

MEDIA PRESS KIT

for

Jody Johnston Pawel, LSW, CFLE



Sample Press Releases

FOR IMMEDIATE RELEASE
February 8, 2000

CONTACT: Bradley James (303) 279-4349
Jody Johnston Pawel (513) 748-4541

TEACHING YOUR KIDS HOW TO LIE?

Kids Learn What We Do, Not What We Say – Reminds Parenting Expert

(SPRINGBORO, OHIO) — All parents strive to teach their children to be honest and moral, but many times their day-to-day actions are telling their children its alright to lie. Parenting expert and author **Jody Johnston Pawel**, LSW enlightens parents by teaching them how to avoid modeling life's don'ts while encouraging the dos.

"As parents, we need to think about what we are teaching our kids by what we do and how we behave everyday," warns Pawel. "We have to do more than just give lip service about being honest, we need to live it everyday."

Through her 20 years of hands-on parenting expertise and her professional training as a licensed social worker, Pawel gives tried and true methods to stop kids from lying. In addition to modeling their parent's actions, Pawel teaches parents other ways kids learn to lie.

In addition to her practical parenting classes and countless media interviews, Jody's tips and tactics are found in the second edition of her book ***The Parent's Toolshop – The Universal Blueprint to Building a Healthy Family***. The book leads parents through a self-paced parenting workshop that teaches time-tested problem-solving formula and over 100 practical techniques.

Pawel tackles common issues and empowers parents with a reliable system for resolving any problem on their own. She is a second-generation parent educator who has worked over 20 years with families and children of all ages. Pawel has taught parenting skills to over 5,000 parents including many pediatricians and Ph.D.s.

The Parent's Toolshop is available nationally in bookstores, on Amazon.com or by calling 1-877-748-4541.

###

THE PARENT'S TOOLSHOP

by Jody Johnston Pawel

March 2000

ISBN 1-929643-34-9 / Soft Cover / 456 Pages / \$24.95

To request a review copy of ***The Parent's Toolshop*** or to schedule an interview, contact Bradley James at (303) 279-4349.

MarketAbility
Book Publicity & Promotion with a Twist

7 Ways Parents Teach Their Kids To Lie

1. Having your kid tell a caller you're not home when your standing next to them.
2. Making up excuses to the traffic cop about why we were speeding.
3. Lying about your children's age to gain free entry into special events.
4. Protecting kids from upsetting news by telling them inaccurate details.
5. Lying about an ex-spouse to gain the child's loyalty.
6. Asking "What were you doing?" instead of "I saw you doing ____."
7. Failing to tell a sales person she gave you too much change.

FOR IMMEDIATE RELEASE
March 3, 2000

CONTACT: Bradley James (303) 279-4349
Jody Johnston Pawel (513) 748-4541

THE ROOF, THE ROOF, THE ROOF IS ON FIRE!

Are Your Kid's Ready to Be Home Alone?

(SPRINGBORO, OHIO) — Everyone remembers when Macaulay Culkin was accidentally left home alone on film...but what about parents who address the issue on a daily basis? Whether kids are alone for an hour after school or parents are deciding what to do during spring break, all parents need to evaluate if their kids are mature enough for the responsibility of staying “home alone.”

“The biggest mistake parents make when determining if their child is ready to stay home alone is relying solely on their age,” warns parenting expert and author **Jody Johnston Pawel, LSW**. “We need to consider our kid’s experiences and their responses to situations before making the ‘solo’ decision.”

Through her 20 years of hands-on parenting expertise and her professional training as a licensed social worker, Pawel helps parents determine if their child is ready to be home alone. On top of counseling thousands of parents on the topic, she’s experienced the issue first-hand while safely raising her 15- and 11-year old children.

In addition to her practical parenting classes and countless media interviews with major media like *US News and World Report*, Jody’s tips and tactics are found in the second edition of her book ***The Parent’s Toolshop*** – *The Universal Blueprint to Building a Healthy Family*. The book leads parents through a self-paced parenting workshop that teaches a time-tested problem-solving formula and over 100 practical techniques.

