

March 12, 2019

Dear Station Partner:

Last month, members of RK Media took a trip to Fullerton, California, to be with Mark Gregston of *Parenting Today's Teens* as he presented at the annual **Legacy Grandparenting Summit**.

Mark spoke about **breaking through the cultural barriers between today's grandparents and their teenage grandchildren**. Attendees left feeling **equipped and eager to leave a legacy** in the lives of their grandkids.

Here's what one grandparent had to say about the weekend...

**"It was an amazing conference... and boy, did I have a lot to learn.
Especially about the culture our grandchildren are living in!"**

If you weren't able to attend the summit, not to worry! Mark Gregston will be at the **National Religious Broadcasters** convention in just two weeks, ready to chat with your station about engaging parents and grandparents in your listening audience.

If you'd like to meet with Mark at NRB, he has just a couple spots left! Contact our Media Services team ASAP to request a meeting.

Be sure to catch Mark at his book signing on Wednesday, March 27, from 1 – 2 p.m. and pick up signed copies of *Grandparenting Today's Teens* to either keep for yourself or give away on air.

Last but not least, don't forget to swing by the **RK Media Coffee House** March 27 and 28 from 8 – 9 a.m. for a complimentary handcrafted beverage of choice. You may just run into Mark Gregston and get your most pressing parenting questions answered over a cup of joe!

Thank you, as always, for your faithful partnership with *Parenting Today's Teens*. We'll see you in Anaheim!

Sincerely,



Your Media Services Team

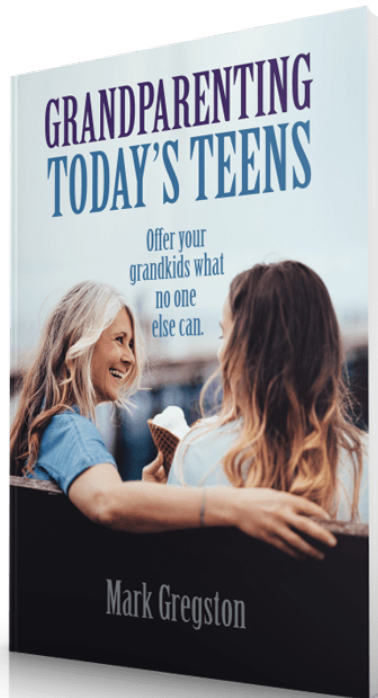
GRANDPARENTING TODAY'S TEENS HELP THE GRANDPARENTS IN YOUR COMMUNITY LEAVE A LEGACY

“Your position is unique. Your relationship is paramount. Pursue it well. Make the most of the years you have to invest in the lives of your grandkids.”
—Mark Gregston

As a father to two, a grandfather to four and the founder of a residential counseling center for struggling teens, Mark Gregston offers a **wealth of knowledge to parents and grandparents alike.**

Grandparents play a vital role in the raising of children and Mark Gregston wants to help your station be a resource to the grandparents in your audience. **Contact the Media Services team** today to request any of the following...

- **Invite** Mark to be part of an on-air segment discussing *Leaving a Legacy of Hope*
- **Request** copies of *Leaving a Legacy of Hope* to give away on air
- **Share** *Leaving a Legacy of Hope* graphics on your station website and social media platforms



APRIL 2019 WEEKEND PROMOS

AIRDATE: *SATURDAY, APRIL 6*
PROGRAM: *WHEN A PARENT'S GOOD INTENTIONS GO BAD*
FEATURE: *STUDENT STORY: BRITTON*

Every good parent lays down ground rules and boundaries when their kids are young. But if you don't update your rules as your child gets older ... they're guaranteed to backfire!
Saturday/Sunday on *Parenting Today's Teens*, Mark Gregston outlines five practical steps to help parents implement healthy changes at home. Join us Saturday/Sunday at (Time: _____) for *Parenting Today's Teens* ... here on (Station: _____)!

AIRDATE: *SATURDAY, APRIL 13*
PROGRAM: *THE IMPORTANCE OF LISTENING*
FEATURE: *N/A*

These days, everyone has an opinion to voice. But few people are willing to listen!
Saturday/Sunday on *Parenting Today's Teens*, Mark Gregston teaches parents the art of active listening. Get a helpful lesson on developing better communication skills ... and ultimately, a better relationship with your teen ... Saturday/Sunday at (Time: _____) on *Parenting Today's Teens* ... here on (Station: _____)!

AIRDATE: *SATURDAY, APRIL 20*
PROGRAM: *WHEN TEENS AND PARENTS BATTLE OVER CONTROL*
FEATURE: *STUDENT STORY: MATT*

Some days, parenting feels like an endless game of tug-of-war ... and neither side is willing to relent! So how should parents respond when teens start fighting for control? Saturday/Sunday on *Parenting Today's Teens*, Mark Gregston helps parents end the battle of wills and strategically relinquish control to their teens. Listen to *Parenting Today's Teens* ... Saturday/Sunday at (Time: _____) ... on (Station: _____)!

AIRDATE: *SATURDAY, APRIL 27*
PROGRAM: *5 THINGS TO DO WHEN YOUR TEEN SHUTS DOWN*
FEATURE: *STUDENT STORY: HOPE*

Every teen is going to face the struggles of adolescence. But in some cases, life becomes so unbearable that teens start to shut down. Saturday/Sunday on *Parenting Today's Teens*, Mark Gregston helps parents uncover the deep and painful reasons why teens shut down. Learn what to do when teens shut down ... Saturday/Sunday at (Time: _____) on *Parenting Today's Teens* ... here on (Station: _____)!

