

Newton County Schools introduced the Teacher of the Year Finalist Video Features as part of a newly enhanced approach to staff recognition under the leadership of Superintendent Duke Bradley and the Newton County Board of Education. With a renewed focus on elevating the Teacher of the Year celebration, the district incorporated video storytelling into the event for the first time ever, ensuring that all three finalists were celebrated in a meaningful and engaging way. To create these videos, the communications team visited each finalists school to conduct in-person interviews, capturing their stories, teaching philosophies, and the impact they have on their students. These interviews were transformed into three individual profile videos that were premiered during the Teacher of the Year Celebration. Instead of focusing solely on the final winner, the videos ensured that each finalist was fully recognized and honored in front of the entire audience. The reaction to the videos during the event was overwhelmingly positive. The audience connected deeply with each finalists story, making the celebration more personal and inspiring. The videos provided a platform for the finalists to share their passion for teaching in their own words, highlighting the dedication, creativity, and impact of outstanding educators across the district. The shift from a traditional awards format to one that celebrated all finalists equally helped create an atmosphere where recognition felt more inclusive and meaningful. Following the celebration, the videos were shared across all Newton County Schools social media platforms, allowing the broader community to engage in the celebration. This extended the recognition beyond the event itself, ensuring that students, parents, colleagues, and community members could see and appreciate the incredible educators who had been honored. The videos generated enthusiastic responses, with viewers expressing their admiration and support for the finalists. As a communication tool, this video series effectively reinforced the districts commitment to recognizing and valuing educators. By sharing authentic, personal stories, the videos helped strengthen the connection between teachers and the community while also raising awareness of the dedication and passion that educators bring to the classroom every day. This storytelling approach not only enhanced the Teacher of the Year program but also set a new standard for how the district celebrates excellence in education. The success of the finalist videos has led to plans for their continued use in future recognition events. This initiative has

demonstrated that video storytelling can make celebrations more engaging, impactful, and memorable. By putting the spotlight on each finalist, Newton County Schools ensured that the Teacher of the Year program was not just about selecting a winner but about celebrating all educators who go above and beyond for their students.