

one
friday night

christopher productions TOWN HALL

christopher productions
TOWN HALL
EMPOWER PACKETS

...to explore
...to enthuse
...to engage
...to embrace
...to empower our youth, their families and our communities.





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EMPOWER PACKET

RESPONSE REQUESTED: IF YOU ARE HOLDING A TOWN HALL MEETING, PLEASE EMAIL US ASAP AT lori@christopherproductions.org AND INCLUDE: THE NAME OF YOUR ORGANIZATION, CONTACT PERSON WITH PHONE # AND EMAIL, AND THE LOCATION, DATE & TIME OF THE TOWN HALL. CHECK OUT OUR WEBSITE FOR UPDATES (www.christopherproductions.org)

Dear Community Leaders and Town Hall Youth Facilitators,

Thank you for your interest in the **one friday night** Town Hall on Underage Drinking. We are very excited to present this program to ignite a new discussion among our children and community leaders. We want to empower and support young people to discover their own wisdom and solutions to life-threatening behavior and situations. In doing so, we hope that they may come to understand how valuable they are in our families and communities.

This is a wonderful opportunity for young leaders to step forward as facilitators (with adult mentors), and organize this event, as individuals or as a class assignment for one or more teens. We suggest that a committee of 7 teens could take this on.

Enclosed are some ideas for creating a successful Town Hall. As facilitator, you may want to alter any of these suggestions for a better fit with your community. Feel free to change anything you want. This is intended only as a guide and starting point.

RESPONSE REQUESTED: We supply these materials to you free of charge, in the hopes that you can effectively change your community in positive ways and save kids' lives. **The only thing we ask in return is that you complete the Evaluation Form at the end of the Packet so we can track the number of participants and the lives you've affected.**

On behalf of Christopher Productions, we want to thank each and every one of you who are assisting youth with the facilitation of this great event! And a special thank you goes to you, the young leader, with the interest and courage to ask yourself hard questions, and enthruse others to do the same.

Sincerely,

Chris Schueler
Lori D. Weber

President/CEO/Executive Producer
Director of Development





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PLEASE NOTE:

FULL SCRIPT OF "ONE FRIDAY NIGHT" IS AVAILABLE ON OUR WEB SITE AT:

www.christopherproductions.org



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ENVISION

PURPOSE OF TOWN HALL

Ask yourself things like:

What is the purpose for holding the Town Hall?

What do you want all the participants to receive from this?

Share the purpose of the Town Hall as part of your introduction at the Town Hall.

SOME IDEAS ON PURPOSE OF THE TOWN HALL:

1. To develop an action plan for change.
2. To educate town leaders, parents, students and teachers.
3. To form a big enough group to make change.
4. To celebrate the town's successes in this area.
5. To memorialize victims of underage drinking.

6. _____
7. _____
8. _____
9. _____



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MATERIALS

WHAT YOU NEED

Ask yourself things like:

What will you need before, during and after the Town Hall?

People Who is doing what?

Place Where will you hold the town hall?

Things What do you need?

SOME IDEAS ON WHAT YOU NEED:

1. Checklist of Tasks for each of the **7 EMPOWER** steps.
 - a. Form a Committee of 6 other people to help you.
 - b. Have a location for the Town Hall 21 days prior to the event.
 - c. Have an MC 21 days prior to Town Hall.
 - d. Get the word out 15 days prior to Town Hall.
 - e. Get all materials and equipment 7 days prior.
2. Introduction for Approaching People Who You Want to Help You.
 My name is _____. I wanted to talk to you about an issue that's important to me: underage drinking. In December, a documentary will air on television and I am organizing a Town Hall meeting to take place the same night. It would be great if you could help me with _____. We want to create change to save lives.
3. Agenda & Script for the Town Hall MC
4. Television
5. VCR and Video (if you are not going to watch it live)
6. Large screen or several small TVs (enough so everyone can see & hear the program)
7. Large pads of paper, markers and masking tape
8. Paper and pens/pencils for everyone
9. Conversation Starters - Attachment page 15
10. Multiple copies of the Community Action Plan Form – Attachment page 16
11. Evaluation Form - Attachment page 17
12. _____



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PEOPLE

WHO TO INVITE

Ask yourself things like:

Who are all the people who have a stake in keeping young people healthy, happy and alive?

