



# The PAPARAZZI CREW GUIDE

UTRUST APPRECIATION PROGRAM

## PAPARAZZI CREW RESPONSIBILITIES

**Congratulations** on being selected as a member of the A-Team and specifically as a Paparazzi Team member. The Paparazzi Team gets things done to make each appreciation day a success including the following:

- 1. Design and write** thank you notes using the theme to the honorees for each appreciation day. When possible, write individualized notes to each person in the group.
- 2. Plan with team members** what photos and videos to shoot to tell the story of each appreciation day. See the photo and video guides found on the Resource page of the Utrust.org website.
- 3. Package the photos and videos** taken into a keepsake for the honoree through a YouTube/Vimeo video, DVD or Powerpoint presentation or other available method.
- 4. Participate in the presentation** to the honorees and provide a card with a link to the keepsake and how to access it.
- 5. Provide photos, videos and stories** to your Media Advisor for posting on social media, including the Utrust School Coordinators Private Facebook Group page

You play a big part in making each appreciation day special for the honorees. The more experienced the Paparazzi Crew becomes in taking pictures and videos that tell a story, the more fun it will be and the more it will honor those special staff members on appreciation days.



## WHY DO YOU NEED PAPARAZZI?

*The Paparazzi Crew has the honor of telling the story of the preparations, festivities and activities of the appreciation days through pictures and video. It is a team made up of A-Team students. From the first day with Bus Driver Appreciation Day to Teacher Appreciation Day, keep the same students on the team, if possible, so they can develop their skills throughout the year.*

*Each packet includes a page dedicated to the paparazzi assignments with questions to ask and suggestions of specific pictures and videos to take. These pictures and videos serve the valuable purpose of making the honorees feel special and giving them something to remember their special day.*

*The Paparazzi Crew is encouraged to use whatever means available, whether submitting the photos and videos to the school website, making DVD's for honorees, or posting on social media so the parents and community can see all the great things happening during the appreciation days.*