



Media Advisory

Powerful Documentary Chronicles the Power of the Principal; Debuts in National Broadcast

As U.S. Secretary of Education Arne Duncan says, “We have no good schools without good principals.” Underscoring Duncan’s point is *The Principal Story*, a new PBS documentary that tells the compelling story of two elementary school principals who are leading learning communities making a meaningful impact by raising student achievement and turning around low-performing public schools. The documentary points out the role of the elementary school principal as the key factor in creating a lasting foundation for learning, driving school and student performance, and shaping long-term school improvement.

WHAT: National broadcast of *The Principal Story* on PBS’s POV (Point of View) series

WHEN: Sept. 15, 2009; check local listings at www.pbs.org/pov

WHY: Learn more about the essential role of elementary school principals, who possess the wide-reaching ability to positively influence student achievement and school success.

Use this documentary—and local principals—as an authentic resource on principal leadership, K-8 education, and school reform.

HOW: Watch the documentary when it airs on PBS, or view clips from the film at www.wallacefoundation.org/principal-story.

To interview local principals about the issues discussed in this documentary, please contact Kaylen Tucker at ktucker@naesp.org or 703-684-3345.

NOTES: For more information about *The Principal Story*, visit www.wallacefoundation.org/principal-story.

For more information about NAESP, visit www.naesp.org.

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Established in 1921, the National Association of Elementary School Principals (NAESP) serves 28,000 pre-K-8 principals in the United States, Canada, and overseas. NAESP leads in the advocacy and support for elementary and middle-level principals and other education leaders in their commitment to all children.