



## MEDIA ALERT

### SEPTEMBER WEBINAR FOCUSES ON SCHOOL REFORM AND P.O.V.'s 'THE PRINCIPAL STORY' DOCUMENTARY

#### PBS TEACHERS RELEASES FALL/WINTER WEBINAR SCHEDULE

PBS Teachers® ([pbsteachers.org](http://pbsteachers.org)) and Classroom 2.0 host a series of free webinars for educators on digital media and technology in education. The new fall line up of PBS Teachers LIVE! webinars includes topics on science, digital storytelling, geography, social studies, education in the digital age, and online professional development and teaching resources. The series features leading education experts, authors, or PBS producers discussing timely and relevant curriculum-related topics, and sharing ways to use digital media to create rich learning experiences for students.

The full schedule is listed below and is available online. All webinars start at 8 p.m. ET and are moderated by Steve Hargadon, founder of [Classroom 2.0](http://Classroom20.org). Teachers can participate in the webinars after signing up for free [membership](#) in PBS Teachers. Membership provides preK-12 educators with access to the PBS Teachers online community, all of PBS's educational services, and a searchable library of more than 9,000 free local and national standards-based teaching activities, lesson plans, on-demand video assets, and interactive games and simulations. PBS Teachers was recently named a "[Landmark Website for Teaching and Learning](#)" by the American Association of School Libraries for exemplary dynamic content and curricular relevance. For more information on PBS Teachers LIVE!, visit [www.pbs.org/teachers/webinar](http://www.pbs.org/teachers/webinar).

#### **Transforming Schools Webinar**

The first fall webinar is "Transforming Schools: P.O.V.'s 'The Principal Story'" on Sept. 1, 2009, at 8 p.m. with special guests: Kerry Purcell, one of the principals featured in the film; David Mrazek, one of the filmmakers; and Eliza Licht, director of community engagement and education for P.O.V./American Documentary. "[The Principal Story](#)," airing on Sept. 15, paints two dramatic portraits of the challenges facing America's public schools—and the great difference a dedicated principal can make. The film takes the viewer along for an emotional ride and examines what effective educational leadership looks like in the 21st century. The speakers will discuss the making of the film, the critical work involved in transforming schools, and the wide array of high-quality educational resources available from P.O.V. to support educational leadership and reform.

#### **About the Speakers**

**David Mrazek** is an award-winning producer, director, and writer of numerous prime-time PBS history and science documentary series, as well as documentaries for The History Channel and Travel Channel. Mrazek's work includes "The Great War" series, "The Kingdom of David," "The Duel," and "Woodrow Wilson," among many other films.

During her six years as principal of Harvard Park Elementary School (PreK-5) in Springfield, Ill., **Kerry Purcell** was instrumental in supporting the school's successful move off the state watch list. The school made approximately a 45 percent gain in reading and a 50 percent gain in math test

scores. Most notable is Purcell's work around data interpretation and analysis, building and sustaining professional learning communities, and creative use of fiscal, human and time resources to support school improvement.

**Eliza Licht** oversees the development and implementation of P.O.V.'s national community engagement and education campaigns. She works with public television stations, educators and community-based organizations to present community screenings of P.O.V. films and to develop and distribute accompanying educational resources to teachers nationwide. Over the years, she has expanded P.O.V.'s community engagement activities by nearly 400 percent and increased P.O.V.'s educational efforts by over 80 percent. To further develop these areas, Eliza established a Library Board and a Teachers' Advisory Board, which provide feedback on activities and help produce P.O.V.'s companion resource materials. P.O.V (a cinema term for “point of view”) is television's longest-running showcase for independent non-fiction films. P.O.V. premieres 14-16 of the best, boldest and most innovative programs every year on PBS.

### **PBS Teachers LIVE! Fall/Winter Schedule** (as of Aug. 13, 2009)

#### September 2009

- Sept. 1: Transforming Schools: P.O.V.'s “The Principal Story”  
Speakers: PBS producers and educators  
Curriculum Connection: all subjects
- Sept. 21: Dig into Early Science Instruction With “Dinosaur Train”  
Speakers: PBS KIDS producers, scientists and educators  
Curriculum Connection: science

#### October 2009

- Oct. 7: Teaching About Place with Ken Burns’ “National Parks: America’s Best Idea”  
Speakers: PBS producers and curriculum experts  
Curriculum Connection: geography, social studies, science
- Oct. 22: Welcome to the New PBS Teachers Web site  
Speakers: PBS Teachers staff  
Curriculum Connection: all subjects

#### November 2009

- Nov. 10: Education in the Digital Age: FRONTLINE’s “Digital Nation”  
Speakers: PBS producers and educators  
Curriculum Connection: all subjects

#### December 2009

- Dec. 10: PBS TeacherLine: Online Professional Development for Educators  
Speakers: PBS TeacherLine staff and educators  
Curriculum Connection: all subjects

#### January 2010

- Jan. 26: Middle Level STEM Education featuring digital education resources from “Design Squad,” “Fetch” and “DragonflyTV”  
Speakers: PBS producers and educators  
Curriculum Connection: science, technology, math