

THE PRINCIPAL STORY Campaign Highlights

Conducted by Outreach Extensions

December 1, 2009

Designed to accompany the PBS broadcast of THE PRINCIPAL STORY documentary on P.O.V. in September 2009, the media outreach campaign served as a launching pad to focus attention on education leadership and the changing role of today's principal in an environment of increasing accountability. The project's purpose was to raise the visibility of leadership as a lever for school improvement, especially in our most challenging schools. With a grant from and collaboration with The Wallace Foundation, Outreach Extensions implemented the following activities.

1. Awarded outreach grants, **17 public television stations** worked with local education partners to build awareness and community engagement from April through October 2009. The reach reported by all stations and their local partners was 9.6 million people through broadcast of grant-funded station productions (complementing but not including the broadcast of THE PRINCIPAL STORY), outreach promotion, distribution of local and national campaign materials, screenings and events, and website and social media.
 - 13 stations produced/broadcast local town halls or studio panel discussion programs
 - 4 stations produced/broadcast local documentaries
 - 4 stations produced/broadcast video profiles on local principals
 - 3 stations produced/broadcast radio programs
 - 3 stations conducted local forums and/or screenings and panel discussions
 - 3 stations developed content for principals' professional education (via a web portal, statewide videoconference, e-learning or conference)
 - 7 stations featured THE PRINCIPAL STORY's producers and/or principals in their broadcast productions, education forums or professional meetings.
 - 3 stations extended their campaigns through conducting events and producing television and radio segments to accompany their local broadcasts of *North Grand*.

Station project highlights are presented below. All national outreach resources mentioned are described in item 3, the outreach DVD.

- UNC-TV** (North Carolina) – project reach: 2.3 million
 - Produced four segments (25,000 viewers per segment) for its *North Carolina Now* series, profiling three exemplary principals and an interview with Dr. Stephen Greene, district transformation coach, NC's Department of Public Instruction, a project partner.
 - Produced/broadcast a segment for its *Education Forum* program (15,000 viewers) on the state's new principal evaluation standards, including a roundtable discussion in which producer David Mrazek participated.
 - Incorporated project video resources (local and national) into North Carolina's e-Learning for Educators Initiative, a partnership of the NC Department of Public Instruction; Friday Institute for Educational Innovation; Learn NC, a program of the University of North Carolina, Chapel Hill; and NC Virtual Public School. Next year, the partnership will produce an online professional development course to help the state train all principals on the new evaluation standards.
 - Produced a segment on a fourth principal for *North Carolina Now* to accompany the local broadcast of *North Grand*. Rights were cleared so the story can be incorporated into the online professional development course for North Carolina principals.

- The North Carolina Principals and Assistant Principals Association is using all *North Carolina Now* segments to introduce principals throughout the state to the new evaluation standards for principals that North Carolina has adopted.

•**Iowa Public Television** (Johnston, IA) – project reach: 1.8 million

- Linked its campaign to Iowa’s education reform efforts. Activities included a local production (47,000 viewers) as part of *The Iowa Journal* series, interactive videoconferencing, and education partner workshops. Principal Kerry Purcell helped plan with station partner, the School Administrators of Iowa, to incorporate the film and outreach resources into a long-term “public sense of urgency” campaign.
- The Iowa Department of Education’s Bureau of Teaching and Learning Services is using IPTV’s local program, *The Iowa Journal-Iowa Principals’ Stories*, as part of its team visits to local school sites.
- The School Administrators of Iowa and the Iowa Staff Development Council developed a guide on how to use THE PRINCIPAL STORY and *The Iowa Journal* program as a “learning together” segment at local school board meetings and at local School Improvement Advisory Council meetings. This effort was presented at the Iowa Association of School Boards Conference in November.

•**Kentucky Educational Television** (Louisville, KY) – project reach: 131,700

- Collaborated with KY’s Department of Education to create an online portal with video and print resources for use in school leadership training programs in the state.
- Produced/broadcast *Kentucky Principals, Leading By Example* (80,000 viewers), which presents Kentucky models of school leadership and the state’s redesigned principal preparation programs. The *SAM I AM* video vignette was one of the resources used.
- KET is organizing a panel discussion on principal leadership in secondary education.

