

# THE PRINCIPAL STORY National Media Outreach Campaign

## Station Activities: Nashville Public Television

**Nashville Public Television (NPT)**<sup>1</sup> focused on school leadership challenges and the assessment of principals for its campaign for **THE PRINCIPAL STORY**. The project reached 62,559 people through a local panel discussion and broadcast, and the distribution of materials. The national documentary was aired on September 17, 2009.

**Project Abstract:** NPT was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions; project dates were April to October 2009. The topic of school leadership came at a time of critical need in Nashville; public interest in improving schools is at an all-time high, particularly with failure to meet NCLB standards and the hiring of a new superintendent. The station's key outreach partners were Vanderbilt University, Nashville Area Chamber of Commerce and Metro Nashville Public Schools.

### Project Outcomes

- Metro Nashville School District, Nashville Area Chamber of Commerce, and Vanderbilt University are all streaming the panel discussion on their websites, resulting in broader and longer-term accessibility. Partnering with these organizations to present the panel discussion helped to solidify their relationships to NPT; all are key players in the community.
- The project received a statewide impact through the involvement of the state's Department of Education in the panel discussion, and the distribution of *The Principal Story Video & Print Resources DVD* (outreach DVD) and other materials to leaders from 60 school districts across the state.
- Vanderbilt University plans to integrate the films and the outreach DVD in its leadership academies during the academic year, with a potential reach of 100 principals and aspiring principals.

### Project Activities

#### **Panel Discussion and Broadcast Production: *Tennessee Principal Story***

NPT partnered with Vanderbilt University to produce a local panel discussion on school leadership. Tim Caboni, Associate Dean and Chair of the Peabody Professional Institute, was the station's key contact at Vanderbilt. Drawing approximately 60 people, the event took place in Vanderbilt's Wyatt Center Rotunda on September 9. Marc Hill, the chief education officer of the Nashville Chamber of Commerce, introduced clips from THE PRINCIPAL STORY and moderated the panel discussion. Panelists included:

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<sup>1</sup> **Station Profile:** Now a community licensee, Nashville Public Television (NPT) was a school district licensee for more than 30 years, and continues to consider excellence in K-12 education a priority. NPT provides professional development to K-12 teachers through TeacherLine online courses, programming, and outreach initiatives dedicated to prekindergarten literacy. NPT conducts workshops for K-12 teachers, modeling how to integrate technology into lesson plans. NPT received a grant from The National Commission on Teaching and America's Future (NCTAF) to support small learning communities in local schools, a major reform movement across the country. NPT has a membership of 19,000; viewership is 600,000/week. NPT serves urban Nashville along with surrounding rural areas.

- Ellen Goldring, Ph.D., Patricia and Rodes Hart Professor of Education Policy and Leadership; Department Chair, Leadership Policy and Organizations
- Connie Smith, Ph.D., Assistant Commissioner, Accountability and Teaching & Learning, State Department of Education
- Jesse Register, Metro Nashville's Director of Schools
- Brenda Steele, principal, Alex Greene Elementary; Metro Nashville principal of the year, 2010

Dr. Goldring talked about her work (with others) to develop the Vanderbilt Assessment of Leadership in Education (VAL-ED) through a grant from The Wallace Foundation, and what assessment for principals should look like. Dr. Register described an effective school instructional environment for students and teachers.

The September 9 panel discussion was taped for broadcast as the *Tennessee Principal Story*; it aired on September 17 on NPT (11 pm) and NPT2 (9 pm) following THE PRINCIPAL STORY, which aired at 8 pm on both channels.

NPT sent copies of the *Tennessee Principal Story* and the outreach DVD to the five other PBS stations in Tennessee. They may broadcast the local show as well use the resources for professional development in their viewing areas.

### Promotion/Reach

- *Tennessee Principal Story* reached 7,398 viewers; 60 attended the event
- NPT CEO Beth Curley promo spot for air: 38,000 viewers
- Partner promotion efforts: 6,000
- An e-mail blast to all teachers in Metro Nashville Public Schools, reaching 5,000.
- An e-mail sent to all Metro Nashville Public School principals and administrators in surrounding districts, reaching 150 school leaders.
- An e-mail sent to targeted nonprofits, reaching 100 people.
- 400 copies of the outreach DVD were distributed
- 15 copies of *Tennessee Principal Story* were distributed
- Website or online visitors: 5,436

