with kids about this doesn't work.



Alisha Blackman, a high school senior who played the part of an underage drinker injured in the crash, said the graphic nature of "Forever" had a big impact on her classmates.

"The movie is so realistic that it is hard for people to watch it and not think it could happen to us," she said.

The film also features music from, "The Dweebs" who also perform several songs within the film.

For more information, visit www.pledge2change.com



REAL FOR US: Confronting bullying

by Haesefilms

The latest research shows that **one in three children are directly involved in bullying as a perpetrator, victim, or both.** And many of those who are not directly involved witness others being bullied on a regular basis. No child is immune—kids of every race, gender, grade and socio-economic sector are impacted. But it doesn't have to be this way. As parents we have the power to help reduce bullying.

1. **Talk with and listen to your kids—everyday.** Research shows that adults are often the last to know when children are bullied or bully others. You can encourage your children to buck that trend by engaging in frequent conversations about their social lives. Spend a few minutes every day asking open ended questions about who they spend time with at school and in the neighborhood, what they do in between classes and at recess, who they have lunch with, or what happens on the way to and from school. If your children feel comfortable talking to you about their peers *before* they're involved in a bullying event, they'll be much more likely to get you involved *after*.
2. **Spend time at school and recess.** Research shows that 67% of bullying happens when adults are not present. Schools don't have the resources to do it all and need parents' help in reducing bullying. Whether you can volunteer once a week or once a month, you can make a real difference just by being present and helping to organize games and activities that encourage kids to play with new friends. Be sure to coordinate your on-campus volunteer time with your child's teacher and/or principal.
3. **Be a good example of kindness and leadership.** Your kids learn a lot about power relationships from watching you. When you get angry at a waiter, a sales clerk, another driver on the road, or even your child, you have a great opportunity

to model effective communication techniques. Don't blow it by blowing your top! Any time you speak to another person in a mean or abusive way, you're teaching your child that bullying is OK.

4. **Learn the signs.** Most children don't tell anyone (especially adults) that they've been bullied. It is therefore important for parents and teachers to learn to recognize possible signs of being victimized, such as frequent loss of personal belongings, complaints of headaches or stomachaches, avoiding recess or school activities, and getting to school very late or very early. If you suspect that a child might be being bullied, talk with the child's teacher or find ways to observe his peer interactions to determine whether or not your suspicions might be correct. Talk directly to your child about what is going on at school.

Create healthy anti-bullying habits early.

Help develop anti-bullying and anti-victimization habits early in your children—as early as preschool and kindergarten. Coach your children on what *not* to do—hitting, pushing, teasing, "saying na-na-na-na-na," or being mean to others. Help your child to focus on how such actions might feel to the child on the receiving end (e.g., "How do you think you would feel if that happened to you?"). Such strategies can enhance empathy for others. Equally if not more important, teach your children what to *do*—kindness, empathy, fair play, and turn-taking are critical skills for good peer relations. Children also need to learn how to say "no" firmly if they experience or witness bullying behavior.

REAL FOR US



Going Too Far

In the film, REAL FOR US, Katie and Tiffany torment Holly not only verbally but play constant cruel jokes to break her spirit.



Alex Reacts

In the film, Chris and Scott continues to embarrass Alex in front of everyone in the cafeteria until Alex feels he had enough and reacts by using violence.



Steven and Josh

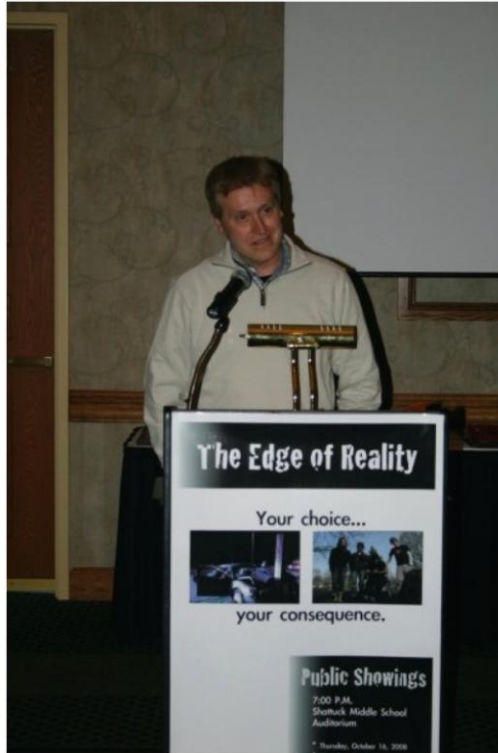
Steven who is being teased and beaten up by Chris and Scott, soon back down when their own friend Josh, decides to stand up for Steven.

Director's Biography

Ron Haese is an independent filmmaker from Sheboygan, Wisconsin with his company, Haesefilms Ltd. And has produced and directed over 60 feature films and over a thousand documentaries. Haese has also worked with many non-profit organizations and community based programs such as the Boys and Girls Club, United Way as well as many state organizations such as the Wisconsin Department of Justice and Training Bureau and the Wisconsin Technical College System.

Haese has entered 15 of his films into national film festival competitions and his work has earned him 14 national awards with four awards for his writing.

In 2004, Haese began working with high schools throughout Wisconsin with a program, PLEDGE2CHANGE, which Haese himself created. The program works with local high school areas to create films and educator guides for teachers about awareness issues. Each film is created specifically for each community to create awareness for students and adults.



As of 2012, Haese has written and directed 15 films about underage drinking and driving and earned 19 national awards for his work.

When Haese began making these films in 2004, the drinking and driving statistic was every 15 minutes someone died from an alcohol related accident. As of 2012, the statistic is every 52 minutes. Haese attributes part of this success to the dedicated educators who also work for creating a change not only with young people but their community as well.

Haesefilms provides on-site help and training for schools, events and organizations with tools that can assist you. We offer and provide films and presentations, consultant references and guest speakers to assist in your presentations

All services are area specific and costs and fees will vary depending on your area. Please contact Pledge2Change for more details at ron@haesefilms.com

DOCUMENTARIES

Ron Haese has produced and directed thousands of documentaries, training videos, seminars, and promotional videos for **LAKESHORE TECHNICAL COLLEGE** in Cleveland, WI since 1994 and continues to do so to date. Through LTC, Haese has worked with many local and private industries, producing for such firms as Johnsonville Sausage, Inc., Wisconsin Department of Justice and Training Bureau, Federal Mogul, Wisconsin Technical College System, Will Pemco, United Way, and the Boys & Girls Club.

Privately, Haese has produced many works with National Hypnotist Jim Wand, Vollrath Company, Aero-Metric, Plymouth Mech Agency, The John Michael Kohler Arts Center and worked with Paramount Pictures in the musical "The Nutcracker." Haese also produced the "Neighbors Against Drugs" program for the Sheboygan, WI. Community.

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Haesefilms Ltd.

1917 Camelot Blvd
Sheboygan, WI. 53081

www.pledge2change.com