

# The Urban Coalition

1815 H Street, N.W.  
Washington, D.C. 20006  
Telephone: 347-9630

CHAIRMAN: John W. Gardner

CO-CHAIRMEN: Andrew Heiskell / A. Philip Randolph

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## INFORMATION SERVICE FOR COALITIONS

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SUBJECT: Advertising Council Campaign

The Advertising Council has prepared its most massive public service advertising campaign on "Crisis in Our Cities." Through radio, television, and newspaper ads, the Council seeks to "inspire, encourage and move Americans to become more involved in the urban, racial crisis facing our nation."

Enclosed is the Council's radio campaign packet. Similar ad spots have been sent to television stations, newspapers and magazines, outdoor advertising agencies, and transit authorities. In total, 33,000 local media outlets have been contacted.

You will note that the packet includes a letter from John Gardner, Chairman of the Urban Coalition, urging support of the campaign. Any additional encouragement you might give to the effort locally will be welcome. You may wish to contact the media in your community and urge them to use these materials if they are not now doing so.

For further information, please contact Mr. Brian Duff, the Urban Coalition's Vice President for Communications.

GENERAL MOTORS CORPORATION

GENERAL MOTORS BUILDING

DETROIT, MICHIGAN 48202

GAIL SMITH  
GENERAL DIRECTOR  
ADVERTISING AND MERCHANDISING

August, 1968

From One Involved Businessman to Another:

The CRISIS IN OUR CITIES campaign is the newest public service effort of The Advertising Council, and in many ways it is the most significant project the Council has undertaken in a number of years.

The advertising is straight talk. It deals with the hard realities of life in Urban America. It is not a "scare" campaign, nor was it meant to be. Rather, it seeks to inspire, encourage and move Americans to become involved in the urban, racial crisis facing our nation -- to do something constructive to help solve the problems of our cities. Unfortunately, until now too many of our citizens have been bystanders in this vital area.

As you will see from the enclosed materials, the campaign puts into clear perspective the aspirations of those who live in the ghettos. And it calls for action, individually and collectively, from all of us who are -- or should be -- concerned.

We are conducting this campaign in cooperation with Urban America, Inc. and the Urban Coalition. You and your associates will be interested in the enclosed letter from John Gardner.

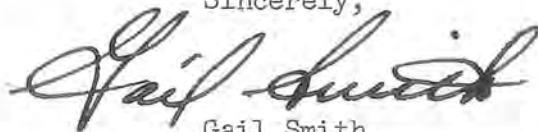
Ketchum, MacLeod & Grove, Inc. is serving as the Council's volunteer advertising agency for the CRISIS IN OUR CITIES campaign. I think you will agree that they have created outstanding advertising about a very complex subject.

I have learned from first-hand experience here in Detroit that effective communications are absolutely vital to any successful effort in dealing with the problems of the city. In my opinion, advertising can make a significant contribution in these critical times. But we need your help and the help of all media. I am particularly hopeful that your medium can persuade millions of Americans to send for the free booklet, "The Turning Point", which is offered in the advertising.

I know that you will do everything you can to give this important campaign the maximum exposure which the urban, racial crisis demands.

Everyone concerned with these problems will be most grateful for your valuable help.

Sincerely,



Gail Smith  
Volunteer Coordinator  
CRISIS IN OUR CITIES campaign

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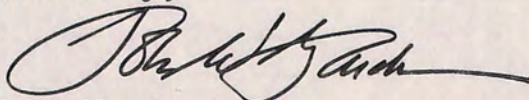
August, 1968

We need your help:

The Urban Coalition and local Urban Coalitions in 33 American cities join in asking your support for the campaign, "Crisis In Our Cities", prepared by the Advertising Council for Urban America. This fine example of advertising in the public service, coupled with related campaigns, represents the largest single effort yet attempted to use the power of mass advertising to meet the growing problems of cities and people which threaten to destroy our way of life.

No domestic crisis has equaled the gravity of the one which now confronts us and never has there been a more important opportunity to turn the nation's communications resources to better purpose. I urge you to give to this campaign the full and continuing support of your organization. The stakes, for all of us, have never been greater.

Sincerely,



John W. Gardner  
Chairman



25 years of  
advertising contributed  
for the public good.

# CAMPAIGN COPY GUIDE & FACT SHEET

THE ADVERTISING COUNCIL, INC.

25 WEST 45th STREET, NEW YORK, N.Y. 10036

NEW YORK • WASHINGTON • CHICAGO • HOLLYWOOD

No. 91

## CRISIS IN OUR CITIES

(The material contained in this Fact Sheet has been obtained from Urban America, Inc. Volunteer Advertising Agency" Ketchum, MacLeod and Grove, Inc. Volunteer Coordinator: Mr. Gail Smith, General Motors Corporation)

### ATTENTION TO WHAT IS HAPPENING...

With repeated explosions of violence and destruction spotlighting the deteriorating condition of our cities, each of us needs to be vividly aware of the depth of the crisis now facing America's Urban communities.

Regardless of where we and our families live, the problem of the cities is our problem. John W. Gardner, Chairman of the Urban Coalition, has pointed out that although many believe that "their special worlds can flourish while the society decays...our Society is wholly interdependent today, and decay in part endangers all."

### ...AND TO THOSE AFFECTED

America's spreading slums affect most drastically the non-white populations that each year come crowding into our cities. The rate of non-whites to whites in American cities has been growing since the War -- and the trend is continuing.

The over crowding has been accompanied by poor housing, inadequate education, high rates of unemployment among people segregated along racial lines.

### THE CHOICE -- DISASTER OR CONSTRUCTIVE CHANGE

Statistical projections point to the danger that in the future America will become divided into non-white city ghettos and white suburbs.

