

*Vice President's remarks
Women's Conference on War on Poverty
Washington D.C. May 8, 1967*
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THE SUMMER AND ALL YEAR ROUND

My purpose today is to highlight one particular program -- for the summer months and for the underprivileged youngsters, in particular.

You may ask -- "Why the summer months?" Is not the War Against Poverty a year-round effort?"

Of course, it is.

But summer offers particular opportunities and challenges. In just a few weeks, the school term will end.

For millions of youngsters -- in families with means -- the summer will be a happy time. But for other millions -- for those in the sweltering tenements of Inner Cities, June, July and August can hold idleness and frustration.

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TWO BROAD PROGRAMS

To help make these months fulfilling and rewarding, the President has launched two nationwide programs: --

The first is Jobs -- It is to encourage the nation's employers to hire needy, older teenagers. _____

The second is Recreation -- Its purpose is to expand summer camp, swimming, other sports, recreation, educational, entertainment and artistic programs.

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ADVERTISING COUNCIL

In 2½ weeks, a new nationwide, public service advertising campaign under the auspices of the Advertising Council -- will bring this message over television, on radio, in newspapers and magazines: --

"Help your local youth-serving organization in providing jobs and recreation!"

↳ This nationwide appeal must be backed up locally in your hometown by a local appeal. That means you should help make sure that your local TV-radio-newspaper-magazine informs citizens in your town how and where they can specifically respond.

"Share your summer"

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Thus, each community should have a: --

- central telephone number
- central post office box

so that citizens can inquire and can get the best answers as to how they can help.

I have urged 3 types of local organizations to work together on these arrangements:

1. The Mayor's Youth Opportunity Council
2. The Community Action Agency -- your local War Against Poverty group.
3. The United Givers' Fund-Health and Welfare Council.

It is up to you to check to make sure that they do follow through by coordinated public relations and operating programs.

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CHECK LIST OF QUESTIONS

Send the word -- to your local chapters and affiliates, to your local clubs and units -- it is up to you, the women, to help make sure that each of these 3 organizations is really working -- and working together in your home town.

You might ask yourself these questions:

1. Has my mayor actually appointed a Youth Opportunity Council? Is it broadly representative? Is it really reaching out to mobilize the entire community for the youngsters in the ghetto areas?

2. Is my community filling every available space in summer camps? (Last year, there were vacancies of up to 15-25% in publicly-supported summer camps -- sponsored by "Y's", Boy Scouts, and others. The American Camping Association is working with us to fill every available camp space and in some instances to extend the summer camp season. Your summer camp needs your help.

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3. Have my community leaders taken advantage of the national Advertising Council campaign by supplementing it with local advertising appeals for volunteers?

And are we actually using volunteers well -- in recreational, tutorial educational, entertainment and other efforts?

4. Does my community have teen-age employment centers, run by teen-agers for teen-agers? Can I use teen-age part-time assistance to help in my own in the garden or in other household tasks?

5. Can my husband employ a needy teen-ager? My church group, my professional organization?

6. Can my club make available its swimming pool, part of the time, to a well-supervised group of youngsters who might otherwise have no opportunity to swim?

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WEDNESDAY PRESS CONFERENCE

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/ On Wednesday of this week, May 10, I will be holding a Press Conference to describe our plans for the summer job and recreation programs. Several of the largest women's organizations which are represented today will also be present at the Conference.

Without attempting to preview my comments on Wednesday, I can tell you that we are making steady progress on both the job and recreation fronts. But we need your help. Time is of the essence . When you go back to your headquarters, I hope you will send word -- immediately -- so that the work can begin in communities throughout the nation. 2000 United Fund-Community Councils will be cooperating with us. Their and others' success depends in large part on you. I know that I can count on you.

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