

News Release

For Immediate Release: September 5, 2003

Superintendent Initiates New Bilingual Radio Program to Reach Parents

On **Monday, September 9, 2003**, East Side Union High School District **Superintendent Esperanza Zendejas** will initiate a new weekly radio show “Esperanza Para Nuestros Ninos” (Hope for our Children) on radio station La Kaliente 1370 AM. The show will air every Monday from 9:00 a.m. to 10:00 a.m.

This interactive radio show is one of many strategies. Dr. Zendejas is initiating to reach out to the parents of students in the East Side. “Communications with parents is key to student success and we need to explore and utilize as many vehicles as possible to reach our parents.

Each week Dr. Zendejas will focus on a different topic of interest and invite parents to call in with questions. The goal of the program will be to educate parents on ways that they can play a critical role in their children’s education and ensure their success. The first show will discuss how parents can help schools maintain safe campuses.

Be sure to tune in to 1370 AM!

FOR MORE INFORMATION CONTACT:

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