

Fair Lawn High School has been a member of the Anti-Defamation League's (ADL)"No Place for Hate" initiative since the 2023-2024 school year. In an effort to expand its reach and message across the district this year, the high school and Memorial Middle School (1 of our 2 middle schools) reached out to me to produce, shoot, and edit videos aimed at encouraging students to learn about and sign their 2024-2025 school pledge. The pledge serves as a yearlong reminder to one's self to be a good human and respect one another. Working closely with school staff, we identified students across all grade levels for interviews, voiceovers, and the various b-roll you see in the videos. Most are directly involved with a club that works on "No Place for Hate" programming. Each school defined the pledge by breaking down their individual school mascot as an acronym. By seeing their peers speak so powerfully about compassion, equality, and nurturing a positive school environment, staff hoped it would spark students to pick up the pen and sign. The videos first aired internally in homeroom or a first period class. We later shared the videos across our district Facebook, Instagram, and X/Twitter accounts so the greater community could also absorb this ever-important message. Not only did these posts garner positive engagement, school staff also say the efforts were a success - students flocked to sign the pledge. We hope to produce similar videos in the future as our participation in this initiative continues.