

# THE PRINCIPAL STORY National Media Outreach Campaign

## Station Activities: Connecticut Public Television, Hartford, CT

**Connecticut Public Television**<sup>1</sup> (CPTV) conducted a local campaign for THE PRINCIPAL STORY that reached 1.2 million people through local production/broadcast, microsite and promotion activities. The national documentary was aired on September 15, 2009.

**Project Abstract:** CPTV was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. An interactive forum for viewers and listeners, *The Principal Story: Town Meeting*, was produced/broadcast in April to coincide with meetings of the state's legislature. The program was the latest component of CPTV's major educational programming and outreach initiative, *Today's Children in Tomorrow's World*. The initiative examines the strengths and weaknesses of Connecticut's school system in preparing all children for higher education and the workforce in the 21st century.

### Project Outcomes

- Based on reaching 1.17 viewers and listeners through radio and television broadcast of its local *Town Meeting*, CPTV built awareness of the importance of education leadership as vital to school reform.
- The school community supported broadcast of the local production through email communications to principals, assistant principals and other education leaders via the Connecticut Association of Schools (2,600 educators) and Connecticut Education Network (statewide education portal).

### Project Activities

#### ***The Principal Story: Town Meeting Event and Broadcast***

CPTV's *The Principal Story: Town Meeting* examines how the themes of THE PRINCIPAL STORY relate to Connecticut schools. For the broadcast, CPTV convened a panel of experts to discuss school leadership in Connecticut and to explain the most promising practices that have been implemented to improve school performance around the country. Moderator was Steve Kotchko, host of *On the Record*, CPTV's weekly half-hour public affairs television program. Panelists were:

- Alex Johnston, chief executive officer of Conn CAN (Connecticut Coalition for Achievement Now)
- Dr. Steven J. Adamowski, superintendent, Hartford Public Schools
- Stephen Perry, author and principal of Capital Preparatory Magnet School, Hartford, a year-round college preparatory school (public school)
- Barbara Mechler, first year elementary school principal, Prospect Street School, Naugatuck

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<sup>1</sup> **Station Profile:** Connecticut Public Television is a media service of the Connecticut Public Broadcasting Network (CPBN). As the exclusive statewide, community-supported public broadcasting network, CPBN serves its audiences with news, public affairs, children's, educational and entertainment programming. CPBN is the state's only locally owned media organization producing television, radio, print, and online content for distribution to Connecticut's wide-ranging and diverse communities, including urban, suburban and rural. CPBN reaches a weekly audience of more than one million via: television (CPTV); radio (WNPR-FM); print (*Connecticut Magazine*); and web (CPBN.org, CPTV.org and WNPR.org).

On-camera commentary (filmed) was also provided by:

- Dr. Mark K. McQuillan, commissioner, Connecticut State Department of Education, and secretary to the State Board of Education
- Dr. David Carter, chancellor, Connecticut State University

*The Principal Story Town Meeting* aired live on April 23, 2009 with a repeat broadcast on April 24. The show was also simulcast live on WNPR, Connecticut Public Radio, and streamed live on [www.cptv.org](http://www.cptv.org) and [www.wnpr.org](http://www.wnpr.org). Viewers were able to provide their own questions and comments by calling an 800-number during the broadcast or sending an email. Selected viewer input was addressed live on air. It was aired again following the national broadcast of THE PRINCIPAL STORY on September 15.

CPTV developed *The Principal Story* microsite with all national video vignettes and pdf's made available by The Wallace Foundation. Additional support for the program was provided by the Connecticut State University System.

### Promotion/Reach

- CPTV reported a 1 household rating for each April broadcast of *The Principal Story: Town Hall Meeting*; the two broadcasts represented roughly 48,000 households or 110,000 people. The September broadcast added another 55,000.
- Original radio broadcast was 11,000 listeners; repeat broadcast was 5,000 listeners.
- Archived on demand *Town Meeting* on [cptv.org](http://cptv.org) was viewed 187 times.
- Full-page, full-color ad in April 2009 issue of *Connecticut Magazine*, the station's program guide (90,000 circulation).
- Posters promoting the *Town Meeting* were displayed in the station's lobby and studio on the night of the event.
- Press release was sent to all legislators and media, and through the Connecticut Association of Schools (public and parochial K-12 schools in the state).
- A :30 second *The Principal Story: Town Meeting* television promotional spot aired 28 times prior to the broadcast (693,000 people).
- A :30 second *The Principal Story: Town Meeting* radio promotional spot that aired 25 times prior to the broadcast (300,000 people).
- 200 copies of *The Principal Story Video & Print Resources* DVD were distributed to principals through the Connecticut Association of Schools.

