RESEARCH
The 2021-2022 school year marked the 50th anniversary of Pittsford Central School District’s (PCSD) Thornell Road Elementary School (TRE). Staff members put out a call on social media for community members to share their favorite memories of TRE. They learned a time capsule was placed within the cornerstone of the school during a ceremony on November 5, 1971, the year the school opened. PCSD sought to remove the time capsule, re dedicate the school’s cornerstone, create a new time capsule and hold a rededication event. PCSD needed to create a way to share this event with the PCSD community in a time when social distancing protocols were in place due to the COVID-19 pandemic.

The technology department had experience streaming live events and could set up a live stream of the rededication ceremony for students, staff and community members. Filming the entire time capsule process, including removal from the cornerstone, unpacking the contents and then repacking with contents from the current school year would be beneficial and could be shared out on multiple channels including PCSD’s website, Facebook, Twitter and Superintendent’s monthly eNewsletter.

PLANNING
Objective: To create awareness of the TRE 50th anniversary time capsule and cornerstone rededication ceremony among PCSD students, staff and community members since they were unable to attend the event in person due to COVID-19 social distancing protocols.

Target Audiences: PCSD students, staff and community members

Key Messages
- PCSD marks the 50th anniversary of TRE by removing a time capsule that was placed within the cornerstone of the building on November 5, 1971, and repacking a new time capsule for a rededication ceremony 50 years later on November 5, 2021.
- Uncovering the time capsule and its items offers PCSD students, staff and community members a glimpse into PCSD’s past and the time period when TRE was established.

Budget: Communication was electronic; video was created in-house so $0 dollars spent from Communication Office budget.

IMPLEMENTATION
Utilize a combination of owned and shared media to inform PCSD students, staff and community members about the significance of the time capsule and the cornerstone rededication ceremony for TRE’s 50th anniversary.

- Shared live-stream YouTube link on PCSD website, Facebook and Twitter prior to the event encouraging PCSD families, staff and community members to watch. Included the day and time of event, key messages and photos from the cornerstone removal and time capsule opening. Shared live-stream YouTube link with TRE staff members so all TRE students and staff could watch the event at school together in their classrooms. Wrote script for PCSD superintendent and Board of Education president to use during the TRE 50th anniversary time capsule and cornerstone rededication ceremony. Shared recap of TRE 50th anniversary time capsule and cornerstone rededication ceremony after the event on PCSD website, Facebook, Twitter, Winter 2021 quarterly printed newsletter and Superintendent’s November 2021 eNewsletter. Included photos from ceremony and key messages.

Develop a video to share with PCSD families, staff and community members that highlights the entire time capsule and cornerstone process from removal to replacement in order to tell the story of this 50th anniversary discovery and rededication.

- Created a video storyboard. Included key messages by incorporating clips from PCSD superintendent, Board of Education president, TRE principal and former TRE students’ speeches during the 50th anniversary time capsule and cornerstone rededication ceremony. Filmed and took photos during the cornerstone removal, time capsule opening, repacking and rededication ceremony to use for the video. Posted video on PCSD YouTube. Shared a recap article with link to YouTube video on PCSD website, Facebook, Twitter and Superintendent’s December eNewsletter.

EVALUATION - Results met objective.

- YouTube live stream: The live-stream YouTube link posted on PCSD Facebook reached 1,430 people, received 284 engagements, 52 reactions, one comment and one share. The link posted to PCSD Twitter received 1,627 impressions, 224 engagements, 10 retweets and six likes. The live-streamed YouTube video received 180 views, which includes approximately 450 TRE students and 80 staff members who viewed the video together in their classrooms.

- Post-event article and photos: PCSD Facebook post reached 1,480 people, received 281 engagements, 45 reactions, one comment and three shares. PCSD’s post event tweet received 1,075 impressions, 131 engagements, nine retweets and three likes. The article shared in the Winter 2021 printed quarterly newsletter was distributed to approximately 12,750 homes of PCSD families and residents and additional copies were distributed to buildings for staff members. The Superintendent’s November 2021 eNewsletter that included the post event article was sent to approximately 10,850 email addresses of PCSD families, staff and community members. The article received 60 click-throughs.

