



THE VIRGIN ISLANDS DEPARTMENT OF EDUCATION

Office of Public Relations

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ViVid Streaming Partnerships to Enhance Educational, Life Experiences for Students

ST. CROIX, USVI – Internet radio platform ViVid Streaming has partnered with the Virgin Islands Department of Education for two dynamic opportunities to enhance educational and life experiences for students: the relaunch of the territory-wide *Higher Level High School Radio Show*, which will kick-off on St. Croix at 3 p.m., on Sat., Jan. 21, and the new season of *Swagg Call*, a motivational weekday segment, returning at 7:20 a.m. on Mon., Jan. 30, geared toward boosting school pride, and giving teachers and students a chance to win an all-expense paid trip to Disney World.

Higher Level High School Radio Show

The two-hour student-led radio program will run year-round from 3-5 p.m. on Saturdays and will alternate between St. Croix and St. Thomas each week. The show will be scripted, hosted, and produced by high school students enrolled in the territory's public and private schools, under the guidance of 20-year local broadcasting vet, Rashidi Clenace, founder of ViVid Streaming and host of its popular *Madd House Morning Show*. Clenace said the student-led program is designed to “expose Virgin Islands’ students to career opportunities in the exciting world of radio broadcasting.”

As part of the training, students will learn how to operate studio equipment, script writing, interviewing techniques, and the core elements of being a radio personality, Clenace explained. Visual elements will also be incorporated into the program.

“Students will enjoy a host of experiences that will enhance their social and interpersonal skills,” he said. “ViVid Streaming and the VIDE are committed to providing impactful learning opportunities for students that will benefit them and our islands.”

Students in the St. Croix District will meet at the ViVid Streaming studio, located at 5 Fisher St., just off the Christiansted Bypass; and students in the St. Thomas-St. John District will meet at the station’s 22 Elizabeth studio, just past Sibbs on the Mountain.

Swagg Call

The popular “Swagg Call” segment begins each weekday morning at 7:20 a.m. and invites students and teachers to call *The Madd House Morning Show* and ‘big up’ their school and favorite teacher. This allows the caller and nominated teacher to enter a drawing to win an all-expense paid trip to Disney World. Clenace said the initiative is designed to be “a motivator to start the day, as well as a tool to build school pride.”

Student and teacher listeners can make a *Swagg Call* by dialing (340) 690-VIVI.

Education Commissioner Dr. Dionne Wells-Hedrington praised the partnership as one that will benefit students’ educational experiences and outcomes.

“Wonderful partnerships such as these are what the Department needs to further enhance the educational experiences and positive outcomes for our students,” Wells-Hedrington said. “We are pleased to continue our relationship with Rashidi and ViVid Streaming, who has been a longstanding partner and generous supporter of Education.”

Both programs can be accessed on the free ViVid Streaming app, available in the App and Play stores.

Businesses and residents who wish to partner with the Department, may contact Monique Creque, Dir. of Partner Relations, at (340) 774-0100 ext. 8062 or send email to monique.creque@vide.vi.

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