

August 11, 2009

T0:Regional Service Directors-Public Relations/Regional Directors

From:U.S.A. Area Service Director-Public Relations Terry Bradley

Subject:Public Relations Memo Number One and Introduction

Fellow Y's Men:

I am honored to serve as your ASD-PR as requested by AP Phil Sammer and will attempt to learn from you, and work with you as to informing our clubs to share the good news and inspire each other as to the public relations aspect about our clubs, Districts, Regions, and Area. As a past Area President and ICM as well as Regional Director, I am always learning new things and new approaches to solve our problems and to focus on the positive things being done as members of this organization. I am open to new ideas and approaches as to your comments as to how we can tell the good news about our activities, projects, and recognitions. As a member of the South Rowan Y Service Club in China Grove, NC and the South Atlantic Region since 1971, I commit myself to publicize our events and to inform our community about who we are.

1.I am asking that you get a letter out to your Club Presidents, Regional bulletin Editor, Regional Directors, District Governors, and other service areas especially the Regional Community Service Director as to providing public relations news about the clubs as to their relationships to their YMCA and to their local communities ,and how we have been able to publicize the event in collaboration with others involved.

2. I am attaching a form I used in my Region last year to fill out and compile a list of what clubs are doing in their YMCA and communities and ask that you publicize this summary with your Regional Board as well as the Y's Alliance as well as the Regional bulletin and to give a copy to the local YMCA staff , and also to the Regional Extension Director to share with potential new clubs. Please revise this as you see fit and I would encourage each Club President to have a club photographer to help with this project. Please provide an incentive to have this done and then publicize the summary on as many publications as possible and send me the results so I can share on the

Area , USA YMCA ,and International level. Let's set a deadline of Dec.31. 2009

3. I will also be asking that those Regional Directors who do not have a Public Relations Service Director, to please select some one as soon as possible and advise their contact information to me.

4. I am guilty of not finding out more about the Forward Plan concerning all affiliated clubs in our organization, and will try to take aspects of this plan and forward to you for implementation and for educating our membership.

5. Let Your Light Shine-Pray for our actions and inspiration and let's make the difference in what we as members can do and to also take the leadership roles in this particular responsibility.

Thank you in advance and acknowledge you have received. I appreciate your efforts and input.

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**cc: AP Phil Sammer
ISD-PR Josey Joseph
Community Director Daryl Soltau
Regional Directors**