

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: Iowa Public Television

Iowa Public Television (IPTV),¹ with an extensive record of producing local education programming and outreach, conducted a statewide campaign for THE PRINCIPAL STORY that reached 1.8 million people through outreach broadcast, events and promotion activities. The national documentary was aired on September 15, 2009.

Project Abstract: IPTV was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. By linking THE PRINCIPAL STORY outreach to the state's education reform efforts, IPTV was able to secure key education partners vital to gaining the attention of education leaders and policymakers, professional education associations, and the general public.

IPTV's project examined the need for principals to refocus their work in order to instill a culture of learning and more effectively improve student learning through examples of state-led reform efforts. The station collaborated with relevant education organizations via interactive videoconferencing and at professional conferences; and provided outreach resources to help school districts address important goals established by the Iowa Department of Education.

Project Outcomes

- 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 show is being used to facilitate/foster discussions about school improvement issues.
- The School Administrators of Iowa has incorporated THE PRINCIPAL STORY and *The Iowa Journal* program into its "public sense of urgency" campaign that is taking place this year in regard to school improvement efforts.
- The Iowa Staff Development Council has developed a cadre of 15 facilitators who are available to help local schools discuss the role of the principal in school leadership using THE PRINCIPAL STORY and *The Iowa Journal* as resources.
- The School Administrators of Iowa and the Iowa Staff Development Council are developing a guide about how to use THE PRINCIPAL STORY and *The Iowa Journal* as a "learning together" segment at local school board meetings and at local School Improvement Advisory Council meetings. This effort will be presented at the Iowa Association of School Boards Conference in November.
- Based on 3,809 visits to its website, distribution of 1,700 *The Principal Story Video & Print Resources* DVDs (outreach DVD), and viewership of the national and *Iowa Journal* programs, IPTV increased awareness about the role of principals in

¹ **Station Profile:** Iowa Public Television (IPTV) operates as an autonomous division of the Iowa Department of Education. IPTV has a statewide reach with nine broadcast transmitter stations and eight broadcast translator stations. More than 1.4 million Iowans tune in on a weekly basis to view IPTV programming. The Iowa Public Television Foundation is supported by more than 65,000 members. IPTV also provides broadcast services to several nearby states including Missouri, Nebraska, South Dakota, Minnesota, Wisconsin and Illinois. IPTV serves two urban areas, several large cities and a very large rural area. A leveraging opportunity for THE PRINCIPAL STORY campaign, IPTV has developed a strong partnership with K-12 schools in Iowa over the years through a variety of educational and/or distance learning projects. In-depth information about many of IPTV's educational projects can be found at www.iptv.org/education/.

school leadership and about models of school leadership that are working in Iowa.

Project Activities

1. Local Broadcast Production: *The Iowa Journal-Iowa Principal's Stories*

IPTV produced an episode of *The Iowa Journal, Iowa Principal's Stories*, which looked at how effective school leadership in Iowa can increase student achievement. Guests included: Troyce Fisher of the School Administrators of Iowa; long-time Des Moines North High School principal, Vincent Lewis; and Ben Johnson, a newer assistant high school principal from Fort Dodge. The program also featured reports from Clear Creek Amana Middle School and an interview with Iowa Department of Education director Judy Jeffrey. Short segments from THE PRINCIPAL STORY were used in the production to reinforce its connection to the national show. Featuring the SAMs project in Iowa also linked it to the outreach DVD. This episode of *The Iowa Journal* was the season premiere. Broadcast on September 10 (8 pm), 11 (6:30 pm), and 12 (8:30 am), the show and on-air promotional spots reached 1.6 million people. Streamed on IPTV's online video service at http://www.iptv.org/video/detail.cfm/4997/tij_20090910_301, it will remain available for use for an extended period of time. *The Iowa Journal* website also featured the *Iowa Principals' Stories* at <http://www.iptv.org/iowajournal/story.cfm/545>. These sites (and the two micro sites shown below) provided 3,809 visitors with information about school leadership.

IPTV's microsites for THE PRINCIPAL STORY are located at: <http://www.iptv.org/education/edu-news.cfm?id=321>
<http://www.iptv.org/education/edu-news.cfm?id=318>.

On April 24, 2009, IPTV videotaped the address of U.S. Secretary of Education Arne Duncan at the University of Northern Iowa in Cedar Falls. This video is available on the station's website.

2. Interactive Videoconferences

IPTV conducted an interactive videoconference, delivered via the Iowa Communications Network², on September 8 (two-hour morning and afternoon sessions) to provide project resources to Iowa school leaders. Participants that registered for the session received the outreach DVD.

3. Educational Outreach

- IPTV's educational outreach staff distributed information about THE PRINCIPAL STORY at school-based workshops and education conferences throughout the state, including screenings for the board of the Iowa Staff Development Council (June 26) and the representative council for the School Administrators of Iowa (September 9). Kerry Purcell, one of the principals featured in THE PRINCIPAL STORY, was a presenter on September 9.
- On August 11-13, IPTV hosted an exhibit booth at the School Administrators of Iowa (SAI) conference; the outreach DVD was distributed. SAI also worked with IPTV to distribute the DVD to 30 higher education faculty across the state involved with the preparation of school administrators.

² Because Iowa is a rural state, IPTV has found it useful to use interactive video conferencing to conduct educational outreach. The State of Iowa has created a fiber connected interactive videoconferencing system known as the Iowa Communications Network (ICN). This system has more than 753 interactive videoconferencing classrooms throughout Iowa.

- IPTV and the Iowa Staff Development Council are presenting THE PRINCIPAL STORY resources at the Iowa Association of School Boards Convention on November 19-20, 2009. IPTV will also host a booth.
- The Quality Learning division of Mississippi Bend Area Education Agency 9 in Bettendorf, IA, is using THE PRINCIPAL STORY resources for its Principal Leadership Academy on October 21, 2009.

Promotion/Reach

- On-air television promotion and broadcast of *The Iowa Journal-Iowa Principals' Stories* reached 1.6 million viewers.
- Both THE PRINCIPAL STORY and local show, *The Iowa Journal*, were promoted in *Advance* (back cover), the IPTV member magazine distributed to 70,000 households.
- The September/October edition of IPTV's Classroom Connection Newsletter was distributed to more than 35,000 Iowa educators. It contained a brief article on THE PRINCIPAL STORY and *The Iowa Journal*.
- IPTV electronically promoted the national and local shows via E-newsletters for educators (2,093) and the K-12 Connections listserv (1,158).
- IPTV distributed 1,700 copies of the outreach DVD to school administrators in each of the regions of the state, state and local boards of education, Iowa Department of Education staff; and higher education.
- Project information was promoted on IPTV's Web site at www.iptv.org, which reached 3,809 people.
- Other efforts included: 4,100 reached by partners; 1,587 participated in station events; and 105,040 local outreach materials were distributed.

