

Newton County Schools used the inaugural State of the District program to make a bold and urgent announcement—literacy is our top priority. The State of the District: Literacy Initiative video was created to set the stage for this major initiative by illustrating both the current literacy challenges and the district’s commitment to significant improvement. The goal of the video was to make it clear that Newton County Schools is not only acknowledging the literacy crisis but taking decisive action to address it. To provide a comprehensive view of the issue, the communications team conducted interviews with a range of stakeholders, including district leaders, educators, and key community figures. The video featured insights from Newton County Schools' assistant superintendent of teaching and learning and an elementary school principal, as well as perspectives from the president of Georgia Piedmont Technical College, an associate juvenile court judge, and a local mayor. Each of these voices reinforced the reality that literacy is not just a Newton County issue—it is a statewide and national concern that impacts education, workforce development, and even the judicial system. The video opened with eye-opening national literacy statistics, highlighting the urgency of the situation and the need for immediate, focused efforts. By framing the conversation around the broader crisis, the video made it clear that Newton County Schools’ literacy initiative is about more than just academic performance—it is about changing lives and strengthening the entire community. The video helped contextualize why literacy must be the district’s top priority and set the tone for the major announcement that followed.

As a communication tool, the video effectively engaged and educated the audience, ensuring that stakeholders understood both the depth of the issue and the district’s proactive approach. Rather than simply stating the problem, the video used compelling interviews and data to show why this initiative matters and why it requires the collective support of the community. It also demonstrated that Newton County Schools is not working in isolation but is aligning its efforts with broader educational and economic needs. The response to the video was immediate and impactful. It sparked

conversations among educators, parents, and community leaders, reinforcing the district's commitment to transparency and meaningful change. By sharing it at the State of the District program and later on social media, Newton County Schools ensured that the message reached a broad audience, setting the stage for ongoing discussions and engagement around literacy improvement. This video was a defining moment in the district's literacy campaign. It not only underscored the urgency of the issue but also demonstrated Newton County Schools' leadership in tackling it head-on. By combining expert insights, real-world data, and a compelling narrative, the video successfully positioned literacy as the foundation of the district's goal to become the fastest-improving school system in Georgia.