

Leyden: Making History A documentary series celebrating Leydens 100th Anniversary As part of its 100th anniversary public engagement campaign, Leyden High Schools produced a five-part documentary series called Leyden: Making History. This series aligned with the yearlong campaign strategies to honor the past, be present in this moment, and focus on the future. Further, utilizing video as the strategic platform, helped to meet the translation and accessibility needs of a community that has changed over the years. The documentary took a total of eight months to complete, from pre-production through its thoughtful debut at the staff opening institute on the first day of school for Leydens 100th year. The in-house communications team produced all components of the series, including the constructing of a set featuring items from the archives, identifying subjects and conducting all interviews, editing, packaging, and distribution and promotion. The overall goal of the yearlong celebration and this video is to enhance and solidify the Leyden Pride our communities have for East and West Leyden. With more than 55,000 alumni, 800 staff members, 3,600 students, and seven communities served, Leyden Pride is real and far reaching. This video was a visual way to showcase how Leyden has changed over time, and how each era of its history is worthy of celebration. Current students learned the story of one of our oldest known living graduates, Dolores, who graduated in 1944. To film her segment, we transported her back to East Leyden for a walking tour, as she shared her stories of what it was like to be a high school student back then. And, in turn, our older alumni were able to connect with the Carerra family, a first generation group of loyal Leyden Eagles, who share the modern day view of life at the schools. The videos are branded with special 100th anniversary logos and elements, while honoring past versions and traditions, apparent in our staging selections. As of today, the series has received 4K individual views, and has been publicly shared in large spaces for all staff, community events, and gatherings.