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## **GROUNDBREAKING COMMUNICATION PROGRAM PROPELS TEENS INTO U.S. WORKFORCE**

**Mission Viejo, CA — (April 2, 2013)** — A hands-on communication skills training program for teens called Enhancing Teen Communication® – “piloted” at a high school in Southern California last month – now has the eye of educators nationwide. The program moves teens away from texting and back to face-to-face oral and written skills to prepare them for employment. 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. Those are key considerations.”

The Enhancing Teen Communication® program that Kelman has developed is uniquely crafted around her 35-year career in Communications that includes major market broadcasting stints (New York, Los Angeles, Boston), and high-profile Public Relations and Media Relations roles at Fortune 500 companies. She began teaching the program weekly to teens in partnership with the Southern California city of Mission Viejo last year, and quickly saw the need to introduce it to schools and grow it nationwide.

“The program revolves around practical, hands-on skills that students will use in high school and beyond,” said Kelman. “So many of the teens that have taken this program have gotten jobs, and are putting the skills they’ve learned to good use. The academic endorsement from Capistrano Valley High School in Mission Viejo – which is a prestigious California high school – provides critical validation, and tells educators all over the country just how essential these fundamental communication skills are to the personal and professional development of teens.”

The Enhancing Teen Communication® program supports the newly mandated English Language Arts Common Core Standards that all public schools nationwide have been federally mandated to implement by the year 2015. Kelman says her goal is to get the Enhancing Teen Communication® program into as many schools as possible throughout the country by training teachers to implement it.

“I’ve seen students develop the self-esteem and self-confidence they were lacking while taking this program,” she said. “That helps them interview for jobs and excel in school, as well.”