

# THE PRINCIPAL STORY National Media Outreach Campaign

## Station Activities: WTTW / Chicago, IL

**WTTW**<sup>1</sup> conducted a local campaign for THE PRINCIPAL STORY that reached 290,000 people through a screening and panel discussion, local television interview and promotion. The national documentary was aired on September 15, 2009.

**Project Abstract:** WTTW was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. Working with CLASS Leadership Development, WTTW planned a screening/discussion at its studios. The station's weeknight newsmagazine, *Chicago Tonight*, interviewed Tod Lending to promote the documentary and its focus on education leadership. Overall the station's goal was to be a catalyst for discussions related to instructional leadership as key to school reform.

### Project Outcomes

- An audience of 175 principals, assistant principals and other education leaders participated in a screening and panel discussion of THE PRINCIPAL STORY with the producers and principals contributing commentary.
- Producer Tod Lending built awareness about the documentary among 200,000 viewers of *Chicago Tonight*; others were able to view his interview online.
- Director of the Illinois Administrators' Academy at CLASS is using the Clip Reel and *Field Guide* as resources for a new course for administrators based on state standards that can be used by the state's network of 45 regional academies.

### Project Activities

#### 1. Screening and Panel Discussion of THE PRINCIPAL STORY

Held on September 3, WTTW's 2.5 hour screening and panel discussion of the 52-minute documentary was planned in collaboration with CLASS Leadership Development. Chicago Public Schools, Chicago Principal and Administrators Association and the Illinois Staff Development Council were also consulted.

Tod Lending, executive producer/director, and David Mrazek, producer/director, both with Nomadic Pictures, introduced the film. They later joined the panelists to respond to audience questions.

Sylvia Ewing moderated the event; discussion questions were drawn from *The Principal Story Field Guide*. Panelists, including the two principals whose stories were told in the film, were:

- Tresa D. Dunbar, Ph.D., principal Henry H. Nash Elementary School, Chicago
- Kerry Purcell, senior consultant, Focus on Results, and former principal, Harvard Park Elementary School, Springfield, IL

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<sup>1</sup> **Station Profile:** WTTW is an independent public television community licensee, located in Chicago, the third largest media market in the United States. Its broadcast signal reaches into parts of Indiana, Michigan and Wisconsin. On an average day 250,000–350,000 people watch its primetime general audience programming, including *Chicago Tonight*, its nightly, one-hour, local news, culture, arts, and public affairs program. *Chicago Tonight* is now in its 40<sup>th</sup> broadcast year.

- Clarice Jackson-Berry, president, Chicago Principal and Administrators Association
- Joan Dameron-Crisler, Managing Director, CLASS Leadership Development

## 2. Produce *Chicago Tonight* Interview

Tod Lending was interviewed on *Chicago Tonight* on September 14 by host Phil Ponce. The 6.5-minute interview is available on [www.com/chicagotonight](http://www.com/chicagotonight). Clips from the documentary were shown during the interview. The website featured a “web exclusive” excerpt from THE PRINCIPAL STORY along with a link to the Wallace site.

## Promotion/Reach

- Partners distributed email alerts as well as sent invitations to 1,200 potential event participants. 175 attended.
- An event announcement was placed in WTTW’s program guide, which has a distribution of 90,000.
- *Chicago Tonight’s* interview with Tod Lending reached 200,000 viewers. Additional Chicagoans were able to view it on the program’s website.
- 400 copies of the outreach DVD were distributed at the event and through CLASS.

