

ASPRAtions 2019
Publications and Electronic Media Awards: Video (produced internally)
Longfellow Spotlight - Mesa Public Schools

As part of the district's Spotlight Recognitions Governing Board program, schools are provided a short marketing video for their website and other use. The district's video team provides principals with conversation topics for an initial on-camera interview. Afterward, the team returns to film B-Roll that aligns with the principal's interview. After the Longfellow Elementary video premiered at the April 23, 2019, Governing Board meeting, it was posted to the school's webpage as a marketing tool for prospective parents. As of July 11, 2019, the video has received 426 views on YouTube, where it is part of the School Spotlights district playlist.

<https://www.youtube.com/watch?v=hQLkPg2kAcA>



Premiered at Governing Board meeting April 23, 2019
Posted to <http://www.mpsaz.org/longfellow> April 24, 2019.