

The purpose of this video was two-fold. First, we wanted to give our community, including families, students and staff, a look at the work our high school students and staff put into bringing the spring musical, a performance of *The Secret Garden*, to life. Secondly, we aimed to promote the musical to support ticket sales for the performances. We shared this video in mid-March 2024, in the weeks leading up to the spring musical. We displayed this in the news section of our district website's landing page. We also shared it on our social media platforms, namely our district Facebook page and on our district YouTube channel. Our target audience for this film was our community members, particularly our families, students, and staff. We were hoping to generate interest for the show to positively impact ticket sales. We are committed in our district to highlighting the wide-range of opportunities available at Kentwood Public Schools. Our fine arts program is of high-interest for our students and offers a variety of different activities for students to participate in. By sharing an in depth look at the spring musical production, we not only effectively communicated how amazing our students are but also was able to shine the spotlight on a strength of our district. We believe the video was effective and achieved its purpose. We had a high number of views on our Facebook page and the show, despite some crazy west Michigan snowy weather, was a success in front of sold out crowds each evening.