•**WFYI** (Indianapolis, IN) – project reach: 560,000

- Produced two half-hour programs – *The Good That You Do*, a documentary, and *Reading, Writing and Relevance*, a panel discussion show, which explore recruiting, licensing, mentoring and evaluation of school leaders. They aired back-to-back following THE PRINCIPAL STORY to create an education programming night. The viewing audience was 67 percent higher than the same date in 2008.
- The Fort Wayne station, WFWA, which partnered with WFYI on the project, presented the same line-up of programs.
- Co-hosted a preview event in Fort Wayne with WFWA, which led the State PTA to deliver copies of WFYI’s documentary and the outreach DVD to all state legislators.
- Through the project, WFYI added important tools to support the urgent debate in Indiana about principal selection, licensure and professional development.
- Produced a three-part series for WFYI 90.1 FM on the principalship and factors that influence student achievement to accompany the local television broadcast of *North Grand*. The series is being inserted into local broadcasts of *All Things Considered* and *Morning Edition*.

•**Nashville Public Television** (Nashville, TN) – project reach: 62,600

- Partnered with Vanderbilt University to host a leadership forum that was filmed for broadcast as *Tennessee Principal Story* (7,400 viewers). Featured panelist Dr. Ellen Goldring, discussed the Wallace-commissioned Vanderbilt Assessment on Leadership

- in Education (VAL-ED). Vanderbilt is integrating the film and outreach DVD into its professional leadership development programs.
- Metro Nashville School District, Nashville Area Chamber of Commerce and Vanderbilt streamed the local program on their websites (projected viewership of 20,000).
 - The Tennessee Department of Education was also involved in the panel and distribution of the outreach DVD.
- Georgia Public Broadcasting** (Atlanta, GA) – project reach: 73,650
- Partnered with education leadership groups to produce a two-part local town hall discussion (50,000 viewers) on issues raised in THE PRINCIPAL STORY and the *Leadership Matters* video, which was broadcast as part of the 90-minute town hall.
 - The production featured conversations with practitioners and state/professional leaders. The facilitator was Steve Dolinger, executive director, Georgia Partnership for Excellence in Education. Other partners were Southern Regional Education Board and Georgia Leadership Institute for School Improvement. The partners are incorporating project resources into their training programs.
 - Additional outreach efforts included presentations at two state education conferences.
- KLRN** (San Antonio, TX) – project reach: 500,000
- Produced *The Principal Story: Community Forum* to support its local broadcast of THE PRINCIPAL STORY. The event was taped at the University of Texas, San Antonio. Prior to the taping, guests watched the Clip Reel and formulated questions for the *Forum* with the help of the Texas Staff Development Council. Tod Lending introduced the Clip Reel and participated on the *Community Forum* discussion panel with four principals (selected by their school districts).
 - A KLRN website is hosting a blog on topics related to the Clip Reel, beginning in August, to expand local conversation about principal leadership. This online journaling was supplemented by a professional webinar on K-12 school technology hosted by Dr. Scott McLeod.
- KNME** (Albuquerque, NM) – project reach: 1.1 million
- Conducted a screening event for THE PRINCIPAL STORY and its locally-produced profiles of three area principals, followed by a panel discussion that included Dr. Veronica Garcia, New Mexico Secretary of Education.
 - The profiles and panel discussion were edited for broadcast (100,000 viewers) as part of KNME's weekly public affairs show, *New Mexico in Focus*.
 - KNME is producing follow-up segments on school administrator recruitment, a major issue in the state.
- WGTE** (Toledo, OH) – project reach: 325,000
- Hosted an education leadership forum for principals. Principal Tresa Dunbar introduced clips from THE PRINCIPAL STORY and discussed her efforts to turn around a low-performing Chicago school. Discussion groups focused on coaching and mentoring, what new principals need to know, and how to increase parent involvement.
 - Produced and screened *Video Voices* profiles on three local principals who are skilled instructional leaders. The vignettes have been broadcast multiple times (200,000 viewers), streamed on its website, and are available on YouTube and Facebook.
 - An online survey of outreach participants has led the station to continue broadcasting *Video Voices* and supporting discussion about the principalship online and at events.
- KPBS** (San Diego, CA) – project reach: 170,000

