

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: KLRN / San Antonio, TX

KLRN¹ reached 500,000 through its community forum/broadcast, online journaling and promotion as part of its local campaign in association with **THE PRINCIPAL STORY**. The national documentary was aired on September 15, 2009.

Project Abstract: KLRN was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. The four leadership topics in the Clip Reel became the basis for the 60-minute *The Principal Story: Community Forum* production as well as for the online journaling project led by four local principals to engage the education community. The project brought attention to local concerns regarding school leadership and reform.

Project Outcomes

- Reaching 48,000 educators and community members, the local production raised awareness about school leadership and reform.
- Following a train-the-trainers model for the forum, 50 education leaders gained experience in viewing the Clip Reel and using *The Principal Story Field Guide* that they can employ in screenings and discussions in their school districts and education leadership classes.
- As a result of KLRN's partnership with the Texas Staff Development Council, the four project principals received a one year membership in the organization.

Project Activities

1. Local Broadcast Production: *The Principal Story: Community Forum*

KLRN taped the *Community Forum* on September 1, 2009 at the University of Texas at San Antonio, Downtown Campus. Participants arrived 1.5 hours prior to the taping to participate in activities led by Jody Westbrook, executive director of the Texas Staff Development Council (TSDC). Attendees viewed the Clip Reel and created questions for the forum based on the leadership themes in *The Principal Story Field Guide*.

The forum was hosted by local television personality Tanji Patton and featured Tod Lending, producer of THE PRINCIPAL STORY. Panelists were four local school principals: Jeffrey S. Davenport, principal at Nora Forester Elementary School in Northside Independent School District; Linda Marsh, principal at Brackenridge High School in San Antonio Independent School District; Javier Martinez, principal at H. B. Zachry Middle School in Northside Independent School District; and Anita O'Neal, principal at Laura Steele Elementary in San Antonio Independent School District.

¹ **Station Profile:** Founded in 1962 as an education-oriented broadcast resource for the San Antonio community, KLRN now broadcasts across multiple channels and annually provides more than 35,000 hours of PBS programming for 750,000 households in south central Texas. Residents of Hispanic origin make up more than 61 percent of the city's population. Of that population, 47 percent of residents five years and older speak a language other than English at home. This high ethnic concentration is an important part of how the station determines the focus of its productions, outreach efforts and educational services.

Attendees at the forum included principals, principals in training, education professors, government leaders and other education representatives. *The Principal Story: Community Forum* aired on KLRN on September 10, 2009.

2. Principal Selection and Blogging

KLRN asked superintendents from two local districts – Northside Independent School District and San Antonio Independent School District – to recommend principals to be part of its principal leadership project. The four principals participated in an orientation session on August 4 that introduced them to the project, the four themes of the Clip Reel, and their roles (online journaling and forum panelists) in the project. After KLRN's blogging site was launched in August, the commentary of the four principals initiated online exchanges about school leadership in San Antonio. Dr. Scott McLeod hosted a professional webinar on K-12 school technology on September 17.

Two websites were created, one for the project and one for the blog.

Promotion/Reach

- On-air television promotion and broadcast of the *Community Forum* reached 482,400 viewers.
- A print ad in the *San Antonio Express-News* promoted the *Community Forum*, reaching 15,615.
- 75 folders were distributed at the forum taping. Contents were *The Principal Story Video & Print Resources DVD* (outreach DVD), KLRN materials, Texas Staff Development Council flyer and the evening's agenda. An additional 75 copies of the outreach DVD were distributed.
- 12 copies of *The Principal Story Field Guide* were emailed to panelists and facilitators in advance of the community forum.
- KLRN developed and maintained a microsite at www.klrn.org/principalstory to feature the national production and station initiative. Traffic was not measured.
- KLRN featured four local principals in an online journaling project (blog) at www.klrnprincipalstory/blogspot.com. Traffic was not measured.
- A banner ad on MYSA.com promoted the *Community Forum*.
- KLRN featured the *Community Forum* and THE PRINCIPAL STORY in its September Education Newsletter.
- Announcements on Twitter and the KLRN blog promoted the taping and broadcast of the *Community Forum* as well as the documentary airdate.

