

This video was the product of a campaign from a student-led committee that focused on bettering the sportsmanship amongst players and spectators at the division's athletic events. A committee of student athletes from each of the division's three high schools representing a variety of sports conducted meetings where they brainstormed diverse ideas on how to promote better sportsmanship and importance behind that. This effort was highlighted in a previous video, but this video became the visual centerpiece of their campaign. In producing this video, staff wanted it to match the voice and effort put into the campaign. This was done by using similar verbiage from the student-led meetings into the written script, using the student voice, a variety of athletes from various sports, etc. The shot took three full days to shoot at the three high schools. As a result, the video played well on social media earning over 5,000 impressions, was played 5,500 times while reaching a little over 4,000 people. The 584 interactions garnered shows that people did take in and appreciated the message and content of this video.