

THE PRINCIPAL STORY

Public Television Station Grantees

Station & Project Elements	Project Abstracts and Monthly Updates
TIER 1 GRANTEES	
<p>1. California: KPBS / San Diego</p> <ul style="list-style-type: none"> • Two-hour live remote of weekday radio series, reaching 85,000 listeners (September) • Segment on one-hour primetime television show • Web chat with local principals • Promotion: press release re special live remote, on-air radio promotion • Distribute information about the documentary and outreach through KPBS' Fall Preview Event and through educational partners • Link to Wallace site • DVD distribution (100) <p>Total projected reach: 148,250</p>	<p>Project Abstract KPBS has an ongoing commitment to its community and a journalistic responsibility to bring to light the issues and concerns that have an impact on San Diego. Broadcasting from a public school or district facility, the station will produce a two-hour live remote of its highly acclaimed weekday radio series, <i>These Days</i>. Radio host Maureen Cavanaugh will interview principals and other school leaders on the leadership issues affecting local schools. Recently, the Board of Education released a public statement regarding the reduction in workforce of dozens of principals along with a plan requiring the remaining principals to “double up” on their schools. What impact will this have on principals’ responsibilities to improve teacher performance and provide quality education for all students? In addition to radio, this topic will be addressed on <i>Envision</i>, a monthly one-hour primetime show on KPBS television. The television program will also be fed on the local educational channel that goes to schools. Both shows (radio in September and television in August or September) will promote the upcoming broadcast of THE PRINCIPAL STORY on KPBS television.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • San Diego Unified School District (contact identified by National Staff Development Council) • School districts of Sweetwater, El Cajon Valley and Grossmont • Local affiliates of national partners (TBD)
<p>2. Connecticut Public Television</p> <ul style="list-style-type: none"> • Statewide broadcast town hall – April 23, 9pm • Rebroadcast in fall around national broadcast • On demand web streaming of town hall • Project microsite; national resources available • Educational and promotional media content for television, radio, print and web • Full page ad in <i>Connecticut Magazine</i>, circulation 90,000+ • Viral marketing e-communications campaign 	<p>Project Abstract: CPTV will raise awareness about the critical leadership role that principals play in school success and student achievement, adding a deeper dimension to the public discourse on education reform in Connecticut. The project is part of CPTV's ongoing educational outreach initiative titled <i>Today's Children in Tomorrow's World</i>. The primary activity is <i>The Principal Story: A Town Meeting</i>, a one-hour television production, which will be developed in consultation with outreach partners that will also help in identifying panelists, audience members, and issues related to the role of principals in turning around low-performing schools and improving student performance. Multiple online components will include live video streaming and subsequent on-demand video of <i>The Principal Story: A Town Meeting</i>, and video and print from THE PRINCIPAL STORY campaign such as the vignettes, video for</p>

