



Chairman William Ferris speaks at the national symposium and preview screening of *SCHOOL*.

## Public Schools Today: The Past Is Prologue



*“SCHOOL helps us understand why education has often stood at the center of controversy, why reform has often met with resistance. For all of us at NEH, this is a film of historic achievement.”*

**- William Ferris, chairman  
National Endowment for the Humanities**

### The Challenge:

Just one month before the premiere of the PBS series, *SCHOOL: The Story of American Public Education*, Devillier Communications, Inc. (DCI) was asked to create a Washington, D.C. event to heighten the profile of the special for key target audiences in the nation’s capital.

### Strategy:

DCI recommended a national symposium featuring educational leaders and a preview screening. The luncheon event would serve as a catalyst for a lively discussion among educators, administrators and policy-makers on the critical issues addressed in the series.

### Tactics:

Specifically, DCI:

- Collaborated closely with underwriters and the National Educational Association, the American Federation of Teachers, Public Education Network and the National Council for Community and Education Partnerships to develop the luncheon program and guest list.

- Facilitated the keynote address by William Ferris, chairman of the National Endowment for the Humanities.
- Coordinated a luncheon that included a preview of the series and panel discussion. The Moderator was Tony Wagner of Harvard’s Graduate School of Education. Panelists include Sarita Brown, president of the Hispanic Scholarship Fund Institute; Lynn Olson, editor of *Education Week*; National PTA President Shirly Igo; and Gerry House, president of the Student Achievement Institute.
- Provided a series’ companion book and promotion materials to all of the luncheon guests.

### Results:

- *SCHOOL* received praise from Chairman Ferris as well as the panel members and invited guests.
- Guests included more than 165 individuals representing 50 major educational organizations as well as policy-makers and advocacy groups.
- After the event, DCI fielded scores of calls requesting more information about the series.



Panelists discuss issues featured in *SCHOOL*.

*“Devillier Communications did a fabulous job organizing the symposium from start to finish. The event itself was flawlessly organized and we’ve heard from sponsors and attendees that they thought the panel was well balanced and the discussion most informative. Many thanks to everyone at DCI for their help!”*

**- Sarah Patton  
Co-producer, Stone Lantern Films, Inc.**