

Making Waves in the Medical Field at Berne-Knox-Westerlo highlights a high school senior, Amber Chase, who is learning alongside professionals from a local ambulance squad as part of BKW's internship program. The purpose of the video is to showcase the internship program's positive impact on students by providing them with hands-on, real-world experience in a professional setting -- in this case, as an emergency medical technician (EMT) -- in order to help them develop skills, gain industry exposure, and explore potential career paths. This video was shared on the district's social media platforms, Instagram and Facebook, on the district website, and in a mailed community newsletter via a scannable QR code, in order to reach a broad audience. This includes high school students considering the internship program, as well as parents and guardians who influence their children's choices. The audience also includes district stakeholders, such as community members, tax payers, faculty and staff members, and families, by providing a glimpse into the district's unique academic programs and opportunities, as well as local businesses who may potentially partner with the district to contribute to its internship offerings. The video effectively communicates through engaging visual storytelling, including shots of the student actively participating in ambulance operations, interacting with professionals, and gaining real-world skills. The storytelling approach showing the student's journey helps create a personal and relatable experience. The use of short, dynamic clips keeps viewers engaged, while the presence of branding and captioning ensures clarity of message. The video format captures attention more effectively than text alone, and real-life footage of the student in action makes the message feel authentic and compelling. The video's outcomes include an increased awareness of internship opportunities from all stakeholders, inspiration for potential internship students looking to explore career paths, strengthened community ties by highlighting the collaboration between the district and its local emergency services, deeper connections with the school community by helping build a sense of pride and return on investment, and potential program growth by generating interest from both students and local employers. As far as metrics, it is the district's top performing Facebook post so far for the 2024-25 school year, with 6.2K views, 14 shares, 26 comments, and 187 likes.