- Produced a live two-hour remote radio broadcast – “Education Special: Lincoln High’s Rebirth” and “Education Special: Building Great Leaders” – as part of *These Days* on location at Lincoln High School in southeast San Diego.
- Produced a 90-second television mini-documentary featuring Lincoln High’s principal, Mel Collins, which aired immediately before THE PRINCIPAL STORY.
- The San Diego County Office of Education broadcast the Clip Reel and KPBS’s mini-documentary on its ITV Cable 16 outlet, reaching 62,280. It also aired promotional spots for THE PRINCIPAL STORY adjacent to the broadcast of a speech by U.S. Secretary of Education, Arne Duncan, about the Race to the Top Initiative. ITV promoted and distributed copies of the outreach DVD to its viewers.
- The San Diego County Office of Education integrated the outreach DVD into a school administrator course; outreach DVDs are being distributed to the 100 aspiring principals who are enrolled.

•**Rhode Island PBS** (Providence, RI) – project reach: 270,470

- Produced a one-hour program, including a panel discussion, as part of its existing series, *Where We Stand: Rhode Island Schools*, on successes and challenges facing education leaders. The new state Commissioner of Elementary and Secondary Education, Deborah Gist, was interviewed.
- Screened the Clip Reel and held panel discussions (two sessions) using the *Field Guide* at the annual conference of the Rhode Island Association of School Principals (RIASP) in August.
- Mailed copies of the outreach DVD to 135 state legislators in collaboration with RIASP.
- Project video resources (national and local) are part of the curriculum for Rhode Island College’s Education Leadership graduate program.

•**WJCT** (Jacksonville, FL) – project reach: 800,000

- Produced *The Principal Stories*, a 30-minute program on the role of principals (from the viewpoint of two local principals) and what it takes to improve instruction and raise student achievement. It was broadcast before and after THE PRINCIPAL STORY.
- Presentations were made on the local and national documentaries at principal meetings of two county school districts.
- Both documentaries were also discussed on *First Coast Connect*, WJCT-FM’s weekly radio newsmagazine, featuring the Duval County superintendent of schools, a local principal, and director of the Schultz Center Leadership Institute.
- The Schultz Center is incorporating the project’s local and national resources into its Aspiring Leaders Academy curriculum and its Leadership Matters program.

•**WTTW** (Chicago, IL) – project reach: 290,000

- Hosted a panel discussion following a screening of THE PRINCIPAL STORY with the producers and principals contributing commentary.
- Tod Lending was interviewed on *Chicago Tonight* (200,000 viewers), the station’s weeknight newsmagazine.

•**Connecticut Public Television** (Hartford, CT) – project reach: 1.2 million

- Produced/broadcast (television, radio, web) *The Principal Story: A Town Meeting* (165,000 viewers), targeting legislators in April 2009 to build awareness of education

leadership as vital to school reform. The project is part of CPTV's ongoing educational outreach initiative titled "Today's Children in Tomorrow's World."

- Re-broadcast its local *Town Meeting* following the broadcast of THE PRINCIPAL STORY in September.

•**WNED** (Buffalo, NY) – project reach: 44,000

- Invited school leaders to a half-day forum, "The Principal Story: Perspectives on Strengthening School Leadership and Lifting Student Achievement." Audio cast online, the forum used the Clip Reel, *Field Guide*, *Leadership Matters* video and *NYC Leadership Academy* video vignette. Partners were Western New York Educational Service Council and Buffalo Public Schools.
- Three university partners, SUNY at Buffalo, Buffalo State College and University of Rochester, are using THE PRINCIPAL STORY resources in their education leadership training programs.
- An online web portal hosted by WNED and Buffalo Public Schools offers a range of resources for use in principal academies and leadership training programs.

•**KEDT** (Corpus Christ, TX) – project reach: 42,800

- Used THE PRINCIPAL STORY to build relationships with key government and education agencies in its region.
- Conducted presentations for organizations including Citizens for Educational Excellence, Corpus Christi City Council, Corpus Christi Independent School District, and Partners for Educational Leadership.
- Held screenings/discussions at Texas A&M University at Corpus Christi and the Education Service Center.
- Del Mar College in Corpus Christi is cable casting the Clip Reel on its education cable channel, which reaches 100,000 subscribers.

