

BRUIN LEGACY: ONE LAST WALK

A HOMECOMING. A HISTORY LESSON. A PASSING OF THE TORCH.

SUMMARY

Bruin Legacy: One Last Walk was a heritage-driven storytelling campaign created to honor Orangeburg Wilkinson High School's final football season on its historic field before transitioning to a new campus. As the only historically Black high school in the city and the South Carolina high school with the most NFL players in state history, this campaign intentionally bridged generations by bringing NFL alumni back home to walk the field one final time, reconnect with their roots, and inspire the next era of Bruins. This was more than a Homecoming football game, it was a preservation of legacy, identity, and pride. Through strategic storytelling, alumni outreach, visual branding, and on-the-ground execution, the campaign transformed one final Saturday afternoon into a living archive of Black excellence.



PLANNING

The vision began with a single question: How do we honor a field that built men, families, and a community?

Planning centered on historical reverence and generational connection. I conducted in-depth alumni research, utilizing Facebook archives, local business directories, family networks, and community connections to locate and contact former NFL players and standout Bruins. I cross-referenced media archives and school athletic records to ensure accuracy and honor the magnitude of Orangeburg Wilkinson's contribution to the NFL pipeline. The campaign strategy intentionally blended nostalgia, civic pride, and forward momentum, ensuring the community understood this was not an ending, but a legacy transitioning to new ground. The embroidered vests became a visual storytelling device, dignified, unified, and symbolic. The message was clear: once a Bruin, always a Bruin.

The planning phase included:

- Coordinating outreach to former athletes including.
- Securing media credentials and coordinating on-site access.



Tim Jennings



Woodrow Dantzler



Devron Harper



Jadar Johnson



Rusty Russell

- Partnering with a local embroidery shop to design custom Bruin-branded vests with each player's name stitched across the chest, symbolizing honor and permanence.
- Developing a narrative arc that would position the night as both a farewell and a rebirth.



EXECUTION / COMMUNICATIONS

Execution required layered storytelling across digital, print, and live-event coverage. I developed a pre-game digital rollout highlighting Orangeburg Wilkinson's historic distinction as the only historically Black high school in the city and the No. 1 high school in South Carolina for producing NFL players. Social posts built anticipation by teasing "Bruin Greats Returning Home."

On game day, communications included:

- Coordinated press access and media passes for alumni / former NFL players + guest
- Real-time social media coverage capturing arrivals, tour of the new Orangeburg-Wilkinson high school/football field, locker room reflections, and sideline conversations
- Professional photography documenting generational interactions
- Scripted PA announcements to formally recognize each former Bruin
- Post-event recap storytelling that positioned the event as a historic milestone in the school's timeline



EVALUATION

Success was measured through community engagement, digital impressions, alumni participation, and qualitative impact. The campaign generated heightened social media engagement, increased attendance, and widespread community conversation about Orangeburg Wilkinson's historic athletic contributions. Alumni publicly expressed gratitude for the intentionality behind their recognition, and students gained firsthand exposure to living proof that their field had launched NFL careers. Beyond metrics, the most powerful evaluation point was emotional resonance: families took photos on the field, former players shared stories with current athletes, and community members described the night as "history walking in real time." The campaign preserved legacy while strengthening brand identity during a transitional year.



A HOMECOMING. A HISTORY LESSON. A PASSING OF THE TORCH.

FORMER NFL PLAYERS AND THEIR GUESTS ARRIVE AT ORANGEBURG-WILKINSON HIGH SCHOOL. PLEASE ENTER THROUGH GATE 2 AND PARK IN THE LITTLE GYM PARKING LOT.

THE OCSD MINI BUS WILL ARRIVE TO PICK UP PLAYERS AND THEIR GUESTS. THE GROUP WILL THEN TRAVEL TO THE NEW HIGH SCHOOL CONSTRUCTION SITE.

GUIDED TOUR LED BY: DR. SHAWN D. FOSTER, SUPERINTENDENT, TAYLOR R. JOHNSON, MULTIMEDIA SPECIALIST, TAYLOR L. SIMPSON, DIGITAL MEDIA SPECIALIST. TOUR WILL HIGHLIGHT THE EXCITING NEW FACILITIES AND FUTURE OPPORTUNITIES FOR OCSO STUDENTS.

THE MINI BUS WILL TRANSPORT PLAYERS AND GUESTS BACK TO ORANGEBURG-WILKINSON HIGH SCHOOL TO PREPARE FOR PREGAME RECOGNITION.

