

## FACT SHEET

### YOUTH OPPORTUNITY CAMPAIGN 1967

The Atlanta Youth Council is serving as the task-force for this campaign. Rather than confine this year's campaign to summer employment only, both at the suggestion of the Vice President and because the logic of his suggestion was already apparent to many here in Atlanta, our program will include employment, education, recreation and in a secondary way, health.

A. Because the schools provide the ideal vehicle for selling this program to high school age youth, we have developed this program through the high school counselors.

1. April 26: Memorandum will go to counselors and principals of 26 high schools outlining the program and asking for their enthusiastic support.

2. May 1: Kit going to each school will contain:

a. Abbreviated employment application forms for summer jobs through the State Department of Labor's Youth Opportunity Center, together with return envelopes for transmitting completed applications back to the Center. This early recruitment will help eliminate the logjam that occurs at the Center when school is out; it will give the less motivated youth the guidance of the counselor in taking this important first step; and it will put summer paying jobs in perspective with other types of summer opportunity.

b. Colorful posters for display throughout schools will feature a message appealing to this age group.

c. Sun-burst design lapel buttons which use a "teaser approach" to generate interest in Youth Opportunity Week. They simply say "I Am" in response to the slogan "Be a Summer Swinger", which appears on the poster and other material.

d. Comic books developed by U. S. Department of Labor as part of the Youth Opportunity Campaign kit.

3. May 4: Comic books will be distributed through junior and senior home-rooms and strong announcement made of Youth Opportunity Week, May 8 - 15.

4. May 8: Employment application forms will be made

available through junior and senior home-rooms and students urged to consider the whole range of summer opportunity - paying jobs, volunteer work with Head Start programs, summer school and recreation programs - and discuss these with the counselor. Counselors will have information on summer school and basic recreation programs and will refer volunteers to the Head Start volunteer recruiters.

Since many youth who need to be reached by this program are school drop-outs, this information will also be disseminated through the Neighborhood Service Centers and City recreation centers.

News media will be provided with full information, suggestions for special programming, public service announcement tapes and slides.

- B. The campaign will make a strong appeal to the private sector to provide summer jobs - 10% to 20% more than summer 1966.
  - 1. A mail campaign to 13,000 employers in the metro area will consist of:
    - a. Initial mailing from State Department of Labor
    - b. Mailing from Atlanta Youth Council
    - c. Mailing from Youth Opportunity Center, offering incentive of a Braves baseball ticket (similar to 1966 program) for each summer job made available to youth
  - 2. News releases will go to Atlanta Chamber of Commerce, business and civic associations, news media, etc., spelling out the whole campaign but making special appeal to employers.
- C. Three concurrent surveys are inventorying our recreation resources and preliminary findings indicate urgent need for expanded recreation opportunities. These surveys are:
  - 1. CIP overall Recreation Survey, now in first draft form.

2. Inter-Agency group self-survey - Girl Scouts, Boy Scouts, Campfire Girls, Girls Clubs, Boys Clubs, YMCA, YWCA, etc. - now being compiled.
  3. Church-related recreation survey being conducted by Atlanta Youth Council.
- D. Through news media special programming, etc., we hope to continue the initial motivation of a summer opportunity campaign throughout the summer in as many ways as possible.