

THE PRINCIPAL STORY National Media Outreach Campaign

Station Activities: UNC-TV / North Carolina

UNC-TV (North Carolina)¹ created a campaign for THE PRINCIPAL STORY that builds on its e-Learning Partnership² and supports state efforts to inform principals and other educators, school administrators, legislators, and the general public about new standards for principal performance. The project is timely because the new performance standards are just being phased in. The campaign reached 2.3 million.

Project Abstract: UNC-TV was awarded an outreach grant funded by The Wallace Foundation and managed by Outreach Extensions. The grant period was April to October 2009. The station developed video content (1) to provide a local perspective on leadership, and (2) to be incorporated into an online professional development course that emphasizes the role of principals as instructional leaders. A second grant in November 2009 produced a fourth principal profile to accompany the local broadcast of *North Grand*.

Project Outcomes

- The project's video resources (local and national) have been incorporated into North Carolina's e-Learning for Educators Initiative. During the coming year this partnership will produce an online professional development course for principals on leadership and the new principal evaluation standards. This course will be part of the state's efforts to train all principals in these standards.
- Project resources have been presented and distributed to 384 students, professors, and education leaders in southeastern North Carolina, increasing their awareness of the new principal evaluation standards and the role of principals as leaders in helping children become successful learners.
- Based on 1,500 pageviews of UNC's eight-page project website, approximately 25,000 viewers for each of its four local *North Carolina Now* segments, and 15,000 viewers for its *Education Forum* program, the project built awareness of the state's new principal evaluation standards and the role of principals in school reform and instructional leadership to help all children learn.
- The North Carolina Principals and Assistant Principals Association is using all *North Carolina Now* segments to train principals throughout the state.

Project Activities

¹ **Station Profile:** UNC-TV, North Carolina's only statewide public television network, provides national programming from PBS and other sources, as well as more than 400 hours of originally produced programming each year. The most powerful telecommunications vehicle in the state, UNC-TV has a potential audience of more than 10.6 million residents of all ages, ethnic backgrounds, and income levels in North Carolina and portions of Virginia, South Carolina, Tennessee and Georgia. UNC-TV operates 11 stations and 24 analog translators, carrying a free broadcast signal to nearly every North Carolina home. In addition, UNC-TV is carried by every cable system in North Carolina and by satellite on both DirecTV and Dish Network. Currently the network has three broadcast, digital channels.

² In 2008 UNC-TV became part of the e-Learning for Educators Initiative that was started by Alabama Public Television and funded through the federal Ready-To-Teach grant. UNC-TV's partners are the North Carolina Department of Public Instruction, Friday Institute for Educational Innovation; Learn NC, a program of the University of North Carolina, Chapel Hill; and North Carolina Virtual Public School.

1. Video Features: Working with Dr. Stephen Greene³ and its other partners, UNC produced video features on four principals for its weeknight newsmagazine *North Carolina Now*. Each video explores one or two principal performance standards and how they are being implemented in local schools. Selected principals reflect the diversity of the state and its educational system. After airing on *North Carolina Now*, each video was streamed and podcast on UNC-TV's website. The videos present:

- Dr. Jay Jones, principal of Konnoak Elementary School, Winston-Salem, NC (first broadcast on June 30, 2009).
- Lee Johnson, principal of Wayne Early College in Goldsboro, NC (first broadcast July 30, 2009).
- Leicha San Miguel, principal of Hillcrest Elementary School, Morgantown, NC (first broadcast August 31).
- The fourth principal profile to accompany *North Grand* is in development.
- A companion video interview on Dr. Stephen Greene, discussing the state standards and this project, also aired on *North Carolina Now*.
- UNC-TV also recorded an interview with filmmaker David Mrazek for *North Carolina Now*, which aired on August 31.

Five to six minutes in length, each of these programs was rebroadcast numerous times on UNC-TV and on its digital channel UNC-NC.

2. Ed Forum: UNC-TV produced an hour-long "Back to School" program for *Ed Forum*, a series that is produced four times a year and specifically targets educators. The lead segment, one of three on the show, focused on North Carolina's new principal evaluation standards. Following a clip of THE PRINCIPAL STORY, moderator Diane Lucas, director of programming and educational outreach at UNC-TV, led a roundtable discussion with Dr. Stephen Greene, Dr. Jay Jones, and David Mrazek (THE PRINCIPAL STORY). After its broadcast on September 12, the program was video streamed and podcast on UNC-TV's website as well as rebroadcast.

3. Call for Videos: The network developed an on-air promo in conjunction with Dr. Greene that invited principals to submit videos via YouTube showcasing the innovative practices/school reform efforts that are underway at their schools. These videos are being posted on the station's website.

4. Principal Training

- Dr. Stephen Greene distributed project materials as part of conference presentations and leadership retreats.
- Dr. Scott Imig, Interim Associate Dean for Outreach Alliances at the University of North Carolina-Wilmington's Watson School of Education distributed the DVD to support utilization by faculty and students.
- The North Carolina Principals and Assistant Principals Association is using all *North Carolina Now* segments to introduce principals throughout the state to the new principal evaluation standards that North Carolina has adopted.

5. Website: UNC-TV created a custom eight-page website for THE PRINCIPAL STORY. It features descriptions of the documentary and the station's local productions as well as video streams and podcasts *Ed Forum* and *North Carolina Now*. Additional video shot in

³ Dr. Stephen Greene, district transformation coach with the North Carolina Department of Public Instruction, is leading the state's efforts to align evaluation standards for principals, superintendents, and teachers by FY 2010-2011. He is also a key partner in this grant project and functions as liaison to other project partners.

the field with principals as well as the YouTube-solicited videos are also included on the website. Multiple links are provided.

6. Online Professional Development Course: Clips from the local productions and *The Principal Story Video & Print Resources DVD* (outreach DVD) will be incorporated into an online professional development course for principals. While this will occur after the grant period, it means that the investment in this grant is sustainable.

Promotion/Reach

- Dr. Stephen Greene, North Carolina Department of Public Instruction, recorded a special promotional video about the project, which aired a total of 531 times on UNC-TV (140), UNC-NC (252) and UNC-ED (139). This video reached UNC-TV's estimated weekly cumulative audience of more than two million viewers.
- 90,000 viewers statewide watched the three *North Carolina Now* programs and the *Education Forum* program.
- UNC's *CenterPiece* monthly programming guide (66,000 circulation) and e-Guide (70,000 subscribers across the state) promoted the project.
- UNC-TV custom website has reported over 1,500 pageviews to date.
- The main page of unctv.org (averaging 60,000 unique visitors a month) featured the project's website for more than a month.
- 384 copies of the outreach DVD were distributed.
- A robust Web 2.0 promotion was launched, using the station's Facebook page as well as UNC-TV Twitter.
- The complete *Ed Forum* program and all the principal video clips were podcast via UNC-TV iTunes.

