

Videos Purpose, including where and when it was used: As a Communications department, we strive to showcase how Cobb Schools fosters a culture of care, leadership, and community impact. This video highlights Pearson Middle Schools long-standing tradition of giving back and caring for the whole family. Through interviews with students and staff, as well as powerful visuals of their outreach efforts, the video captures the spirit of Pearsons commitment to making a difference. The video was produced to coincide with a feature article on the Cobb Schools website and was shared on District social media platforms to amplify its reach. Effective Communication: This video brings Pearson Middle Schools legacy of service to life. The video immerses the audience in the heartfelt efforts of the staff and communitys efforts to care for school families. The emotional storytelling, combined with compelling visuals, makes a lasting impact on viewers, reinforcing Cobb Schools dedication to meeting the needs of Cobb students so they can succeed in the classroom. Target Audience: The video is designed to engage parents, students, educators, and community members who value service and leadership in education. It successfully highlights Pearson Middle Schools commitment to community involvement. Outcome Achieved: In addition to the gaining 300 views and more than 4,700 impressions, the video also built good will with the school administration, which knows they can rely on the Districts communication office to assist with outreach to their community.