Pawel tackles common issues and empowers parents with a reliable system for resolving any problem on their own. She is a second-generation parent educator who has worked over 20 years with families and children of all ages. Pawel has taught parenting skills to over 5,000 parents and professionals, including pediatricians and Ph.D.s.

The Parent’s Toolshop is available nationally by visiting www.parentstoolshop.com or calling 1-888-415-1212.

5 Ways to Know Your Child Is Ready to be Home Alone

1. Is at least 10 years old
2. Has been taught how to handle emergencies
3. Shows responsible behavior when choosing independent activities
4. Is not habitually forgetful or oblivious to the surroundings
5. Is self-sufficient (meals, snacks)

THE PARENT’S TOOLSHOP

by Jody Johnston Pawel

March 2000
ISBN 1-929643-34-9 / Soft Cover / 456 Pages / \$24.95

###

To request a review copy of ***The Parent’s Toolshop*** or to schedule an interview, contact Bradley James at (303) 279-4349.

MarketAbility
Book Publicity & Promotion with a Twist

FOR IMMEDIATE RELEASE
June 6, 2000

CONTACT: Bradley James (303) 279-4349
Jody Johnston Pawel (513) 748-4541

HARSH PUNISHMENT BREEDS VIOLENCE

(SPRINGBORO, OHIO) — For years, parenting experts have suggested there is a connection between the use of harsh punishment with children and those children exhibiting aggressive or abusive behavior later in life.

Jody Johnston Pawel, LSW, CFLE, author of *The Parent's Toolshop: The Universal Blueprint for Building a Healthy Family* (Ambris Publishing, 2000), believes "the severity of harshness used in punishment is related to the severity of aggressive behavior children exhibit as adults. During her twenty-year career as a parent educator, she has heard countless stories from parents who saw their own behavior mirrored in their children. "Several parents have told me, 'I saw my child spanking her doll and yelling at it, the way I yell and spank her' and 'My child hit another child because he didn't get what he wanted. I realized that's what I do!' For many parents, these experiences are a wake-up call that what they are doing is unhealthy and ineffective."

Now a new study, published in the May issue of *Journal of Marriage and the Family*, proves "there is a direct link between harsh physical punishment in childhood and the likelihood of violence against intimate partners later in life." The report also found that harsh punishment was "indirectly but significantly related to increased . . . adolescent and young adult problem behavior" and "an increased risk of being a victim of abuse in intimate relationships."

The researchers (Swinford, DeMaris, Cernkovich, & Giordano) studied over 600 adolescents in Toledo, Ohio, from nearly equal groups of race, gender and socioeconomic backgrounds for eleven years. They defined "harsh punishment" as being more than "simply ordinary corporal punishment," and included spanking with a belt, strap or object, using the parent's fist or more severe forms of punishment and abuse. Pawel says, "Parents can even use common discipline methods such as timeouts, restrictions and logical consequences too harshly by adding unnecessary suffering or guilt to exert their parental power and control."

- more -

Researchers explain that children “who are subjected to harsh discipline learn that violence can be an effective way to change the behavior of others.” For example, children who receive harsh punishment often change their own behavior, which teaches them that “physical aggression is permissible within the context of intimate relationships and that violence is justified when someone is guilty of wrongdoing.”

The study also reports that children who experience harsh punishment develop “feelings of rage and powerlessness” which is often expressed later through violent acts. “These individuals are therefore at higher risk than are others of abusing their romantic partners in later life.” Pawel adds, “Children who receive harsh discipline are often impressed with the power their parents have over them and seek ways to have power over others. If the parents tell their children they are controlling or hurting them because they love them, the children may equate love with pain, physical or emotional, and become involved in abusive relationships.”

Pawel reports good news, though. “Almost all abusive adults witnessed or experienced abuse as children, but not all abused children grow up to be abusive adults. They have free will and can make a conscious choice to break the punishment/abuse cycle and learn healthier skills.”

