

On behalf of the Saucon Valley School District, the Donovan Group produces a monthly video update, highlighting several news items and celebrations happening in the districts schools. Profiled regularly in the video are classroom activities, district events, field trips, athletic highlights, extracurricular activities, and student and staff awards and achievements. Spotlight on Saucon Valley is hosted by the districts director of student and community relations. The format includes a brief introduction, followed by a voiceover narration with photos and video clips. The video series has become a key element in the districts communications plan to use multimedia to reach a broader audience, to tell its story, and to celebrate its successes.