- YouTube highlights video: The Facebook post with a link to the recap video reached 1,018 people, received 60 engagements and 19 reactions. The tweet received 645 impressions, 18 engagements and nine retweets. The YouTube video received 173 views. The Superintendent’s December 2021 eNewsletter that included the recap video was sent to approximately 10,860 email addresses of PCSD families, staff and community members. The article received 78 clicks click-throughs and the video link received 54 clicks click-throughs.
Social Media Overview

- **Twitter**: [https://twitter.com/pcsdschools](https://twitter.com/pcsdschools)
- **Facebook**: [https://www.facebook.com/PittsfordCentralSchoolDistrict/](https://www.facebook.com/PittsfordCentralSchoolDistrict/)
- **YouTube**:
  - Live-Stream Video: [https://youtu.be/i5KEqkB5T6o](https://youtu.be/i5KEqkB5T6o)
  - Highlights Video: [https://youtu.be/EDtXYKkd24](https://youtu.be/EDtXYKkd24)

Pre-event Live-stream Social Media

Join us for a special live-streamed ceremony on Friday, November 5, at 9:30 a.m., as Superintendent of Schools Michael Pero, Board of Education President Amy Thomas and Thornell Road Elementary School Principal Roger DeBell rededicate Thornell Road Elementary School’s 50-year-old time capsule and cornerstone in celebration of the school’s 50th anniversary.

To view the live stream, please visit [https://www.youtube.com/watch?v=i5KEqkB5T6o](https://www.youtube.com/watch?v=i5KEqkB5T6o).

Pittsford Central School District is celebrating 75 years since its founding, and Thornell Road Elementary School is celebrating its 50th anniversary this school year. To mark this historic occasion, Thornell Road Elementary School Principal Roger DeBell and school officials retrieved a time capsule that was placed within the cornerstone of that building on November 5, 1971. Among the items stored in the copper box from 1971 were local and national newspapers with stories about President Nixon, inflation and draft boards being ransacked in protest to the draft. Also enclosed were various PCSD publications from 1971, including a staff calendar, District newsletters, teachers’ salary schedule, staff by-laws, class schedules, Board of Education meeting minutes, student handbooks and more.

A new time capsule will be sealed within the cornerstone during the rededication ceremony. The new time capsule holds the original items from 1971 in addition to similar items from 2021 and unique items like a youth-sized facemask that reflects this moment in history and the COVID-19 pandemic.
Post-event Social Media

Pittsford Central School District

Published by Newspaper - November 3, 2021

Thornell Road Elementary School District held a special ceremony at Thornell Road Elementary School on Friday, November 5, 2021, to rededicate a 50-year-old time capsule and cornerstone in celebration of the school's 50th anniversary.

During the ceremony, which was live streamed to classrooms, Superintendent of Schools Michael Pero, Board of Education President Amy Thomas and Thornell Road Elementary School Principal Roger DeBell spoke about the history and significance of this momentous event. Joining them were two former Thornell Road Elementary School students Daisy Davis and Peter Dohr, who were present at the 1971 cornerstone ceremony, spoke about their experiences from the 1971 ceremony and their fond memories of PCSD.

"As Pittsford Central School District celebrates 75 years since its founding, Thornell Road Elementary School is celebrating its 50th anniversary," said Superintendent Michael Pero. "To mark this historic occasion, a time capsule that was placed within the cornerstone of this building on November 5, 1971, was retrieved earlier this week and then repackaged for today's rededication ceremony. The new time capsule holds similar artifacts from 2021, with the addition of unique items like a youth-sized facemask that reflects the historic COVID-19 pandemic."

To learn more, please visit http://ow.ly/nPXo50fHaII

Impressions: 1,075
Engagements: 131
Detailed: 35
New Video – Thornell Road Elementary School marks its 50th anniversary with time capsule and cornerstone rededication: 
https://youtu.be/EDS0XrY6ad4

As Pittsford Central School District celebrates 75 years since its founding, Thornell Road Elementary School is celebrating its 50th anniversary. School officials marked this special occasion by retrieving a time capsule that was placed within the cornerstone of that building on November 5, 1971 and held a rededication ceremony on November 5, 2021.

Among the items stored in the copper box from 1971 were local and national newspapers with stories about President Nixon, inflation and draft boards being ransacked in protest to the military draft. Also enclosed were various PCSD publications from 1971, including a staff calendar, District newsletters, teachers' salary schedule, staff by-laws, class schedules, Board of Education meeting minutes, student handbooks and more.

A new time capsule was created that holds the original items from 1971, similar artifacts from 2021, and unique items like a youth-sized face mask that reflects this moment in history and the COVID-19 pandemic. The new time capsule was sealed within the cornerstone at the conclusion of the rededication ceremony.

During the ceremony, which was live streamed to classrooms, Superintendent of Schools Michael Pero, Board of Education President Amy Thomas and Thornell Road Elementary School Principal Roger DeBell spoke about the history and significance of this anniversary. Joining them were two former Thornell Road Elementary School students Daisy Davis and Peter Dohr, who were present at the 1971 cornerstone ceremony, spoke about their experiences from the 1971 ceremony and their fond memories of PCSD.
Thornell Road Elementary School Marks 50th Anniversary with Time Capsule and Cornerstone Rededication

Pittsford Central School District held a special ceremony at Thornell Road Elementary School on Friday, November 5, 2021, to rededicate a 50-year-old time capsule and cornerstone in celebration of the school’s 50th anniversary.