<ul style="list-style-type: none"> • Link to Wallace site • DVD distribution (200) <p>Total projected reach: 841,600</p>	<p>policymakers, discussion questions and the <i>Fieldbook</i>. An e-screening of <i>The Principal Story: A Town Meeting</i> will be made available to the Connecticut Association of Schools.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Connecticut Association of Schools • Connecticut State University System
<p>3. Florida: WJCT / Jacksonville</p> <ul style="list-style-type: none"> • Multiple airings of local documentary on WJCT's four digital channels including immediately after national show (September) • Online podcast on WJCT.org with extended interviews • WJCT radio newsmagazine discussion • Promotion on television, radio and online; print ads in area publications • E-blasts and media releases • Aspiring Leaders Academy • DCPS internal mail system • Link to Wallace website • DVD distribution (200) <p>Total projected reach: 887,000</p>	<p>Project Abstract</p> <p><i>9 to 5: The Principal Stories</i> will be a 30-minute documentary-style program. The concept of the show is to uncover what occurs behind the job titles of two Duval County principals. The show attempts to dispel myths and misconceptions, inquire about decisions made and paths taken and ask if and/or how their particular jobs have changed. WJCT will focus on the changing role of principals as instructional leaders and their struggles and triumphs in turning around low-performing schools, improving instruction and raising student achievement. Interviews with other school administrators, e.g., superintendent and district officials, will be available online. The local and national programs will be discussed on <i>In Context</i>, WJCT-FM's weekly radio newsmagazine. WJCT will offer the Schultz Center THE PRINCIPAL STORY resources to use in its monthly principal meetings and the 2009-2010 Aspiring Leaders Academy. DCPS will provide access to its internal mail system to reach principals and distribute project materials.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Duval County Public School System (DCPS) • School districts in surrounding counties • Schultz Center for Teaching and Leadership
<p>4. Georgia Public Television</p> <ul style="list-style-type: none"> • Statewide broadcast town hall to be aired immediately following the documentary (September) • Panel discussion will be digitized and streamed on-demand on website • Panel discussion and project materials, e.g., video vignettes, <i>Fieldbook</i>) will be used by partners at follow-up regional events • On-air promotion – television and radio • Electronic E-Zine, Pipeline, mentions to 3,500 educators statewide • Web blogs, listserv and website 	<p>Project Abstract</p> <p>Partnering with two top educational leadership groups in the state on a televised town hall, GPB will build awareness of the need for training principals as instructional leaders and the role building leaders play in shaping the successes of their teachers and students. The panel discussion will focus on the issues raised in the documentary and how they reflect statewide needs and concerns. As the State of Georgia's public broadcasting network, GPB has a mandated responsibility to support educators by providing appropriate professional development content and opportunities. The panel moderator will be Dr. Gene Bottoms, Senior Vice President, SREB, High Schools that Work. Panel members will come from senior staff of partners as well as policymakers. The follow-up regional events conducted by the partners will engage principals, assistant principals and educators in leadership programs.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Georgia Leadership Institute for School Improvement

<ul style="list-style-type: none"> • Link to Wallace website • DVD distribution (200) <p>Total projected reach: 65,650</p>	<ul style="list-style-type: none"> • Southern Regional Education Board
<p>5. Illinois: WTTW / Chicago</p> <ul style="list-style-type: none"> • Screening and panel discussion (September) • Broadcast interview on <i>Chicago Tonight</i> (September) • Interview segment will be streamed on the program's website (wttw.com/chicagotonight) • Event announcement in program guide • Promotion of event through partners • Printed and online invitation • Use the <i>Fieldbook</i> and Conversation Guides to plan the event • Link to Wallace website • DVD distribution (200) <p>Total projected reach: 206,900</p>	<p>Project Abstract (1) WTTW will host an evening screening/panel discussion of THE PRINCIPAL STORY in its studios prior to the film's September broadcast. The film will be used as a conversation starter; the panel discussion will then explore ideas related to a principal's role as instructional leader in supporting improved teacher performance and higher student achievement. Both featured principals and the film's producers will be invited to participate; expert panelists will be suggested by the partners. Since Arne Duncan, now Secretary of Education, is the former CEO of Chicago Public Schools, the station is hopeful that he can attend. Attendees will include principals, assistant principals, administrators, policymakers, principals in training and other educators. (2) A producer from WTTW's <i>Chicago Tonight</i> will conduct an interview with producer Tod Lending, which will air live during the week of the film's broadcast. <i>Chicago Tonight</i> segments are streamed on the station's website following the broadcast. For both activities, the city/state connection to the film offers an opportunity to explore local solutions.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • CLASS (principal training organization) • Chicago Public Schools • Chicago Affiliate of the National Staff Development Council
<p>6. Indiana: WFYI / Indianapolis</p> <ul style="list-style-type: none"> • Produce local show; broadcast at least twice (September) • Program will be made available to other Indiana stations including Fort Wayne • Preview screening for legislators and others • Promotion: local television and radio • Local webpage • Online technology to engage participants • Link to Wallace website • DVD distribution (250) <p>Total projected reach: 1,326,555</p>	<p>Project Abstract WFYI and its partners will produce a local documentary, <i>The Good That You Do</i>, to complement THE PRINCIPAL STORY. The program will focus on two school districts, Fort Wayne (NE Indiana) and a district in rural Johnson County, south of Indianapolis. A follow-up studio discussion program will immediately follow the local documentary. To leverage its position in the state capitol, WFYI will use experts who have statewide reach so that resources and supports are broadly available. WFYI will offer at least one preview screening, inviting legislators, state education affinity groups, faculty and students from schools of education (principals in training) and school board members. The station will exhibit (booth) at conferences for principals and assistant principals as well as the state school board/superintendent association conference. Issues will be identified with partners.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Indiana Department of Education • Indiana Association of School Principals • Indiana Principals Leadership Academy • Indiana Center for Family, School and Community Partnerships

