

METRO - ATLANTA YOUTH OPPORTUNITY PROGRAM

68 MITCHELL STREET, RM. 1201-B

ATLANTA, GA. 30303

522-4463, EXT. 437 or 525-8275

Hon. Ivan Allen, Jr., Honorary Chairman
Clarence E. Elsas, General Chairman
Mrs. Carrie B. Wright, V. Gen. Chairman
John Cox, Executive Secretary

Mr. Dan Sweat
Mayor's Office
City Hall
Atlanta, Ga. 30303

Dear Mr. Sweat:

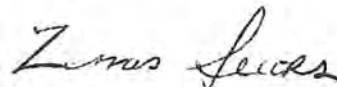
Liller, Neal, Battle and Lindsey has again this year agreed to serve as the publicity consultants for the Youth Opportunity Program.

As we have reviewed and evaluated the 1968 publicity effort, I feel that the generous resource of Liller, Neal, Battle and Lindsey has not been effectively and fully utilized. This is especially true of publicizing, promoting and reporting the various activities to the media for maximum coverage.

We have set up a meeting with Mr. O. B. Moore, Consultant from Liller, Neal, Battle and Lindsey and other agencies to discuss developing guidelines and procedures for reporting activities to the various media. The meeting will be held Thursday, April 24, City Hall, Committee Room #4 at 10:00 a.m.

If you cannot attend, please send a representative.

Sincerely,



Zenas Sears, Chairman
Publicity Sub Committee, Y.O.P.