

RTNDF's Teacher-to-Teacher Guide

The "Principals" of Administrative Support

Winning the unwavering support of the administration is crucial for teachers, says Dave. "It's a good idea to make him or her feel very comfortable with your objectives. It can make or break you from day one. If your building principal is firmly behind the program, you will find the freedom you need to soar, to make mistakes and correct them, and to empower your young broadcast students."

"Establish your program's value to the school as a public information tool."

Janet particularly recommends that you establish your program's value to the school as a public information tool. You might start by offering your (proposed)

production facility to the principal for addressing the student body or community, or by offering to have the students produce some tapes for the administration, such as information tapes for incoming students/parents or short tutoring tapes that could be used for homebound instruction.

You might also develop a list of all the benefits the program might bring: how it will enhance the students' applications for college and internships, broaden their technical expertise and future employability, bring visibility and prestige to the high school, help in community events, form partnerships with TV stations and other possible sponsors and mentors, and so forth. Be sure to stress how a broadcast program will benefit *everyone* in the school (and even in the wider community), not just the small number of students involved.

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