

The Legends All Star Basketball Game

A night highlighting the legends of basketball history
Steve Ronaldson

Highlight Reels

To create anticipation for the upcoming Legends All Star Basketball Game, we will incorporate clips of the greatest moments of a few select legends' careers. These highlights will be sprinkled in throughout the program, serving as a constant reminder of why these men deserve our respect and attention.

Legends Circle

Much like the Hollywood Reporter's "[Emmy Roundtable](#)," we will gather groups of legends and have them discuss past experiences in their careers. Topics ranging from relationships with past teammates, dealing with retirement, trash talking on the court, their highest-pressure situations while in the game, and several more.

Much as Hollywood Reporter divides their actors and actresses into different categories, we will divide the legends into different groups based on factors such as position, age, teams, etc.

It will be a rare opportunity to not only see these legends together, discussing their past experiences with one another, but it will show them in a light that is normally hidden from the public. They will be able to be seen in a casual manner, reminding audiences that they are people with more to offer than an impressive jump shot.

The Legends of the Past vs. the Leaders of Today's Charts

Shorter Title: All-Stars: Past & Present

To capture the attention of basketball fans that are mainly interested in the current NBA players, we will select individual present day all stars and have them each interview a legend. XXL Magazine did a [similar interview](#) by having the young buzzing artist Tyler, the Creator interview the rap legend Nas.

It may be difficult to get all-stars of such caliber to agree to preparing such an interview, so another option would be to have them sit down together and participate in a back and forth conversation about whatever they choose to talk about. Suggested topics can be presented, but these basketball greats should have plenty in common to discuss.

This will help promote both the Legends All Star Game as well as the NBA All Star Game. It will also rope in a wide range of audiences. Younger fans that know less about these legends will gain a new founded respect seeing them talk as equals/superiors to their favorite present day NBA star. It will also be a treat for the older generation of basketball fans to get to see the players from their youth interacting with the players they watch on television today.

Legends' Clinic

Through this social forum, legends will be able to hopefully change the lives of the Boys and Girls Clubs and other Youth Organizations from the Houston Metro area for the better. They will give inspiring advice, and help keep the youth of Houston on track for a successful future. But why reserve this for the youth of Houston? By televising the forum, the legends' messages will be able to reach everyone with access to a television set. It is a great opportunity to help out the youth of America, as well as display the benefit that the Legends and others of their stature can have on society.