

**PURPOSE** Springdale Today is a weekly news and feature video series produced by the Springdale Public Schools Communications office on topics relevant to the Springdale community. Topics and episode participants have an educational focus and feature district staff and students, as well as influential members of the Springdale Community. The Springdale Today video series is a reimaging of an informative monthly media production that was previously hosted and produced by district students.

**VIDEO USE** Springdale Today premiered Sept. 11, 2024. New episodes are released Mondays at noon throughout the school year. Videos are released on YouTube, through district electronic newsletters and are uploaded to the Springdale Today and Springdale Public Schools Facebook pages. The combination of platforms helps reach audiences, regardless of how they may access district information. A total of 30 videos will be released for the 2024-25 school year. Episodes are likewise released as podcasts through Buzzsprout, which provides content to more than 15 podcast apps.

**TARGET AUDIENCE** The target audience for the Springdale Today podcast is the entire world, with an emphasis on Springdale in Northwest Arkansas. Northwest Arkansas is one of the fastest growing metropolis areas in the United States. Springdale Schools is the largest school district in Arkansas with more than 3,100 staff members and an enrollment of about 23,000 Pre-K to high school students. Springdale has a population of about 101,000 people, while Northwest Arkansas is home to more than 590,000 residents. The global draw of podcasts allows the district to reach a broad audience that has the capacity to experience Springdale Today content in any manner or format they choose.

**EFFECTIVE COMMUNICATIONS** Springdale Today has allowed Springdale Schools to effectively communicate on a variety of topics relevant to the district and area families. Episode content has varied greatly to account for diverse audience interests and the district pillars of Academics, Athletics, Performing Arts, Workforce and Career Readiness and Whole Child Education. Topics have included student cell phone use policies, the organ donation story of two sisters who are also teachers, garden-based education with an area nonprofit, student-athlete and coach profiles, district graduates who've gone on to do interesting or great things, award-winning educators and administrators, community partnerships, students with learning experiences in Washington, D.C. and China and even how video gaming can be a pathway

to college and future careers. OUTCOMES The Springdale Today videos released as of Jan. 29, 2024, received 4,755 total views on YouTube. Videos on the Springdale Today Facebook page received 2,588 total views and had a reach of 2,270. Videos began to be posted on the district Facebook page beginning Nov. 14, 2024. Those eight videos received 15,332 total views and had a reach of 12,440. The success of the show has not only created a viewership for Springdale Today but has also led to an eagerness for guests to participate. The initial 19 episodes of the podcast received more than 1,000 total downloads in 132 cities in the United States and 10 different countries.