	<ul style="list-style-type: none"> • SmallerIndiana.org (social networking site)
<p>7. Iowa Public Television</p> <ul style="list-style-type: none"> • Broadcast a statewide program prior to the national documentary to promote tune-in (September) • IPTV program streamed on iptv.org • Interactive videoconferences (statewide) for school administrators; use film clips, video vignettes, video short and <i>Fieldbook</i> • Interactive videoconferences promoted via Iowa Distance Learning database (K-12) • Executive Video for Policymakers and conversation guide shared with Iowa Department of Education • Electronic newsletters to multiple listservs reaching educators • Promotion on Facebook and Twitter • Link to Wallace website • DVD distribution (500) <p>Total projected reach: 1,711,280</p>	<p>Project Abstract Operating as an autonomous division of the Iowa Department of Education (DOE), IPTV has a statewide reach. The station will produce a program that will explore efforts in Iowa to change the focus of principal's work within schools to concentrate on building a learning community via instructional leadership. The program will examine the need for change and provide examples of leadership change initiatives such as the School Administration Manager Project in Iowa. Information and participants will be drawn from the Iowa Business Council, Iowa DOE, school district staff, school board members, Iowa SAM Project and partner organizations. The project addresses goals established by the Iowa DOE to help all K-12 students achieve at a high level through improvement of the quality of teaching and school leadership. Additional activities include principal/administrator training via videoconferences and outreach in collaboration with education organizations such as ISDC.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • School Administrators of Iowa • Iowa Staff Development Council (ISDC) • Iowa Area Education Agencies • Iowa Communications Network (fiber-optic network for distance learning) • Iowa Department of Education
<p>8. Kentucky Educational Television</p> <ul style="list-style-type: none"> • Statewide production with Kentucky-based field pieces and a live studio audience (September) • Short clips from person-in-the-street interviews re "what do principals do?" • Online sustainable portal: a new website in collaboration with partners (especially KDE) that will aggregate media resources for principals and principal training programs; content includes all resources related to THE PRINCIPAL STORY • Print, on-air, radio and online promotion, e.g., print ad in major newspapers, radio interviews • Possible interview with Arne Duncan on KET's <i>One-to-One</i> interview show 	<p>Project Abstract KET sees THE PRINCIPAL STORY as an opportunity to contribute significantly to principal preparation in Kentucky by creating an online portal for principal training resources, by enhancing public understanding of the role of 21st century school leaders and by uplifting statewide stories of school leadership and redesigned principal preparedness including efforts in partnership with The Wallace Foundation. The station's production, focusing on the state's principal reform efforts and why Kentuckians should care about school leadership, will be broadcast immediately prior to the airing of THE PRINCIPAL STORY. Working with an extensive group of partners, KET will encourage the integration of project resources with current Kentucky efforts to elevate principal leadership. This will provide sustainability for project resources as components of ongoing university, school and community-based efforts in education reform. The new online portal will include video resources on the SAM Program in Kentucky produced by KET in association with KDE.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Kentucky Department of Education (KDE) • Kentucky Association of School Councils

