

Teacher Voice Project

101 in 101



NorthEast Washington Teachers Are *Here for Good*: These Are Their Stories

Purpose: It is the shared goal of the NorthEast Washington Teachers of the Year, NEWESD 101 and the 59 school districts it serves, *STCU*, and other media outlets to strengthen teacher voice about and community awareness of the messy, joyful, and important work being done by teachers and students in classrooms across the region. By sharing teachers' stories, the partnership hopes that community members will have clearer access to and understanding of the exciting progress happening in schools around our region. It is our further belief that increased access will act as the currency to motivate more community involvement and policy maker investment, from pro-education support, to increased enrollment in teacher preparation programs, to volunteerism.

Format: Teachers' stories will be told in 101 seconds in a video format that can be shared through NEWESD's *and* local school district's websites and social media conduits, as well as through other media outlets. All videos will include *STCU* logos/watermarks and will end with an *STCU* frame including its logo and motto; all formatting of these elements will be selected and approved by *STCU*. No other logos, mottos, watermarks, or advertising will be included.

Distribution: The contracted videographer will host the videos on a *youtube* channel, and NEWESD 101 agrees to make the videos available via its website and social media channels, and to the websites and social media channels of each of the 59 districts on a monthly basis. Other avenues for media coverage will be pursued, and *STCU* will be requested to leverage its social media reach in sharing the videos.

Participants: In this inaugural school year, NEWESD 101 *Teachers of the Year* will serve as the interviewees. These teachers are known leaders within their buildings, districts, and communities who have a strong and positive view of the value of public education and a desire to contribute to a hopeful voice supporting the growth and refining of the profession.

Content Specifications:

- A. Answer one or both of these questions: **1)** Why I teach **2)** Why quality education matters/Why education matters in our community?
- B. Simply tell a story about a student, class, or program.
- C. The audience is the northeast Washington regional community, and this is the teacher's opportunity to show them the great things students are accomplishing, the positive impact education is having for kids/families/communities, and to illustrate a "real" picture of the learning and growing that takes place in local classrooms and schools (rather than the narrow view of "test scores," "failing schools," and negative stories that often garner the majority of mass media attention).

Limitations: This platform will not be used to grandstand on a personal or personnel complaint, to vilify an individual or group, to lend support for a politician or political party, or to attack education or the public in general. All entries will be reviewed for content and format by NEWESD before publication to the playback platform.

Funding and Disbursement of Funds: For the inaugural year, it is requested that *STCU* fund 8 months of videos, November through June at a cost of \$1000 per video. It is also requested that *STCU* provide each featured teacher a \$250 stipend to use for innovative projects in his or her classroom or school. The total request for the 2016-17 school year is \$11,000. NEWESD, serving as the fiscal agent, will disburse the funds to the contracted videographer and through stipend checks in the specified amounts to the teachers featured in each video.