For over seven years, Pawel field tested effective parenting methods with over 2000 parents. She recommends three discipline techniques as “the best four-star tools parents can use:

1. **Show the child how to make amends.** For example, if a child breaks something, show her how to either fix it or pay to replace it.
2. **Natural consequences** are terrific as long as they are safe and immediate. For example, if a child refuses to wear his mittens their hands will get cold. As long as it’s not below freezing, the child will learn mittens can prevent this problem.
3. **Offer a choice** between positive behavior and the result of negative behavior. Explain that positive behavior has benefit and value and poor choices usually bring negative results—beyond punishment.”

Pawel says, “People need to think beyond quick fixes. Parents *and* children need to learn that their behavior choices will have some long-term effect. When disciplining their children, parents need to choose helpful methods that have positive benefits, instead of resorting to harsh punishment that can cause emotional scars and lead to abusive relationships later in life.”

THE “FOUR R’S OF DISCIPLINE”

For discipline to be effective, it must be:

- **Revealed** ahead of time (whenever possible),
- Logically **Related** to the misbehavior,
- **Reasonable** in extent and/or time limit,
- Mutually **Respectful** to children *and* parents.”

Source: *The Parent’s Toolshop: The Universal Blueprint for Building a Healthy Family*, Jody Johnston Pawel, LSW, CFLE (Ambris Publishing, 2000).

FOR IMMEDIATE RELEASE
August 8, 2000

CONTACT: Bradley James (303) 279-4349
Jody Johnston Pawel (513) 748-4541

SUMM-SUMM-SUMMERTIME, SHOULD YOU UNWIND?

Is the summertime sleep-in affecting your kids when it's time to go back to school?

(SPRINGBORO, OHIO) — Kid's know how it feels to sleep in all summer and then go to bed when they feel like they've watched enough TV. But do they know how stressful it is when parents try to get them to sleep at a decent time when school starts back up, or get kids back into the morning routine?

"As summer comes to a close, bring your kids back into the groove by gradually moving bedtime back to their regular school schedule" says Jody Johnston Pawel, LSW, CFLE, author of *The Parent's Toolshop*. "Kids need consistency. If you throw out all the routines, it will be harder to get back on track in the fall."

Through her 20 years of hands-on parenting expertise and her professional training as a licensed social worker, Pawel gives tried and true methods to help parents get through the changes from summertime lazy days to scheduled dinners, breakfasts, and setting a time for homework without causing WWII.

In addition to her practical parenting classes and countless media interviews, Jody's tips and tactics are found in the second edition of her book *The Parent's Toolshop – The Universal Blueprint to Building a Healthy Family*. The book leads parents through a self-paced parenting workshop that teaches time-tested problem-solving formula and over 100 practical techniques.

Pawel tackles common issues and empowers parents with a reliable system for resolving any problem on their own. She is a second-generation parent educator who has worked over 20 years with families and children of all ages. Pawel has taught parenting skills to over 5,000 parents including many pediatricians and Ph.D.s.

The Parent's Toolshop is available in bookstores, on Amazon.com or by calling 1-877-748-4541.
###

To request a review copy of *The Parent's Toolshop* or to schedule an interview, contact Bradley James at (303) 279-4349.

THE PARENT'S TOOLSHOP

by Jody Johnston Pawel, LSW, CFLE
AMBRIS PUBLISHING

Released — March 2000 / Soft Cover
ISBN 1-929643-34-9 / 456 Pages / \$24.95

10 Ways to Get Back Into the Groove

1. Brainstorm a list of activities that combat summer boredom but also build or keep their school skills on track.
2. Get back to school-year bedtime by half-hour increments during the last weeks of summer.
3. Have them wake up earlier each day, until they have gotten up at the regular school time for at least a week.
4. Maintain regular mealtimes and talk about their day.
5. Teach them how to plan and pack a healthy lunch so they (and you) can be more independent.
6. Take them grocery shopping so they can pick out healthy foods for their lunch.
7. Teach them how to plan their schedules so things go smoother during school.
8. Encourage them to organize their backpack and folders in preparation for that first big day.
9. When school shopping, save their new clothes until the first day.
10. Have children choose no more than two after-school activities so they don't overdo themselves.