3. Gregston discusses how parents can help their teens process trauma and grief in a healthy manner. An important conversation ... Saturday/Sunday at (Time: _____) on *Parenting Today's Teens* ... here on (Station: _____)!

APRIL 2019
DAILY PROGRAM DESCRIPTIONS

Airdate: April 1 – Monday
Title: A Stone Chisel
Description: Are you relying on old parenting methods?

Airdate: April 2 – Tuesday
Title: Relationship is Number One
Description: Are you putting relationship first?

Airdate: April 3 – Wednesday
Title: A New Weekly Event
Description: Add something fun to your calendar!

Airdate: April 4 – Thursday
Title: Get Out and Connect
Description: Practical tactics for engaging with teens.

Airdate: April 5 – Friday
Title: Somewhere Else
Description: Is your teen finding what they need most at home?

Airdate: April 8 – Monday
Title: Looking in a Mirror
Description: There's more than just a physical resemblance between you and your son or daughter.

Airdate: April 9 – Tuesday
Title: Relationship vs. Dictatorship
Description: Which parenting method are *you* practicing?

Airdate: April 10 – Wednesday
Title: Cause for Celebration
Description: Some people see change as a reason to worry. But in some situations, it's actually a cause for celebration!

APRIL 2019
DAILY PROGRAM DESCRIPTIONS CONT.

Airdate: April 11 – Thursday
Title: The Problem Kids
Description: What's a parent to do when their teen gets mixed up with the wrong crowd?

Airdate: April 12 – Friday
Title: Fruit Salad
Description: Fruit salads have an important lesson to teach us about parenting.

Airdate: April 15 – Monday
Title: Connection Over Perfection
Description: Can you do what it takes to truly connect with your teen?

Airdate: April 16 – Tuesday
Title: Take a Break
Description: Does your teen see your home as a place of rest? Or just another source of criticism?

Airdate: April 17 – Wednesday
Title: A Big Mistake
Description: An insight into one of the biggest mistakes a parent can make.

Airdate: April 18 – Thursday
Title: Candid Conversations
Description: Teens need to know you're not afraid to talk about one of life's most difficult subjects.

Airdate: April 19 – Friday
Title: Long-Term Return
Description: Where Business 101 and parenting tips collide.

Airdate: April 22 – Monday
Title: Keep Out!
Description: Ever seen a "Keep Out" sign hanging on your teen's door?

APRIL 2019
DAILY PROGRAM DESCRIPTIONS CONT.

Airdate: April 23 – Tuesday
Title: The Invention of the Light Bulb
Description: How should parents respond to failure?

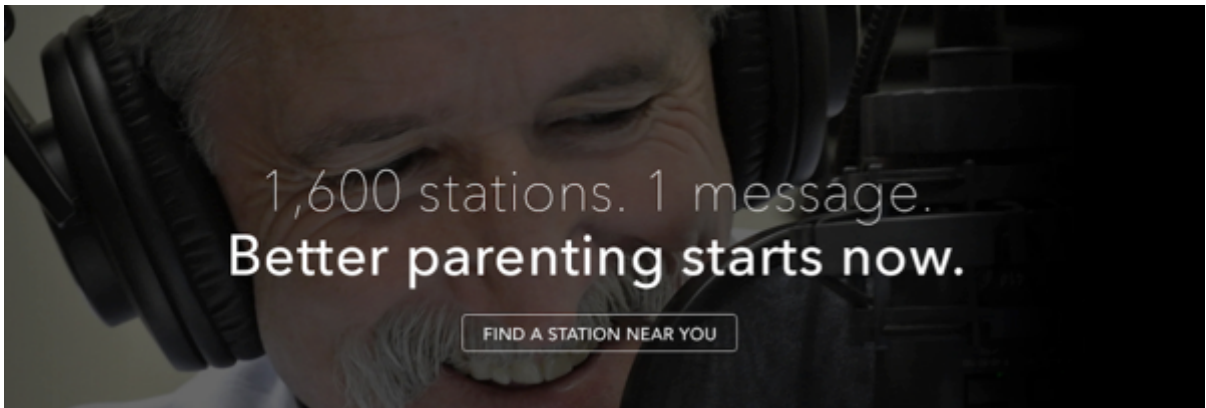
Airdate: April 24 – Wednesday
Title: Preparing to Fly
Description: When dependent teens become independent adults.

Airdate: April 25 – Thursday
Title: Be Careful What You Wish For
Description: Seeking a better relationship with your teen might lead you to places you weren't expecting.

Airdate: April 26 – Friday
Title: Adapting to Needs
Description: There's no one-size-fits-all prescription for parenting.

Airdate: April 29 – Monday
Title: Dos and Don'ts
Description: Simple tips for engaging your teen in conversation.

Airdate: April 30 – Tuesday
Title: Raising Leaders
Description: How every kid can be a leader.



LISTENER CONTACT INFORMATION

Parenting Today's Teens
PO Box 480
Hallsville, TX 75650
(866) 700-FAMILY
radio@parentingtodaysteens.org



DISTRIBUTION OPTIONS

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