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HIGH SCHOOL PILOTS GROUNDBREAKING TEEN COMMUNICATION PROGRAM

Validation by "California Distinguished School" Sets Stage for Nationwide Implementation

Mission Viejo, CA — (April 3, 2013) — A hands-on communication skills training program for teens called Enhancing Teen Communication® has been "piloted" at Capistrano Valley High School in Mission Viejo, California, setting the stage for implementation at public and private high schools throughout the country. The program moves teens away from texting and back to face-to-face oral and written skills to help them prepare for college and employment, and supports the newly mandated English Language Arts Common Core Standards for grades 7-12 nationwide. The comprehensive 8-module communications curriculum includes Resume Writing, Public Speaking, Interviewing, Marketing, Broadcasting, News Writing, Public Relations, and Media Relations. The program engages students with interactive role-play and mock scenarios, and uses communications careers as teaching tools for critical thinking, language, and expression.

"This program encourages teens to think about who they are, who they want to be, and how they want to be perceived by others so they can present themselves accordingly," said Lori Kelman, Founder/CEO of Enhancing Teen Communication®. "Many teens write their first resume or go on a job interview without giving any thought to what it says about them, or how a college admissions counselor or potential employer might interpret it. They need to think about all that."

Kelman says her mission is to provide schools that are scrambling to find a way to meet the new nationwide standards (that must be implemented by the year 2015) with a complete "ready-to-implement" program. She says Enhancing Teen Communication® was designed to be flexible enough to fit transparently into any existing high school English or college-prep curriculum. The program that Kelman has developed is uniquely crafted around her 35-year career in Communications that includes major market broadcasting (New York, Los Angeles, and Boston), and high-profile Public Relations and Media Relations roles at Fortune 500 companies. She is currently the West Coast Correspondent for the NBC Radio News Network.

"The program revolves around practical hands-on skills that students will use in high school and beyond," said Kelman. "This endorsement from a prestigious California high school provides critical academic validation, and tells schools all over the country just how essential these fundamental communication skills are to the personal and professional development of teens."

Kelman says her goal is to introduce the Enhancing Teen Communication® program into as many schools as possible by training teachers to implement it, either in-person or via SKYPE.