

"Care to the Core Day" was promoted by the school district on all of our social media platforms and streamed live on YouTube. It was also cablecast live on Dearborn Comcast and WOW. The purpose of the video was to highlight the district's Care to the Core Day and showcase some of the many schools in the district who are celebrating and promoting its message. Care to the Core Day promotes anti-bullying, and every school in the district holds events in celebration of that message. The video, hosted at the Administrative Service Center, was shown live and involved various schools from around the district connecting via Google Meetings. The interactivity between the schools and central office in a fun and lighthearted manner effectively communicates the importance of kindness, respect, empathy, integrity and the need for connection. Kindness, respect, empathy, integrity, connection, prevent the environmental factors which allow bullying/antisocial behavior from taking root. Short pre-produced videos, that highlight community involvement and inclusivity, were also shown during the live stream/cablecast and help reiterate the need for connection, which makes our schools/community a safe place for all. The target demographic is primarily the community of Dearborn, with emphasis on students and their parents, but the messaging is applicable to a wider audience.