

This video served the specific purpose of advocating for the construction of a fourth high school in Frederick County, Virginia. It aimed to directly influence the decision-making process of the Frederick County Board of Supervisors, who were scheduled to vote on the project shortly after the video's release. The primary target audience was twofold: the Frederick County Board of Supervisors, who held the power to approve the funding for the new school, and the taxpayers of Frederick County, whose support was crucial for the project's success. The video was strategically released immediately preceding the Board of Supervisors' vote to maximize its impact. The video effectively supported communication by:

- Providing First-Hand Accounts:** It featured compelling testimonials from the principals of the existing three high schools, Joanne Altendorf, Shelly Andrews, and Karen McCoy, who detailed the daily challenges of overcrowding.
- Amplifying Student Voices:** By including student perspectives, the video conveyed the direct impact of overcrowding on the student experience, adding a powerful emotional dimension to the argument.
- Presenting Concrete Data:** The video highlighted the significant overcapacity of the existing high schools (634 students over), providing factual evidence of the urgent need for expansion.
- Creating a Sense of Urgency:** By emphasizing Frederick County's rapid growth and the resulting strain on its educational infrastructure, the video conveyed a sense of urgency and the necessity for immediate action.

The primary outcome achieved was the successful approval of funding for the fourth high school by the Frederick County Board of Supervisors. This outcome directly demonstrates the video's effectiveness in persuading key decision-makers and garnering support for the project. The video successfully communicated the urgent need for a new high school, utilizing the voices of those directly impacted to create a persuasive argument.