MarketAbility
Book Publicity & Promotion with a Twist

FOR IMMEDIATE RELEASE
November 16, 2000

CONTACT:
Jody Johnston Pawel (513) 748-4541

DRIVING YOUR KIDS TO DRINK?

Too Many Parents Send Mixed Messages to Teens About Alcohol During the Holidays

(Springboro, OHIO) — In an effort to teach teens responsible attitudes towards alcohol, a surprising number of parents allow their teens to have a sip or a glass of wine during the holidays. Nationally recognized parenting authority **Jody Johnston Pawel**, LSW, CFLE, says that teens allowed to drink, with or in front of their parents, are more likely to drink away from home—even if parents have said they shouldn't.

"Most parents think teenage drinking is an inevitable part of growing up," says Pawel, author of *The Parent's Toolshop*. "By taking a soft approach and letting teens have a drink during the holidays, parents give teens the non-verbal green light to drink at other times as well."

According to Pawel, experimentation with alcohol usually begins as a way to gain acceptance from peers. Parents should help children find other ways to feel accepted. When involvement with alcohol grows from experimentation to regular use, it is usually one of three reasons—or a combination of all three: (1) Peer acceptance (2) A way to prove the child has some power (3) To cope with an overwhelming problem.

Through her 20 years of hands-on parenting expertise and her professional training as a licensed social worker, Pawel gives tried and true methods to help parents keep their kids from experimenting with alcohol.

In addition to her practical parenting classes and countless media interviews, Jody's tips and tactics are found in the second edition of her book *The Parent's Toolshop*. The book leads parents through a self-paced parenting workshop that teaches time-tested, problem-solving formulas and over 100 practical techniques.

Pawel is a second-generation parent educator who has worked over 20 years with families and children of all ages. She has empowered more than 5,000 parents, including many pediatricians and Ph.D.'s, to resolve problems on their own.

The Parent's Toolshop is available in bookstores, on Amazon.com or by calling 1-877-748-4541.

###

To request a review copy of *The Parent's Toolshop* or to schedule an interview, (513) 748-4541

Beyond Just Saying No...

Teaching kids to "Just Say No" may have been effective in the eighties, but in today's high peer-pressure world parents need to do much more to keep their kids sober.

1. **Prevent the problem** – Don't just tell your kids *what not* to do, teach them words and actions to realistically avoid alcohol.
2. **Acknowledge feelings** – Alcohol use usually stems from underlying unresolved issues. Help your teen identify and resolve that problem.
3. **Set limits** – Teach your kids the importance of and reasons to abstain from alcohol use.
4. **Redirect Behavior** – If you've caught your kid drinking, give them other options to get what they are looking for—acceptance, power or coping.

Honest and effective advice on adolescence from nationally recognized parenting expert Jody Johnston Pawel, LSW, CFLE, author of *The Parent's Toolshop*.

THE PARENT'S TOOLSHOP

by Jody Johnston Pawel

Released — March 2000 / Soft Cover
ISBN 1-979643-34-9 / 456 Pages / \$24.95

FOR IMMEDIATE RELEASE
June 18, 2002

CONTACT: Jody Johnston Pawel (937-748-4541)

PARENTS: NIP THE “NAG FACTOR”

Practical Common-Sense Plan Can Stop Whiners in Their Tracks

(SPRINGBORO, OHIO) — Every parent has experienced it: that whiny, pleading, “Please, please with sugar on top!” The tone: like fingernails on a blackboard. The message: a child’s heart will be broken if the parent doesn’t buy the treasured item. Whether to stop the annoying clamor or to make their child happy, many parents give in and buy frivolous items — simply because of the “Nag Factor.”

The “Nag Factor” is a new term, coined by the Center for a New American Dream, who released a survey Monday that found 55 percent of 12- and 13-year olds can get their parents to give in to nagging. The survey’s report says nagging is a habit learned early and is the result of parents putting children at the center of the household. Advertising experts say it’s a parent’s responsibility to set better limits and stick to them. Neither suggested just how are parents are supposed to respond.

