

WHAT PEOPLE ARE SAYING ABOUT WRITING AS A TOOL OF EMPOWERMENT

Gil:

I thought you did a great job. Every voice telling kids to think/plan ahead leads them more to understanding the huge connection between what we're doing in classes and what they'll be doing in career.

– **Professor Randy Salzman, Virginia Union University**

Mr. Robertson,

I truly appreciate your willingness to share your Robertson Treatment Journalism Seminar with students at Edward Waters College. In fact, we are still discussing your workshop in my mass communication classes. I referred to Chapter 5 in your book for them to learn more about query letters in order to pitch story ideas to local magazines and newspapers. As a result of your seminar, students have been writing letters to campus administrators and the business community for more support. They were really moved.

– **Jamye L. Bradford, Communications Chairperson, Edward Waters College**

Dear Mr. Robertson:

This is to thank you again for coming to Rust College to give the presentation on "Writing as a Tool of Empowerment" to our students. It was indeed a very useful and invaluable information that will help them shape their career paths and success.

– **Dr. Debayo Moyo, Department of Mass Communications - Rust College**

Gil, thanks so much for sharing your time, energy, and experience with our students here at Stillman College. Your message goes a long way toward the success of many of these young people.

– **Stephen Flanagan Jackson, Associate Professor – Stillman College**

Bringing "Writing As A Tool of Empowerment" to our campus was a great idea and I received a lot of positive feedback from the students and the faculty members who brought them to the theatre. Gil really knows how to engage students in the process of learning. Your presentation was an exhilarating, educational, interesting and motivational experience for the students in attendance. The information that you shared on writing contributed to the professional development of our students and really made them think about career possibilities in the field of writing.

– **Napoleon Johnson, Houston Community College**

The experience of having your present "Writing As A Tool of Empowerment" was a great investment in the development of the gifts and talents of our youth. The message that you delivered to our students was very inspirational and motivating and I truly feel that it will make a difference in their lives and their community. We look forward to your coming back to Cleveland State University in the future.

– **Dr. Michael Williams, Black Studies Program**

Challenger's Boys and Girls Club was fortunate to have Mr. Robertson present "Writing As A Tool of Empowerment" to our teen program. He surrounded the children with the tools and provided them with the vehicles needed to pursue a career in journalism. It was an experience that opened opportunity for some and provided a knowledge base for others.

– **Deric Daniels, Teen Director- Challenger's Boys and Girls Club**

"Writing as a Tool of Empowerment" engages students with the tool and resources they need to succeed. I strongly endorse this program and I urge you to support it as well.

– **Sadie Kimbrew, Gardena High School**





Desperate times place our young people in even more desperate situations and face dire circumstances. Many of them do not possess basic communication skills and have no motivation to obtain them. Statistics support this assessment. According to recent studies, minorities constitute only 5.6% of the nation's newsroom employees. With so few of us in key decision-making positions, who will represent our issues and concerns?

The media is a powerful tool. Not only does it provide information, but it also reflects how a society views itself and its citizens. It is how we show future generations where we stood. I know first-hand how developing solid writing skills can empower one's life. That's why I created The Robertson Treatment Syndicated Column (R.T.S.C.), a non-profit corporation committed to cultivating African American talent in the communications field.

At R.T.S.C., our goal is not just to promote diversity within media professions, but also to encourage the development of communication skills that will enable black students to process knowledge, organize thoughts and, most importantly, communicate their thoughts in a clear and concise manner.

During the last two years, our primary beneficiaries have been those enrolled at HBCUs, where we have presented our seminar series. However, our prime goal in 2004 is to expand our outreach beyond college campuses. We want to reach black youth wherever they may be. But to accomplish this, we need you!

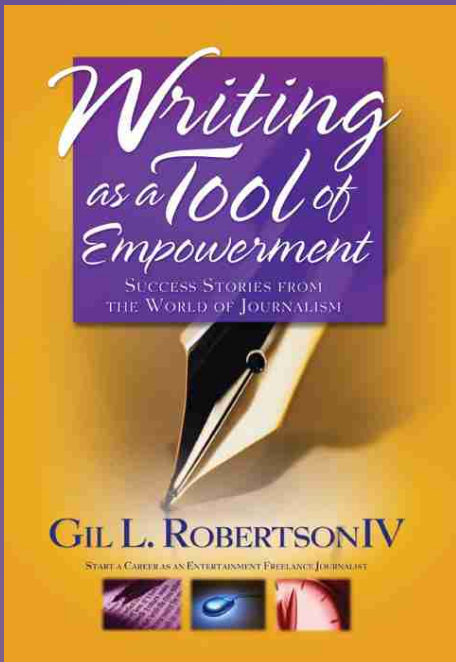
R.T.S.C. invites you to join us in our continuing efforts to increase the number of Black journalists everywhere, at newspapers and magazines, in television and radio newsrooms across the country. We encourage you to make a tax-deductible donation via our website www.robertsontreatment.com or with a check or money order mailed to the address listed below.

The Robertson Treatment Syndicated Column (RTSC) Tax ID#: 05-0528123
Robertson Treatment Syndicated Column (R.T.S.S.), PO Box 136, Beverly Hills, CA. 90213.
For more information, please visit www.robertsontreatment.com, email
np@robertsontreatment.com or call (770) 427-2878.

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Adopt a School Program



Robertson Treatment Syndicated Column (R.T.S.C.) along with Robertson Treatment Books is happy, to provide inner city schools with copies of Writing as a Tool of Empowerment, a resource guide for building skills in communications. With your support of our Adopt a School Program, you have a unique opportunity to expose young people to the many benefits that come with a writing career.

For those interested in the world of mass media and journalism, Writing as a Tool of Empowerment offers a step by step guide on how to make those dreams come true. The book features chapters like "Getting Started" and "Developing Ideas that Sell" to "Developing Growth Strategies for the Marketplace" and "Negotiating Services". Media trailblazers such as Tavis Smiley, Nelson George, Tanya Hart and Lee Bailey offer valuable insights and share strategies for navigating the increasingly rough media marketplace.

By making a tax-deductible donation to Robertson Treatment Syndicated Column (R.T.S.C.) you can assist us in our goal to integrate this book into the most crucial of all places, our children's schools. Any donations made under this initiative will be entirely earmarked towards the classroom set(s) for the school (s) of your choice. A permanent inscription listing you and/or your company will also be included with each book order.

Your support is vital to our success. Without you, we cannot help our children explore their creativity to its fullest levels. They are our future trailblazers, the ones who will break new ground and it is our duty to help them fulfill those dreams.

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The Robertson Treatment Syndicated Column (RTSC) Tax ID#: 05-0528123
Robertson Treatment Syndicated Column (R.T.S.S.), PO Box 136, Beverly Hills, CA 90213
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np@robertsontreatment.com or call