<ul style="list-style-type: none"> • Web homepage and education web pages • Link to Wallace website • DVD distribution (500) (along with a DVD of the panel discussion) <p>Total projected reach: 101,050</p>	<ul style="list-style-type: none"> • Prichard Committee for Academic Excellence • Kentucky Association of School Administrators • Educational Professional Standards Board • Partnership for Kentucky Schools • Kentucky Chamber of Commerce
<p>9. New Mexico: KNME / Albuquerque</p> <ul style="list-style-type: none"> • <i>New Mexico InFocus</i> production will include field packages of 2-3 local principals who are teacher leaders (instructional leaders) (September) • Field packages stream on website • Panel discussion of APS leaders and principals and live town hall taping • Prescreening workshops for business and education leaders • Promotion: radio and television spots, monthly program guide, press release, press interviews, ad in Albuquerque Journal • Link to Wallace website • DVD distribution (100) <p>Total projected reach: 600,000</p>	<p>Project Abstract KNME is licensed to Albuquerque Public Schools (APS) and the University of New Mexico. The station's main objective is to stimulate proactive community dialogue concerning the leadership skills required for teacher and student success at underperforming schools. Middle and elementary school principals will be the focus of the project, highlighting the changing role of today's principals in an environment of accountability. APS has instituted a new diagnostic tool that will help principals and superintendents to track student data and utilize it at the school level. Principals will also use the tool to provide better professional development to teachers. The prescreening workshops to introduce THE PRINCIPAL STORY will take place two weeks prior to the <i>InFocus</i> production; the latter will be scheduled one week before the local broadcast of the national documentary.</p> <p>Outreach Partners:</p> <ul style="list-style-type: none"> • Albuquerque Public Schools • Albuquerque Business Education Compact
<p>10. North Carolina: UNC-TV</p> <ul style="list-style-type: none"> • Segments on statewide <i>North Carolina Now</i>; also streamed and podcast • Hour-long statewide broadcast of <i>Ed Forum</i>; streamed and podcast; rebroadcast on UNC's digital channel (September) • After grant period: online professional development course for principals • Friday Center, Learn NC and NC Virtual Public School will publicize productions • UNC Wilmington will use THE PRINCIPAL STORY as part of a regional training for principals and administrators • Promotion includes an article in monthly guide, e-newsletter, on-air interstitial with Dr. 	<p>Project Abstract The state of North Carolina's new standards to evaluate principals are taken directly from The Wallace Foundation's recommendations. UNC-TV, a statewide television network, will work with Dr. Stephen Greene (NC Department of Public Instruction) and NCPAPA to identify principals distinguished in their execution of Wallace's seven critical standards. (1) UNC-TV will produce three features (five to six minutes each) on these principals for its weeknight television magazine called <i>North Carolina Now</i>. The videos will be streamed and podcast on the network's website. Additional video will be posted on its website for more in-depth coverage of the topic. (2) UNC-TV will produce an hour-long program called <i>Ed Forum</i> in September that will highlight NC's principal evaluation standards. It will include a clip from THE PRINCIPAL STORY and a roundtable discussion led by Dr. Greene. (3) UNC-TV is utilizing YouTube to solicit videos on school reform efforts now underway. (4) A collaboration of 12 school districts in eastern NC will use THE PRINCIPAL STORY resources as part of its professional development conferences for principals. (5) UNC's video content (described above) will be incorporated into an online professional development course for principals, which emphasizes the role of principals as instructional leaders. The course, to be completed</p>