Conditions of deprivation for one segment of a divided population can bring disaster to the nation as a whole. Or they can lead to constructive change.

EVERYONE HAS A PART

A major aspect of life in the slums is its failure of communication with the rest of America. The slums become ghettos which breed misunderstanding and frustration. If disaster is to be averted and conditions changed for the better this communications gap must be overcome. Whites and blacks must develop the means for acting together against poverty, discrimination, bad housing, poor education, powerlessness and estrangement.

"THE TURNING POINT"

Every citizen can participate in voluntary activities to eliminate slums and improve relations among Americans of all races and economic groups. A booklet entitled, The Turning Point lists things that individuals can do now to help alleviate the crisis in our cities. The Turning Point is available free of charge by writing Urban America, Inc., Box 6087, Washington, D.C. 20005

SUMMARY...WHAT TO TELL YOUR AUDIENCE

- 1) Point to the crisis in our cities -- overcrowded neighborhoods, poor housing, inadequate education, unemployment -- and emphasize that what happens to our cities happens to our suburbs.

Society today is a interdependent whole, and decay in one part endangers all.

- 2) Emphasize that unless we act to remake our cities, ghetto conditions -- and the frustration and unrest they breed, will spread, dividing America and threatening its future.
- 3) Explain that lack of communication between the slums and the rest of the nation must be overcome, so that all can work together against poverty, discrimination, poor physical conditions, unemployment, powerlessness and estrangement.
- 4) Drive home that every American has a part to play as a volunteer in improving existing conditions and human relations -- and urge everyone to write for the free booklet, The Turning Point which lists many things that individuals can do to alleviate the crisis in our cities. Address Urban America, Inc., Box 6087, Washington, D.C. 20005

NOTE: If you would like further information or additional service in connection with this campaign, please get in touch with any of the following Advertising Council offices:

NEW YORK            Mr. Henry C. Wehde, Mr. Gordon Kinney or Mrs. Mildred Vega, 25 West 45th Street, New York, N. Y. 10036... JUdson 2-1520.

CHICAGO            Mrs. L. S. Schwartz, Room 2000, 203 North Wabash Avenue, Chicago, Illinois 60601...RAndolph 6-1753.

HOLLYWOOD

Mrs. Celeste Meakin, 1717 North Highland Avenue,  
Los Angeles, California 90028...Hollywood 2-0988.

WASHINGTON

Miss Eleanor Sullivan, 1200 18th Street, N.W.,  
Washington, D.C. 20036...FEderal 8-9153.

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advertising contributed for the public good.

**PUBLIC SERVICE ANNOUNCEMENT**  
**THE ADVERTISING COUNCIL, INC.**  
25 WEST 45th STREET, NEW YORK, N. Y. 10036  
NEW YORK • WASHINGTON • CHICAGO • HOLLYWOOD

THIS PUBLIC SERVICE ADVERTISING MESSAGE MAY BE USED IN COMMERCIAL OR SUSTAINING TIME AND MAY BE SOLD FOR COMMERCIAL SPONSORSHIP.

The Advertising Council

Urban America - Crisis In Our Cities Campaign

ONE-MINUTE RADIO SPOT #1

ANNOUNCER

The most obvious symbols of today's affluent society are the outdoor barbecue and the sports car. The most incongruous is the rat. According to the 1960 census, more than 4 million urban dwellings were completely dilapidated, 3 million more were badly deteriorated, and another 2 million had serious code violations or were overcrowded. If building codes were enforced, most ghetto buildings would be boarded up. During the nineteen-thirties, we saved the farms from starvation. Now the cities need help. Before they die of neglect. If you think there's nothing you can do to help, think harder. For more information, write Urban America, Box 6087, Washington, D.C. 20005.

**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

ONE-MINUTE RADIO SPOT #2

ANNOUNCER

The year 2000 is little more than a generation away. For our cities, the question is precisely this: Will the New Millennium mark a celebration or a wake? If you think you can sit snug in a suburban split-level while the cities slide downhill, you're only kidding yourself. Slums won't stop at the city line any more than commuters do. What happens to our cities happens to our suburbs. Together we can remake our cities. We will. We must. If you think there's nothing you can do to help, think harder. For more information write Urban America, Box 6087, Washington, D.C. 20005.



**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

30-SECOND RADIO SPOT #1

ANNOUNCER

If you think you can sit snug in a suburban split-level while the cities slide downhill, you're only kidding yourself. Slums won't stop at the city line any more than commuters do. Together we can remake our cities. We will. We must. If you think there's nothing you can do to help, think harder. For more information write Urban America, Box 6087, Washington, D.C. 20005.

**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

30-SECOND RADIO SPOT #2

ANNOUNCER

The most obvious symbols of today's affluent society are the outdoor barbecue and the sports car. The most incongruous is the rat. Most kids live in cities. So do most rats. Our cities need help. Your help. If you think there's nothing you can do to help, think harder. For information, write Urban America, Box 6087, Washington, D.C. 20005.

**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

20-SECOND RADIO SPOT #1

ANNOUNCER

Most kids live in cities. So do most rats. Our cities need help. Your help. If you think there's nothing you can do to help, think harder. For more information, write Urban America, Box 6087, Washington, D. C. 20005.

The Advertising Council

Urban America - Crisis In Our Cities Campaign

20-SECOND RADIO SPOT #2

ANNOUNCER

During the nineteen-thirties, we saved the farms from starvation. Now the cities need help. Before they die of neglect. If you think there's nothing you can do to help, think harder. For more information, write Urban America, Box 6087, Washington, D.C. 20005.



# NATIONAL LABORATORY FOR THE ADVANCEMENT OF EDUCATION

DEMONSTRATIONS • PRESENTATIONS • DISCUSSIONS • DISPLAYS

*featuring*

“INDIVIDUALIZED LEARNING FOR THE INNER CITY”

NOVEMBER 18-20, 1968  
WASHINGTON HILTON  
WASHINGTON, D. C.

