

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: KNME / Albuquerque, NM

KNME¹ conducted a local campaign for **THE PRINCIPAL STORY** that reached 1.1 million people through local production/broadcast, microsite, events and promotion activities. The national documentary was aired on September 19, 2009.

Project Abstract: KNME was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. The station's objective was to stimulate community dialogue concerning the leadership skills required to enable teacher and student success at underperforming schools. KNME produced a local program as part of its signature public affairs show, *New Mexico in Focus*. The video profiles of three principals and panel discussion that were part of the show informed viewers about education leadership policies in New Mexico.

Project Outcomes

- Based on viewership of more than 100,000 for its local production, KNME built awareness of the importance of school leadership and the state's problems in recruiting administrators. KNME is producing a segment on school administrator recruitment for another edition of *New Mexico in Focus*.
- Dialogue initiated through the broadcast panel discussion for *New Mexico in Focus* led to invitations for presentations with education groups such as the New Mexico K-12 Principals Conference.
- The website for *New Mexico in Focus*, with 12,000+ unique IP visits, provided supplemental video material to THE PRINCIPAL STORY that localized the issue of school leadership for New Mexico audiences.
- The station's Community Advisory Council is exploring ways KNME can further support principals through delivery of additional PBS learning assets.

Project Activities

1. *New Mexico in Focus* Event, Principal Profiles and Broadcast

On September 8, 2009 KNME held an event in its studios featuring clips from THE PRINCIPAL STORY and its locally produced principal profiles. Following the screenings, a panel discussed the issue of leadership in New Mexico schools. The facilitator was Gene Grant, who hosts *New Mexico in Focus*. Panelists were:

- Veronica Garcia, New Mexico Secretary of Education
- Winston Brooks, Albuquerque Public Schools Superintendent
- Kelly Callahan, 2008 New Mexico Principal of the Year

¹ **Station Profile:** KNME is co-licensed to Albuquerque Public Schools and the University of New Mexico. New Mexico is a minority-majority state; more than 45 percent of its population is Hispanic, Spanish or Mexican heritage. Celebrating 50 years of service in 2009, KNME serves northern and central New Mexico, reaching more than 600,000 households weekly. Locally, KNME produces the multi-award-winning cultural affairs series COLORES!, the weekly public affairs series *New Mexico in Focus* and a variety of specials. Additionally, KNME operates the Teach and Learn Network (TAL NET), broadcast on COMCAST Cable Channel 96, the education access channel for Albuquerque, and KNME-DT 5.1, a digital broadcast channel.

- Cyndee Gustke, Education Chair, New Mexico PTA
- Richard Howell, Dean, University of New Mexico College of Education

Principals videotaped for the profiles were:

- Lee Mills, principal, Eagle Nest Elementary Middle School, rural northern New Mexico
- Kara Bobroff, principal, Native American Community Academy, Albuquerque
- Blanca Lopez, principal, West Mesa High School, Albuquerque

On September 11, KNME broadcast *New Mexico in Focus*. Clips from the panel discussion were interwoven with clips from THE PRINCIPAL STORY and the local principal profiles. Two repeat broadcasts were on September 13. Promotional spots for THE PRINCIPAL STORY aired around this edition of *New Mexico in Focus* as well as the September 18 edition. Archived copies of the local show are available on www.newmexicoinfoocus.org. The unedited panel discussion is also on KNME’s website.

2. Presentations and DVD Distribution

KNME attended meetings, conducted presentations and distributed DVDs to the Albuquerque Business Education Coalition, Albuquerque Public Schools (superintendent), New Mexico Media Literacy Project, New Mexico K-12 Principals Conference in Albuquerque and KNME’s Community Advisory Council. Outreach DVDs were also distributed to the New Mexico Office of African American Affairs, New Mexico Center for Law and Poverty and all Albuquerque principals.

Promotion/Reach

- On-air television promotion and broadcast of *New Mexico in Focus* reached 908,000 viewers.
- THE PRINCIPAL STORY outreach project and *New Mexico in Focus* were presented on KNME’s website, which receives 12,000 unique IP visits monthly.
- KNME distributed 300 copies of *The Principal Story Video & Print Resources* DVD as well as 50,000 copies of its local *New Mexico in Focus* program.
- University of New Mexico provided broadcast information in its daily “UNM Minute” email and web blast to 26,000 undergrads, 5,000+ graduate students, faculty and staff. Emails were sent to all administrators in the Albuquerque Public School District. The station’s 25,000 members also received information.
- A special email blast informed government employees in the Village of Eagle Nest about KNME’s profile on principal Lee Mills. The local Chamber of Commerce also sent an email blast.