Such practical, common-sense advice can be found in *The Parent’s Toolshop: The Universal Blueprint for Building a Healthy Family* (Ambris Publishing, 2000). Its author, Jody Johnston Pawel, LSW, CFLE, says, “When parents hear their children’s incessant, pitiful cries, they should respond quickly, consistently and with a caring attitude. As soon as parents give in, they’ve taught the child that nagging works.”

The survey found that most children nag because they feel pressure from peers to buy the latest products. Over 50 percent of the children said buying these products makes them accepted by their peers, which makes them feel better about themselves. Such peer pressure is dangerous, says Pawel. “Today the peers may require designer jeans as the entry fee to the clique. Tomorrow it could be pressure to buy an expensive car, do drugs or have sex.”

Pawel says, “As long as children are looking to ‘things’ for their sense of worth, they’ll always feel they aren’t good enough.” She advises parents to teach children to look at their internal qualities and skills to determine their self-worth. They should also teach their children how to respond to peer pressure and how to gain acceptance in acceptable ways, such as being friendly to everyone.

Often, children nag because they think their parents don’t understand just how important the item is to them or think the parent is saying “no” without giving it any thought. Pawel tells parents to pause for a few brief seconds to consider their children’s requests and acknowledge the child’s desire — whether or not they grant it. If parents refuse the request, they should avoid a flat “no.” Instead, they can use the moment to teach family values and life skills — without lecturing. (See sidebar tips.)

As the parent of two teens, Pawel says her plan has worked not only with her own children, but for the thousands of parents who have read her book and attended her workshops. The end result of her plan is children who have an internal sense of worth, know the hidden agendas of advertisers, understand the immaturity of peers who pressure and can make responsible decisions.”

10 Best Replies to Nagging

When children nag, parents can:

1. State a reason for refusal.
2. Recognize the child’s feelings but remain firm.
3. Give a conditional “yes.”
4. Suggest an acceptable alternative.
5. Encourage the child to save money for the purchase.
6. Have the child pay the extra cost for name-brands.
7. Let the child choose one item from the options.
8. Stick to the budget. Children can get several lower-cost items or one name-brand.
9. Tell children they’ll definitely not get the item if they ask again.
10. Leave the store.

This Guest Explodes the Top 10 Parenting Myths

As parents, we often say "I wish children came with instructions!" No wonder we crave advice! So how can we be sure we're hearing the best, most accurate information? Especially when countless so-called "parenting experts" offer us confusing and even BAD suggestions?

Jody Johnston Pawel, Licensed Social Worker and parenting instructor, says parents naturally feel overwhelmed and frustrated by the many problems they face, and by the conflicting advice they receive. In her fascinating show, she'll blast the parenting myths we've all heard...while providing solid, proven, practical advice for family happiness.

She'll reveal:

- Why building a family is like building a house. She has the "blueprint" and "tools!"
- How to identify and disprove those pesky parenting myths, everything from "time-outs" to "feel-bad discipline" to "praise-and-reward" tactics.
- Her remarkable 3-question formula that solves ANY parenting problem (even live, on-air!).
- The 10 best ways to get kids to listen — with as little as one word!
- Why parenting programs help all types of parents, loving and troubled.

Expect many calls for this timely, engaging show.

CREDENTIALS: Jody Johnston Pawel is a second-generation parenting educator with over 20 years' experience. Following in her parents' footsteps, she's dedicated her career to providing effective parenting classes and family life education programs. With extensive media experience, Jody served as on-air Child Care Expert for the Emmy-nominated *Ident-a-Kid* television series. She's author of *THE PARENT'S TOOLSHOP: The Universal Blueprint for Building a Healthy Family*, Ambris Publishing, 1997.

AVAILABILITY: Dayton, Cincinnati and Columbus, OH, nationwide by arrangement and via telephone; available for last-minute interviews

CONTACT: Jody Johnston Pawel, (513) 748-4541 (OH)



Interview America's Parenting Problem-Solver

Don't you wish children came with instructions?

