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**COMMUNICATING ON THE TEEN LEVEL**  
**Family Website Hires College Students To Address Their Peers**

Interview Opportunity with College Interns or FamilyeJournal Founder

**Leesburg, VA – March 28, 2013** – FamilyeJournal.com (FEJ) is partnering with students at Saint Louis Community College (STLCC) at Meramec in St. Louis, Missouri, to connect more fully with the intended teen audience. The idea is to gain insight into the interests of teens by working with public relations students of that age group. Not only will this help bring new ideas and views to FamilyeJournal, but will provide public relations experience for the students of STLCC Meramec. Currently the interns are producing a portfolio including pictures that identify FamilyeJournal’s values, a short uplifting video that will advertise the company’s intentions, a longer video that will address its ideology in more depth, and other mixed media to promote FamilyeJournal and to gain a more solid grasp of public relations.

FamilyeJournal is an online company that facilitates family communication in order to prevent many of the struggles that teens often face alone, such as bullying, depression, drug abuse, teen pregnancy, and other sensitive topics. “We need to communicate in a manner teenagers understand and to which they feel comfortable responding, which means getting online but without confrontation.” says FEJ President Kevin Strauss.

During the 12 months prior to the 2011 Youth Risk Behavior Surveillance survey conducted by the Center for Disease Control (CDC), 32.8% of students had been in a physical fight, 20.1% had ever been bullied on school property, and 7.8% had attempted suicide. The fourth leading cause of death among 10-24 year olds is suicide. The eJournal provides sets of four questions answered by each family member to help families share their thoughts and feelings with one another and promote communication through the growing use of technology. The family unit is the original “social network” and has a major impact on children and their development. However, since the 1960s, children have lost about 10-12 hours per week of time spent with their parents. This program is directed at the families with those types of kids. By working with the target age groups, the hope is to bring families closer and more open to the hard discussions and problems that teens face today.

**About Kevin Strauss, M.E.**

Mr. Strauss earned his Master of Engineering in Biomedical Engineering from Worcester Polytechnic Institute. He has worked for nearly 20 years in the areas of orthopedic implant research and development, regulatory affairs consulting and NIH funded research with ten years conducting behavior modification research. His work has been published and presented at conferences, earned approximately 30 patents and won awards for innovation. His passion for psychology, human behavior and communication has led him to set his goal on helping families around the world get connected.

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