Recruiting and Coordinating Celebrities for Spokespersons, Special Events, Public Relations and Marketing Campaigns

Course # 468
X 468/Communication / 1 unit credit

Instructor: Rita Tateel: Founder/President, The Celebrity Source, Inc.; Past President, Public Relations Society of America, Los Angeles Chapter; Co-founder and Advisor to the Association of Celebrity Personal Assistants

Date: Saturday, March 1, 2014

Time: 9:00 a.m.-4:30p.m

Location: Extension Lindbrook Center
10920 Lindbrook Dr, 204 ABC
Westwood, CA 90024-2883

Course Description: Celebrities bring visibility and attract more media attention to public relations campaigns and special events than most other PR, fund raising and marketing strategies. Contacting, negotiating and working with celebrities, however, can require critical research and specialized rules of protocol, not to mention the myriad of details that can make or break a project.

This one-day course will cover a wide range of topics including: selecting the right celebrity for the target audience and budget; understanding the mind-set of celebrities and their representatives; knowing the best approach and the right “door to enter” for each request; what are the elements to consider in motivating a celebrity to say “yes”; how much will the celebrity and his/her expenses cost; and the details that need to be considered after a celebrity is confirmed.

Guest speakers will include a Hollywood publicist and the course will conclude with a panel of real celebrities. Elective credit toward Fundraising and Public Relations Certificates. Enrollment limited; no enrollment at the door

Goals & Learning Objectives: Students will learn concrete “dos and don’ts” when it comes to working with celebrities. You’ll come away with valuable insights and “trade secrets” in how to select the right celebrities to build credibility, confidence and respect for a product, brand, company, or organization, plus how to avoid some of the pitfalls when dealing with celebrities and their representatives.

Public relations, special event and fund raising professionals who understands the dynamics involved in making credible celebrity matches will have a great advantage in the field. By the end of the day you will understand how working with celebrities, and their representatives, can be both an art and a science.

Required Text: No text required.
**UCLA Extension Contact for this Course:** Freda Bush (310) 206-1555

**Student Records:** Students can access and update student records online by visiting: [www.uclaextension.edu](http://www.uclaextension.edu) and clicking on My.Extension on the left navigation bar, selecting Student's Course Essentials, and following the directions to log in.

*Student's Course Essentials* lets you view your grades, request an official transcript, change credit status on a current course, obtain enrollment verification, update your personal information, and much more.

**Student Conduct:**
*Student Conduct: By enrolling in this course, all students are expected to have reviewed the Student Conduct and Sexual Harassment information provided in the current Quarterly catalog (print or online) under “General Information.”*

**Accommodations:** If you need any accommodations for a disability, please contact the UCLA Extension Disabled Student Services at: (310) 825-7851 or via e-mail access@uclaextension.edu

**Grading:** Course grades will be based on the following:
Write a pitch letter requesting a celebrity’s participation in an event, PR campaign, or project, utilizing what you learned from the course material presented. Grade will be based on how well the letter is written and points will be deducted for spelling or grammatical errors.

Total Points for the Course *(Estimate)*: 100

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*All grades are final when filed by the instructor on the Final Grade Report.*

**Homework Assignment:** Must be received by instructor by Friday, March 14, 2014.

**FAX OR E-MAIL YOUR ASSIGNMENT:**
Fax. # (323) 651-3397
E-Mail: rita@celebritysource.com  Subject: UCLA-(your last name)
Course Schedule
(subject to change)

9:00 – 11:00 a.m.  Introductions and “Reaching For The Stars: Recruiting Celebrities for PR Campaigns and Special Events” by Rita Tateel

11:00 – 11:15 a.m.  Break

11:15 – 12:15 p.m.  Hollywood Publicist (TBD)

12:15 – 1:15 p.m.  Lunch break

1:15 – 2:15 p.m.  Designing the Celebrity Request, Knowing the Right Doors to Enter and Being Realistic

2:15 – 2:30 p.m.  Break

2:30 – 3:30 p.m.  Q & A Session with Celebrity Panel (TBD)

3:30 – 3:40 p.m.  Break

3:40 – 4:30 p.m.  Post-Panel Discussion; Class Assignment; Course Evaluation; Wrap Up & Closing Remarks

Course syllabus subject to update by the instructor