

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: KPBS / San Diego, CA

KPBS¹ conducted a local campaign for **THE PRINCIPAL STORY** that reached 170,000 people through local production/broadcast (radio, television, and school district cable system), website and DVD distribution. The national documentary was aired on September 15, 2009.

Project Abstract: KPBS was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from August to September 2009. The station explored the public school system in San Diego County through the lens of Lincoln High School on *These Days* radio and in a 90-second mini-documentary that was broadcast directly before and after THE PRINCIPAL STORY. The focus was on principal Mel Collins, re-building the school, the move to change how principals are evaluated in San Diego and the future of schools. The San Diego County Office of Education broadcast the 23-minute Clip Reel and KPBS' mini-documentary on its ITV channel.

Project Outcomes

- Increasing audience awareness for the project, the San Diego County Office of Education reached 62,280 viewers through broadcasting the 23-minute Clip Reel multiple times on its ITV cable channel.
- KPBS supported community discussion about local issues related to the principalship through a live, two-hour radio broadcast on *These Days*. Broadcast on the morning of THE PRINCIPAL STORY, the radio show forward promoted the television documentary to its 76,300 listeners.
- *The Principal Story Video & Print Resources DVD* (outreach DVD), including the 23-minute Clip Reel and *Field Guide*, is being used in an 11-day continuing education program offered to assistant principals and aspiring principals by the San Diego County Office of Education. 100 educators are enrolled.

Project Activities

1. Local Radio and Television Production

On September 15, KPBS' *These Days* featured a live two-hour remote radio broadcast on location at Lincoln High School in southeast San Diego. Hosted by Maureen Cavanaugh, the broadcast included interviews with the school's executive principal, district representatives, school board members and teachers. Two segments – "Education Special: Lincoln High's Rebirth" and "Education Special: Building Great Leaders" – explored the story of Lincoln High's past, present and what contribution the school and its students might make in the future. Throughout the broadcast, listeners joined the conversation with questions and comments regarding the school.

For the television mini-documentary, reporter Sharon Heilbrunn toured the new Lincoln High School campus and examined how the school's state-of-the-art resources affect

¹ **Station Profile:** KPBS is a broadcast service of San Diego State University. The station was founded in 1967 as KEBS, but changed its call letters to KPBS in 1970. A joint licensee with both television and radio signals, two of its local programs are *Envision San Diego* (television) and *These Days* (radio). KPBS Radio is consistently ranked in the Top 10 most listened to radio stations in San Diego and top 3 most listened to among News/Talk stations. More than 800,000 viewers watch the station each week. 50,000 San Diegans are members/donors.

students who face special challenges such as gang activity in their neighborhood. Featuring interviews with Mel Collins, executive principal, the story focused on a school that was torn down, rebuilt and reborn inside a distressed community. The 90-second mini-documentary aired September 15 before and after THE PRINCIPAL STORY.

2. Partnership with San Diego County Office of Education

San Diego County Office of Education's ITV channel 16 broadcast the 23-minute Clip Reel as well as KPBS' mini-documentary. The Clip Reel aired on October 7 and 18 and on November 13. ITV aired promotional spots for THE PRINCIPAL STORY adjacent to the broadcast of a speech by Arne Duncan, U.S. Secretary of Education, about the Race to the Top Initiative. The Office of Education also integrated the outreach DVD into a school administrator course.

Promotion/Reach

- The mini-documentary reached 30,000 viewers.
- The 23-minute Clip Reel on ITV Channel 16 reached 62,280 viewers.
- *These Days* live remote radio broadcast from Lincoln High School reached 76,300 listeners.
- Website content related to KPBS' *These Days* broadcasts on Lincoln High School received 900 page views.
- 100 copies of the outreach DVD were distributed.