Who are the people who can help young people fulfill their goals and make a difference?

Who are the people who want to listen and learn from young people?

SOME IDEAS ON WHO TO INVITE:

- Students (Mid-School and High School)
- Parents
- Teachers (Mid-School and High School)
 - Counselors
 - Health
 - Social Studies
 - Physical Education & Coaches
 - Others
- Community Leaders:
 - Mayor or City Board President
 - City Manager
 - State Health Dept.
 - Police and Fire Chief
 - Planning, Building and Zoning Director
- Clergy
- Media (Print and TV)
- DWI Coordinator in the region
- _____
- _____

SAMPLE INVITATION IS ATTACHED, PAGE 12.



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OUTREACH

SPREAD THE WORD

Ask yourself things like:

Who can help tell more people about it?

Who can help with the distribution of invitations?

Who has a web site you can refer people to for the invitation?

SOME IDEAS ON HOW TO REACH-OUT:

1. An interview with a local newspaper about the upcoming Town Hall.
2. A school announcement / school paper.
3. A class assignment for extra credit as an essay or reporting assignment.
4. Invitations.
5. Posters.
6. Announcement at your church or community gatherings.
7. Flyers – Feel free to design your own, or ask a school art class to design one.
8. _____
9. _____
10. _____

SAMPLE FLYER IS ATTACHED, PAGE 13.



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WHERE & WHEN PLACE, DATE AND TIME

Ask yourself things like:

What location is centrally located and large enough?

What location has TV equipment for viewing the show together?

What location is available free of charge, when you need it?

SOME IDEAS ON WHERE & WHEN TO HOLD THE TOWN HALL:

WHERE

1. School auditorium or cafeteria.
2. Village Hall or City Hall.
3. A church fellowship hall.
4. A banquet room at a hotel.

WHEN

1. A half hour before the show airs, viewing the program together and following up with the one-hour conversation and Community Action Plan.
2. After a regularly scheduled City Board meeting following the airing.
3. Combined with a community event already planned.
4. Tapes are available for you to schedule this anytime that is more convenient.

Christopher Productions gives you the right to tape the Program when it airs. Christopher Productions has tapes available if you miss the airing. Please see website for tape order form.

SAMPLE FLYER IS ATTACHED, PAGE 13.



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EVERYONE AGENDA, SCRIPT & CONVERSATION STARTERS

Ask yourself things like:

Who should be the MC & what does he or she want to say?

What needs to be covered?

How to wrap up conversations?

SOME IDEAS:

MC POSSIBILITIES

- First and foremost, a teenager
- Student leader
- Someone who speaks well

SAMPLE TOWN HALL AGENDA & MC SCRIPT, PAGE 14.

SAMPLE CONVERSATION STARTERS, PAGE 15.



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RESULTS

DOCUMENT THE ACTION PLAN & MEETING

Ask yourself things like:

What is your community plan for addressing underage drinking?

Who will do what?

Did you meet your goals?

SOME IDEAS ON DOCUMENTING THE TOWN HALL:

Sign-in Sheet

Head count

Fill out the Community Action Plan Form

Fill out the Evaluation Form

Send Christopher Productions the Evaluation Form

SAMPLE COMMUNITY ACTION PLAN IS ATTACHED, PAGE 16.

EVALUATION FORM IS ATTACHED, PAGE 17.



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SAMPLE INVITATION

Introduction for Approaching People Who You Want to Help You.

My name is _____. I wanted to talk to you about an issue that's important to me: underage drinking. In December, a documentary will air on television and I am organizing a Town Hall meeting to take place the same night. It would be great if you could help me with _____. We want to create change to save lives.

Please call me at _____.

Thanks!

INVITATION TO ATTEND THE TOWN HALL

I would like to invite you to participate in an upcoming Town Hall meeting on Underage Drinking.

We will view a documentary produced by teens, for teens called "One Friday Night." This will be followed by a brief discussion.

We are inviting parents, teachers, community leaders, teens and others who are interested in this issue.

Date:

Place:

Time:

Your input is very important to us.
Please join us, and bring a friend.