•**WNET/Thirteen** (New York, NY) – project reach: 500

- Conducted a screening/discussion of THE PRINCIPAL STORY at Lincoln Center on the evening prior to the national broadcast in September. Event moderator was WNET's Rafael Pi Roman; panelists included Simon Kilmurry (P.O.V.) and Richard Laine, The Wallace Foundation.

2. **Eight national outreach partners** joined the campaign, including the American Association of School Administrators (AASA), Council of Chief State School Officers*, National Association of Elementary School Principals (NAESP), National Association of Secondary School Principals, National Association of State Boards of Education*, National Conference of State Legislatures*, National Governors Association* and the National Staff Development Council. *Wallace National Consortium (NC) partners

- NC partners helped Wallace to develop the *Conversation Guide for Leadership Matters: A Call to Action*.
- 14 screenings/discussions of the film and outreach videos occurred at national conferences and other meetings; some featured the producers and/or principals.
- 2 partners ran full-page ads in their national magazines.
- Partners distributed 15,000 copies of the outreach DVD.
- The U.S. Department of State distributed 150 copies of THE PRINCIPAL STORY film to U.S. embassies throughout the world.

Partner project highlights are presented below. All national outreach resources mentioned are described in item 3, the outreach DVD.

•American Association of School Administrators

- Screened the introduction to THE PRINCIPAL STORY at its national conference in San Francisco, CA, in February; 2,000 participants.
- Showed the Clip Reel and facilitated a post-viewing discussion at its Summer Leadership Institute in Seattle, WA, in July. Session was attended by 60 school leaders and moderated by local educators.
- Included THE PRINCIPAL STORY information in e-mails to Seattle Institute registrants; 13,000 members.
- Ran a one-page ad for THE PRINCIPAL STORY in its *School Administrator* magazine, which reached 70,000 administrators.
- Mailed 5,000 outreach DVDs with the October 1 issue of *School Administrator* to a select group of members.
- Featured an article on THE PRINCIPAL STORY in Superintendent's E-Journal in July.

•Council of Chief State School Officers

- Screened *Leadership Matters* video at its Legislative Conference in Washington, DC in March. Feedback from the 30 participants was incorporated into the Conversation Guide that accompanies the video.
- Published an article on THE PRINCIPAL STORY in September 15 issue of *Chiefline*: "PBS Documentary Spotlights Importance of Leadership in Turning Around Low-Performing Schools."

•National Association for Elementary School Principals

- Screened THE PRINCIPAL STORY at its annual conference in New Orleans in April. Principals Kerry Purcell and Tresa Dunbar offered commentary; producer David Mrazek introduced the film. 200 participants.
- Screened THE PRINCIPAL STORY at a full staff meeting in June as part of a strategic planning process.
- Screened THE PRINCIPAL STORY at its National Leaders' Conference in Washington, DC in July at a session on the "Power of the Principal." 150 participants developed strategies to use the film.
- State affiliate, Association of Washington School Principals, screened THE PRINCIPAL STORY at its October Principals' Conference in Yakima, WA.
- Ran two one-page ads (September and January 2010 editions) for THE PRINCIPAL STORY in its *Principal* magazine, which reached 25,000 principals. Editorial by the executive director in September offered strategies on how to use the documentary.
- Distributed 50 copies of the outreach DVD to its state executive officers who used the materials at their state conferences in fall 2009.
- Created THE PRINCIPAL STORY web page and a banner/link from its home page.

•National Association of Secondary School Principals

- Participated in the July session on the "Power of the Principal" at the National Leaders Conference in Washington, DC, held in collaboration with NAESP. Members developed strategies to use the film.
- Informed about the opportunity for local associations to partner with public television stations on a second round of outreach grants related to *North Grand*.

•National Association of State Boards of Education

- Screened *Leadership Matters* video in two sessions attended by 45 participants during its Legislative Conference in Washington, DC in March. Discussion focused on leader preparation.
- Screened, discussed and distributed the *Leadership Matters* video to 50 participants attending the New State Board Member Institute in Arlington, VA in July.
- Created a page that describes THE PRINCIPAL STORY film and outreach resources on a web page for Partner Resources with links to Wallace.

•National Conference of State Legislatures

- Conducted a session based on the *Leadership Matters* video at its Annual Conference in Philadelphia in July. Principal Kerry Purcell and Wallace's Richard Laine (director, education programs) participated in a panel discussion moderated by Representative Roy Takumi, Chair, House Education Committee, Hawaii. Discussion with the 30 attendees focused on how state legislatures can support principals.
- Published summary and links to material – including *Leadership Matters* video – from the July conference on its website.
- Published press release on its News web page announcing THE PRINCIPAL STORY.

