



The Media Production department of Keller ISD is launching a brand new initiative called the Student Ambassador Program. This is a public relations program designed to provide students with the opportunity to further expand their educational experience and growth at Keller ISD by developing their public speaking, presentation and content delivery skills. The program will select a group of juniors and seniors from throughout the district's high schools to serve as "the face of Keller ISD" in a number of exciting presentation and communication endeavors.

Duties

The central focus of the Student Ambassador program is a brand new television show to be produced by the Media Production department and aired initially on the district's website and cable TV channel, with an aim to expand to larger broadcast outlets such as KERA, which will be hosted by these selected ambassadors. The show, currently using the working title *The Keller Notebook*, will highlight the talented students, dedicated teachers and giving volunteers and partners of Keller ISD, and will take viewers inside our schools to see untold success stories throughout the district.

The Keller Notebook will use the school district's best assets, its students, to tell its story. The program will be hosted and reported by students and that's what will make it unique. The students will draw the viewer in and present the district's message in a way that no spokesperson could. Cast members will come from schools across the district and truly reflect the rich diversity of Keller ISD.

In addition to hosting this show, Student Ambassadors will also be used for a variety of district events which may include, but not be limited to, speaking at board meetings, presentations and building dedications, banquets, orientations, summits, other public forums, appearing in numerous other video projects, photo shoots, posters and advertising campaigns.

Benefits

Just as beneficial as the students will be to the program, the program will be beneficial to the students. As a Student Ambassador, they will go from location to location across the district reporting stories or speaking at events that are as unique as they are different. They will be introduced to new situations and people where they can learn to handle themselves with poise and composure. They will gain confidence and an awareness of their abilities they never had before. The program will help to improve their interview techniques and will be a great addition to their resume. They will see their faces on posters in their schools, on the district website and cable channel. They will quickly become role models at their school and true ambassadors for the district at events across the nine cities that form Keller ISD.

Requirements

Students interested in becoming a Student Ambassador must be a junior or senior in a Keller ISD school during the 2010-2011 school year. They must have and maintain a GPA of 3.0 or above and demonstrate good citizenship at all times. They should be poised and comfortable on camera or on stage and possess excellent memorization skills. They must also be able to perform under pressure.

Process

Open auditions will be held on each of the four Keller ISD High School campuses during the week beginning May 3rd, 2010. Students interested in auditioning must bring with them a completed application form which includes a teacher recommendation and biography form.

The audition will be conducted by a committee made up of KISD personnel. Students will be asked to memorize a short audition script which they will need to perform on camera. They will also be required to read into a camera off a teleprompter, perform a short interview, and will be asked some simple questions about why they would like to be involved in the program and what they might bring to it that other students might not.

If a second round of auditions is required, they will take place during the week beginning May 17th, 2010. The ambassadors will be selected by the committee and students will be notified on Wednesday, May 26th, 2010.

What Happens Next?

During the Summer Break, a meeting and photo shoot will be held for all new Student Ambassadors. Parents will be welcome to attend and everything about the program will be explained in greater detail. A date will be found which can accommodate most, if not all families for this meeting. Multiple dates will be used if necessary.

Following this meeting, a photo shoot will be held for new ambassadors. Students will be asked to follow district dress code at all times, wear solid, bright colors, no extreme hair styles, color or cuts, no religious jewelry, piercings or visible tattoos, and no facial hair. The pictures will be used for posters, district web site, bios, district publications, promotional signage and video opening sequences. We will give students a photo CD at the end of the year.



The Keller Notebook is the working title for the news show which will form the cornerstone of the Student Ambassador's duties. Each ambassador will have a pivotal role in at least one of the shows produced during the 2010-2011 School year. Their roles will vary but could include presenting, interviewing, reporting, script-writing, anchoring and/or hosting.

Broadcast Dates

For the 2010-2011 school year the show will be produced three times, evenly distributed throughout the weeks of instruction. Therefore the premiere dates for each episode will be:

Friday, November 12, 2010 Episode #101

Friday, February 25, 2011 Episode #102

Friday, May 27th, 2011 Episode #103

The shows will stream on the Keller ISD website and will also be aired daily on KSTV, the district's cable TV channel. Upon successful implementation of the show, the aim is to expand it beyond district-only means of distribution to larger broadcast mediums, such as local television and PBS.

Shooting Schedules

When an ambassador is needed for a filming commitment, they will be informed ahead of time with as much notice as possible, and will be given all the information and/or script required to perform their duty well. They may be required to learn lines and do a short amount of research on the topic ahead of time.

Shooting schedules are created for every project involving a student ambassador, and due to the time constraints and deadlines of producing a news show and accurately covering events, are usually not flexible. If an ambassador is not able to attend shooting, they must let a member of Media Production staff know immediately so that a replacement can be found. Promptness in replying to all communications regarding their duties as a student ambassador is vital.

Preview Screenings

There will be a preview screening of each new episode in one of the high school auditoriums in the days prior to the premiere date. All ambassadors will be encouraged to attend, and the event will be open to the public. This will be a great opportunity to celebrate everyone's hard work and talent, and see it come to fruition.