

The
No
Cussing
ClubTM

**How I Fought Against
Peer Pressure
and How You Can Too**

McKay Hatch

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www.NoCussing.com

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Thank you,
McKay Hatch,
Founder of the No Cussing Club

Introducing: The No Cussing Club

Just a few months ago, only a few hundred people had heard of 14-year-old McKay Hatch. He was known by those on his soccer team, by people from his church, by his friends at school and by the other guys in his Scout troop.

That was before McKay stood up to his friends and said two simple words: “Don’t cuss.”

Today, because of that one statement, tens of thousands of people—perhaps even hundreds of thousands—have heard of McKay. He has an impressive list of fans—from Los Angeles Sheriff Joe Baca; to U.S. Congressman from California, Adam Schiff; to American Idol host, Ryan Seacrest, and other celebrities and government and community leaders.

McKay has been on television all over the world, including on CNN, the Dr. Phil Show and MSNBC, as well as many, many other television and radio programs. He has presented workshops in several states and has been selected for awards, like the Well Done Award from The Kingdom Assignment™ Foundation and a “family-approved” recognition from The



Dove Foundation. He also has been honored by the Parents Television Council.

Hundreds of thousands of e-mails

In the past two years, McKay has received hundreds of thousands of e-mails. Think about it. Hundreds of thousands of e-mails. That means every day for the past two years he has gotten a few hundred, and some days thousands of e-mails flood his inbox. While most of the e-mails have been positive, many have come laced with profanities and put downs. He's been attacked verbally. He's had death threats against him. He's had his Web site hacked into and has been the subject of countless blog entries, some extremely positive, many disturbingly negative.

All because of that one simple message—two words, really—that McKay spoke to his friends in middle school back in 2007.

Now, that simple challenge—“Don’t cuss”—has been transformed into what McKay calls The No Cussing Club. The club is a movement among teens—and that has been adopted by hundreds of concerned adults, as well—to support one another and to encourage others to clean up their language and to avoid profanity, dirty jokes and other disrespectful and demeaning language.

McKay and other members of the club believe that by simply cleaning up their language—by moving away from the trash talk, the constant slurs and the strings of cuss words—and, instead, choosing what they call “language that lifts,” they can accomplish the group’s foundational motto to “Leave People Better Than You Found Them.”

More than 20,000 people choose “No Cussing”

More than 20,000 “members” from every state in the union and from more than two dozen other countries, have logged on to the No Cussing Club Web site to join the club by taking the “No Cussing Challenge.”

McKay, now 15, says, “I’ve learned a lot in the past two years. I’ve learned about freedom of speech and what that really means. I’ve learned about bullying and about cyberbullying from having it done to me. And, I’ve learned a lot about language and how it affects people.

“Oh, and something else—I always heard that one person can make a difference and I guess I learned that was true.

“One person can stand up for what they believe in. One person can change themselves and can help others to do the

same. That's one reason I want to share my story. I want people to know they can make a difference too. I want people to know they can leave others better than they found them. I want people to see that small choices can make a big difference and many of those choices begin with what we say. I want people to take the challenge, 'Don't cuss,' and see what a difference it can make in their lives. Don't cuss!"

1 Getting on the Roller Coaster

I never in a million years thought I would ever see myself on TV and see my name flashed up on the television screen while I was being interviewed on MSNBC. But, that's just what happened and that's just one of hundreds of things that has surprised me over the past two years.

You know, I've always been a little afraid of roller coasters. I like the speed, but I don't really like the ups and downs and not knowing what kind of dip or bump is going to be around the next curve. It makes me wonder if I really would have gone for the ride I'm on now if I had known just what kind of a roller coaster I was getting onto. I've had almost two years of ups and downs, of times I wanted to get off and of times that were the most thrilling and exciting you can imagine.

It all began in middle school

It all began in 2007, when I was 14. I had grown up in South Pasadena, California, and I am right in the middle of the family, the fourth of my mom and dad's seven kids.

My parents, Brent and Phelecia Hatch, aren't rich, but they have always made sure I have the things I need. They take us to church, want us to work hard, and together we do a lot of things as a family. But, I'm not a nerdy kid or one of those guys who stays home and reads and studies all the time or anything

**My dad, my teachers,
even the mayor of my city
and people from all different
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I've made a difference.**

**Sometimes they even say
I've changed the world.**

like that. When I was in elementary school, I had a lot of friends and I was always doing something. I was in Boy Scouts and I played on the city soccer leagues. I played a lot of video games, and I liked music and was learning to

play different instruments and starting to perform a little.

Really, I was just a regular kid. And, I still am. I'm not really that different from anyone else.

Except, now, my dad, my teachers, even the mayor of my city and people from all different countries tell me that I've made a difference. Sometimes they even say I've changed the world.

I tried to ignore that when some people first said it, but now, in a way, I think they're right. Think about it. If you change the way people see themselves, if you change the way people get along, if you change even a little part of the world, it really can make a huge difference.

