

Where several groups cooperate on a project, it is usually a good idea to make one of them chiefly responsible for it.

The *Greenwich, Connecticut*, Social Planning Committee of the Community Council approved a plan for a youth center and recommended it to the Community Chest. Responsibility was assigned to the YMCA, with other groups working under its direction.

Publicity

No youth recreation program can be successful without community support. To this end, a sound public relations program is essential, and public relations should be a concern of the Youth Recreation Committee from the start. The Committee may appoint a subcommittee on Information with members chosen from newspaper, radio, and advertising people, who know the town's information channels and can plan a campaign of broad scope.

Their task is twofold: *first*, to enlist support for the youth recreation program, and *second*, to keep the community informed of what goes on.

A publicity program may start with the announcement that a Youth Recreation Committee has been formed. It should be sustained through radio programs and newspaper feature stories which highlight the need for teen-age programs and tell what is being done. Surveys of needs and resources should be publicized. As the program develops, speeches, interviews, picture layouts, spot news and calendars of coming events are all helpful.

A four-page layout in a *Palo Alto, California*, newspaper announced a summer recreation program. Stories told of the need for better facilities, described the projects which made up the community program, and listed future events. Local advertisers financed the spread.

When a Teen Town center in *Watertown, New York*,