

[https://www.marionschools.net/parents\\_\\_students\\_\\_and\\_community/community/launching\\_literacy](https://www.marionschools.net/parents__students__and_community/community/launching_literacy)

This video series promotes reading and literacy efforts for our younger students and demonstrates the commitment from our community to enhance these efforts. Each video showcases a community partner expressing the importance of early literacy skills and the importance of reading at a young age. These videos emphasize these concepts to Marion County parents, young and old alike. Launching Literacy in the Community provides resources to parents and families to help them support reading at home with their young children. Videographers shoot each video on location and feature the guest speaker in his/her natural environment be it a county library, noted art museum, on a learning campus, or even in a hospital. Reading is everywhere, and learning strong literacy skills at an early age only enriches the young student and his or her community. Videos are posted on the Districts YouTube channel and linked on the Launching Literacy webpage on the Districts website. Videos are also shared monthly on District social media channels and provided to elementary schools to share. Target audiences include parents/guardians/grandparents with younger learners, especially those with children under 5 years of age. To date, the 8 videos for the 2024-2025 school year produced 8,343 views, 68 reactions, 6 shares, and 8 comments.