<p>Greene</p> <ul style="list-style-type: none"> • Website features and national resources • YouTube videos of reform efforts presented on website • Link to Wallace website • DVD distribution (125) <p>Total projected reach: 2,225,320</p>	<p>by its partners after the grant period, will also include resources from THE PRINCIPAL STORY. This effort is part of UNC-TV’s participation in the e-Learning for Educators Initiative.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • North Carolina Department of Public Instruction • North Carolina Principals and Assistant Principals Association (NCPAPA) • North Carolina Association of School Administrators
<p>11. Ohio: WGTE / Toledo</p> <ul style="list-style-type: none"> • Video interstitials broadcast to promote THE PRINCIPAL STORY on-air and online • Ongoing broadcast rotation once a week as part of <i>Video Voices</i> series • Interstitials placed on YouTube and Facebook • Preview/discussion outreach event • Local webpage; principals in interstitials will become volunteer hosts to respond to threaded discussions • WGTE listserv; K-12 listserv; e-blasts to principals and elected officials • Promotion: articles in K-12 publication, newsletter and member guide; radio tune-in • Link to Wallace website • DVD distribution (200) <p>Total projected reach: 162,375</p>	<p>Project Abstract</p> <p>WGTE will choose three exemplary area principals to develop 3-5 minute video interstitials for use in its <i>Video Voices</i> series – to put a local face on the issues in the national show. In consultation with its partners, the station will select principals who are noted leaders and dedicated to improving instruction, using data to determine the development of best practices and building capacity to create structures that turn a low performing school into one with permanent academic excellence. The video interstitials will stream on a local webpage, air on WGTE HD and WGTE Family and be the centerpiece of a preview/discussion outreach event. Held prior to its broadcast, the event will feature a clip from THE PRINCIPAL STORY to promote tune-in, show the interstitials and offer discussion groups led by the featured principals. The station’s goal is to create awareness among principals, aspiring principals and teacher-leaders, Boards of Education and governmental policymakers that effective leadership is essential in school improvement.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • University of Toledo, Lourdes College, Bowling Green State University • Toledo Public Schools • 21 Member School Districts • Partners in Education • Staff Development Council of Ohio
<p>12. Rhode Island PBS</p> <ul style="list-style-type: none"> • Statewide broadcast with school profiles and a panel discussion on leadership • Screening/discussion at RIASP annual meeting • Panel discussion; audience of aspiring principals at Rhode Island College • Extensive online content; leverage social networking sites such as YouTube; blog • Public relations to create visibility for events 	<p>Project Abstract</p> <p>RIPBS’ primary objective is to increase recognition of the pivotal impact school principals and other educational leaders have on the success or failure of schools. (1) RIPBS will work with RIASP to “educate educators”: THE PRINCIPAL STORY will be screened during RIASP’s annual conference; breakout sessions will provide a platform to explore the content. (2) A forum will be held at Rhode Island College to build dialogue with a new generation of educational leaders. Clips from the documentary will be screened, followed by a discussion. (3) THE PRINCIPAL STORY will be screened for state legislators. (4) A 30-60 minute show will be produced as part of RIPBS’ existing series, <i>Where We Stand: Rhode Island Schools</i>. The program, including a panel discussion, will highlight successes and challenges facing principals and education leaders. Practitioners and opinion leaders will discuss leadership</p>

<p>and broadcast</p> <ul style="list-style-type: none"> • Local media including NPR affiliate • Rhode Island Department of Education email • Link to Wallace website • DVD distribution (125) <p>Total projected reach: 500,000</p>	<p>practices and policies that support long-term school change that will make it possible for all students to learn. RIASP will identify stories that showcase regional school leadership issues.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Rhode Island Chapter of the American Association of School Administrators (RIASP) • Rhode Island College
<p>13. Tennessee: Nashville Public Television</p> <ul style="list-style-type: none"> • Local broadcast panel discussion will follow national broadcast (September) • Panel discussion program will be offered to five other public television stations in Tennessee • Professional development events with Vanderbilt in summer 2009 • Promotion on NPT’s website; emails to principals, educational leaders, State Department of Education and partner associations • Link to Wallace website • DVD distribution (400) <p>Total projected reach: 77,000</p>	<p>Project Abstract NPT’s project will highlight the research that indicates school leadership is a major determining factor in student success. This topic comes 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 a newly hired superintendent. NPT will bring attention to the issue through a televised panel discussion in partnership with Vanderbilt University. The focus of the panel discussion will revolve around the need for leadership development and its impact of student success. Vanderbilt’s principal leadership assessment tool (VAL-Ed), developed through a Wallace Foundation grant, will be a key topic. The panel discussion will air as a follow-up to the national program. In addition, Vanderbilt has expressed an interest in using the film and resource materials with two major professional development events this summer: Principal’s Leadership Academy of Nashville and GEAR UP.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Vanderbilt University: Peabody College Professional Institutes and the Department of Leadership, Policy and Organizations • Metro Nashville Public Schools
<p>14. Texas: KLRN / San Antonio</p> <ul style="list-style-type: none"> • Broadcast a one-hour roundtable discussion with a studio audience (September) • Clips of the roundtable will be streamed online • Extensive promotion via the website, on-air spots, e-newsletter, Facebook page, press releases and established education contacts • Project webpage • Link to Wallace website • DVD distribution (10) <p>Total projected reach: 275,850</p>	<p>Project Abstract The new documentary and outreach campaign will provide KLRN with the opportunity to work on a vital community issue: improving schools to give every child a chance to succeed. Its focus on the central role of the principal in improving teaching and learning will drive the town hall/panel discussion – with interviews with thought leaders, policymakers and educators. KLRN’s local production will be hosted by Juan Sepulveda, the station’s long-time <i>Conversations</i> host. District superintendents, college/university leaders, and local and state politicians will substantially strengthen the station’s ability to discuss the important themes in THE PRINCIPAL STORY. Key board members (see below) will participate in the roundtable as well as assist the station in gaining the participation of principals and superintendents.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Texas Staff Development Council • Raise Your Hand, Texas • Texas Association of School Administrators

