

Captivate Media + Consulting developed a Fall 2024 video series showcasing the recent renovations at Madison Metropolitan School Districts (MMSD) four traditional high schools, made possible by the passing of a 2020 bond referendum. This video series was developed to highlight the completed updates at Vel Phillips High School, La Follette High School, West High School, and East High School, as well as to inform and engage the community in preparation for another referendum request that occurred in Fall 2024. The purpose of the video series was to showcase the scope of the renovations to MMSD families, staff, and community members, particularly those who might not have had the chance to see the updates in person. The video series serves as a tool in educating the school community on how the 2020 referendum positively impacted students, staff, and the overall school environment. Designed for use across multiple platforms, including social media and the MMSD website, each video in the series was crafted to reach a diverse audience. To ensure accessibility, the videos were translated into Spanish and Hmong to connect with multilingual community members. The video series tells a story through a combination of interviews with students, creative visuals of the renovated spaces, and animated graphics. These elements, paired with vibrant animation and upbeat music, create an engaging video series that highlights the benefits of the renovations. The videos not only celebrate the community's investment but also emphasize the importance of continued support for future improvements, setting the stage for the Fall 2024 referendum. The outcome of the video series was twofold: it celebrated the districts completed renovations while also laying the groundwork for continued community support and the fall referendum, which successfully passed. The series achieved the goal of maintaining open communication with the school community, fostering trust and enthusiasm for the district, and demonstrating the impact of the bond-funded improvements.