I learned that just one 14-year-old, now 15, can do that.

There were times, though, when I wasn't so sure.

This whole thing started when I was going into the 6th grade, my first year of middle school.

We're not in elementary school anymore!

Summer break was over and, like most kids, I wasn't really looking forward to going back to school. But, after a long summer without much to do, I was ready to see all my friends again. Besides, I was excited about being in middle school. We weren't little elementary kids anymore. It was exciting and, at the same time, a little scary—but none of us wanted to admit that. We all just thought it was cool to be in the “big” school where things were new and different.

The first day or two at South Pasadena Middle School, I began to notice that something really was different, something I didn't expect at all. All around me, all the kids—my friends, the kids in the halls, the guys during gym and kids on the bus—were all using bad language. Friends I never heard cuss when we were in 5th grade, now, all of a sudden, in 6th grade, were cussing all the time.

What had happened over the summer? I'm not sure where they learned all these words, maybe they were copying what they heard on TV or in movies or from the music they listened to but they were saying the “A” word, and the “B” word, and on and on, like they almost had a cuss word for every letter of the alphabet. They were saying stuff I had never even heard before. At first, it sort of surprised me, but I didn't say anything. I figured it was no big deal. But, even after a few weeks had gone by, I still couldn't get used to it. That kind of language just didn't sound right coming from them. These were kids I knew, kids I hung out with. They weren't the big troublemakers in the school or anything like that. They were good kids who came from totally cool homes. Their parents were cool. I knew their parents didn't know they were talking like that and wouldn't like it if they did.

Now, I'm not saying that I always did everything my parents taught me or that I never did anything wrong, but cussing was something we had talked about at home and I just didn't want to do it. In Scouting and in elementary school, too, we had learned about respect and about doing our best and I just didn't feel cussing was something I wanted to do.

My friends and I still spent a lot of time together, but their cussing made it hard for me to enjoy being around them. It seemed like they had changed in other ways too. They were, like, all negative—they seemed mad and unhappy all the time.

Talk about Cussing!

Parents and concerned adults—find out more about the cussing that goes on at school and about what your kids hear all the time.

Kids—share with your parents! Let them know what you think about cussing and get their ideas!

Don't get into details about whether it's right or wrong, just get to know each other better and find out what they think!

Parents/adults— Ask your kids:

1. Do you hear a lot of cussing at school?
2. Why do you think kids cuss so much?
3. What do you think kids can do when they hear so much cussing all the time?

Kids— Ask your parents:

1. Did you hear a lot of cussing when you were in school?
2. Why do you think people cuss so much?
3. How do you think cussing affects people?

The thing is, my friends weren't the only ones who were cussing, telling dirty jokes and using bad language all the time. It seemed like everyone was doing it. I don't think most parents have a clue about how much bad language is spoken at school. Some parents may even think there's no cussing problem at all at their kid's school.

That's what my aunt thought. She thought her son's elementary school didn't have that kind of a problem, but, when she told my dad that, he said, "Have you asked your son?" Later, my aunt and uncle talked to their son and they were totally blown away by what they learned. My cousin told them that kids at his elementary school cussed all the time around him. Then my uncle asked him about the "F" word and my cousin said he heard that at his school all the time too. He said, "Dad, you have no idea. It's not only the words, but the things they talk about."

That's how it was at my school too. When that first year of middle school was over, it, was almost nice to come to the end of 6th grade and to spend the summer without hearing cuss words all the time.

But, when we started 7th grade, things seemed to be different again. Now, instead of every cuss word in the book, my friends were using the "F" word all the time. It was like they had to add it to every sentence, like it was the only word they knew.

I remember when we were younger and my brothers and I used to make funny faces and put our fingers in our mouths and stretch them in all different directions. My mom would say, "Don't do that to your face or it will stay that way for the rest of your life." It seemed like that's what my friends had done, like they couldn't do anything else. They were stuck. And, they didn't even know they were doing it. Seriously! It just came

out in every sentence and they didn't even realize they were doing it.

By now, it was really starting to bother me. I began to wonder, "Man, is there anyone else at this school who doesn't cuss?"

Odd man out

All of a sudden, I felt like I was odd. I was the strange one. I felt different, like I was the only one who wasn't going along with everyone else in the school.

"Am I going to start cussing too?" I wondered.

I could see why so many kids were doing it. They just want to fit in like everybody else, and they don't know how else to do it. They figure that if they cuss, maybe that's the only way to fit in, to look cool.

But, I really didn't want to do that. Like I said, my mom and dad always taught me good morals, good values; and not cussing was one of them. Besides, what I heard from my friends and others at school didn't make me feel that good and it didn't seem like they were that happy either. Why would I want to do it then?

I didn't want to change and be that way but it seemed like cussing and using bad language was the only way kids were fitting in. I don't even know why it bothered me so much. Most people would think it was just a little thing, maybe, but, for some reason, it was a big thing to me.