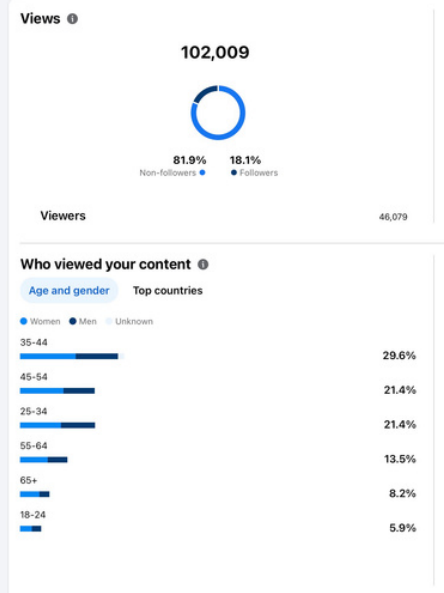
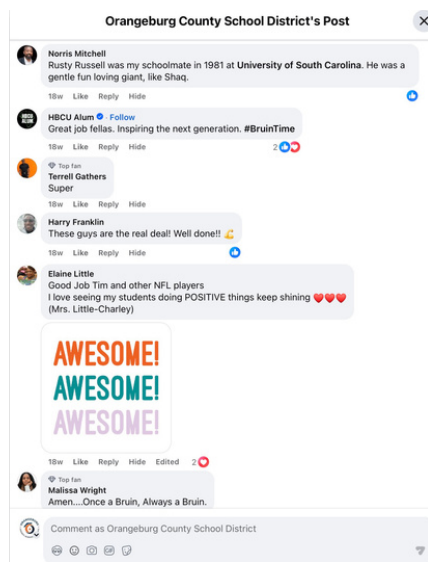
FORMER NFL PLAYERS WILL BE INTRODUCED ON THE FIELD DURING THE PREGAME CEREMONY. PLAYERS WILL BE RECOGNIZED FOR THEIR ACHIEVEMENTS AND CONTRIBUTIONS TO THE COMMUNITY.

TIM JENNINGS WILL MEET WITH THE ORANGEBURG-WILKINSON HIGH SCHOOL FOOTBALL PLAYERS FOR PRE-GAME MESSAGE.

(NEW) ORANGEBURG-WILKINSON HIGH SCHOOL
825 COOK ROAD, ORANGEBURG, SC 29118



Cynthia Bowman
Impressive to see our school's talented alumni giving back and inspiring the next generation 🙌



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🏆 Former OWHS Players in the NFL

Players in Attendance

Rusty Russell

- **Position:** DT and DL
- **OWHS Graduation Year:** 1980
- **College:** Gamecocks
- **NFL Teams:** Philadelphia Eagles, L.A. Raiders
- **Draft Info:** 3rd Round, Pick 16 (1984)

Jadar Johnson

- **Position:** QB/WR/CB
- **OWHS Graduation Year:** 2013
- **College:** Clemson
- **NFL Team:** New York Giants
- **Draft Info:** Undrafted Free Agent (2017)

Deveron Harper

- **Position:** WR and DB
- **OWHS Graduation Year:** 1996
- **College:** University of Notre Dame
- **NFL Teams:** Carolina Panthers, New Orleans Saints
- **Draft Info:** Undrafted Free Agent, 2000

Woodrow Dantzler

- **Position(s):** Quarterback / Running Back / Return Specialist (later S)
- **OWHS Graduation Year:** 1997
- **College:** Clemson
- **NFL Teams:** Dallas Cowboys, Atlanta Falcons
- **Draft / Entry Info:** Undrafted Free Agent, 2002

Tim Jennings

- **Position:** DB, WR, Kick Return
- **OWHS Graduation Year:** 2002
- **College:** University of Georgia
- **NFL Teams:** Indianapolis Colts, Chicago Bears, Tampa Bay Buccaneers
- **Draft Info:** 2nd Round, Pick 62, 2005
- **Highlights:** Super Bowl Champion (XLI); Bears (2015); 2× Pro Bowl Selection (2012 and 2013)

🏆 Former OWHS Players in the NFL

Not In Attendance / *Deceased

Alex Baron

- **Position:** Offensive Tackle/Lineman
- **OWHS Graduation Year:** 2000
- **College:** Florida State
- **NFL Teams:** St. Louis Rams, Dallas Cowboys, New Orleans Saints, Seattle Seahawks, Oakland Raiders
- **Draft Info:** 1st Round, Pick 19, 2005