•National Governors Association

- Presented the *Leadership Matters* video and Conversation Guide to 20 Governor's Education Policy Advisors at the Spring Institute in Santa Fe, NM in June.

•National Staff Development Council

- Commissioned by Wallace to produce *THE PRINCIPAL STORY Field Guide* to support discussion of the documentary and Clip Reel.
- Conducted two screenings of THE PRINCIPAL STORY in July at its Summer Conference in Boston. 130 participants used the *Field Guide* to discuss the principal's role in leading instruction.
- Screened THE PRINCIPAL STORY and used the *Field Guide* to prepare leaders to organize local event and state level actions. The meeting convened 85 Affiliate Leaders in Boston in July.
- Led a pre-conference workshop in October at the Wallace Foundation conference in Washington, DC. Attended by 85 participants, the workshop was entitled, "Telling THE PRINCIPAL STORY: A Tool for Professional Learning."
- Created THE PRINCIPAL STORY web page and a banner/link from its home page.
- Conduct a preconference session on how to use the *Field Book* at its Annual Conference in St. Louis, MO in December.
- Screen THE PRINCIPAL STORY and conduct a strand of concurrent conference sessions on leadership funded by Wallace. The Annual Conference is in St. Louis, MO in December.

3. **25,000 copies of the outreach DVD** are being distributed to principals and aspiring principals, superintendents and boards of education, opinion leaders in policy and research, schools of education and principal training organizations, media and the education funding community. Designed, produced and distributed by Outreach Extensions, the DVD promotes professional learning, advances policy and builds public understanding.

Video and print resources include:

- THE PRINCIPAL STORY Promo** introduces viewers to the one-hour documentary film.

- **THE PRINCIPAL STORY Clip Reel** – 23 minutes of selected scenes from the film are organized thematically to assist educators in reflecting upon and improving their leadership practice.
 - **THE PRINCIPAL STORY Field Guide: Promoting Leadership for Learning**, produced by the National Staff Development Council, accompanies the full documentary and Clip Reel. It promotes professional learning among aspiring and current principals and their trainers, supervisors and mentors.
 - **Leadership Matters: A Call to Action** (12:38 minutes), an executive video for policymakers, includes scenes from the documentary and captures commentary by education experts about why leadership matters and how states, districts and universities can better prepare and support school leaders to be successful for all students. (Conversation Guide accompanies the video.)
 - **Four Video Vignettes** (approximately 10 minutes each) look at leadership innovations around the country as potential ideas and solutions for others to try out in their own states and districts. (Conversation Guides accompany each of the vignettes.) Vignettes are: *SAM I AM: Making the Time for Effective Instructional Leadership*; *Building a Better Pipeline to the Principalship: The SABLE Story*; *NYC Leadership Academy*; and *Closing the Achievement Gap: Oregon's Bold Plan*.
4. **Promoting links to Wallace microsite for THE PRINCIPAL STORY** – The outreach campaign drives online traffic to the microsite and the Knowledge Center.
- Outreach DVD promotes these websites on the sleeve, in all video and print resources, and on its navigational screens.
 - Public television stations' offer links to these sites from their own web pages or microsites for THE PRINCIPAL STORY.
 - Public television stations promote the microsite as part of the on-air credit for The Wallace Foundation on local productions.
 - Public television stations promote these sites as part of print recognition for The Wallace Foundation in ads, press releases and event programs.
 - National partners offer links from their web pages for THE PRINCIPAL STORY.
5. The outreach campaign is **collaborating with PBS and P.O.V.**
- A PBS webinar in September featured producer David Mrazek, principal Kerry Purcell and Whitney Kim, a teacher at Harvard Park. Outreach Extensions presented the campaign's outreach resources, walking participants through the Wallace microsite to highlight content on the outreach DVD. P.O.V. presented its website and teacher resources.
 - P.O.V. conducted 22 screenings/discussions of THE PRINCIPAL STORY, reaching more than 900 attendees in 23 cities and 14 states.
 - Outreach Extensions and P.O.V. co-branded all outreach resource materials.