September 20, 1968

*headquarters office:*  
1750 PENNSYLVANIA AVE., N. W.,  
WASHINGTON, D. C. 20006  
202/298-9123

Honorable Ivan Allen, Jr.  
Mayor  
Atlanta, Georgia

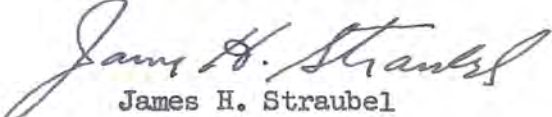
Dear Mayor Allen:

Our organization is in full accord with the Urban Coalition fundamental objective of putting the urban crisis at the top of the agenda of national concern. The portion of the crisis in the urban area or inner city areas that we are mostly concerned with is education. I am enclosing a brochure which describes this concern and effort entitled "Individualized Learning in the Inner City" which will take place November 18-20, 1968, in the Nation's capital and which will focus on potential solutions for the educational problems in the urban areas.

We strongly encourage industrial organizations and other groups such as the Urban Coalition to assume leadership in implementing the concept of team registration which you will find under the general section on registration. For if community members from around the Nation are group sponsored to attend an action oriented function such as this, they will take back valuable information and will be able to create follow-on action programs to enhance the quality of education in their local areas.

If you desire further information, please feel free to contact us at any time.

Sincerely yours,



James H. Straubel

Enclosure

*sponsored by* THE AEROSPACE EDUCATION FOUNDATION

*president, DR. LEON LESSINGER • executive director, JAMES H. STRAUBEL • managing director, MICHAEL J. NISOS*

*in cooperation with* THE U. S. OFFICE OF EDUCATION

**In the nation's capital  
an action-producing  
work-session  
for**



**Educators / Government Officials / Civic Leaders / Industrial Executives**

# **THE NATIONAL LABORATORY FOR THE ADVANCEMENT OF EDUCATION**

A new medium of communications to demonstrate, analyze, evaluate the nation's most outstanding examples of innovative classroom projects focused on

**INDIVIDUALIZED LEARNING FOR THE INNER CITY**

presented by

**THE AEROSPACE EDUCATION FOUNDATION**

in cooperation with

**THE U. S. OFFICE OF EDUCATION**

Washington Hilton Hotel

Washington, D. C.

November 18-19-20, 1968

# THE NATIONAL LABORATORY

for

## THE ADVANCEMENT OF EDUCATION

featuring

- **Classroom Demonstrations** — actual classroom experience demonstrated by teachers who have provided effective changes in the learning process through innovative concepts and techniques — covering all grade levels from preschool through adult education — and a wide range of subject areas.
- **Three-Phase Seminar** — “Individualized Learning for the Inner City” — featuring reports and panel discussions on actual results achieved in the movement from classical group instruction to self-paced individualized learning — with concentration on education’s role in solving urban problems.
- **Exposition** — industry displays and demonstrations of products and services complementing the subject areas covered in the Classroom Demonstrations and Seminar sessions — with the Exposition Area adjacent to the conference rooms — and a program schedule which not only encourages but requires multiple visits to the Exposition.
- **Talk-Back Sessions** — each registrant does more than attend the National Laboratory. He participates in it. To enhance personal involvement, each evening of the conference will be devoted to follow-on question-and-answer discussion periods with the principals involved in the Classroom Demonstrations and Seminar Sessions, and with Industry representatives as well.



## OBJECTIVES

The "on switch" for the National Laboratory was triggered by the fact that far too many human switches, particularly in the teaching profession, have been turned "on" by promises of an educational revolution which has yet to materialize; with resultant frustrations obvious for all to see.

At issue here are the innovative practices in education. And by "innovation," a word badly maligned, we mean "significant changes in teaching which measurably improve the learning process through the creative application of ideas, methods, and devices."

Establishment of the National Laboratory was the outgrowth of a widespread survey of educational innovations, conducted by the Aerospace Education Foundation. The survey revealed that, while completely innovative systems are not yet available, significant innovative components, or modules of systems, do, in fact, exist in a number of subject areas; and further, that both the producers and users of innovative materials deserve a new means of communicating their successes, as well as their failures, one to another.

The National Laboratory has been created to demonstrate outstanding examples of innovative components on a national platform, and on a teacher-to-teacher basis, to show that changes in the learning process are on the march (if not on the run) and that effective innovation *is* proving out. Thus, rather than thrash more wordage at the inadequacies of education today, the National Laboratory will demonstrate what *is* working, and how — by the people actually doing the job. The aim, of course, is to precipitate follow-on action in many classrooms.

Individualized Learning was selected as a practice which has progressed to the point where it merits exposure as the prevailing theme. Further, individualized learning shows potential as a key to the solution of many urban problems in education. With these problems in high priority status, we have concentrated on Individualized Learning for the Inner City.

WORKING EXAMPLES OF

OBJECTIVE

In a nationwide survey involving numerous evaluations, the Aerospace Education Foundation encountered a number of on-going projects qualifying as "significant changes in teaching which measurably improve the learning process," to quote from our own definition of educational innovation.

Some of these are the outgrowth of long-range, heavily funded studies; others seemed to grow out of the classroom woodwork when dedicated, hard-working practitioners, on their own, faced up to the need for change.

With the huge communications gap that exists in education today, far too little of this effective experience has spilled over from one school district to another. Hence the Classroom Demonstrations as a major feature of the National Laboratory.

This project, the first of its kind, will bring together for demonstration purposes the best examples the nation has to offer in educational innovation — and reveal the results on a teacher-to-teacher basis.

