



Whip It!

Are you ready?

A readiness checklist for roller derby leagues

The directorial debut of Drew Barrymore stars Ellen Page (Juno) as Bliss, a rebellious Texas teen who throws in her beauty pageant crown for the rowdy world of roller derby. This is a film that has heavy interaction with real live derby leagues across the nation, including Detroit Derby Girls, LA Derby Dolls, TXRD, and Grand Raggidy Roller Girls.

As with all things Hollywood, Whip It references roller derby but does not portray modern roller derby in its most current form. It's just a movie! It's a coming of age story about falling in love with roller derby, being on a team with other women, and being your own hero. We can all identify with the character in one way or another.... whether it's lying to your parents about playing, or changing your schedule to be able to make practices

- € Think about what your league wants to use the Whip It hype to do. The media spotlight is fun, but make sure you are using more than it is using you. Are you hoping Whip It is a spring board that....
 - Brings in more skaters at tryouts?
 - Sells more tickets for bouts?
 - Helps launch a rec or junior derby program?
- € Be proactive. Your local media is not following the Whip It release, and they need you to explain where the story is in your town. Contact them 2 weeks before the movie release date to plan a piece for just after release.
- € Time an event (tryouts, recruitment appearances, a special bout) for just after the movie release.
- € Update your website, MySpace/Facebook, etc. Consider a place for fresh content related to Whip It.
- € Put someone in place to do regular updates on your website, MySpace, Facebook, at least for a few weeks leading up to release and a few weeks after. (Routine updates flag search engines.)
- € Prepare a handful of short, edited footage clips, varying in length from a few seconds to no more than 30 seconds. Provide them to your local media, and host or link them to your website.
- € Prep or freshen up your media kit. Make sure to include stats and "derby demographics" that are recent.
- € Make sure every skater on your league has a league t-shirt in a solid color, appropriate for media or public appearances.
- € Do a league-wide orientation to your goals related to Whip It, review talking points for both the media and the public.
- € Create a short list of skaters available for interviews and media appearances. Make sure they are 100% prepped with your league's messaging.
- € Obtain head shots of skaters. Gather 4-5 high resolution head shots and 4-5 action shots that are ready for use or release (make sure the photographers are credited).