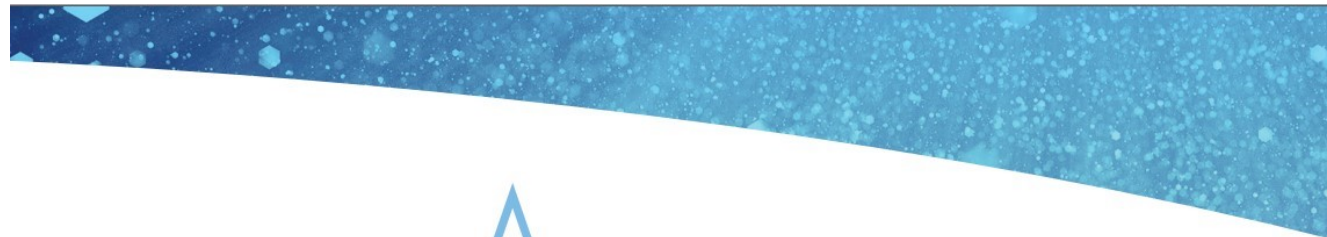


FMCA Outstanding Awards: Best Video (In-house) 20,001 or more population Entry Form

Single video for an educational campaign, event or product/service launch.



Category Description

Single video for an educational campaign, event or product/service launch.

Name of Individual Submitting Entry

First

Last

Affiliation (Municipality/Organization)

Phone

Primary Contact Email

Primary Contact Phone

Entry Title

School Resource Officers Go Back to School

Jurisdiction (City/Town/Village/Other)

City of Coral Springs

Population

134558

Video Link (YouTube or Vimeo)

<https://youtu.be/S8Xh2UEkWYg>

Supporting Documentation

080922 SROs Back to School.mp4

Single video not exceeding five minutes long for an educational campaign, event, or product/service launch.

What are the goals and objectives of the video (include target audience)?

A school resource officer (SRO) is a trusted member of the community who interacts with children, parents, teachers, and staff every day at their assigned schools during the school year. Retirements, re-assignments, and more can lead to a new SRO being assigned to a new school. It's also important for new students, incoming kindergartners, and their parents to understand who their SRO will be for the year.

The goal of this video was to introduce the faces of our School Resource Officers, who, just like the faculty and students, are returning back to school themselves. We wanted to tell that story in a cute and humorous way and decided to have them all board a school bus.

Describe the strategies and platforms used for sharing the video and reaching the target audience.

We shared the video via Facebook, Instagram, Twitter, TikTok, and YouTube.

Describe who was responsible for this video production (including idea generation, development, approval, deployment, etc.).

The Public Safety Marketing Manager, Video Production Manager, and Director of Communications and Marketing collaborated to concept, film, and edit this unique production.

What is new, innovative or creative about this video?

From packing the perfect lunch to picking out the perfect outfit, most kids and parents can relate to the joy of returning back to school on the first day. We also know it can be a day of nerves and "butterflies" for adults and students, alike. We wanted to tell a story about our School Resource Officers returning back to school in a creative and playful way that is relatable to the students and parents. The video both introduces them to our SRO team and helps them to feel comfortable and safe to head back to school. Keeping mind that our target audience is primarily made up of parents, teachers and staff who tend to range in age from 27-45, we used references from a popular 1990s movie to help capture their attention and earn their trust.

Even though the video caught attention through humor, it emphasizes that school safety is a top priority in our community, as we provide and subsidize school resource officers in all of our schools, including elementary, middle, high and charter schools.

Describe why the video was successful (include your evaluation process and any metrics).

We received numerous positive comments on our video across the platforms where it was shared. It reached more than 8,000 people. The video also was a great morale booster for our SROs, and the bus driver was actually our recently retired Police Chief - so this production was very low budget and only cost staff time and creative brain power!