

Purpose: This 39-minute feature length documentary uses the history-making success of our 2023-2024 varsity boys basketball team's state championship win to change the perception and reputation of the school district as well as the City of Lancaster that it serves. The city sits 15-minutes south of Dallas and is one of many smaller communities along what is known as the "Interstate 20 Corridor" that horizontally separates these underserved communities from the more privileged ones up north. Most people don't know these communities exist. The few who do, unfairly think of them for crime and other devastating circumstances because that's all they see on the news. The mission of this documentary is to shatter that stigma by highlighting an incredible accomplishment that just so happens to be about a topic most people enjoy, the game of basketball. In other words, we are giving the audience what we know they need, positive stories to associate with us, wrapped up in what they want, to be entertained by what they watch and be inspired as they do.

Where & When It's Used: It's humbling that just the four-minute sizzle reel of this documentary was enough to catch the attention of the Dallas CBS news station KTVT. Our city and KTVT sit in the 4th largest media market in the county. KTVT also has the distinction of being one of only a handful of stations that are corporate-owned by Paramount Global. It's a long way of saying they have resources most TV stations don't. It's part of why CBS licensed this documentary from the school district to air on, broadcast television, across its streaming platforms, and on its mobile app giving our school district both unprecedented and geographically limitless reach including an opportunity to both positively and permanently change our reputation for the better as well as that of the city we serve.

Target Audience: The target audience is our students, parents, school staff, the community and our stakeholders. But just as important, the goal is to reach basketball fans and sports enthusiasts everywhere because their continued enthusiasm can combat the most forceful of cultural counterwinds negative news coverage creates.

Supporting Effective Communication & Outcomes Achieved: When KTVT's General Manager, the highest ranking person at the TV station, saw the sizzle reel she asked what other good stories happen in Lancaster and the cities around it. This alone has already started to positively change the reputation of the City of Lancaster and its 40,000 residents, the Lancaster Independent School District and its 7,200 scholars as well as

meaningfully influence the broader community the district serves. Additionally, KTVT's General Manager has personally pledged to connect our superintendent with her corporate contacts to get the district money and/or in-kind donations that would go towards amplifying the district's academic programs. We are enormously grateful as we are curious who else will reach out as new audiences discover this documentary and learn our story.