

Cajon Valley Broadcast: Engaging, Informing, and Connecting Our Community Launched in 2018 as a dynamic alternative to printed newsletters, Cajon Valley Broadcast is a monthly video series designed to inform, engage, and celebrate the district community. Produced entirely by the Cajon Valley Media and Communications Specialist, the series presents district stories in a friendly, digestible format, making it an accessible and engaging source of information for employees, families, and community members.

**Purpose and Target Audience** The primary goal of Cajon Valley Broadcast is to foster strong internal and external communication by highlighting the achievements, initiatives, and stories from across the district. Unlike traditional newsletters, the video format allows for greater engagement and storytelling, ensuring key messages resonate with viewers. The series is designed for all Cajon Valley employees, families, and the broader community, serving as an essential communication tool that keeps stakeholders informed and connected.

**Where and How Its Used** Episodes are released monthly and shared widely across internal and external platforms, including staff meetings, school gatherings, and social media. Many sites and departments watch the broadcast as a group during staff meetings, fostering discussion and a shared sense of pride in district-wide accomplishments. With over 100 different presenters from more than 30 school sites and departments, Cajon Valley Broadcast ensures diverse representation and voices from across the district.

**Building Engagement and Connection** The series has become the districts most popular video program, with a strong following and high engagement. The demand to participate as a host is so significant that the current waitlist extends six episodes in advance. This enthusiasm underscores the programs impact in creating a sense of unity and shared purpose among staff and stakeholders. Employees and community members alike see themselves reflected in the stories, reinforcing their role in the districts success.

**Outcomes and Impact** Cajon Valley Broadcast has significantly improved internal communication by making important district updates more accessible and engaging. The friendly, conversational approach allows viewers to connect more deeply with the information shared. Beyond informing, the series strengthens district culture by celebrating achievements, showcasing initiatives, and providing a platform for voices across all levels of the organization. By replacing traditional newsletters with a visually engaging, community-driven format,

Cajon Valley Broadcast has transformed how information is shared and received. The series continues to be a powerful tool for fostering transparency, engagement, and district-wide pride, ensuring that every member of the Cajon Valley community feels informed, valued, and connected.