

The Urban Coalition / Federal Bar Building West / 1819 H Street, N.W. Washington, D. C. / 20006

Steering Committee Co-chairmen: Andrew Heiskell / A. Philip Randolph

February 26, 1968

MEMORANDUM

TO: Public Relations Representatives of Steering
Committee Members

FROM: Joseph H. Allen, President, McGraw-Hill Publications
and Co-Chairman, Task Force on Communications and
Public Support of The Urban Coalition

SUBJECT: Meeting of Public Relations Representatives, March 8,
1968, New York City

As you know, the members of the Steering Committee of The Urban Coalition have provided fine leadership in the Coalition's efforts to stimulate national action on the problems of the cities.

We feel that the public relations directors of the organizations represented on the Steering Committee--or people who sometimes act in a public relations capacity--can make a meaningful contribution to this great effort. We think you will also find it helpful to be fully informed about Coalition activities.

You are invited to attend a meeting planned exclusively for the public relations people at the Time-Life Building, Rockefeller Center, New York City, on March 8th. The meeting will begin at 4 p.m. in the 8th floor auditorium. Following the session, Time-Life will host a social hour and buffet supper.

John W. Gardner has advised me that he plans to attend the meeting. This will afford us the opportunity to discuss with him the present and future activities of the Coalition.

We will appreciate hearing at an early date whether you can be with us. Please leave word with Mrs. Marcia Greene at the Coalition office (202/293-1530).