Inner city children linked to tutors and mentors

Inner-city students in Chicago are receiving after-school and weekend help with their studies because of the Tutor/Mentor Connection, a rapidly growing network of volunteers.

Over the years, tutoring programs have operated almost autonomously. That changed this past year as a PCI media relations campaign helped build awareness of a new network of support. The Tutor/Mentor Connection, or T/MC, is an outgrowth of Cabrini Connections, a not-for-profit organization providing one-on-one tutoring to junior high and high school students in Cabrini Green, a subsidized public housing complex on Chicago's near north side.

Building awareness of T/MC has been essential to finding financial support for the new network and in enlisting more than 160 tutoring and mentoring programs that are now part of the network. T/MC has published the city's first directory of Chicago tutoring and mentoring programs.

PCI developed a case statement and prospectus detailing T/MC's mission and 10-point tactical plan and used it to secure corporate and foundation financial support.

PCI then coordinated media relations to generate attendance for a city-wide conference of tutoring and mentoring program leaders.

Ongoing media relations are focusing attention on a T/MC computer mapping system in which neighborhood requirements for tutoring services are overlaid with existing programs to identify areas of greatest need.

Mayor Richard M. Daley proclaimed the week of Nov. 6-12 as the first annual Tutor/Mentor week in Chicago.

Daniel Bassill, center, president of the Tutor/Mentor Connection, joins volunteer tutors and children in a mug-the-camera session.

PCI’s 18% growth puts fees above $4 million

PCI has concluded a record year, with fee income exceeding $4 million.

Total fee income for 1994 was $4,044,118, an increase of 18 percent over the preceding fiscal year.

The expansion was led by PCI’s Chicago office, which experienced a 24 percent growth over the previous year.

"We are very proud of the hard work of our staff which has enabled us to have another record year," Richard Barry, PCI president, said. "It is their skills and dedication that have earned the confidence of our clients and fueled this growth."

PCI is ranked among the 25 largest independent public relations firms in the country. The firm is also ranked among the 15 largest public relations firms in the health care, sports and travel and leisure industries.