



Liller Neal Battle & Lindsey, Inc. Atlanta Richmond Tampa New York

YOUTH OPPORTUNITY COUNCIL

Review of Public Service Material Available

May 29, 1969



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THEME

The theme for the 1969 campaign is "Make Your Summer Count." This has been adapted in a number of ways for use in print and broadcast materials, as outlined below.

TELEVISION

Three television spots have been filmed featuring the Atlanta Braves' Sonny Jackson. Basic copy approach is to impress upon Atlanta youth the fact that there are a multitude of activities available.

We anticipate featuring a telephone number in each spot, giving the hours when the number can be reached, in an effort to encourage kids to get information immediately.

The 10-second spot will feature Sonny Jackson, the telephone number, and the "Make Your Summer Count" logo.

We will also prepare a 20-second spot with the same basic elements. We are hopeful of preparing a 30-second television spot which will also feature newsclips of some of the activities taking place last year in conjunction with Sonny Jackson.



Station I.D.'s will be made available to each of the four Atlanta television stations.

While no definite commitment can be made by any of the stations as to the use of the I.D.'s or the television spots, Liller Neal Battle & Lindsey will be contacting station representatives to outline the program and elicit whatever commitment can be made by the stations. Liller Neal Battle & Lindsey will also be following up with stations in this area.

RADIO

A musical jingle has been prepared for use by Atlanta area radio stations. The basis of these radio spots is the theme set to music with a 45-second music-under segment. Information from various agencies will be funneled into John Cox's office, well in advance, and this will be condensed and sent to cooperating radio stations at least one week in advance of all activities. The stations will then promote these various activities in conjunction with the musical jingle. These will be rotated through their schedules, and hopefully, a majority of the activities will be promoted on the air each week.

There is also a shorter version of this musical jingle which will be used in the same manner. A very brief "radio I.D." will also be supplied to the stations which will simply be the theme itself.

At the outset of the radio campaign, Liller Neal Battle & Lindsey will also be contacting radio stations to outline the program.



Copy will be supplied to radio stations by Liller Neal Battle & Lindsey to be used in conjunction with the theme and the announcements at the outset of the program. This will be done in an effort to apprise listeners of the programmed announcements throughout the summer, indicating to them that the theme and the music mean now is the time to listen for upcoming activities.

It is extremely important that all agencies cooperate in this effort by channeling information into John Cox's office well ahead of time. Stations are deluged with requests to promote activities (for example, WSB-TV actually promoted well over 350 different public service organizations in the last year).

The agency will be promoting the fact to individual radio and television stations that this weekly run-down from John Cox's office will cover a majority of activities taking place throughout the summer. There is no question but that each of the various agencies involved can benefit tremendously from this overall effort.

NEWSPAPER

We are now preparing recommended public service newspaper ads for various publications in the metro Atlanta area.

This will be basically broken down into two communications objectives. The first will be to reach the parents of children who can participate in the many programs and the children themselves. Secondly, there will be messages directed to the entire community indicating that Atlanta does care, there are a multitude of programs going on during the summer, and that there are many ways that the average citizen can cooperate in making the programs an even bigger success.



All print advertising will carry the "Make Your Summer Count" logo, and these logos are now available to the various agencies participating in the program for use in their own materials.