

# GUIDE TO CREATE YOUR #USvsHate MESSAGE



Now it's time to make your #USvsHate message!

Your task is to make a message that will do one or more of the following:

- explicitly address, explore, and refuse racism, xenophobia, homophobia, Islamophobia, anti-Semitism, sexism, or other forms of hate, bias and injustice in schools and society;
- communicate that people across lines of difference contribute to our communities, region, and nation, are equally valuable, and deserve access to opportunity and well-being;
- bust a myth (challenge a stereotype) about a “type of” kid too often misrepresented;
- ask people to treat each other kindly, fairly and respectfully, so schools stay safe for learning and society includes us all.

You can make #USvsHate messages as individuals or in groups.

Your anti-hate message can be made in any media. That means hand-drawn or digital images, to become stickers and posters or be shared digitally; essays; poems; performances or public actions documented in photos or on video; public service announcements, videos, memes, speeches, and spoken word; op-eds; t-shirt designs; etc. An anti-hate message can be drawn by hand on paper, or created digitally using a phone or computer. A speech into a smartphone camera, a great letter to the editor, a photograph, a comic book, an infographic, a public event, or an animation can be an anti-hate message! Don't limit your creativity!

**Submit Here:**

**<http://usvshate.org/submit/>**

Messages can offer powerful words and powerful visual images. You don't have to be an amazing artist or filmmaker. The real power is the message!

To be considered for a “Winning” #USvsHate message, the message also must do the following:

- Include the hashtag #USvsHate. (If you don't put it on there, we'll add it for you.)
- Be both creative and original. (Use original words and other material. Don't plagiarize. A design could make a common slogan original, but our preference is new words and ideas. Do not use clips from music, videos, or other media that is copyrighted by others. If you use others' publicly available material, credit the creator whenever possible.)
- Successfully communicate the #USvsHate message of inclusion and justice for all, to a group of peers.

No message submitted should be harmful or hateful to others! #USvsHate!

- A submission to our national challenge should be high quality enough to be reproduced for many. (No pencil; no tiny writing; make sure images are clear and not blurry).
- Those submitting images can
  - a) scan a paper submission or
  - b) create the image digitally. You can submit messages like Op Eds, poems, or letters to the editor in Word. You will upload documentation of art installations or performances. If you want to submit a paper submission and don't have access to a scanner, you can upload a photograph of a piece of paper.

If you win, we may ask you to mail us the original for reproduction.

Any message submitted must be ready to share publicly as is.