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SAMPLE FLYER

In the past few months in New Mexico:

- A 14 year old girl died of alcohol poisoning during a slumber party;
- A 15 year old boy shot and killed himself after a night of drinking and a car accident;
- In separate incidents, a 16 year old boy and a 15 year old boy became drunk, posed a threat, and were shot by police after each had shot and injured officers....



An historic documentary from Christopher Productions
about underage drinking in New Mexico.

A. AIRING DECEMBER 17, 2002 8:30 PM

In Albuquerque: KRQE 13, KOB 4, KNME 5,

In Roswell: KBIM 10, KOBR 8

In Durango Farmington: KREZ 6, KOBF 12

In Las Cruces: KRWG 22

In Portales: KENW 3

In Silver City: KOBG 6

Statewide: KASA FOX 2 10:35 pm

Statewide: KASY UPN 50 11:00 pm

Statewide: KWBQ WB 19 11:00 pm

AIRING DECEMBER 21, 2002

Statewide: KOAT 7 4:30pm

El Paso: KVIA 7 1:30PM

El Paso: KTSM 9 check listings

AIRING IN SPANISH

Univision New Mexico KLUZ-TV (check local listings after December 17)

For the first time in broadcast history, all broadcast television stations in New Mexico will carry the same program

because underage drinking is killing our kids.

For information on Curriculum Guides and creating a
Town Hall Meeting go to: www.christopherproductions.org





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SAMPLE TOWN HALL CONVERSATION STARTERS

BEFORE VIEWING THE SHOW:

ASK THE LARGE GROUP SOME QUESTIONS FOR CONVERSATION STARTER:

- IS UNDERAGE DRINKING A PROBLEM IN OUR COMMUNITY?
- WHAT IS CAUSING THE PROBLEM?
- WHAT ARE ENVIRONMENTAL FACTORS THAT WE CAN EFFECTIVELY CHANGE?
 - ALCOHOL ADVERTISING
 - ADULTS PURCHASING ALCOHOL FOR TEENS
 - LACK OF GOOD ADULT ROLE MODELS
- WHY DO KIDS DRINK?
- HOW CAN WE REINFORCE TO TEENS THAT THEY ARE IMPORTANT, LOVED AND FUTURE LEADERS OF OUR COMMUNITY?
- TELL THE GROUP: “WHILE YOU’RE WATCHING THE SHOW, CONSIDER:
 - WHAT COULD HAVE BEEN DIFFERENT?
 - WHO COULD HAVE STEPPED IN?
 - HOW COULD THE TRAGEDIES HAVE BEEN AVOIDED?”

AFTER VIEWING THE SHOW, BREAK INTO GROUPS AND FILL OUT THE COMMUNITY ACTION PLAN FORM.



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SAMPLE COMMUNITY ACTION PLAN

NAME OF COMMUNITY _____

- TOP 3 CAUSES OF UNDERAGE DRINKING IN OUR COMMUNITY:
(BE SURE THEY'RE CAUSES AND NOT SYMPTOMS BY ADDING
"BECAUSE _____" AT THE END TO GET EVEN MORE CLEAR.)

- _____ BECAUSE

- _____ BECAUSE

- _____ BECAUSE

- WAYS TO EFFECTIVELY STOP OR ELIMINATE THESE CAUSES:

- _____
- _____
- _____
- _____

- WHO WILL BE INVOLVED:

- _____
- _____
- _____
- _____

- WHAT WILL THEY DO IN THE NEXT 12 MONTHS?

- _____
- _____
- _____
- _____
- _____
- _____



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EVALUATION FORM

TO BE FILLED OUT BY THE FACILITATOR.

Name of Facilitator _____

Phone Number of Facilitator _____

Email of Facilitator _____

Name of Organization Holding Town Hall _____

Number of Teens in Attendance _____

Number of Adults _____

Total Attendance _____

Did you meet your personal goals? _____

How? _____

WAS AN ACTION PLAN PRODUCED? _____

HAVE YOU ATTACHED YOUR ACTION PLAN TO THIS EVALUATION? _____

PLEASE EMAIL THIS TO US AT:
lori@christopherproductions.org

or

**FAX TO US (we're in Albuquerque) at
 fax number 872-4177.**

**THANK YOU SO MUCH FOR YOUR
 INTEREST AND PARTICIPATION IN THIS!**