THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: WJCT / Jacksonville, FL

WJCT[1] conducted a local campaign for **THE PRINCIPAL STORY** that reached 800,000 people through local production (television and radio), screenings, website and DVD distribution. The national documentary was aired on September 27, 2009.

Project Abstract: WJCT was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to November 2009. WJCT's 30-minute local production, *The Principal Stories,* focused on two principals, one representing an elementary school and one from a high school. Partnering with the Schultz Center for Teaching and Leadership helped the station reach current and aspiring principals, superintendents and other education leaders.

Project Outcomes

- Broadcast and promotion of WJCT's local productions reached 660,000 television viewers and 126,000 radio listeners, raising community awareness of the importance of principal leadership.
- The Schultz Center is incorporating *The Principal Story Video & Print Resources* DVD (outreach DVD) and WJCT's local production into its Aspiring Leaders Academy curriculum and Leadership Matters workshops.
- Previews of the national and local productions informed 170 principals in Duval County and 55 in Clay County as part of in-service meetings.

Project Activities

1. Local Production and Broadcast

Television: WJCT's 30-minute local television production, *The Principal Stories*, followed David Broskie, principal of Middleburg High School, and Tim Warren, principal of George Washington Carver Elementary. Teachers, students and the principals themselves related their stories about turning around a failing school and the tools they used to motivate teachers and engage students. The show was broadcast before and after THE PRINCIPAL STORY to create a program block on education leadership.

Radio: *First Coast Connect*, WJCT 89.9FM's daily call-in radio program, talked with Duval County superintendent Ed Pratt-Dannals, George Washington Carver principal Tim Warren and Schultz Center Leadership Institute director Mary Ellen Isaac.

2. Screenings and Presentations

On October 8, WJCT presented previews of the national and local productions to the Schultz Center's 25-member Leadership Council, made up of six county superintendents and representatives from four area colleges and universities. The outreach DVD was distributed along with a DVD of the local show. Participants in the Schultz Center's Aspiring Leaders Academy and Leadership Matters program also received the outreach

---

[1] **Station Profile:** WJCT is a joint (television and radio) licensee that serves a population base of 1.7 million in urban and rural areas of northeast Florida and southeast Georgia. WJCT's monthly cume for its flagship Channel 7 averages more than one million viewers. 89.9 FM's listener base is 89,400. Members number more than 11,000. WJCT's mission is to provide programming and services that celebrate human diversity, encourage learning and promote civic participation, all to empower citizens to improve the quality of their lives.

DVD. Homework and classroom discussions were implemented into the curriculum of both programs.

WJCT presented previews of the national and local productions at the Clay County Principal's Meeting on October 22 for 55 principals and at Duval County Principal's Meeting on November 12 for 170 principals. All attendees received a copy of the local production and an informational one-sheet directing them to the websites of The Wallace Foundation and WJCT.

Promotion/Reach

- On-air television promotion and broadcast of *The Principal Stories* reached 660,000 viewers.
- On-air radio promotion and broadcast of *First Coast Connect* reached 126,000 listeners.
- WJCT's 11,000 members were informed about THE PRINCIPAL STORY and the station's local productions.
- 275 copies of the outreach DVD were distributed to education leaders. 250 DVDs with the station's local program were also distributed.