These demonstrations will simulate — in terms of facilities, resources, teacher-student relationships, etc. — the actual situation in the originating classrooms across the country. The teachers from these classrooms will conduct the demonstrations with actual students (not adults pretending to be children). Demonstration periods will range from thirty minutes to one hour.

To present this unique program in a realistic manner, and permit each observer to visit each of the eleven demonstration areas, it will be necessary to limit participation to 1,500 registrants. Attendance, on an invitation-only basis, therefore will be highly selective to guarantee a cross-section of the educational community.

INNOVATIVE TEACHING EXPERIENCE

PROGRAM

- **Preschool: Learning to Learn**  
How the Montessori, Moore/Kobler and Deutsch concepts are combined to motivate the desire to learn— *Washington, D.C.*
- **Individualizing in Elementary**  
Where every student pursues learning according to his own personal inventory of abilities, needs and interests— *Duluth, Minnesota.*
- **High School Work and Learn**  
How cooperative education stimulates learning, reduces drop-outs and produces responsible future citizens— *Patterson High School, Dayton, Ohio.*
- **LSD: The Trip Back Home**  
A school system's unique educational campaign against LSD and marijuana— *San Mateo Union High School District, California.*
- **College Without Classrooms**  
How the unstructured college day increases student alternatives and enhances individualized learning— *Oakland Community College, Detroit, Michigan.*
- **Sex Education**  
How new approaches to an age-old teaching problem help to take the mystery and the mystique out of sex— *Dr. John Gagnon, University of Indiana.*
- **Self-Pacing Vocational Skills**  
How the U. S. Air Force employs learner-centered instruction and advanced communications technology— *Air Training Command, Randolph Air Force Base, Texas.*
- **Computer Managed Instruction**  
How computer technology is utilized in the classroom for diagnostic, prescription and evaluation purposes— *New York Institute of Technology.*
- **Strategy for Teacher Training**  
How teachers are better prepared to meet student problems in disadvantaged areas— *Pennsylvania Advancement School, Philadelphia, Pa.*
- **Education in the Factory**  
How private industry's factory classrooms help solve under-employment and unemployment— *MIND, Inc.*



## INDIVIDUALIZED LEARNING FOR THE INNER CITY

### OBJECTIVE

Individualized learning involves a system of instruction in which educational objectives are based on individual student achievement rather than on average behavior or on group scheduling. Thus, student activity is controlled largely by specific performance criteria, rather than by blocked-out time periods, and the students often have a strong voice in the selection of procedures and materials to fulfill these criteria.

Contrary to popular belief, this means that any instructional method or device might be appropriate in the pursuit of individualized learning. It can involve studying alone, in small or large groups, with or without a teacher, with or without machines, with or without lectures.

But it *does* involve learner-centered rather than teacher-centered instruction, and self-pacing to the extent that students move ahead according to their individual abilities, needs, and interests.

Given the proper arrangement of teacher strengths, support and participation, instructional materials and administrative support, an individualized program of instruction can be achieved *now*, with the means we have at our disposal.

All major elements of individualized learning will be evaluated at the Seminar — by members of the educational community who have made individualized learning work — and evaluated from a standpoint of results.

With urban education posing massive problems in the handling of disadvantaged youth, the presentations and panel discussions will be concentrated on Individualized Learning for the Inner City.

### PROGRAM

**Phase One**—9:00 A.M., Monday, November 18, 1968

#### Participants

- Role of the Teacher
- Role of the Student
- Role of the Administrator
- Role of City, County and State Officials
- Role of the Parent

Note: Discussion periods follow each presentation

*12:00 Noon—Buffet Luncheon—Exposition Area*

**Phase Two**—9:A.M., Tuesday, November 19, 1968

#### Results

- Self-pacing in Elementary
- Work-and-Learn in High School
- Individualized Teacher Training
- Factory Classrooms

Note: Discussion Periods follow each presentation

*12:00 Noon—Conference Luncheon—International Ballroom*

**Phase Three**—2:00 P.M., Wednesday, November 20, 1968

#### Futures

- Guaranteed Education
- Toward the Comprehensive High School
- The Growing Work-Study Movement
- Facing up to Facilities
- The Search for Values



THE WASHINGTON HILTON HOTEL . . . ONE OF THE WORLD'S NEWEST AND FINEST!

### FEES

**Full Conference** (includes opening reception, two buffet luncheons, the annual Educators Awards Luncheon, and all other events described in the brochure).

*Early Registration* (reservation made prior to  
 October 1, 1968, with or without payment of fee) . . . . . \$50.00  
*Regular Registration* (after October 1, 1968) . . . . . \$60.00

**Individual Days** (includes all events described in brochure for each day of conference)

*Per Day* (regardless of registration date) . . . . . \$25.00

**Hotel Accommodations:** National Laboratory registrants are responsible for making their own reservations at the hotel of their choice. However, a block of rooms has been set aside for registrants at the Washington Hilton Hotel, site of the conference. If you desire such accommodations, a hotel reservation card is attached for your convenience. For further information or assistance, please contact the sponsor: National Laboratory for the Advancement of Education, c/o Aerospace Education Foundation, Suite 400, 1750 Pennsylvania Avenue, N.W., Washington, D.C. 20006 (202/298-9123).

**Press Accommodations:** Complimentary registration, credentials, and appropriate facilities will be available for the working press.

## REGISTRATION

**Invitations:** Registration, on an invitation-only basis, will be limited to a select group of educators, government officials, civic leaders and industrial executives.

As many as 3,000 registrants can be accommodated at the Seminar Sessions, and even more in the Exhibition Area, but both facilities and scheduling limit participation in the Classroom Demonstrations to 1500 registrants.

