

Newton County Schools created the Teacher of the Year Finalists Surprise Visits video to capture and share the excitement of narrowing down our Teacher of the Year selection to the top three finalists. When the finalists were chosen, Superintendent Duke Bradley, Board of Education members, district administrators, and the finalists' family and friends traveled to their schools to surprise them in their classrooms. These moments were filled with genuine emotion, from shock and joy to heartfelt appreciation, and we knew they needed to be shared with our community. The goal of the video was to bring the community along for the surprise visits and generate excitement around the Teacher of the Year program. By capturing these moments on camera, we provided a behind-the-scenes look at the recognition process, allowing students, parents, colleagues, and community members to celebrate alongside the finalists. This approach not only highlighted the significance of the honor but also reinforced the districts commitment to celebrating educators in meaningful ways. The video was shared across all Newton County Schools social media platforms, ensuring that a broad audience could experience the special moment. The combination of candid reactions, heartfelt congratulations, and the presence of colleagues and students made for an engaging and uplifting viewing experience. This approach allowed the community to connect with the finalists on a personal level and further emphasized the impact that outstanding teachers have on their students and schools. As a communication tool, this video effectively engaged stakeholders by making them feel like part of the celebration. Instead of simply announcing the finalists in a press release or social media post, we used video to tell the story in an emotional and authentic way. Seeing the finalists' reactions and the joy of their students and colleagues made the announcement far more impactful. The video also reinforced the districts commitment to elevating and enhancing the Teacher of the Year program, ensuring that the recognition extended beyond a single event and into the broader community. The video successfully generated excitement and positive engagement across social media. It was widely shared, with students, parents, and fellow educators commenting their congratulations and expressing pride in the honorees. The communitys enthusiastic response demonstrated that recognizing educators in this way fosters a culture of appreciation and support. Additionally, the excitement from the surprise visits carried over to the

Teacher of the Year celebration event, creating a sense of anticipation and energy leading up to the final announcement. By sharing this moment, Newton County Schools not only celebrated three outstanding teachers but also reinforced the importance of teacher recognition. The video served as an uplifting reminder of the incredible educators shaping the district and helped to further establish the Teacher of the Year program as a momentous occasion within the community.