

Fame Is the Name of the Game

Ask a local celebrity or important community member to be the magnet for your Choose Respect event.



Why?

Bringing in a local celebrity who is popular with youth is an easy, fun way to create buzz about your event and get the word out about Choose Respect. This celebrity role model will show youth what respect looks like in real life and give youth a chance to talk to someone they admire.

Where and When?

Host a Choose Respect event at any place kids gather—a park, school sports arena, festival, or shopping mall. You'll probably get a larger crowd if you schedule the event on a weekend or include this play in an existing event for youth in the community.

How?

The *Choose Respect Press Kit* and the *Choose Respect Media Access Guide* can be found in the Materials section on the USB Flash Drive that comes with this Playbook.

Find a celebrity draw

Identify someone who is popular with youth and can be a role model at the same time. A “celebrity” does not have to be a national superstar; use your local talent—a radio personality, high school football coach, high school track star, or a TV reporter. Identify a backup plan in case your top choice cannot come.

Bring the celebrity on board

Contact the celebrity and explain how he or she can make a difference to youth. Sharing Choose Respect messages from the Press Kit with the celebrity and prepping him or her to appear at your event is very easy. The celebrity will want to know how he or she can help and when the event will take place. Provide a written copy of the details:

- Date of event—the final date may be determined by the celebrity’s schedule
- Time
- Place



Plays in Action:

Communities: Phoenix, AZ and Detroit, MI

Finals Celebrate Choose Respect and WNBA Read to Achieve Initiatives

The WNBA and Choose Respect partnership scored a slam dunk during the season finals between the Phoenix Mercury and Detroit Shock with the library project, an exciting, new link between Read to Achieve and Choose Respect. The WNBA completely refurbished a school library in Detroit and Phoenix, making each library a welcoming, fun place for kids to gather. An important aspect of the WNBA Be Smart—Be Fit—Be Yourself Tour is the Read to Achieve program.

WNBA players and coaches visited the two schools for the ribbon cutting ceremony, giving their time to interact with students.

- Type of event—fundraiser, fair or festival, or school organization
- Purpose of event
- Expectations for the celebrity—for example, wearing a Choose Respect T-shirt
- Appearance fee—some celebrities will donate time to make appearances; others may charge a fee or request a donation to an organization they support

Ask the celebrity to sign a *Photography/Broadcast Consent and Release Form*, so your organization can publish pictures and videos of the celebrity. This form is available in the *Choose Respect Media Access Guide*. Set up a time closer to the event to meet with the celebrity and go over the final plans and answer any questions. Send a thank you letter to the celebrity to remind them of the details and get the event on their schedule.

Finalize the details

Confirm the details of your event, such as the time of the celebrity's appearance. Decide how long you want the celebrity to stay for the event.

Give the celebrity the Choose Respect talking points and background information from the Press Kit. The celebrity might also want to share stories about choosing respect in his/her professional and personal life. The celebrity will explain why Choose Respect is important and why youth shouldn't accept any kind of abuse in a relationship.

Talk about anything you would like the celebrity to do:

- Send you their speech for review prior to the appearance
- Wear a Choose Respect T-shirt during the appearance
- Hand out trophies or plaques at an awards ceremony
- Set aside time for autographs and photos with the youth.

Send a follow-up letter to the celebrity outlining your expectations and talking points for the event. A few days to a week before the event, call the celebrity to confirm and answer any questions.

Gather Choose Respect materials or produce Choose Respect-branded giveaway items (e.g., basketballs, caps, Choose Respect silicone bracelets) for the celebrity to autograph or give out. The *Choose Respect Style Guidelines* explain how to brand materials.

Hold the event.

Before the event, test all the sound and stage equipment the celebrity may need and set up banners and signs. If you take pictures of youth with the celebrity, ask the youth to sign a *Photography/Broadcast Consent and Release Form*.

Want to Do More?

Invite more than one local celebrity to make an appearance at your Choose Respect event, or plan a series of Choose Respect events and invite the celebrity to make appearances at each one.

Encourage the celebrity to play a bigger role in Choose Respect. This person could be the spokesperson for Choose Respect in your community and represent Choose Respect at all community events.

Resources Needed:

- | | | | |
|--------------------------|-----------------------------------|--------------------------|---|
| <input type="checkbox"/> | Celebrity (and back-up celebrity) | <input type="checkbox"/> | Photography/broadcast consent and release forms |
| <input type="checkbox"/> | Camera | <input type="checkbox"/> | Choose Respect T-shirt and other giveaway items |
| <input type="checkbox"/> | Banner and other signs | <input type="checkbox"/> | <i>Choose Respect Media Access Guide, Choose Respect Press Kit, Choose Respect Style Guidelines</i> |

Evaluation:

Document what you accomplish using Choose Respect tracking tools:

- **Stand Up & Be Counted**

Keep track of play participants and audience members. The Zone 3 Evaluation Tools contain a sign-in sheet.

- **Cheers & Changes**

After the play is complete, note your successes, challenges, and opportunities for the future. The Zone 3 Evaluation Tools contain a worksheet to help you do this.

Choose Respect feedback tools are recommended if you implement multiple plays. Take time to reflect on how far you have come in implementing Choose Respect in your community after completing a series of Choose Respect activities using Choose Respect feedback tools:

- **Organizational Impact Survey**

After completing a series of activities, collect information for your evaluation. The Zone 3 Evaluation Tools contain a feedback form to help you do this.