**Early Reservations:** To meet scheduling requirements for the Classroom Demonstrations, it is desirable to receive as many conference reservations as possible by October 1, 1968. Therefore, prior to that date, early reservations (for the full conference only) will be accepted—with or without remittance of the registration fee.

**Confirmation:** Early registrations received with fees remitted will be confirmed immediately. Early reservations not accompanied by fees will be confirmed and invoiced by October 21, 1968.

**Procedure:** Early reservations and registrations can be accomplished by using the conference registration card enclosed with this brochure, or by direct contact with the National Laboratory for the Advancement of Education, Suite 400, 1750 Pennsylvania Ave., N.W., Washington, D.C. 20006. The National Laboratory's Registration Desk at the Washington Hilton Hotel will be open from 4:00 P.M., Sunday, November 17, 1968.

## TEAM REGISTRATION

The National Laboratory will stimulate action which relates to society as a whole—to industry, government, civic agencies and organized labor as well as the academic community.

Therefore, the sponsor encourages participation by teams of individuals who represent these interested and responsible elements in their communities. For example: educators and school administrators, industrial planning and training executives, PTA heads and civic leaders, local government officials and labor union personnel.

Community teams, with information obtained at the National Laboratory, can create follow-on action programs to enhance the quality of education in their areas.

We invite industrial organizations and other groups to assume leadership in implementing this concept. We do so in the belief that team registration at the National Laboratory will lead to team interaction at the community level.

The staff of the National Laboratory is prepared to work closely with team contacts in this new and promising effort.

## INDUSTRY DISPLAYS OF EDUCATIONAL RESOURCES

### CONCEPT

The Exposition, featuring Industry displays and demonstrations, will be an integral part of the National Laboratory for the Advancement of Education.

In attendance will be the educators who will observe the Classroom Demonstrations (limited to 1500 participants) plus the additional 1500 educators who can be accommodated in the Seminar sessions. All will be present on an invitation-only basis.

These educators — from campus, government and industry — represent organizations deeply concerned with the growing need for new educational resources. Example: the administrators and program directors responsible for the 100 major innovative projects currently being funded by the Office of Education.

From the Office of Education itself will come a large contingent of key staff members to participate in the National Laboratory events and view the Exposition.

The District of Columbia school system is selecting 500 of its administrators and teachers to attend the Exposition. As the District moves toward a heavily-financed Model City program, changes in its educational system will have national significance.

The schedule of events at the National Laboratory will permit all participants to spend ample time in the Exposition Area, which opens out to the demonstration classrooms. In fact, two of the three luncheons scheduled, plus a reception, will be held in the Exposition Area. The evening Talk-Back Sessions are available for deeper exploration of Industry's products and services.

# THE NATIONAL LABORATORY FOR THE ADVANCEMENT OF EDUCATION

Washington Hilton Hotel • Washington, D. C.

## PROGRAM

### Sunday, Nov. 17

7:00 PM - 8:30 PM	Opening Reception and Preview of Displays	<i>Exposition Hall</i>
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### Monday, Nov. 18

9:00 AM - 11:30 AM	Seminar: Individualized Learning for the Inner City	<i>International Ballroom</i>
11:00 AM - 6:00 PM	Review Displays	<i>Exposition Hall</i>
12:00 Noon - 12:45 PM	Reception (cash bar)	<i>Exposition Hall</i>
12:30 PM - 2:00 PM	Buffet Luncheon	<i>Exposition Hall</i>
2:30 PM - 5:00 PM	Classroom Demonstrations	<i>Exposition Area</i>
5:00 PM - 6:00 PM	Reception (cash bar)	<i>Exposition Hall</i>
7:00 PM - 9:00 PM	Talk-Back Sessions	<i>Exposition Area</i>

### Tuesday, Nov. 19

9:00 AM - 11:30 PM	Seminar: Individualized Learning for the Inner City	<i>International Ballroom</i>
11:00 AM - 6:00 PM	Review Displays	<i>Exposition Hall</i>
12:00 Noon - 12:30 PM	Reception (cash bar)	<i>Exposition Hall</i>
12:30 PM - 2:30 PM	Awards Luncheon	<i>International Ballroom</i>
2:30 PM - 5:00 PM	Classroom Demonstrations	<i>Exposition Area</i>
5:00 PM - 6:00 PM	Reception (cash bar)	<i>Exposition Hall</i>
7:00 PM - 9:00 PM	Talk-Back Sessions	<i>Exposition Area</i>

### Wednesday, Nov. 20

8:00 AM - 2:00 PM	Review Displays	<i>Exposition Hall</i>
9:00 AM - 12:00 Noon	Classroom Demonstrations	<i>Exposition Area</i>
12:00 Noon - 12:45 PM	Reception (cash bar)	<i>Exposition Hall</i>
12:30 PM - 2:00 PM	Buffet Luncheon	<i>Exposition Hall</i>
2:30 PM - 5:00 PM	Seminar: Individualized Learning for the Inner City	<i>International Ballroom</i>
5:00 PM	Adjournment	

## THE NATIONAL LABORATORY FOR THE ADVANCEMENT OF EDUCATION

**EXECUTIVE DIRECTOR**  
James H. Straubel

**GENERAL CHAIRMAN**  
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*Supt., San Mateo Union High School District, Calif.*  
*President, Aerospace Education Foundation*

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Ralph V. Whitener

**CHIEF ADVISOR**  
Dr. C. R. Carpenter

### BOARD OF TRUSTEES OF THE AEROSPACE EDUCATION FOUNDATION

### THE SPONSOR . . .

The Aerospace Education Foundation, now in its fourteenth year, is a nonprofit organization dedicated to educational, scientific, and charitable purposes; it is supported by the Air Force Association.

The Foundation takes a basic interest in the educational significance of the vast research, development and operational experience underlying the advancement of air travel and space flight.

