

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: KEDT / Corpus Christi, TX

KEDT¹ conducted a local campaign for **THE PRINCIPAL STORY** that reached 42,800 people through its website, events and promotion activities. The national documentary was aired on September 15, 2009.

Project Abstract: KEDT was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. The purpose of its grant was to increase awareness of the role of principals in education achievement and to encourage discussion about their training and support.

Project Outcomes

- Del Mar College in Corpus Christi is cable casting the 23-minute Clip Reel on its educational cable channel, which reaches 100,000 subscribers.
- Through THE PRINCIPAL STORY outreach campaign KEDT built relationships with key government and education agencies in its region: Texas A&M University-Corpus Christi (TAMUCC), Partners for Educational Leadership (Education Service Region 2), Citizens for Educational Excellence and the P-16 Council affiliated with Coastal Bend Partners for College & Career Readiness.
- As a result of seven presentations and four screenings/discussions, KEDT informed and engaged more than 350 school administrators, principals, principals in training and civic leaders in discussions about the principalship.
- The five presentations and screening/discussion sessions at TAMUCC and the distribution of *The Principal Story Video & Print Resources DVD* (outreach DVD) established the station's capacity to provide content-rich resources to the education department, which is using them in principal training.

Project Activities

Screenings/Discussions and Presentations

KEDT reached a variety of civic leaders, education administrators, and principal trainers and trainees through presentations and screenings/discussions. These included:

Presentations

- Texas A&M University-Corpus Christi (TAMUCC)
 - May 7. Center for Professional Development of Teachers (CPDT), Advisory Council: administrators from area school districts, education faculty and administrators at TAMUCC and Del Mar College, and Citizens for Educational Excellence.

¹ **Station Profile:** The mission of South Texas Public Broadcasting System, Inc. (KEDT) is to educate, enlighten and inspire all communities of South Texas through its public television and public radio signals. Established in 1972, KEDT has more than 7,000 members. Its broadcast signal covers more than 5,600 square miles in the 15-county area surrounding Corpus Christi. Its programs are now South Texas classrooms' #1 television resource, annually reaching more than 107,000 students in K-12 schools, preschool children in 184,900 households, and students enrolled in regional institutions of higher education. More than 73 percent of students are minorities (more than 60 percent are Hispanic) and 61 percent are economically disadvantaged.

- June 25. Department of Education, graduate class in *Community and Educational Resources*.
- July 15. Department of Education, graduate class in education technology.
- July 23. Corpus Christi Independent School District, Principal Academy (summer training for principals).
- August 13 and 28. Coastal Bend Partners for College & Career Readiness, P-16 Council: area school superintendents; professors from education departments at Del Mar College, TAMUCC, Texas A&M-Kingsville and Coastal Bend College; representatives of career service organizations and civic leaders.
- September 8. Corpus Christi City Council. The presentation was broadcast on radio; the archived video of the meeting is available on the city's website.
- September 23. KEDT's Board of Directors.

Screenings/Discussions

Screenings/discussions used either the full documentary or the 23-minute Clip Reel.

Discussion questions were drawn from *The Principal Story Field Guide*.

- June 30. A preview screening/discussion at KEDT for principals, principals-in-training and principal trainers that are part of Education Service Region 2.
- July 17. Governor's Academy for Teaching Excellence. Gifted and talented students from 42 high schools throughout Texas compared and contrasted THE PRINCIPAL STORY to their own experiences with school leaders.
- TAMUCC
 - September 2. *Educational Technology for Administrators* graduate class for administrators-in-training.
 - September 22. Department of Education Administration, *Introduction to Principalship* class.

Promotion/Reach

- Articles about the project including the grant award (April), station events (June), and broadcast (September) were published in KEDT's monthly Education Newsletter, which is sent to 4,000 educators in eight school districts.
- KEDT's microsite for the project received 37,022 unique IP hits.
- KEDT distributed 200 copies of the outreach DVD. In addition, the station created flyers and printed documents from the DVD for use in event discussions.
- 1,600 participated in events and/or received invitations.

