



Office of
Community Relations

North East Independent School District

8961 TESORO DRIVE - SAN ANTONIO, TEXAS 78217

FOR IMMEDIATE RELEASE

September 16, 2011

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MEDIA ADVISORY

- What:** Hardy Oak Elementary will host a Watch D.O.G.S. (Dads of Great Students) recruitment night to build its team of adult male volunteers and role models.
- Who:** Hardy Oak staff, current Watch D.O.G.S. volunteers, and prospective new volunteers with their students.
- When:** Sept. 20, 6:30-7:30 p.m.
- Where:** Cafeteria, Hardy Oak ES, 22900 Hardy Oak Blvd
Media need to check-in at the school's front office. School staff will identify students with permission to be filmed / interviewed / photographed.
- Why:** Fathers and father-figures are invited to sign up to volunteer and serve as positive male role models, and help increase a sense of security on campus. Their Watch D.O.G.S. duties would include activities, such as welcoming students arriving for school, reading to classes, tutoring small groups of students, having fun at recess, or simply sitting down and connecting with students during lunch.
- Visuals:** Dads, granddads, uncles, step-dads, adult brothers and other male role models will have this opportunity to have a night out with their student in a fun atmosphere at school. The father figures will learn about the program with their students, while enjoying a pizza dinner.

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About NEISD:

North East ISD has more than 70 schools and magnet programs with a fall 2011 enrollment of more than 67,000 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, the district earned Recognized status for the fourth year in a row.