Currently the Foundation is pioneering in the organized adaptation of advanced Air Force course materials for use in public school systems.

The governing body of the Foundation, the Board of Trustees, represents the purposeful combination of educators, industrial executives, and professional men, most of them with personal experience in the movement of aerospace technology.

The Foundation thus reflects the efforts of dedicated, forward-looking men from three prime elements of our society, working closely with representatives of government at all levels, to enhance the impact of advanced concepts and techniques on the learning process in this country.

Each year, for more than a decade, the Foundation has made it possible for hundreds of selected educators to attend the nation's largest display of advanced technology — the annual Aerospace Development Briefings of the Air Force Association — and this experience has resulted directly in the enhancement of many school curriculums.

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*New York Attorney*

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Dr. C. R. Carpenter  
*Prof., Penn State Univ.*

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Dr. James C. Shelburne  
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**THE NATIONAL LABORATORY FOR THE ADVANCEMENT OF EDUCATION**

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AEROSPACE EDUCATION FOUNDATION

National Laboratory for the Advancement of Education

NOVEMBER 18 - 20, 1968

# The Urban Coalition

1815 H Street, N.W.  
Washington, D.C. 20006  
Telephone: 347-9630

CHAIRMAN: John W. Gardner

CO-CHAIRMEN: Andrew Heiskell / A. Philip Randolph

September 6, 1968

The Honorable Ivan Allen, Jr.  
Mayor of the City of Atlanta  
City Hall  
Atlanta, Georgia 30303

Dear Mayor Allen:

Enclosed for your information as a member of the Steering Committee, is a schedule of the meeting planned for November. We hope you will note the date and make every effort to attend.

In connection with the Coalition's media relations and potential publications, we would appreciate your furnishing us with your current biographical data and your photograph.

Sincerely,

Christopher M. Mould  
Executive Assistant  
to the Chairman

Enclosure

SCHEDULE OF MEETING  
OF  
THE STEERING COMMITTEE  
OF  
THE URBAN COALITION

November 13, 1968

Reception:	6:00 p.m.
Dinner :	6:45 p.m.
Meeting :	8:00 p.m. *
Place :	Washington, D. C. Address not yet determined

\*The counterpart committee of the  
Urban Coalition Action Council  
will convene one hour later.

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INFORMATION SERVICE FOR COALITIONS

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SUBJECT: Volunteer Management Consulting Assistance

In the development of a few of the coalitions, it has been found useful (or necessary) to seek the volunteer assistance of one or another of the national management consulting firms. They have helped in some instances in developing organizational plans for the coalition itself and in other instances in working with enterprises being established in the ghetto areas.

It is this experience of a few coalitions that prompted John Gardner to ask the Association of Consulting Management Engineers (the North American association of prominent firms in this field) if their member firms would volunteer to assist when and as their help might be needed by urban coalitions.

ACME's Board of Directors has told its member firms that the program of The Urban Coalition merits their support and has asked them to provide assistance to coalitions when they can be helpful.

The experience of those coalitions that have drawn on the capabilities of management consulting firms suggests that they can be used effectively to help with (a) the working out of organizational plans of the coalition, (b) the development of procedures (e.g., budgeting procedures, purchasing procedures, personnel procedures), and (c) in assisting enterprises that are being established with similar problems.

When you feel your coalition needs the assistance of a consultant, you may wish to contact the associate director responsible for your area, indicating the nature of assistance you seek or the problems on which you want consultants to help. In turn, he will pass on your request to the Executive Director of ACME, who will invite one or another of the member firms in your area to provide assistance.

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INFORMATION SERVICE FOR COALITIONS

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SUBJECT: New Detroit Committee  
Progress Report

You may find the enclosed Progress Report of the New Detroit Committee of special interest. The Committee was the nation's first coalition and has moved quickly and effectively to assess and to begin to face up to local problems.

NAM

THE COALITION'S LIMITED SUPPLY OF STEP CASE STUDY FILES HAS BEEN EXHAUSTED. THE FILE INCLUDES CASE STUDIES ON COMPANY EMPLOYMENT PROBLEMS, SUCH AS SELECTION, COMPANY SPONSORED TRAINING, RETRAINING AND REDIRECTING. IT ALSO INCLUDES STUDIES ON COMMUNITY EMPLOYMENT PROBLEMS, INCLUDING SELF-DEVELOPMENT, COMMUNITY-SPONSORED TRAINING, JOB DEVELOPMENT AND RELOCATION.

TO OBTAIN THE CASE STUDY FILE, PLEASE WRITE DIRECTLY TO:

Urban Affairs Division  
National Association of Manufacturers  
277 Park Avenue  
New York, New York 10017



THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

September 16, 1968

TO: Chairmen and Executive Directors of Local  
Urban Coalitions

FROM: Lowell R. Beck, Executive Director

SUBJECT: Senate Action on Public Service Employment

Last month we asked you to call or telegram your senators, urging their support for the Clark-Javits-Prouty bill on Public Service Employment. Although we expected it to be offered as an amendment to the Manpower Development and Training Act extension, MDTA was not called up for a vote and no action was taken.

It now appears that MDTA will be before the full Senate late this week or early next week. Once again, we call on you to let your senators know your feelings about the need for public service employment. Please ask them to support Senator Clark's amendment to the Manpower Development and Training Act Extension (S. 2938).

Several days ago we asked you to urge your senators to support higher appropriations for education and poverty programs, and your response was most gratifying. Thanks to the combined efforts of many interested persons, the full Senate raised the appropriations figures significantly. We have another chance in these closing days of Congress to be heard on one of the most significant programs affecting our cities and would appreciate your assistance.

Enclosed for your information is a factual memorandum on the latest version of the Clark-Javits-Prouty bill.