	<ul style="list-style-type: none"> • Texas A&M University – Kingsville System Center (San Antonio) (President is a member of KLRN’s board) • Northside Independent School District (Superintendent is a member of KLRN’s board)
TIER 2 GRANTEES	
15. New York: Thirteen/WNET / New York	<p>Project Abstract</p> <ul style="list-style-type: none"> • September 14 screening/panel discussion event • March 5, 2010 administrators training • Project is overseen by POV.
<p>16. New York: WNET / Buffalo</p> <ul style="list-style-type: none"> • Administrator Forum (September 24) • Workshops (spring/summer and fall) • WNYESC School Site Study Group (May/June) • ThinkBright Online (station’s website) • Promotion through partner communication channels, web, e-newsletters, mail • Link to Wallace website • DVD distribution (100) <p>Total projected reach: 18,800</p>	<p>Project Abstract</p> <p>The project’s goal is to engage new and existing school leaders and administrators in the Greater WNY region, engaging them in professional development opportunities based on THE PRINCIPAL STORY and its outreach resources. This includes a series of bookend workshops (spring/summer and late fall) with an Administrator Forum on September 24, 2009 at WNET for school leaders. The Forum will showcase program clips in a general session, use the <i>Fieldbook</i> as a guide for discussion, and engage small working groups in discussions based on the vignettes and conversation guides. Action planning will be directed toward application in local schools. The project will raise awareness of the critical role school leaders play in sustaining and increasing overall student performance. At the May/June meeting of the WNYESC School Site Study Group for administrators, the <i>Fieldbook</i> and other outreach resources will be reviewed for utilization. Buffalo Public Schools will consider using project resources in additional in-service and professional growth opportunities.</p> <p>Outreach Partners</p> <ul style="list-style-type: none"> • Western New York Education Service Council • Buffalo Public Schools • Local affiliates of the national partners TBD
17. Texas: KEDT, Corpus Christi	<p>Project Abstract</p> <p>KEDT serves the Education Service Center Region 2, which includes over 40 public school districts and 7 charter schools. THE PRINCIPAL STORY outreach activities provide the station with an opportunity to connect to current and future educational leaders to foster discussion and action about the role of principals as instructional leaders. Activities include: (1) Principal/Administrator meeting at CBTN: two of the video vignettes will be shown; the group will help set the agenda for the screening at KEDT. (2) Bold Future of the Coastal Bend Meeting (government officials): THE PRINCIPAL STORY clip reel and <i>Fieldbook</i> will generate discussion and action planning. (3) THE PRINCIPAL STORY screening at KEDT: Guests include superintendents, principals and other school leaders as well as principals in training.</p>

Total projected reach: 31,500

Outreach materials will be distributed.

Outreach Partners

- Coastal Bend Telecommunications Network (CBTN)
- Education Service Center Region 2
- Texas A&M University, Corpus Christi

THE PRINCIPAL STORY outreach campaign is made possible by a grant from The Wallace Foundation, a source of ideas for improving school leadership. Visit www.wallacefoundation.org/principalstory. For more information and research about education leadership, visit the Wallace Knowledge Center at www.wallacefoundation.org

