

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: Georgia Public Broadcasting / Atlanta, GA

Georgia Public Broadcasting (GPB)¹ conducted a statewide campaign for **THE PRINCIPAL STORY** that reached 73,650 people through web streaming, events and production/broadcast of a 90-minute local program, *Leadership Matters: A Call to Action – Georgia Responds*. The national documentary was aired on September 16, 2009.

Project Abstract: GPB was awarded an outreach grant, funded by The Wallace Foundation and managed by Outreach Extensions, from April to October 2009. The station partnered with three education leadership groups to produce a two-part Town Hall discussion on the issues raised in the documentary and the *Leadership Matters: A Call to Action* video. Partners were Southern Regional Education Board (SREB), Georgia Partnership for Excellence in Education (GPEE) and the Georgia Leadership Institute for School Improvement (GLISI). The project's goal was to raise awareness about school leadership issues and provide training materials to educators.

Project Outcomes

- The top education leadership groups in the state helped GPB build awareness of the role building leaders play in shaping the achievements of their teachers and students. 50,000 people viewed the local production, which conveyed statewide needs and conditions.
- GLISI, GPEE and SREB are incorporating the project's resources into their leadership training programs for principals, assistant principals and educators.
- Distribution of 250 copies of *The Principal Story Video & Print Resources DVD* (outreach DVD) and 1,200 copies of the local production served GPB's mandate to distribute training materials to principals, state Department of Education managers, college faculty and superintendents.

Project Activities

1. Local Town Hall Discussion, Broadcast and Video Stream

GPB's Town Hall discussion on September 2, 2009 followed the screening of *Leadership Matters: A Call to Action*. Steve Dolinger, executive director, Georgia Partnership for Excellence in Education, facilitated the two discussion panels.

- Practitioners Panel
 - Marvin Williams, superintendent, Polk County Schools
 - Runee Sallad – principal, Blandy Hills Elementary, Baldwin County Schools.
 - Ruth O'Dell, superintendent, Franklin County Schools

¹ **Station Profile:** Georgia Public Broadcasting is the state's electronically delivered classroom for all Georgia learners, and Georgia educators' source for top-quality multiple media educational products and services. With a network of nine television stations broadcasting on three digital channels, and 17 radio stations, GPB's educational programming is available to every public school, regional library, adult technical education center, youth development center and public college and university in Georgia, serving more than 100,000 teachers and approximately 1.6 million students across the state via the web and digital broadcasts. 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. GPB reaches more than 3.2 million households statewide.

- Mark Taylor, principal, Morgan County High School and NASSP Principal of the Year
- Glenn Pethel, director, leadership development, Gwinnett County Public Schools
- State/Professional Leaders Panel
 - Deb Page, GLISI senior practice leader
 - Kathy O'Neill, director, Learning-Centered Leadership Program, SREB
 - Brad Bryant, member, State Board of Education
 - Sue Snow, associate superintendent of Georgia's Department of Education
 - Kelly Henson, executive secretary, Professional Standards Commission
 - Stuart Bennett, executive director, Georgia Association of Educational Leaders

The two-part Town Hall discussion was edited for broadcast as *Leadership Matters: A Call to Action – Georgia Responds* on September 22 as well as digitized for web streaming. It is available on www.gpb.org/principal-story.

2. Education Conferences

GPB conducted presentations at two state conferences in September, the Georgia Association of Curriculum and Instructional Supervisors (GACIS) and the Georgia Department of Education, Curriculum Directors' Conference. A reception at the GACIS Conference featured the *Leadership Matters: A Call to Action* video and the two-part Town Hall discussion. The 75 education leaders in attendance received the outreach DVD and the Town Hall production.

Promotion/Reach

- On-air television promotion and broadcast of *Leadership Matters: A Call to Action – Georgia Responds* reached 53,500 viewers.
- GPB's website was viewed by 7,500 visitors. GPEE and GLISI have features about the Town Hall on their websites and links to GPB's website.
- An e-let to GPB's listserve reached 6,700 educators. Partners' e-lets reached an additional 10,000.
- GPB distributed 250 copies of the outreach DVD and 1,200 copies of its locally produced program.
- 1,250 people participated in the Town Hall and conference presentations.

