

Contact: Lori Kelman
(949) 633-5303

NEW COMMUNICATIONS PROGRAM
AIMS TO HELP UNEMPLOYED TEENS FIND WORK
Teens in Mission Viejo Get Free Professional Training

Mission Viejo, CA — (November 2, 2011) — A new teen communications program called “Enhancing Teen Communication” (E-T-C) is launching in Mission Viejo. The goal of the program is to help teens secure employment if they are out of work, or are looking for their first job. The extensive communications curriculum – specifically geared toward 12-16 year olds – is the first program of its kind to be offered in the county in partnership with a city at no cost to students, and will be directed by former KFWB On-Air Reporter Lori Kelman.

“This is my chance to give back – to take what I’ve learned professionally and use it as a volunteer to help prepare our youth to get a job, find a career, or improve their basic ability to communicate”, said Kelman.

“The importance of face-to-face communication is falling by the wayside as teens today ‘text’ or use Facebook as their primary ways to converse with one another. That just won’t cut it in the real world when they need a job, before or after they graduate from high school.”

Kelman says her mission is to teach teens some of the basic communications skills that are not being taught formally in the classroom. Her curriculum includes resume writing, public speaking, interviewing, marketing, public relations, news writing, media relations and broadcasting – all areas that she has excelled in professionally. Kelman plans to bring in guest speakers currently working in each of the professional arenas to talk to the teens, and also plans to incorporate field trips to local radio and television stations.

The program is being offered at no cost to teens attending middle school or high school in the district, and will run in eight week sessions on Tuesday nights (6:30 p.m. - 8:00 p.m.) beginning on January 10, 2012 in the Norman P. Murray Community Center at 24932 Veterans Way in Mission Viejo. Pre-registration is required, and class size is limited to the first 30 teens to sign up.