LRB:m

Enclosure

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

August 1968

## FACT SHEET ON PROPOSED COMMUNITY EMPLOYMENT AND TRAINING AMENDMENT TO MANPOWER DEVELOPMENT TRAINING ACT EXTENSION (S. 2938)

### Purpose

The purpose is to provide public and private employment opportunities in community service occupations for unemployed and low-income residents of urban and rural poverty areas in order to relieve severe problems of unemployment and under-employment, to prepare such persons for jobs in the private sector of the economy, to increase opportunities for local entrepreneurship through the creation of local service companies, and to meet critical national needs for community services.

### Authorizations of Appropriations

\$500 million is authorized for fiscal year 1969, \$1 billion for fiscal year 1970. This will create 600,000 jobs over two years.

### Distribution of Funds

The Secretary of Labor may transfer (but not to exceed) 40% of the funds appropriated to private employers for programs that carry out the purpose of this Act under existing programs such as the Manpower Development and Training Act or the Economic Opportunity Act.

- of the remainder, the Secretary can reserve 50% for direct funding of community employment and training programs.
- not less than 50% is reserved for state plans using criteria specified in this Act. (See Section on State plans).
- each State shall receive a basic sum of \$1 million plus such additional funds as the Secretary shall determine under the Act's allocation guidelines.

- no state may receive more than 15% of the funds appropriated.
- in allotting the funds among the states, the Secretary of Labor shall consider:
  - (a) the State's population
  - (b) the proportion of low-income families in the State
  - (c) the unemployment in the State
- a state's allotment can be reallocated after nine months of the fiscal year.

Eligible Programs and Supportive Services for Public Service Employment

-- jobs in community service, in such fields as health, public safety, education, housing, etc. Also programs for beautification and conservation. Priority shall be given to projects which are labor intensive in character.

-- activities to assure persons employed in such jobs have further education and supportive services (counseling, medical care, transportation, etc.)

-- loans for purchase of supplies and equipment to supplement projects carried out by the participants.

The Secretary of Labor may provide assistance either in the form of grants or contracts and may pay all or part of the cost of programs.

Requirement for Applicants

Each applicant for jobs and supportive services funds must provide a community employment and training plan covering the following:

- analysis of priorities of unmet community needs.
- the education, training, and supportive services which will improve the ability of the participants to compete in the job market.
- eligible areas and type of work to be performed.

- training of supervisory personnel.
- future career opportunities to insure these are not dead-end jobs.
- coordination with other federally assisted manpower or economic development activities.

#### State Role

- 50% of the money must be channeled through State plans.
- Up to 25% of the funds received by a State may be used for jobs in State agencies.
- All local applications that go directly to the Secretary of Labor must be submitted to the States for comments.

#### State Plans

Each State must establish a State Manpower Coordinating Council to prepare the State plan. The Secretary of Labor must approve a state plan if it meets criteria, such as --

- an equitable distribution of funds on four poverty, low-income indicators.
- an analysis of needs in the state for community services.
- coordinates all similar jobs programs.
- provides planning and technical assistance to localities.

The Secretary of Labor may approve only the part of the State plan which meets the above requirements, and operate the remainder of the State plan portion through direct Federal and local grants.

#### Program Preferences

The Secretary of Labor and State Councils (wherever practicable) shall encourage and give preference to applications that involve:

- local service companies owned in part by low-income residents of the areas.
- public safety employment programs.
- heads of households.

The Secretary shall give preference in his other private on-the-job training programs to qualified participants in community employment programs.

#### Eligible Areas and Prime Sponsors

The Secretary of Labor shall designate urban and rural areas containing high concentrations of unemployed or low-income persons. A community program area designated under the manpower section of the Economic Opportunity Act shall be an eligible area for this Act.

For each eligible area the Secretary or State council shall designate a single public or nonprofit organization to be a prime sponsor that receives all funds in that area. The Secretary of Labor, to the extent practicable, shall assure the prime sponsor receives Federal funds under other manpower training acts such as MDTA, Demonstration Cities, OEO, the Social Security Act, etc. There is a by-pass provision for funding to organizations other than the prime sponsor if this will enhance program effectiveness.

#### Special Conditions

No program may result in the displacement of employed workers or impair existing contracts for services, nor may a program result in the substitution of Federal funds for other funds for work that would otherwise be performed. Wages must be based on the highest of the following criteria: (a) the Federal minimum wage, (b) the most comparable State or local minimum wage, or (c) the prevailing wage rate in the area for similar work. Programs must contribute to occupational development or upward mobility of participants, to the extent feasible. Where a program involves physical improvements, preference must be given to those which are used by low-income persons. Programs should seek to eliminate artificial barriers to employment and occupational advancement, and particular attention should be given to altering civil service requirements which restrict employment opportunities for the disadvantaged.

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

September 13, 1968

## WEEKLY LEGISLATIVE REPORT

Public Service Employment (The Emergency Employment and Training Act of 1968). The Public Service Employment will be offered in the Senate as an amendment to Manpower Development and Training Act extension. The move will be made by Senator Joseph Clark (D-Pa.), with the support of Senators Jacob Javits (R-N.Y.) and Winston Prouty (R-Vt.). It is possible that the MDTA will be scheduled for Senate action late next week. The Clark-Javits-Prouty amendment would provide for at least 600,000 public service jobs in the next two years.

The MDTA passed the House on September 4, 1968 by a vote of 315 to 0.

Appropriations. Final decisions on appropriations for key housing, education and antipoverty programs will be made soon by Congress.

HUD appropriations will be decided on when House and Senate Appropriations Committee members begin their conferences on the Independent Offices Appropriations bill September 18.

At stake are the amounts for urban renewal, model cities, rent supplements, fair housing administration and urban planning and research (see Appendix A for details). Appropriations for the new programs in the recently enacted Housing Act will be sought in a supplemental appropriations bill that has not yet been sent to Congress.