Jody Johnston Pawel — licensed social worker and today's "parenting problem-solver" — has the next-best-thing for parents everywhere. In her fascinating on-air presentation, Jody will explain how ANY parenting problem can be handled by answering 3 questions. She'll demonstrate her remarkable formula and teach listeners how to use it in any parenting situation. Expect dozens of calls from appreciative parents.

Jody will share:

- Why building a family is like building a house. She has the "blueprint" and "tools."
- How effective parenting uses a specific language, and certain actions.
- The top 10 parenting myths...everything from "time-outs" to "feel-bad discipline."
- The 10 best ways to get kids to listen, with as little as one word!
- Examples of confusing, meaningless and even bad advice from self-proclaimed "parenting experts." She'll counter with her proven and practical steps to family happiness.
- A fascinating true/false quiz that helps listeners begin the journey to excellent parenting.
- How parenting programs help all types of parents, loving and troubled.



Your audience will love this timely, engaging show

CREDENTIALS: Jody Johnston Pawel is a second-generation parenting educator with over 20 years' experience. Following in her parents' footsteps, she's dedicated her career to providing effective parenting classes and family life education programs. With extensive media experience, Jody served as on-air child care expert for the Emmy-nominated *Ident-a-Kid* television series. She's author of *THE PARENT'S TOOLSHOP: The Universal Blueprint for Building a Healthy Family*, Ambris Publishing, 1997.

AVAILABILITY: Dayton, Cincinnati and Columbus, OH, nationwide by arrangement and via telephone; available for last-minute interviews

CONTACT: Jody Johnston Pawel, (513) 748-4541 (OH)

Great Call-In Show Is Your Teen Really Ready to Drive?

It's no wonder parents sometimes feel they hand over their sanity along with the car keys: Car accidents cause one out of three deaths of 15-to-19 year-olds, and the fatal crash rate per million miles for 16-year old drivers is 7 times the rate for drivers between 30 and 59.

Jody Johnston Pawel a nationally recognized parenting expert, preps parents for the pitfalls that emerge when a teen's old enough to take the wheel.



Author of a parenting book chosen as a "best first book" finalist, Pawel is an experienced radio and TV guest. The mom of a teen who just reached driving age, she shares real-people stories including her own as she reveals;

- Five signs your teen is ready for the road.
- Why it's a bad idea to buy a new car as a gift for a teen.
- Speeding tickets, teen passengers, and other reasons to have a pre-license agreement with your teen.
- Emotional minefields when a parent rides with a teen driver — and how to avoid explosions.



CREDENTIALS: A former assistant producer and on-air expert for the Emmy Award-nominated *Ident-a-Kid* TV series, Jody Johnston Pawel is a licensed social worker and Certified Family Life Educator with more than 20 years of experience. She is the author of *THE PARENT'S TOOLSHOP: The Universal Blueprint for Building a Healthy Family*, Ambris Publishing, 2000.

AVAILABILITY: Ohio; nationwide by arrangement and via telephone

CONTACT: Jody Johnston Pawel, (937) 748-4541 (OH)

Give Your Audience a Parenting Personality Quiz

If your toddler turns up her nose at her veggies, do you make her sit there and eat them, or fix her something different? If your school-age child puts off homework, do you send him to his room to finish, or let him play first and stay up late with schoolwork? When your teenager talks back and argues, do you ignore it, or squelch her with "I'd never have spoken to my parents that way"?

Nationally recognized parenting expert **Jody Johnston Pawel** says the answer a parent chooses says a lot about his parenting style and his kids' future. Pawel, whose own parents were parenting instructors, helps parents identify the five easy-to-spot parenting styles and adjust their style.

The quiz is just the starting point for this experienced radio and TV guest, who reveals:

- What happens when Power Patrol and Perfectionist Supervisor parents try to control their kids.
- Why Over-Indulgers' kids think the world revolves around them.
- How *constructive criticism* can be *destructive* and praise can be discouraging.
- Why you should never vote on a family decision.



