

Background/research/situation analysis Golf is often referred to as a game for a lifetime, and through a decade-long partnership with the Columbia Golf Foundation, Columbia Public Schools (CPS) is ensuring that students are getting an early introduction to the sport. This program, known as Golf in Schools, has introduced more than 40,000 students to golf over the past 10 years. The initiative provides hands-on, engaging lessons during physical education classes, equipping students with golf clubs and gym-safe golf balls. Staffed by passionate volunteers, including college athletes and local golfers, the program emphasizes both skill-building and the personal development benefits of golf such as patience, persistence, and sportsmanship. Research and community feedback highlight that exposure to diverse extracurricular activities, such as golf, can promote lifelong physical activity, social skills, and positive school engagement. Goals To share with our target audience how the Golf in Schools partnership enhances student engagement and introduces lifelong wellness habits by providing middle school students with an accessible and positive introduction to golf. Increase awareness of and participation in the Golf in Schools program while promoting ongoing opportunities through the Columbia Golf Foundation. Objective Share the Story (Create Awareness): A compelling digital video will showcase how the Golf in Schools program introduces students to golf in a fun, encouraging environment. The video will feature interviews with student participants, volunteers, and program leaders, providing insight into how the initiative fosters both athletic skills and personal development. The video will be shared through CPSTV, the districts social media channels, and newsletters to maximize community engagement. It will also highlight future opportunities for students and families to continue their golf journey through camps and programs offered by the Columbia Golf Foundation. Key Messages Whats most important for audiences to know? Whats in it for them? Use your research to guide messages. 1. A Lifetime of Benefits: Golf isnt just a sport; its a lifelong activity that promotes wellness, patience, and personal growth. 2. Community-Driven Learning: The program thrives on community support, with dedicated volunteers enriching student experiences and helping them develop new skills. 3. Ongoing Opportunities: The Columbia Golf Foundation offers resources and camps for students interested in continuing their golf journey beyond the classroom. Strategies 1. Digital Storytelling: Produce

high-quality video content, including interviews with students and teachers that seamlessly blends event coverage with personal testimonials, ensuring the story is both engaging and informative.

2. Multi-Channel Distribution: Air the video on CPS-TV and promote it through internal newsletters and encourage attending schools to share the video on owned social media channels to maximize reach. 3. Engagement: Using the CPS-TV distribution platform, capture viewership information.

Evaluation Since airing on February 4, 2025, the viewing audience has watched the story 309 of times. Additionally, it has been viewed 64 more times since on-demand viewing became available. The video was also shared on the Sharing the Gold internal newsletter.