

This video series dedicated to Nikki McCray-Penson serves multiple purposes. The first goal is to promote her court dedication, as the court at Collierville High School is now named after her. Additionally, it aims to honor and celebrate her achievements as the most decorated student-athlete to have graduated from Collierville High School. By highlighting her remarkable career and contributions, the series invited the community at large to her court dedication and celebrated her accomplishments with current and former students of Collierville High School.

Usage and Timing: The videos were strategically used in three phases: Leading up to the event: To build anticipation and excitement, videos #1 and #2 were shared on the district's social media platforms, providing background on Nikki McCray-Penson's accomplishments and the significance of the court dedication. During the event: Video #3 was shown to attendees during the event, offering a visual and emotional narrative that enhanced the live experience, making the dedication ceremony more impactful. Post-event recap: Following the event, video #4 was used to recap and highlight key moments, ensuring that those who could not attend still felt connected and informed.

Target Audience: The primary audience included students, faculty, alumni, and the broader Collierville community. Additionally, the series targets sports enthusiasts and followers of Nikki McCray-Penson's career, aiming to reach a wider audience through social media.

Supporting Effective Communication: The series supports effective communication by: Engaging storytelling: Using compelling narratives and visuals to convey Nikki McCray-Penson's journey and the significance of the court dedication. Emotional connection: Creating a sense of pride and inspiration among viewers, fostering a deeper connection to the school and Nikki's legacy. Broad reach: Leveraging social media to disseminate the videos widely, ensuring maximum visibility and engagement.

Outcomes Achieved: Increased awareness: The series successfully raised awareness about Nikki McCray-Penson's achievements and the court dedication event. Enhanced community pride: By celebrating a local hero, the series fostered a sense of pride and unity within the Collierville community. Inspiration for students: Highlighting Nikki McCray-Penson's accomplishments served as a source of inspiration for current students, motivating them to strive for excellence. Positive engagement: The videos generated positive engagement on social media, with viewers sharing and

commenting on the content, further amplifying its reach and impact. Overall, the video series effectively communicated the significance of the court dedication, celebrated Nikki McCray-Penson's legacy, and achieved its goals of inspiring and uniting the community.