

Videos Purpose, including where and when it was used: At Cobb County School District, we cherish our amazing students and community who are the heartbeat of our schools. They inspire us every day to provide unwavering support and dedication to their success. When Lassiter High School reached out, informing us of a unique and heartfelt story, we couldnt pass up the opportunity to capture the moments and share it with our community. This video was created to showcase Lassiters homecoming event and the crowning of Ty Brown, a special needs senior, who the school had unanimously selected as homecoming king. The video was published to the official Cobb Schools website and YouTube page in October of 2024. Effective Communication: The video highlighted special moments from Lassiters homecoming event, with a dual communication goal: to not only give students and staff of Lassiter High School a heartfelt encapsulation of their special evening, but to also share it with the entire Cobb community, many of whom learned about this special occasion for the first time because of this video. Target Audience: The video targets students, parents, and staff not only within Lassiter High School, but also across Cobb. By positively showing how Cobb Schools supports each and every students success, the video contributes to our community members confidence in the district and how it is the best place for their children. Outcome Achieved: The video served as part of a larger piece on our district website and across our social media channels, exhibiting Cobbs numerous homecoming events throughout the district. The video helped to inspire the community with pride and remind them how the district celebrates every students success.