

Opening of Schools

Category: Publications and Electronic Media | Video



Award Write-up:

Between the Red for Ed movement, the national student protests over gun violence and Peoria Unified's own internal drama with the sudden removal of our superintendent, the 2017-18 school year was one for the record books. The aftershocks of those events deeply impacted every employee group within Peoria Unified.

So, how do you excite and invigorate employees for a new school year when the wounds of the last year are still fresh? That was the challenge the Peoria Unified Public Relations team faced in the summer of 2018. The Public Relations team created a unifying video that addressed the past but that also looked forward to the power we have as we face the future. The video was showed to all 3,500 staff at the district's Opening of Schools event to showcase the Power of One.



FIGURE 1 | [POWER OF ONE VIDEO](#)