

Los Angeles Unified School District

OFFICE OF COMMUNICATIONS

333 S. Beaudry Ave., 1st floor

Los Angeles, CA 90017

Phone: (213) 241-6766

FAX: (213) 241-8952

www.lausd.net



News Release

July 16, 2003

#03/04-015

LOS ANGELES SCHOOLS, TELEMUNDO FORM PARTNERSHIP

LAUSD Teams with Spanish Language Television to Reach Latino Parents, Students

The Los Angeles Unified School District (LAUSD) and Telemundo Los Angeles will launch an innovative partnership on July 16 aimed at improving the academic achievement of students in Los Angeles.

The LAUSD/Telemundo year-long partnership includes a series of on-air events and news features designed to bring “nuts and bolts” information about public schools and education to parents. Parents will learn how to navigate the L.A. school system, from enrolling children in school and helping them with homework to preparing them for college.

More than 72 percent of LAUSD’s 750,000 kindergarten-12th grade students are Latino and nearly half speak Spanish at home. Telemundo Los Angeles, which broadcasts on KVEA-TV (Channel 52) and its sister station KWHY-TV (22), make up the second largest Spanish-language television station in the city.

“Telemundo is a tremendous partner in the district’s efforts to provide our Spanish-speaking parents with meaningful and useful information about supporting their children’s education,” said José Huizar, president of the LAUSD Board of Education. “Increasing access to valuable information and opportunities empowers parents and families to get involved with schools and help us to improve student achievement. We hope to increase the number of Latino students who go on to college.”

“This is a magnificent opportunity for us to work in a cooperative spirit with an aggressive Spanish-language broadcaster in this market to inform an important segment of Los Angeles about what is happening in our public schools and the progress we are making,” said LAUSD Superintendent Roy Romer. “We will also be looking for ways to share resources between KVEA and our educational television station KLCS that will help develop public awareness about on-going programs in the District.”

Studies have shown that the degree of parent involvement correlates with student achievement. The more involved the parents are, the better their children will do in school. According to a 2002

study by the Tomás Rivera Policy Institute, a majority Latino parents said they want their children to go to college. However, 67 percent could not answer basic questions about how to help them get there.

“Telemundo is proud to be the first television station in Los Angeles to join forces with LAUSD,” said Al Corral, Telemundo Vice President of News. “This partnership will make it easier for parents to get involved in their child's education by simply watching our newscasts. In order for kids to succeed in school the parents must be involved in their education. Telemundo is committed to improving life for our viewers- in Spanish the phrase is ‘Mejorando Su Vida.’ We are excited at this unprecedented opportunity for Telemundo and The Los Angeles Unified School District to make life better for parents and students.”

The LAUSD/Telemundo partnership is to be launched on July 16 during Telemundo 52's 6:00 p.m. newscast, with an education phone bank staffed by LAUSD. Parents and students are invited to call with questions about L.A. schools.

During the partnership, LAUSD/Telemundo will challenge parents to complete a year-long “to do” list to better involve them in their children's education and to promote college attendance. It will involve such things as asking parents to commit to attending Back to School Night and parent-teacher conferences, to reading daily with children and ensuring that high school students meet college application deadlines.

#