



Office of
Community Relations

North East Independent School District

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FOR IMMEDIATE RELEASE

High School newspapers go digital

North East ISD rolls out online newspaper program

September 24, 2010 – All seven North East ISD high schools went live with their new online newspapers today, Friday, Sept. 24, 2010. In addition to advancing in technology, moving newspapers online improves community access, cost efficiency, and provides students with current and relevant skills necessary for today's journalism market.

“Online newspapers are a great way to increase community access to the paper,” said Diana Schumacher, NEISD executive director of student activities. “Now, parents, friends and relatives from anywhere can access stories covering activities and achievements of students.”

Campus Online Publications:

- Churchill High School, “The Statesman” <http://newspaper.neisd.net/churchill/>
- Johnson High School, “The Pride” <http://newspaper.neisd.net/johnson/>
- Lee High School, “The Bugle Call” <http://newspaper.neisd.net/lee/>
- MacArthur High School, “Brahma Tales” <http://newspaper.neisd.net/macarthur/>
- Madison High School, “The Advocate” <http://newspaper.neisd.net/madison/>
- Reagan High School, “The Recorder” <http://newspaper.neisd.net/reagan/>
- Roosevelt High School, “The Big Stick” <http://newspaper.neisd.net/roosevelt/>

Journalism programs gain efficiency in cost and publication. Previously, programs were limited to publishing only a few times each year due to print costs. Now ‘the paper’ can be updated weekly or even daily, which helps make the publications more relevant. More journalism students may be published and more activities may be featured. Furthermore, reporting will now include graphics, video, interactive polling, blogs and Twitter feeds. The use of technology better prepares students for the job market by keeping up with industry standards.

Several NEISD middle schools have already started developing online newspapers, and the district hopes all middle schools will be online by next school year.

For more information, contact Joseph Johnson, NEISD Speech Coordinator at (210) 407-0355.

View this online at <http://www.neisd.net/ComRel/MediaCenter.html>.

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About:

North East ISD has more than 70 schools and magnet programs with an expected fall 2010 enrollment of more than 66,000 students. NEISD employs more than 9,000 people. It is the second largest public school district in the San Antonio area and the eighth largest in the state. Under the Texas accountability system, 87 percent of NEISD schools are rated Exemplary or Recognized. The district earned Recognized for the third year in a row.