

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: Kentucky Educational Television

Project Abstract: Kentucky Educational Television (KET)¹ was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. KET's campaign supported Kentucky's education reform efforts through creating an online portal for principal training resources, distributing DVD resources, and producing a panel discussion program on school leadership and principal preparation that was broadcast statewide. The project's reach was 131,670.

The project's purpose was to broaden the audience for conversations taking place in Kentucky about principal preparation and to help raise awareness among key stakeholders of the critical difference principal leadership makes in teacher instruction and student achievement. KET's local panel production, *Kentucky Principals, Leading By Example* showcased innovative leadership practices taking place in schools in diverse areas of Kentucky that can be replicated in other schools. The project has branded KET as a resource for educational leaders as well as for teachers.

KET's education partners for the project are the Kentucky Department of Education (KDE), Kentucky Association of School Councils, Prichard Committee for Academic Excellence, Kentucky Association of School Administrators, Kentucky Education Professional Standards Board (EPSB), Kentucky Long-Term Policy and Research Center, Kentucky School Boards Association, Kentucky Chamber of Commerce, and The NewCities Institute Partnership for Kentucky Schools.

KDE, EPSB and the 11 state universities with principal preparation programs have many activities geared toward changing training and practice. KET is making sure THE PRINCIPAL STORY and its locally produced resources are integrated into these efforts.

Project Outcomes

- In collaboration with its education partners, KET developed an online web portal (website) (www.ket.org/education/school-leadership/) that aggregates a broad collection of resources for principals, aspiring principals, principal training programs and policymakers. A sustainable project outcome, the website will be updated as necessary or as new material becomes available.
- Project resources are being used, or professors have made commitments to use them, in principal preparation programs. Professors will use the videos in their classrooms as well as in the online components of their courses. In addition, KET will work with the Kentucky Department of Education (KDE) on future professional development projects in instructional leadership. As a result of collaborating on this outreach project, KET, KDE, and Asbury College Center for Educational Leadership worked together on a proposal for a federal grant.
- Principals and aspiring principals want to see evidence that innovative instructional leadership strategies can work in schools like theirs. To assist this process, KET

¹ **Station Profile:** The station's governing body is the Kentucky Authority for Educational Television. A state government agency since the mid-1960s, KET is the only statewide broadcast medium in Kentucky, connecting the Commonwealth and reaching 3.5 million households in eight states. KET delivers local content on multiple digital platforms, with more than 6,600 individual episodes of programming (nearly 5,000 hours of content) available online by video streaming or podcasting. Each year, KET produces more than 1,200 hours of original Kentucky programming, serving as Kentucky's public square and celebrating Kentucky culture. More than one million adults and children watch and use KET services each week.

produced short videos on Kentucky models of leadership as well as used portions of THE PRINCIPAL STORY's *SAM / AM* video vignette. These models illustrate how leadership strategies are replicable in Kentucky schools. KET is considering whether to produce another panel discussion focusing on principal leadership in secondary education.

- KET raised awareness of educational leadership by mailing 1,800 DVDs of its broadcast panel discussion and 1,200 copies of *The Principal Story Video & Print Resources* DVD (outreach DVD).

Project Activities

1. Online Portal: Due to technical limitations, KDE cannot host video on its website, yet it has hours of video presenting principal reform in Kentucky. To make these videos and others available, KET created an online portal with a range of resources for use in principal academies and school leadership training programs. From the portal, users can access video from THE PRINCIPAL STORY project as well as link to The Wallace Foundation's site. The web portal has video resources about the School Administrative Manager (SAM) program in Kentucky, produced by KDE, KET's broadcast panel discussion, and links to video and curriculum material for *Literacy Leadership: Stories of School-wide Success* (produced by KET).

2. Local Production: On September 15, KET devoted an entire night of programming to education leadership. Filmed on September 9, KET produced a panel discussion, *Kentucky Principals, Leading By Example*, with a live studio audience, which was broadcast one hour prior to THE PRINCIPAL STORY. Telling Kentucky's story of principal reform, the program was targeted to policymakers and education stakeholders.

Host/moderator of the local production was Bill Goodman. Panelists included:

- Debbie Daniels, state director, Kentucky Cohesive Leadership System, Kentucky Department of Education
- Dr. Phil Rogers, executive director, Kentucky Educational Professional Standards Board
- Linda P. France, coordinator of educational leadership, Asbury College, formerly KDE Deputy Commissioner of Learning and Results Services
- Brady Link, superintendent, Christian County Schools
- Lorraine Williams, principal, Millcreek Elementary School, Fayette County Public Schools; chair of the Kentucky Educational Professional Standards Board
- Michael Childress, executive director, Kentucky Long-term Policy and Research Center

Featured models of instructional leadership in the local production are:

- Opal Dawson, principal, John F. Kennedy Montessori Elementary School, Jefferson County Public Schools, the School Administration Manager (SAM) program, *produced by Tod Lending and David Mrazek as part of THE PRINCIPAL STORY national media outreach campaign*
- Kentucky principals modeling instructional leadership while implementing reform in literacy instruction, *edited from KET's Literacy Leadership resources*
- Stephanie Sullivan, principal, Central Elementary School, Graves County Public Schools, and Kentucky's 2009 National Distinguished Principal, *KET production*

3. DVD Distribution: KET distributed 1,200 copies of the outreach DVD to principals, aspiring principals, higher education faculty, legislative and business leaders and partners. KET created and distributed 1,800 copies of an accompanying DVD that included its panel discussion, KET-produced field pieces and supporting materials.

4. Web Portal: A sustaining aspect of the project, KET produced an online repository (www.ket.org/education/school-leadership/) of materials and information pertaining to principal preparation and best practices in academic leadership, which included resources provided by the Kentucky Department of Education. The website also has links to The Wallace Foundation's site. .

Promotion/Reach

- Broadcast and rebroadcast of *Kentucky Principals, Leading by Example* reached 80,000.
- Feature article on the benefit of video-based resources in principal preparation programs in *Visions*, KET's member magazine, reached 25,000 households.
- Top spot in eViews, KET's weekly electronic newsletter, reached 6,500 people.
- 3,000 flyers mailed to all principals, superintendents, state board of education members, legislators, and key stakeholders with requests to help distribute.
- .pdf file of flyer sent to education agencies to distribute to their constituencies, totaling approximately 9,000 people.
- Graves County press release, which was sent to 20 media outlets.
- KET press release to 150 news media outlets.
- Distributed 1,200 outreach DVDs and 1,800 DVDs of the local panel discussion and related materials.
- Website visitors: 5,000.

