

Newton County Schools launched the Be Safe. Game On! video to introduce new stadium safety initiatives for the 2024 fall sports season. With the implementation of a new weapons detection system and a clear bag policy, we needed an effective and engaging way to communicate these changes to our students, parents, and fans. Rather than relying solely on written announcements, we recognized that the best way to reach our audience was through trusted voices-our three varsity football coaches. As respected leaders in the community, their participation ensured that the message would resonate with fans. Superintendent Dr. Duke Bradley closed the video, reinforcing the importance of safety and wishing everyone a great season. The video was strategically shared across multiple platforms to ensure maximum reach and impact. It was posted on all Newton County Schools' social media platforms, including Facebook, Instagram, X, and YouTube. Additionally, it was played on a loop at the stadium before all home games, reinforcing the message in real time. To further ensure families were informed, the video was also emailed to parents, accompanied by a letter detailing the new safety policies. By utilizing a multi-channel approach, we ensured that everyone attending games had multiple opportunities to view and understand the new rules before arriving at the stadium. The primary audience for the video included students, parents, and all fans attending high school football games. Our goal was to educate and prepare attendees in advance, reducing confusion at stadium entrances and ensuring a smooth game-day experience. The video also served as a reminder for school staff, security teams, and game-day personnel, reinforcing consistent messaging across the district. The video successfully delivered a clear, concise, and engaging message about the new safety policies. By having the three varsity football coaches explain the guidelines, the tone remained friendly, approachable, and community-driven rather than authoritative. The conversational format, visual demonstrations, and engaging script made the information easy to understand and remember. Additionally, presenting the rules in a video format helped ensure accessibility, especially for those who might overlook a written announcement. The multi-platform distribution allowed us to reach a broad audience efficiently, reinforcing the message through multiple touchpoints. The primary outcome of the Be Safe. Game On! campaign was that fans were well-informed about the new safety guidelines before attending games. As a result,

game-day operations improved, with fewer delays at stadium entrances due to unapproved bags or lack of awareness about the policies. Fans, parents, and students complied with the new guidelines, demonstrating that they had received and understood the message. Community engagement increased, with positive feedback from parents and fans who appreciated the proactive approach to stadium safety. By making stadium safety a shared priority among coaches, administrators, and families, this campaign not only helped enforce the new rules but also reinforced Newton County Schools' commitment to creating a safe and enjoyable environment for all athletic events.