"Every talk host dreams of a guest who can actually talk knowledgeably about a topic. Jody Johnston Pawel knows her stuff." —Cheri Russell Eresman, Host of WHIO—AM



CREDENTIALS: A former assistant producer and on-air expert for the Emmy Award-nominated *Ident-a-Kid* TV series, Jody Johnston Pawel is a licensed social worker with over 20 years of experience. She is the author of *THE PARENT'S TOOLSHOP: The Universal Blueprint for Building a Healthy Family*, Ambris Publishing, 2000.

AVAILABILITY: Ohio; nationwide by arrangement and via telephone

CONTACT: Bradley James, MarketAbility
(303) 279-4349; e-mail: Bradley@MarketAbility.com

ATTENTION PR

With spring break approaching, parents are going to be looking for Susan Smith Kuczmarski and Jody Johnson Pawel are perfect

Pokemon, Green Hair, and Saggy Pants Why Kids' Fads Aren't Always Bad

Does your son's spiky hair make you want to pretend you don't know him? Do you feel clueless about Pokemon but still wish it hadn't been invented? Kids' fads may be hard on parents, but nationally recognized parenting expert **Jody Johnston Pawel** says not every kids' fad is all bad.

Pawel, whose own parents were parenting instructors, helps parents determine which fads warrant concern and which just call for tolerance! An experienced radio and TV guest, she says some harmless fads can actually help kids grow up well-adjusted.

She'll reveal:

- Why some fads can help kids and parents get to know each other better.
- How to determine if a fad's bad for your child.
- What your response to a fad tells about you as a parent.
- How to talk to your child about a troubling fad.



"Every talk host dreams of a guest who can actually talk knowledgeably about a topic. Jody Johnston Pawel knows her stuff."

— Cheri Russell Eresman,
Host of WHIO—AM

CREDENTIALS: A former assistant producer and on-air expert for the Emmy Award-nominated *Ident-a-Kid* TV series, Jody Johnston Pawel is a licensed social worker with over 20 years of experience. She is the author of *THE PARENT'S TOOLSHOP: The Universal Blueprint for Building a Healthy Family*, Ambris Publishing, 2000.

SAMPLE QUESTIONS: Which type of kids are most likely to take up faddish behavior? Why are kids so vulnerable to peer pressure? What age is the most susceptible to fads?

AVAILABILITY: Ohio; nationwide by arrangement and via telephone

CONTACT: Bradley James, MarketAbility
(303) 279-4349; e-mail: Bradley@MarketAbility.com

7 Ways Parents Teach Their Kids to Tell Lies

Know any parents who have their kids answer the phone with the instruction, "tell them I'm not here"? Ever been to a movie and lowered your child's age a few years, to get free entrance? Nationally recognized parenting expert **Jody Johnston Pawel** says many kids learn to lie from their parents — even though their parents always told them to "tell the truth"!



Pawel, whose own parents were parenting instructors, points out the 7 common ways parents promote fabrications. And she tells how to discourage kids from making things up. An experienced radio and TV guest, Pawel reveals:

- Why some children don't understand that they're lying.
- The right way to protect your child in situations where the truth might hurt.
- 5 things you can do to make it easy for your child to tell the truth.
- How parents — and kids — can get what they want without lying.



"Every talk host dreams of a guest who can actually talk knowledgeably about a topic. Jody Johnston Pawel knows her stuff."

— Cheri Russell Eresman, Host of WHIO—AM

CREDENTIALS: A former assistant producer and on-air expert for the Emmy Award-nominated *Ident-a-Kid* TV series, Jody Johnston Pawel is a licensed social worker with over 20 years of experience. She is the author of *THE PARENT'S TOOLSHOP: The Universal Blueprint for Building a Healthy Family*, Ambris Publishing, 2000.

SAMPLE QUESTIONS: At what age do children distinguish a lie from the truth? Are there steps in learning to tell the truth? How can parents act in ways that don't encourage lying?

AVAILABILITY: Ohio; nationwide by arrangement and via telephone

CONTACT: Bradley James, MarketAbility
(303) 279-4349; e-mail: Bradley@MarketAbility.com