



PRESS RELEASE

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East Surry High Digital Media Academy Wins 1st Place in State Video Competition

The East Surry High Digital Media Academy won 1st place in the North Carolina Business Committee for Education (NCBCE) first statewide Experience More Video Competition, in partnership with the North Carolina Department of Public Instruction and the North Carolina Community College System. The NCBCE asked “high school and community college students to submit a 3-minute video focused on the following themes:

1. Why is work-based learning important?
2. What are the impacts of work-based learning?
3. Why do students want employers to engage in work-based learning?”¹

Videos were evaluated based on the following guidelines; video editing (e.g., lighting, colors, special effects), audio, video techniques, message content, use of additional resources (e.g., statistics, examples of work-based learning, websites), creativity, and originality.

There were four winners across the state, one first and second place winner for high school students, and one first and second place winner for community college students. East Surry High School took home a \$500 cash prize, and their winning video was shown at the Experience More Summit on Work-Based Learning and NCBCE Annual Meeting on December 7, 2018, in Raleigh, North Carolina.

The submitted video, entitled, “Surry County Schools Next Generation Career Academy” featured,

- Director, Screenwriter, Narrator: Mrs. Crystal Folger-Hawks, Surry County School System Career Coach
- Producer, Developer (Editors), Videographer: Mr. Hal Epperson, Digital Media Teacher, and East Surry Digital Media Academy students and student interns, Brandon Haymore and Lauren Knopf
- Student Actors/Actresses: Caleb Snow, Yesenia Lara, and Zeke Bengé

¹ Email correspondence from Kiya Edwards Regarding NC Work-Based Learning Video Competition

Superintendent, Dr. Travis L. Reeves, Mr. Neil Atkins, Director of Secondary Education/Surry Virtual Academy/CTE, and Mrs. Crystal Folger-Hawks, Career Coach, were present to witness the award presentation. Mrs. Folger-Hawks stated, “I want to thank Mr. Epperson and the digital media students at East Surry for their hard work on this project, and for the hands-on experience for students.” Mr. Epperson remarked, “I am proud my students and I had the opportunity to work on this project, and I am proud that the NCBCCE thought our work was worthy of recognition.”

“I appreciate the attention to detail and the focus the video placed on students. The graphics were high-quality and I especially like the portions of the video that exemplify our students working in the field as part of their internships. It was easy to tell students were comfortable in their respective jobs, and what a difference these businesses are making in Surry County Schools,” commented Dr. Reeves. Superintendent Reeves went on to say, “The Next Generation Career Academy is a great opportunity for students to have hands-on, real-world experience in potential careers in Surry County and beyond. I am so proud of all of our interns, many of whom have accepted jobs from their internship businesses. I am also extremely proud of the work our Digital Media Academy does in highlighting the wonderful things happening throughout our district, as well as the leadership of Mr. Epperson and all of our digital media teachers for their work with students. The experience students are gaining is invaluable and I am proud to serve in a school system so focused on providing relevant and personalized learning opportunities for all students.”

The winning “Surry County Schools Next Generation Career Academy” video may be viewed on the Surry County School System YouTube Channel at https://youtu.be/38_O8pkVGVg. To learn more about the Next Generation Career Academy, contact Mrs. Crystal Folger-Hawks, at 336-401-7820.