

ANNIVERSARY OF INTEGRATION AT STRATFORD:

- School Board Chair Dr. Emma Violand-Sanchez and staff from the School & Community Relations and Instruction plus a representative from Arlington's Historic Preservation office, the community and a parent from the Stratford BLPC met to plan and host a film screening of the documentary "It's Just Me" that was directed and produced by John Stuhldreher with the support of the AETV team, and a panel discussion on Arlington's historic effort to integrate public schools, including three of the four students who were the first to integrate Stratford Junior High School.
- Two events were held: A Daytime assembly for APS secondary students and the Evening celebration for members of the Arlington Community
- SCR created the publicity campaign, posters and flyers and made all technical arrangements for the events.
- The events marked the 57th anniversary of the integration at Stratford Jr. High School on Feb. 2. The event was planned to honor the 57th anniversary of integration and, because of the date, helped to kick off Black History Month.
- Both events were aired on AETV, webcast and promoted on all APS communications channels.

STRATFORD EVENT COMMUNICATIONS RESULTS:

Feb. 2 Evening Event Attendance:

350-400 attendees (est.)

Digital Media Views:

- Online video views of "It's Just Me" documentary: 1,061
- Online video views of Student Discussion: 190
- Online video views of Community Conversation: 261

Print Media:

The Washington Post -- "First School in Virginia to Desegregate Marks Anniversary of Integration"
Sun Gazette -- "Arlington school officials prep for integration anniversary," "Arlington brings story of integration across grade levels," "57 years after N.Va. integration, one-time middle-schoolers look back"

ARLnow -- "Progressive Voice: A Proud Day for Arlington"

Broadcast Media:

WUSA Channel 9 -- "Men Who Integrated Arlington Co. Schools Reunite 57 Years Later"

Social Media:

APS Facebook Post received 113 likes; reached 4,157 people.