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BROADCAST NEWS REPORTER TAKES ON OBAMA ADMINISTRATION IN EFFORT TO HELP TEENS COMMUNICATE MORE EFFECTIVELY

Mission Viejo, CA - (June 18, 2013) - A veteran Radio News Reporter and Communications Strategist in Los Angeles says teens who rely on texting as a substitute for face-to-face interactions are in effect “dumbing down” their communication skills – and she vows to take a teen communication program that she developed to the Obama Administration as a solution. Lori Kelman – most recently heard reporting nationwide as a Correspondent for the NBC Radio News Network – created a program called Enhancing Teen Communication®, which uses interactive role play and mock scenarios to move teens away from texting and back to face-to-face oral and written communication to prepare them for employment.

“I took my 35-year professional career in Communications and incorporated it into an 8-module program to give back,” said Kelman. “The program teaches teens resume writing, public speaking, interviewing, marketing, broadcasting, news writing, public relations, and media relations – all the skills I learned on the job. The Enhancing Teen Communication® program uses hands-on training to boost the self-confidence, self-esteem, and leadership propensity of teens by teaching them critical thinking, the effective use of language and expression, and conflict resolution through interpersonal interaction.”

Enhancing Teen Communication® is trademarked and copyrighted, and is unlike any other teen Communications program since it is based on the professional background and real life experiences that Kelman shares. Additionally, Kelman took the time to meet with education officials in CA and conducted the research to insure that her program supports and reinforces the new Common Core Standards for English Language Arts (grades 7-12) that have just been federally mandated for the first time nationwide. All public schools in the country (grades K-12) have until the year 2015 to implement the new standards.

“Teachers nationwide are scrambling to find a way to meet those standards,” said Kelman. “Many public schools aren’t able to afford the resources needed to enable their teachers to adhere to the new standards, and many public school teachers are afraid they’ll lose their jobs if they fall short – I saw a way to help.”

Kelman has even mobilized teams of students majoring in Communications at colleges in key U.S. cities as interns, to help them “learn by doing”. The students will lead a grass-roots public awareness campaign for Enhancing Teen Communication®. She says they won’t stop until President Obama provides a grant funding resource to help her deliver her program to every public school teacher nationwide that wants it.

“This program is critical for teens today, and will help to bolster our economy by enabling our teens to get into the workforce sooner than ever before,” said Kelman. I’ve worked with 12 year olds who are using the skills they’ve learned through Enhancing Teen Communication® to earn money to help offset the impact that the downturn in the economy has had on the financial resources of their family. Every teen should have that same opportunity to help out if they have the desire to, but are simply missing the skills. Many of the teens I’ve taught are now contributing to our economy – and to their own families – in ways they never knew they could. These kids are beaming with pride. That’s a total win-win.”

Kelman left a job to launch her program unpaid in partnership with the city of Mission Viejo, CA in January of 2012. Since then, she has piloted the program at a public high school in Southern California and has taught her program to almost 200 teens. Many of them got jobs shortly after taking the program.

“My program is flexible enough for any teacher to incorporate into their own curriculum,” said Kelman. “It’s time to give all teens nationwide the skills they need to find a job if they want one.”