

## Recruitment videos being developed by school teacher team

Written by Elizabeth Barrett

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**Pictures, script can be customized to fit need.**

Technology has changed since the Gothenburg Improvement Company started actively recruiting business and industry to town.

Twenty years ago, GIC officials thought a recruitment video used to woo Frito Lay to town was top of the line.

How things have changed, according to GIC president Mike Bacon.

Bacon spoke at the GIC's annual stockholder meeting Nov. 16 at Monsanto Water Utilization Learning Center.

He was joined by District 20 school superintendent Mike Teahon who told about a new recruitment video in the making.

GIC members watched the first draft of a general recruitment video created about Gothenburg which features scenes of business and industry and clips of Bacon and former GIC president Matt Williams talking about what the city offers.

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Teahon said it was developed by a volunteer committee of teachers, school media specialists and technology coordinators.

“Technology there is highly evolved,” he said.

Teahon said he and others on GIC’s marketing committee had contacted a couple of companies in Lincoln and Omaha about developing a new video.

“But it was very expensive and they’d be here for a couple of days to snap pictures to make the video and we may not see them again,” he explained.

So Teahon asked several school staff members if they could create one.

The answer was not one but several that could be customized to highlight different aspects of Gothenburg or combined in a general video.

“This is our way to give back and say thanks to the community for supporting and financing our school,” he said.

GMH administrator John Johnson asked if more of the hospital or clinic could be added to a video when recruiting a new doctor.

Teahon described the combined script and video as two-minute modules of various aspects of the community that can be customized.

Technology specialist Bailey Koch said that five modules were included in the general

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recruitment video GIC watched.

“And they can be moved around,” Koch explained, noting that images can be

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