

This video is a heartfelt tribute to Oakland Elementary School and the many students, teachers, staff, and families who have shaped its rich history. It celebrates the legacy of those who have walked through its halls, honoring their contributions in making Oakland the welcoming and vibrant learning environment it is today. Through reflections, visuals, and storytelling, the video connects past and present, fostering a sense of pride, nostalgia, and appreciation for the school's enduring impact on the Royal Oak community. It serves as a reminder of the lasting memories and meaningful experiences that define Oakland Elementary, reinforcing its role as a cornerstone of education and community in Royal Oak. This video was shown to all attendees of the Oakland 100 Celebration on September 20, 2024. The target audience for this video includes alumni, current students, families, staff, and the broader Royal Oak community who have a personal connection to Oakland Elementary School and its legacy. This video supports effective communication by fostering a sense of connection, nostalgia, and community pride among viewers. It achieves this by:

- Storytelling & Emotional Engagement** – The video uses visuals and messaging that resonate with alumni, current students, and staff, creating an emotional connection that strengthens their bond with Oakland Elementary.
- Clear & Purposeful Messaging** – It effectively conveys gratitude and appreciation for all who have contributed to the school's success, reinforcing the importance of community involvement in education.
- Audience-Centered Communication** – By addressing multiple generations of students, families, and staff, the video ensures inclusivity and relatability, making it meaningful to a wide audience.
- Visual & Narrative Appeal** – A mix of historical and current visuals enhances engagement, allowing viewers to see the evolution of the school and its lasting impact.
- Call to Community Engagement** – The video invites viewers to reflect on their own experiences and contributions, fostering a deeper connection to the school and encouraging continued involvement and support.

This video was also shared in district publications, online, and on social media, and was praised by many. The outcome of

reaching the community and sharing this special event was achieved.