

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: WNET-Thirteen / New York, NY

Project Abstract: Thirteen¹ was awarded an outreach grant, funded by The Wallace Foundation and managed by P.O.V. and Outreach Extensions from July to October 2009. Reaching 500 people, the station presented a screening and discussion on September 14, 2009. The national documentary was aired on September 15, 2009.

Project Outcomes

- 100 principals, other education leaders and Wallace board members participated in a screening and panel discussion of THE PRINCIPAL STORY.
- Thirteen is distributing 400 copies of *The Principal Story Video & Print Resources* DVD at the Celebration of Teaching and Learning Conference in spring 2010.

Project Activities

Screening and Panel Discussion of THE PRINCIPAL STORY

Held on September 14, Thirteen's screening and panel discussion of the 52-minute documentary was planned in collaboration with the Council of School Supervisors and Administrators and The Wallace Foundation. The event was held at Lincoln Center.

Wallace's president Christine DeVita welcomed guests. Rafael Pi Roman, Thirteen's on-air host, moderated the panel. Panelists were:

- Simon Kilmurry, executive director, American Documentary, which produces the P.O.V. series on PBS
- Richard Laine, director of education, The Wallace Foundation
- Ernest Logan, president, Council of School Supervisors and Administrators
- Camille Wallin, principal, CES 42 Claremont School, Bronx

Promotion/Reach

- Partner distributed email alerts as well as sent invitations to 500 potential event participants. 100 attended.
- 100 copies of the outreach DVD were distributed at the event.



¹ **Station Profile:** A member of the WNET.org family of companies, Thirteen is the flagship public television station of the New York City tri-state area and the most-watched public television channel in the nation. As part of its mission to use media to create lifelong learning opportunities, Thirteen's education division reaches out to millions of educators and students every year with online initiatives, publications and outreach. Every spring, Thirteen and its sister station WLIW21 hold the Celebration of Teaching and Learning, a professional development conference.