

After a failed bond initiative earlier in the year where we asked voters to approve a \$420 million bond, our district launched a second campaign in August asking for \$180 million in a Zero Tax Increase Bond Proposal. This bond was to build two middle schools, one elementary school, and an addition at one of our high schools. The campaign primarily consisted of community meetings, yard signs, and a direct mail piece, however in the final weeks a vocal Vote No group started getting some traction. We decided that it was time to show the community with a video what it was like in the buildings that we were asking to replace. Principals and a longtime employee gave a pretty striking tour of current conditions and issues. The video turned out to be longer than what we typically share, so we ended up creating four clips and putting them on social media, directing people to YouTube to watch the entire thing. We targeted members of the community who have not been in our oldest buildings and were unaware of the conditions that our students were trying to learn in. After this video was published, we experienced a shift in public opinion, and the bond ended up passing with 65% of the vote. What we did not expect was for this video to get picked up and shared on Reddit (see post link below). Posted first in a Kansas City subreddit and then shared on r/videos, it ended up making the front page and garnering a lot of attention from around the world. The comments from other countries were fascinating and really gave an interesting glimpse into the education priorities and realities in other places compared to the United States. One of the 849 comments was from a longtime US educator who summed it up nicely: Americas public schools are a monument to deferred maintenance. Watch: <https://youtu.be/Qn7QrOFgqk0> Reddit Post: [https://www.reddit.com/r/videos/comments/1gby5bu/kansas\\_city\\_school\\_tour\\_heartbreak](https://www.reddit.com/r/videos/comments/1gby5bu/kansas_city_school_tour_heartbreak)