During the ceremony, which was live streamed to classrooms, Superintendent of Schools Michael Pero, Board of Education President Amy Thomas and Thornell Road Elementary School Principal Roger DeBell spoke about the history and significance of this momentous event. Joining them were two former Thornell Road Elementary School students Daisy Davis and Peter Dohr, who were present at the 1971 cornerstone ceremony, spoke about their experiences from the 1971 ceremony and their fond memories of PCSD.

“As Pittsford Central School District celebrates 75 years since its founding, Thornell Road Elementary School is celebrating its 50th anniversary,” said Superintendent Michael Pero. “To mark this historic occasion, a time capsule that was placed within the cornerstone of this building on November 5, 1971, was retrieved earlier this week and then repacked for today’s rededication ceremony. The new time capsule holds similar artifacts from 2021, with the addition of unique items like a youth-sized facemask that reflects the historic COVID-19 pandemic.”

Among the items stored in the copper box from 1971 were local and national newspapers with stories about President Nixon, inflation and draft boards being ransacked in protest to the draft. Also enclosed were various PCSD publications from 1971, including a staff calendar, District newsletters, teachers’ salary schedule, staff by-laws, class schedules, Board of Education meeting minutes, student handbooks and more.

The new time capsule, which also holds the original items from 1971, was sealed within the cornerstone at the conclusion of the rededication ceremony.

“Uncovering this time capsule from 50 years ago offers students an exciting glimpse into the past – not just of our District, but the time period in which Thornell Road Elementary School was established – bringing history to life in a very real way,” said Board of Education President Amy Thomas. “It is interesting to note that, like 2021, 1971 was a hugely transitional time in our nation’s history when people were finding their voices to stand up for what they believed in. I hope that the pieces of history stored in that time capsule from 1971 will spur our students’ interest in history, honor the brave voices that affected change and help students to realize that their voices can serve as instruments of change for their generation and generations to come.”

To view the video of the rededication ceremony, please visit https://youtu.be/i5KEqkB5T6o.
Winter 2021 Quarterly Printed Newsletter
Mailed to approximately 12,750 homes and distributed to buildings for staff members.

Pittsford’s Thornell Road Elementary School Marks 50th Anniversary by Unearthing 1971 Time Capsule

As Pittsford Central School District celebrates 75 years since its founding, Thornell Road Elementary School is celebrating its 50th anniversary. To mark this special occasion, Thornell Road Elementary School Principal Roger DeBell and school officials retrieved a time capsule that was placed within the cornerstone of that building on November 5, 1971 and had a rededication ceremony on November 5, 2021, with the creation of a new time capsule to be sealed within the cornerstone. Among the items stored in a copper box from 1971 were local and national newspapers with stories about President Nixon, inflation and draft boards being ransacked in protest to the draft. Also enclosed were various PCSD publications from 1971, including a staff calendar, District newsletters, teachers’ salary schedule, staff by-laws, class schedules, Board of Education meeting minutes, student handbooks and more. The new time capsule holds similar items from 2021, with the addition of unique items like a youth-sized face mask that reflects this moment in history and the COVID-19 pandemic.

During the ceremony, which was live streamed to classrooms, Superintendent Michael Pero and Thornell Road Elementary School Principal Roger DeBell spoke about the history and significance of the time capsule. Joining them were Daisy Davis and Peter Dohr who were students during the construction of Thornell Road Elementary School and present at the original 1971 cornerstone ceremony.

“It is interesting to note that, like 2021, 1971 was a hugely transitional time in our nation’s history when people were finding their voices to stand up for what they believed in,” said PCSD Board of Education president Amy Thomas. She shared information about historic events in 1971, including the May Day Protests against the Vietnam War, the Founding of the National Women’s Caucus, and the U.S. Supreme Court’s unanimous ruling to uphold busing programs aimed to accelerate the racial integration of public schools.

“Hopefully, the pieces of history stored in that time capsule from 1971 will spur our students’ interest in history, honor the brave voices that affected change and help students to realize that their voices can serve as instruments of change for their generation and generations to come,” she said.

December 2021 Superintendent’s eNewsletter
Sent to approximately 10,860 email addresses and received 78 Click-throughs.

VIDEO: Thornell Road Elementary School 50th Anniversary Time Capsule and Cornerstone

Video Link – Thornell Road Elementary School marks its 50th anniversary with time capsule and cornerstone rededication: https://youtu.be/EDsCXYKkd24

As Pittsford Central School District celebrates 75 years since its founding, Thornell Road Elementary School is celebrating its 50th anniversary. School officials marked this special occasion by retrieving a time capsule that was placed within the cornerstone of that building on November 5, 1971 and held a rededication ceremony on November 5, 2021.

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