Name of Project:
AUSD Today by DCI

What was the purpose of your entry?
The purpose of AUSD Today is to share broadcast news stories and reports about the various important programs, initiatives, events, and accomplishments happening across the Arcadia Unified School District while giving student-journalists the opportunity to practice and hone their broadcast news skills.

As video remains a dominant medium for information consumption, and with a desire to present polished, packaged news reports that would help keep our community engaged and informed, “AUSD Today” was born. It is a broadcast news-style series, developed and hosted by Arcadia Unified’s Digital Communications Interns (AUSD DCI), that seeks to employ journalistic storytelling through a medium that most of our target audiences—families, community members, and staff—are used to seeing. Delivered in a format akin to local TV news segments, our social media followers are getting a news service specific to their community on their newsfeeds. What truly makes this series so special is that it is school district news told through students’ voices. Through this broadcast news team, our students not only get to dial in their journalistic story reporting skills, but they get to work on their public speaking, become more comfortable in conversation and active listening (as practiced through their interviews of colleagues, teachers, and professionals) and sharpen their video editing and production skills.

As named by its DCI reporters, this Fall 2021 semester-minted AUSD Today series already has 16 episodes and counting. Stories have included a new and very unique ukelele class elective at Foothills Middle School, the ongoing community conversation and input on Arcadia High School’s use of the “Apache” as its name designation, a very impactful peer mentoring program for students with Autism, Behind-the-Scenes looks at performing arts events, and much more. DCI reporters select their story topics and reach out to the Chief Communications and Public Information Officers for feedback and/or review of the idea before pursuing the story.

To help with brand recognition and cohesion for this new series, AUSD Today’s DCI team also created a logo that is present in most of the segments and a name tag to accompany their introduction of the piece. Other uniform components for the structure of these stories are that reporters give an on-camera intro, provide narration through the segment, and conduct interviews in each piece. These news reports also go through a screening and editing process by a video manager and both the Chief Communications Officer and Public Information Officer.
AUSD Today segments are housed on this YouTube playlist on Arcadia Unified's YouTube channel [here](bit.ly/AUSDTodayPlaylist). We also organically post these news segments to Instagram, Twitter, and Facebook, with nearly every video posted to Facebook having over 500 views. One of the videos has received more than 2,200 views on Facebook, more than 1,300 on Instagram, and more than 400 on Youtube. The result of AUSD Today has led to a drastic increase in district news being consumed by both parents, especially via Facebook, and much more by students, especially via Instagram. It has also led to an increase in program awareness and participation from the programs featured, such as the peer mentoring program for students with Autism and the Arcadia High School Orchesis Dance program.

To upload with the submission: [https://drive.google.com/file/d/131ieYHNpyluquQ3_dqxNuSGMk1XYEVu/view?usp=sharing](https://drive.google.com/file/d/131ieYHNpyluquQ3_dqxNuSGMk1XYEVu/view?usp=sharing)