

TIPS ON HOSTING A

49th NAACP Image Awards Viewing Night Celebration



The NAACP and TV One, a television network dedicated to the best of black culture and entertainment, will nationally telecast the 49th NAACP Image Awards live on TV One on Monday, January 15, 2018, at 9/8c, the federal holiday honoring the birthday of Dr. Martin Luther King, Jr., and on one of the nation's most significant civil rights day of the year.

We encourage all our NAACP Branches, Youth Councils and College Chapters to join us in a day of citizen action volunteer service in honor of Dr. King, and then close out the day hosting an Image Awards viewing celebration. Here are a few hosting tips:

Get TV One?

MILLIONS OF VIEWERS GET TV ONE – DO YOU?

TV One represents the best of black culture – past, present and future! If your provider does not carry TV One, write, call or register by visiting [TV One](http://TVOne.com) and let them know you want it!

Make it A Fundraiser

FUNDRAISING FOR AN ARTS ACTIVIST

Close out your King Day of Service with a fundraiser and invite people to watch the 49th NAACP Image Awards! Funds raised could cover venue, food and other event related costs. Remaining funds could be used to create a special award at your Annual Freedom Fund event to honor a local activist who promotes social justice through the arts.

Join the Social Conversation

DON'T MISS A MOMENT

- Join us for announcements leading up to the show, on the red carpet, backstage, and during the show to connect with our nominees, winners and special guests.
- Like us on [Facebook](https://www.facebook.com/naacp), follow us on [Twitter](https://twitter.com/naacp), get exclusive behind the scenes clips from [YouTube](https://www.youtube.com/naacp), and don't miss those special moments that can only be seen on [Instagram](https://www.instagram.com/naacp)!
- Create an Image Awards section on your Facebook page and download the [Facebook Header](#) for your Branch/Unit page.

Invite Guests

DOWNLOAD THE OFFICIAL 49TH NAACP IMAGE AWARDS ARTWORK

- [Click here](#) to download a .pdf version of the 49th NAACP Image Awards invitation that you can customize and email to your guests and members.
- Download artwork to post on your [Facebook page](#), which can also be used to invite and promote your viewing celebrations.
- Suggest your guests dress for the occasion and wear their red carpet best.

Roll Out the Red Carpet!

CALLING THE PAPARAZZI

- If the weather permits, place red carpet outdoors leading up to the entrance. If it's snowy or rainy, place it right inside the entryway.
- Place a video camera or have someone take photos as guests arrive. Post them on your social media platforms and tag [#ImageAwards](#).
- Create your own red carpet moments by placing disposable cameras around the room or encouraging guests to snap pictures on their phones, then post and tag [#ImageAwards](#).
- If the event will be held at a local community center, hotel or larger venue, consider inviting photographers or reporters to cover the event. [Click here](#) to download a media alert template that can be customized.
- Invite local well known artists, entertainers and musicians to be Honorary Chairperson(s), serve as host or just attend the viewing event.
- Encourage the attendance of young people from colleges and universities in the community majoring in the arts, drama, music, etc.

Before the Show Begins

SHARE THE DAY'S THOUGHTS AND ITS IMPORTANCE

The NAACP is proud to air the 49th NAACP Image Awards live telecast on one of the Nation's most significant civil rights day of the year, and join our branches and units in celebrating the life and achievements of Dr. Martin Luther King, Jr. Prior to the live telecast, have your guests:

- Share their experiences and highlights from earlier in the day
- Highlight the significance of the continuing civil rights movement in which Dr. King played a pivotal role. Emphasize why it is important to our communities and Nation to acknowledge the significant contribution and the impact Dr. King had on our lives, on King Day.

Ballot Please

AND THE WINNER IS...

- Before the show begins, encourage participation by providing your guests with an awards show ballot (coming soon.) Have them vote on Outstanding Motion Picture, Comedy or Drama. Who do they think will receive the Image Awards for Outstanding Actor in a Drama, Comedy or Television Movie? At the end of the evening, whomever had the most correct, wins a prize!
- Create your own contests and have your guests or branch members select the best dressed on the show's red carpet during the live pre-show, who wore it best?, or what were they thinking moments? Who gave the best speech of the night, or what was the biggest upset? Post and tag [#ImageAwards](#) with your results.