



Champions of Education Initiative

Purpose:

The purpose of the Champions of Education Initiative is to increase the overall positive visibility of Kern County Public Schools and collectively enhance their reputation in Kern County.

Objectives:

- 1) To create a coordinated, proactive public education campaign that showcases the great things happening as a result of public education (K-16) in Kern County;
- 2) Position Kern County public schools (K-16) as an undeniable asset to our community (e.g., when our students succeed, our community succeeds);
- 3) To provide sponsors with the opportunity to showcase their support of education in Kern County in visible ways

Movie Theater spots

- 30 and 60 second videos airing at Maya Cinemas (Bakersfield’s most popular movie theater)
- Videos are aired for 3-4 months each
- All videos end with the tagline “Kern public schools...shaping our future, one student at a time.”
- Some videos are sponsored by local businesses and KCSOS sponsors others

| Theater & Spot Length | Single Sponsor (13 week block) | Five Sponsors (13 week block) | Ten Sponsors (13 week block) | # of spots per week | # of patrons per week |
|----------------------------------|--|--------------------------------------|-------------------------------------|---|--|
| Maya (30-second) | \$3,120 (13 weeks @ \$240 per week) | \$624 per sponsor | \$312 per sponsor | 1,120 times per week on average that spots are shown | 15,385 patrons per week on average will see each spot |
| Edwards (60-second) | \$9,256 (13 weeks at \$712 per week) | \$1,851 per sponsor | \$926 per sponsor | | |

(More→)

Why KCSOS Started This Initiative

KCSOS surveyed Superintendents about the importance of public messaging, including some of the misperceptions they face and some of the messages they wish they could communicate to their constituents.

Misperceptions Superintendents Face With Their Constituents:

- 1) While many people think public education is failing, the reality is that public education works and we have success stories every single day
- 2) Public education is far different from when most adults went to school
 - a. Focus on test scores
 - b. Schools are responsible for much more than just education (health, nutrition, before / after school care, behavior and social issues, etc.)
- 3) There is a misperception that schools are “top heavy” with administrators
- 4) There is a misperception that today’s kids don’t care about education or see the benefits of an education
- 5) There is a misperception about school safety and whether kids are truly safe at school
- 6) The misperception that charter schools are automatically better than public schools

Messages Superintendents Wish They Could Focus on More:

- 1) The great things teachers and school staff do every single day with students. School teachers, coaches, aides, administrators all have a passion for seeing students succeed in public education.
- 2) The success of students depends on a partnership between parents, schools and the community
 - a. Parents must be involved in their child’s education starting in kindergarten
- 3) Limited / reduced funding for public education are impacting schools significantly, yet we continue to see positive academic growth
- 4) In simple terms, outline the key elements of a successful public school / school district