



North East Independent School District

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FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

- What:** North East ISD will host a Student Unity Conference for high school students to learn about diversity and tolerance in order to promote a safe and welcoming school climate.
- Who:** About 200 students from across all NEISD high schools will attend the conference led by their Student Teacher Assistance Network (STAN) counselors. John Valenzuela, head basketball coach from Madison High School, will serve as motivational speaker.
- When:** October 1, 2010
Hula Hoop Activity and Backpack Activity, 10:45 - 11:35 a.m.
- Where:** Northern Hills Methodist Church, 3703 N. Loop 1604 East
Media will need to check-in with school staff prior to filming. School staff will be able to identify those students with permission to be photographed / filmed / interviewed.
- Why:** The Unity Conference will teach students to improve relationships among their peers from different cultural, ethnic and religious backgrounds; communicate in peaceful and productive ways; create a welcoming and safe school climate; and provide the necessary skills to speak out against hate and injustice. The students who are attending were selected based on their leadership skills, ability to influence their peers and willingness to spread the message of peace and acceptance back at their campus.
- Visuals:** Students will participate in hands-on activities such as "What's in your backpack?" for this activity, students will take a look at what they carry in their backpack of life on a daily basis. Words, such as *homework, gossip, friends, movies, bullied, chores, practice, family* and more will be painted on rocks and placed in the backpacks for students to bear. This activity helps students understand they may not always know what burdens another person carries with them. All students will also wear a Unity Conference t-shirt.

View this online at www.neisd.net/ComRel/MediaCenter.html.

About NEISD:

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.

More information about NEISD can be found at www.neisd.net.