

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: WGTE / Toledo, OH

WGTE¹ conducted a local campaign for **THE PRINCIPAL STORY** that reached 325,000 people through local production, an education leadership forum, website and DVD distribution. The national documentary was aired on September 15, 2009.

Project Abstract: WGTE was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. The station created video profiles of three local principals who are recognized as instructional leaders and engaged principals and others in a discussion about how an effective leader can support and advocate for improved school outcomes. The video profiles were broadcast as part of the station's *Video Voices* programming.

Project Outcomes

- Based on distributing 200 copies of *The Principal Story Video & Print Resources* DVD (outreach DVD) and securing 200,000 viewers thus far for the *Video Voices* profiles, the project built awareness of the role of principals in school reform.
- At a leadership forum, 50 education stakeholders explored their leadership roles in parent/community involvement and mentoring teachers to increase student achievement.
- An online survey of event participants led the station to continue airing the *Video Voices* and supporting discussions about school leadership online and at events.

Project Activities

1. Local Production and Broadcast

WGTE conferred with Toledo Public Schools, Springfield Township Schools and the Diocese of Toledo to identify three principals who are viewed as instructional leaders by administrators and their peers. The principals are:

- Cheri Copeland-Shull, Chrissey Elementary school, Springfield Township.
- Emilio Ramirez, Woodward High School, Toledo Public School system.
- Sister May Brenda Haynes, Queen of Apostles School (K-8)

Each was interviewed using questions from *The Principal Story Field Guide*. The 30-minute interviews were edited to 2-3 minute *Video Voices* segments for broadcast and web (www.wgte.org/wgte/learn/index.asp?page_id=543). The segments run throughout WGTE's broadcast schedule and are designed to be evergreen. They are also available on YouTube and Facebook.

2. Education Leadership Forum

On September 8, WGTE hosted its first-ever education leadership forum with 50 principals and school leaders. Clips from THE PRINCIPAL STORY and the three *Video*

¹ **Station Profile:** In 1952 the Greater Toledo Educational Foundation was organized; the first television signal was broadcast in 1953. WGTE Public Media is a mid-sized station in the middle of the country, with a strong commitment to community engagement. In the 71st market and a community licensee, the station has both public radio and television signals and a membership of 15,000. The audience is composed of urban, rural and suburban listeners and viewers at all socioeconomic levels. WGTE's average weekly cume is 200,000.

Voices segments were screened. Dr. Tresa Dunbar, one of the principals in THE PRINCIPAL STORY, discussed her efforts to turn around a low-performing school in Chicago. Discussion groups on school leadership focused on coaching and mentoring, what new principals need to know, and how to increase parent involvement. Leaders who were not able to attend were mailed a DVD with the *Video Voices* segments and the outreach DVD.

Promotion/Reach

- *Video Voices* profiles were broadcast throughout WGTE's schedule, reaching 200,000.
- Feature article introduced THE PRINCIPAL STORY and local outreach project in *Be Connected*, the WGTE member magazine distributed to 15,000 households.
- Feature article in *Benefactor Circle News* introduced the film and outreach project to 2,000 major donors.
- An email blast to the Educational Resource Center's mailing list of 3,000 promoted the broadcast and directed recipients to the website.
- A "Save the Date" email was sent to 500 principals and other target invitees to the station's event; follow-up invitations were sent to the same group.
- 200 copies of the outreach DVD and 200 copies of the station's *Video Voices* DVD were distributed.
- 30,000 visited the station's website; the *Video Voices* were also posted to YouTube and Facebook.

