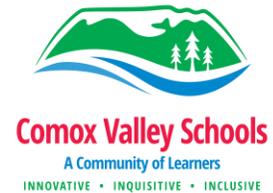


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For immediate release

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Comox Valley Schools Launches an Employee Podcast Enhancing the Story from Inside the District

Comox Valley, B.C. – Comox Valley Schools has joined the podcast generation and created a channel for the community to tune in and hear stories from the inside.

The school district podcast, titled *Staff Cast*, is a series of episodes of 3 to 5-minute duration featuring an employee share a story about their role in the district, an accomplishment or initiative or, simply, why they enjoy their job so much.

According to [Forbes](#), podcasts have become so popular in recent months because it is a convenient bite-size chunk of information and entertainment “to gain and share knowledge, empowering people to learn from others and better understand the world.”

We agree. *Staff Cast* will allow a community of listeners to hear about public education in the Comox Valley from the employees who are our best brand ambassadors. Who knows the District more than the team working in the classrooms, the hallways, on the school sites, and around all the facilities?

Tune it for a regular *Staff Cast* episode where we turn the mic on our employees and listen as they tell us who they are, what they do and why they do it.

Podcasts also have a personal element to it, the ability to create communities and these communities can generate a feed-back loop. Listeners generate content for the podcast producers. So, we invite school district staff - casual, temporary, volunteer, or full-time educators, trustee, administrator, or support staff - interested in being featured in an upcoming to email the District Manager of Communications at communications@sd71.bc.ca. In the subject line please type “Staff Cast Request.”

A Staff Cast episodes will air on a regular basis and featured on our new channel at <https://comoxvalleyschools.podbean.com/>.

-End-

To listen to the first episode, *A Former Student Sees Comox Valley Schools in a New Light*, visit <https://www.podbean.com/eu/pb-v5c6a-be5a0e>

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