



## **PUBLIC ENGAGEMENT CAMPAIGN**

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### **What is the SCHOOL Public Engagement Campaign?**

In conjunction with the national broadcast in September 2001, the SCHOOL Public Engagement Campaign will bring together coalitions of parents, educators, school administrators, students, civic leaders, and policymakers to participate in important discussions about the challenges and opportunities for public schools now and in the future. These groups will launch panel discussions, workshops, town hall meetings, premiere screenings, and local education events, examining the issues brought forth in the PBS series and applying the lessons of history to the issues of today. The goal of the campaign is to help bring the public back into public education.

### **Who is launching this campaign?**

Roundtable, Inc. is a media development, management, and production company located in Waltham, Massachusetts. The company was established in 1999 by Robert Lavelle and Martha Fowlkes to find new, efficient, and innovative ways to produce high profile media projects that reach deeply into communities and create significant impact. Roundtable specializes in using social issue media to bring people together to engage in activities that support local, regional and national civil institutions and networks. Eleanor Chin is the manager of the SCHOOL Public Engagement Campaign.

### **Who are the Participants?**

Roundtable is partnering with national leaders in education reform including The Annenberg Institute for School Reform, Public Education Network, Project GEAR-UP, and the American Association of Colleges for Teacher Education, as well as hundreds of local community groups and regional educational organizations. Roundtable has selected the following 12 lead partners in target sites nation-wide to form coalitions of local organizations, educators, and associations:

1. APPLE Corps, Inc. (Atlanta, GA)
2. Bronx Educational Alliance (Bronx, NY)
3. DC Voice (Washington, DC)
4. Evergreen School District (Vancouver, WA)
5. HC\*EXCELL (Morristown, TN)
6. Houston Annenberg Challenge (Houston, TX)
7. Rocky Mountain PBS (Denver, CO)
8. Los Angeles Educational Partnership (Los Angeles, CA)
9. Massachusetts Advocacy Center (Boston, MA)
10. Milwaukee Public Schools / University of Wisconsin GEAR-UP (Milwaukee, WI)
11. Muskegon Area Intermediate School District (Muskegon, MI)
12. San Francisco Education Fund / Bay Area School Reform Collaborative (San Francisco, CA)

These coalitions will receive media resources (video, print, and on-line) and technical assistance for forums and activities in conjunction with the PBS broadcast of SCHOOL. Roundtable will also provide materials for hundreds of additional support sites to launch local activities.

## **What are Some Examples of Local Activities Being Planned?**

### *San Francisco, California*

The San Francisco Education Fund/ Bay Area School Reform Collaborative is building a coalition of over 20 organizations to sponsor a number of activities including a Town Hall Meeting televised by KQED, the public television station, to discuss how to ensure that all students receive a quality education in San Francisco's diverse public schools. A meeting with education funders is being planned where public school teachers will describe and discuss the daily issues that impact their teaching and their students, and the San Francisco Chamber of Commerce has joined in to sponsor a forum on the role of the business community in improving public schools.

Contact: Nicolette Toussaint, Communications Director, Bay Area School Reform Collaborative, 415-348-5526

### *Houston, Texas*

The Houston Annenberg Challenge is forming a steering committee of 12 education, business, and community-based organizations to host a preview screening of the SCHOOL documentary series for members of the Texas State Legislature, city and county officials, corporate CEO's, superintendents, university deans and others to build and strengthen relationships around public schools and school reform. The steering committee will also sponsor a public screening of the final episode of the series to be followed by a roundtable discussion around building capacity for school reform.

Contact: Linda Clarke, Executive Director, Houston Annenberg Challenge, 713-658-1881

### *Milwaukee, Wisconsin*

The Milwaukee Public School GEAR UP Initiative will use the PBS broadcast and outreach resources to expand on collaborative efforts with the University of Wisconsin – Milwaukee and to engage the major media resources in Milwaukee to connect parents and the larger community to students in classrooms around the city. Activities include a daylong planning and organizing summit that involves parents, teachers, and administrators along with concerned citizens from public, private and parochial institutions. The project focus is preparing for the return to school and a new way of engaging children and families in education. The citywide back to school celebration will include special open-house activities for school families and the community to connect parents-teachers and community.

Contact: Thomas Johnson, GEAR UP Coordinator, Milwaukee Public Schools, 414-358-1500

### *Atlanta, Georgia*

APPLE Corps is a member of the Public Education Network and the lead partner in Atlanta. They will work with parents, the Atlanta Public Schools, the school system's radio and television stations, and Georgia Public Broadcasting, as well as civic, business, and university leaders to convene a cross-sector community forum to increase participation and awareness in school reform and school board elections in November 2001. In addition, they will work with this coalition to follow-up the community conversation forum with small group discussions to put the public back into public education. They will use the PBS preview video and other outreach resources to maximize the community dialogue.

Contact: Nancy Hamilton or Linda Freeman Allen, APPLE Corps, 404-522-8640

## **Who is funding this major national initiative?**

Funding has been provided by The Annenberg Foundation, The Carnegie Corporation of New York, The Edna McConnell Clark Foundation, The Ford Foundation, The William and Flora Hewlett Foundation, Lovelace Family Trust, and The John D. and Catherine T. MacArthur Foundation.

**Public Engagement Campaign Contact:**

Robert Lavelle, Project Director

Roundtable

8 Common Street

Waltham, MA 02451

Tel. 781.893.3336 x17

Fax 781.893.7772

<http://www.roundtablemedia.com/school>