Donnie Abraham

- **Position:** Cornerback
- **OWHS Graduation Year:** 1992
- **College:** East Tennessee State University
- **NFL Teams:** Tampa Bay Buccaneers, New York Jets
- **Draft Info:** 3rd Round, Pick 71, 1996
- **Notable:** Pro Bowl in 2000

Dwayne Harper

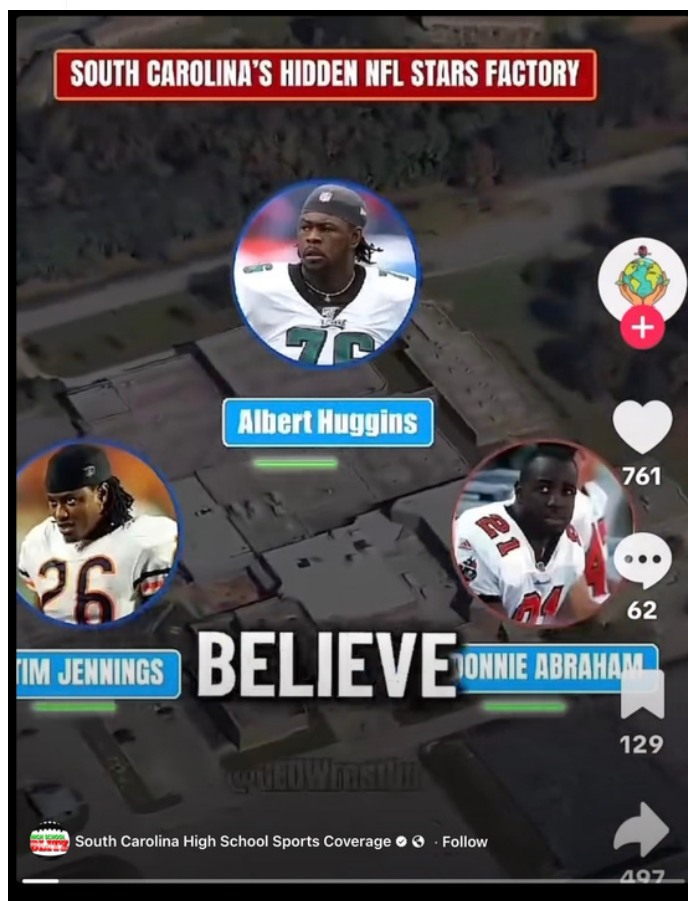
- **Position:** Cornerback
- **OWHS Graduation Year:** 1984
- **College:** South Carolina State University
- **NFL Teams:** Seattle Seahawks, San Diego Chargers, Detroit Lions
- **Draft Info:** 11th Round, Pick 299, 1988

Arturo Freeman

- **Position:** WR/DB
- **OWHS Graduation Year:** 1994
- **College:** Gamecocks
- **NFL Teams:** Miami Dolphins, New England Patriots
- **Draft Info:** 5th Round, Pick 152 (2000)

Albert Huggins

- **Position:** Defensive End / Defensive Tackle
- **OWHS Graduation Year:** 2015
- **College:** Clemson
- **NFL Teams:** Philadelphia Eagles, New Orleans Saints, Detroit Lions, Atlanta Falcons
- **Draft Info:** Undrafted Free Agent



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🏆 Former OWHS Players in the NFL

Maurice Kelly

- **Position:** DB
- **OWHS Graduation Year:** 1990
- **College:** East Tennessee State University
- **NFL / Professional Teams:** Seattle Seahawks
- **Draft Info / Entry:** Free agent, 1999
- **Notable:** Vice President of Player Affairs with the Seattle Seahawks

Jonas Seawright

- **Position:** DE / DT
- **OWHS Graduation Year:** 2000
- **College:** University of North Carolina (UNC Chapel Hill)
- **NFL / Professional Teams:** New York Giants, Dallas Cowboys
- **Draft Info / Entry:** Undrafted free agent, 2005

Max Runager *

- **Position:** Punter
- **OWHS Graduation Year:** 1974
- **College:** University of South Carolina
- **NFL Teams:** Philadelphia Eagles, San Francisco 49ers, Cleveland Browns
- **Draft Info:** 8th Round, Pick 211, 1979
- **Notable:** 2x Superbowl Champion

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1971 - 2025



FALL 2026



FALL 2026



1971 - 2025