



“Progress Is Measured By The Support You Give Another!”



MEDIA KIT & PROGRAM INFO

**FOR MORE INFO:
773-326-7550
wnloradio@yahoo.com**



For More Information Contact:
Nicole Cabell-Pope / **Co-Founder, Executive Director**
773-326-7550 wnloradio@yahoo.com

Build Today Lead Tomorrow Backgrounder

Build Today, Lead Tomorrow is a non-profit youth development organization located in the North Lawndale Community in Chicago, IL that delivers educational programming in leadership development, public speaking, and multimedia and broadcast communications. BTLT is also committed to bottom-up community development in North Lawndale with a global context.

Today, almost 40 years after the riots of 1968 following the assassination of Dr. Martin Luther King, Jr., North Lawndale is currently marred by an increase in AIDS cases, economic disparity, gang activity, unemployment, and teen pregnancy, all of which have taken their emotional toll on the community. While these social ills have led to negative statistics about the area, North Lawndale boasts a community with a rich history and culture woven with a myriad of stories to share. Unfortunately, the voices, opinions and concerns from the people – young and old – who live and work in North Lawndale are often missed in the statistical analysis. Build Today Lead Tomorrow; along with the North Lawndale community know better than anyone what challenges the area face and how to tell their own rich stories.

On April 15, 2003, Build Today, Lead Tomorrow (BTLT) began with the realization that the youth of North Lawndale need to develop leadership skills that will change how they view themselves, their peers, their community, and their future, thereby improving their self esteem, building their confidence, and fostering their creativity. BTLT helps youth accomplish this by providing: **Leadership training, Public Speaking Training, Basic Broadcast Training, Interview Training, and Community Support Services Referrals.**

Build Today Lead Tomorrow features an eight-week curriculum, where at the program start, each student is given a “Where Are You Now?” assessment to complete which identifies their skill level. Over the eight-week period, students participate in BTLT’s program activities. A follow-up assessment is given at the end of the course to measure a participant’s progress. In addition, testimonies (of the youth, their parents, school officials, community leaders etc.) are collected. The program culminates with a banquet where program graduates demonstrate their new speaking skills to their peers and community leaders. This banquet, which highlights their growing confidence in themselves and their communication skills, is also videotaped for future exhibit and promotion of the program.

Build Today, Lead Tomorrow Program Expansion – The WNLO Project

In 2007, Build Today, Lead Tomorrow is scheduled to launch WNLO, an internet radio station. North Lawndale Online will impact the community and expand the overall effectiveness of BTLT by putting radio and computer technology in the hands of the underserved residents of North Lawndale. Through WNLO, youth can utilize the communication/leadership skills they have learned and share them with a broader audience, and engage the greater community in a dialogue about health, education, politics, arts and many other issues that affect them.

FACT SHEET

For More Information Contact:

Nicole Cabell-Pope / **Co-Founder, Executive Director**
773-326-7550 wnlradio@yahoo.com



- Formed on April 15, 2003, **Build Today, Lead Tomorrow (BTLT)** is a non-profit youth development organization located in the North Lawndale Community in Chicago, IL.
- BTLT delivers educational programming in leadership development, public speaking, and multimedia and broadcast communications to the youth of North Lawndale.
- The Program Activities of BTLT include **Leadership training, Public Speaking Training, Basic Broadcast Training, Interview Training, and Community Support Services Referrals.**
- BTLT features an eight-week curriculum that begins with a preliminary assessment and culminates with a follow-up assessment and an awards banquet. *When is enrollment? Frequency of new participants?*
- Since the inception of BTLT, _____ youth have participated in the program.



“Giving The Community Back Its Voice!”

- In 2007, Build Today, Lead Tomorrow launched North Lawndale’s first-ever internet radio station **WNLO (North Lawndale Online)**.
- Through WNLO, youth can utilize the communication/leadership skills they have learned and share them with a broader audience.
- WNLO seeks to engage the greater community in a dialogue about health, education, politics, arts and many other issues that affect them.



Community partners of BTLT / WNLO include:

- The Community Bank Of Lawndale, Steans Family Foundation, UIC / The Great Cities Institute Vernon Jarrett Program, Sonnenschein Nath & Rosenthal LLP, Community Asset Mapping, North Lawndale Community News, Little Village Lawndale High School



For More Information Contact:

Nicole Cabell-Pope / **Co-Founder, Executive Director**
773-326-7550 wnlradio@yahoo.com

*Build Today Lead Tomorrow
Biographies*

Nicole Cabell-Pope

Co-Founder, Executive Director

Nicole is a gifted, award-winning and seasoned professional speaker, speech champion, and voice-over artist. A certified CTM and CL Toastmaster, Nicole has also facilitated numerous professional and educational workshops on behalf of clients such as WVON AM 1450, the UNCF, FBI/DEA, Gateway Computers, The Works Studio, Rush-St. Luke's Hospital and CTI to name a few.

Growing up in a diverse community, Nicole learned at an early age the value and importance of people sharing their heritage and stories with others. This realization led Nicole on the natural path of developing oratorical and counseling skills, as she served as a Career Counselor at Robert Morris College and an HR specialist at Rush St. Luke's Presbyterian and Mt. Sinai Hospitals. While in these roles, she also won several Club, Division and International Area Speech awards through her affiliation with Toastmaster's International.

Nicole's mantra is "By focusing on the development of individuals, the negative human conditions that exist in our world will cease to be." She brings this message to life through her founding of Build Today Lead Tomorrow. Nicole further walks this path through her involvement with Strategic Human Services and Lawndale Heritage as a board member. Nicole values the human need to grow and believes every person can achieve greatness.

Cedric Pharaoh Pope

Co-Founder, President

Cedric is a creative marketing professional with over 10 years experience in the areas of promotions, special events and entertainment in the corporate and non-profit sectors. He has been the City Manager of Operations for a national advertising company implementing promotional campaigns for clients including Gatorade, Milky Way, Old Navy and others. In addition, Cedric has served as program coordinator of the Sinai Mentoring Program and now provides business development support for The Community Bank of Lawndale.

Through his creative venture 360BEYOND, Cedric provides marketing services including but not limited to: public relations, photography, communications, graphic design/layouts, promotional campaigns, and marketing strategy and development. Clients of 360BEYOND include The Community Bank Of Lawndale, WVON AM 1450, HotStamp/YouthStream Media, Loews Sony Cineplex Theatres, Gateway Computers, New City Communications, The Windy City Word, and The North Lawndale Community Newspaper to name a few.

Cedric's mantra is "Progress Is Measured By The Support You Give Another!" and his support of and dedication to Build Today Lead Tomorrow is a testament to his commitment to not only his local community, but also the greater community at large.