The Senate passed the education, antipoverty and manpower training appropriation bill (for the Departments of Labor and HEW and the Office of Economic Opportunity) September 6. On the Senate floor major increases were voted over the House amounts for education of children from poor families (known as the Title I program), for OEO, the Teacher Corps and the new dropout prevention program.

Most of the Senators named to the conference committee that will decide the final appropriations -- possibly next week -- opposed the increases the Senate voted (see Appendix B for details).

HUD Personnel Cutback. The tax surcharge - budget cut law (the Revenue and Expenditure Control Act of 1968) requires the Executive Branch to cut back its total number of employees to the number on June 30, 1966. This is to be accomplished by filling three out of every four vacancies. HUD employment increased by only 900 after the 1965 and 1966 housing laws for rent supplements and model cities were enacted. This 900-person increase will be wiped out and no provision made for administering the new programs in the giant 1968 Housing Act.

The cutback is a harsh restriction on agencies such as HUD which have been assigned major new programs in the last two years. Congress has already taken steps to exempt the FBI, post office and air traffic controllers from the cutback.

APPENDIX A

Housing Funds. In the conferences on the HUD-Independent Offices bill, these are the major programs on which the House and Senate conferees must settle their differences. (The two programs for which the House did not grant any appropriations were not yet authorized by law when the House passed the funds bill, so money could not be voted at the time.)

	Budget	House	Senate Committee	Senate Passage
	(in millions of dollars)			
Urban Renewal	\$1,400.	---	\$1,300.	\$1,250.
Urban Planning	55.	38.8	38.8	47.5
Model Cities	1,000.	500.	1,000.	1,000.
Urban Research	20.	10.	15.	15.
Rent Supplement Contract Authority	65.	25.	65.	65.
Fair Housing	11.1	---	9.	9.



APPENDIX B

Education, Labor and Antipoverty Funds. The Senate debated the Labor-HEW Appropriations bill September 4-6 and adopted four key amendments providing more funds for education and antipoverty programs than the Senate Appropriations Committee and the House had recommended (see table below). No change was made in the House figure for manpower training programs, which is \$400 million, some \$13 million below the Budget.

These were the key amendments: Title I education funds were raised to the Budget figure of \$1.2 billion after Senator Hill (D-Ala.), the bill's manager, agreed that each state should receive as much money for this program in fiscal 1969 as it did for this year. The amendment was offered by Senator Hart (D-Mich.) and met no opposition.

Senator Pastore (D-R.I.) sponsored the amendment raising antipoverty funds \$215 million over the House and Senate Committee figure. Hill opposed the amendment and it was adopted on a narrow 37-26 vote. Although the Senate figure was \$92 million under the Budget, Pastore said it was acceptable to OEO.

Senator Nelson (D-Wis.), original sponsor of the Teacher Corps, presented the amendment increasing appropriations to the Budget level. Hill proposed that Nelson settle for \$24,667,000, a compromise sum mentioned by HEW officials, but Nelson stuck by his higher figure and the Senate went along with it.

The dropout prevention program, which was written into the 1967 antipoverty bill by Senator George Murphy (R-Calif.), will get its first appropriations if the House goes along with the Senate. Murphy's amendment raising the funds to \$20 million was adopted on a 42-21 vote.

Appropriations for the four programs, from Budget request to Senate passage:

	Budget	House	Senate Committee	Senate Passage
	(in millions of dollars)			
Title I Education	\$1,200.	\$1,073.	\$1,123.	\$1,200.
Teacher Corps	31.2	15.0	17.3	31.2
Dropout Prevention	30.	00.	10.	20.
OEO Antipoverty	2,180.	1,873.	1,873.	2,088.

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

August 30, 1968

TO: Chairmen and Executive Directors of Local  
Urban Coalitions

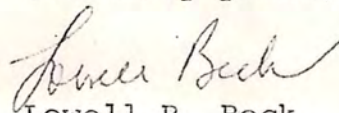
SUBJECT: Education and Poverty Appropriations

The full U.S. Senate will consider the education and poverty appropriation bill (H.R. 18037) as the first order of business on Wednesday, September 4. The House cut the OEO appropriations request by \$307 million and the Senate Appropriations Committee refused to restore any of this. Senator Pastore will move to increase the funds on the Senate floor.

The House cut \$127 million from the appropriation for Title I of the Elementary and Secondary Education Act. The Senate Committee restored \$50 million. Senator Hart will move on the floor to increase the amount by \$77 million.

We realize time is short, but telephone calls or telegrams to your Senators, urging support of the Pastore and Hart amendments, would be very helpful.

Sincerely yours,



Lowell R. Beck  
Executive Director

LRB:m

# night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer  
BEN LOGAN, Producer  
EDWARD M. JONES, Director of Programming  
DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

August 27, 1968

Mr. Dan Sweat  
City Hall  
Atlanta, Ga.

Dear Mr. Sweat:

The Urban Coalition cooperates with three other national organizations in presenting a national radio program five nights each week. In Atlanta, Night Call is heard on station WAOK (1380 kc) from 11:30 PM to 12:30 AM.

Night Call is a national, telephone call-in program. A guest of national or international prominence is featured each night. Persons listening to Night Call in 60 cities across the country may telephone collect, talk with the guest and host, Del Shields, about the issue of the night. Most of the issues revolve around the urban crisis. I am enclosing a packet with full information.

Would you consider doing a couple of things?

Help build audience for the program by promoting it through your channels: We will be glad to furnish posters to you in quantity, weekly information regarding guests and issues, and a demonstration tape of the program for use in meetings or with individuals.

Support the station in its presentation of Night Call? Since the program does deal with controversial issues and at times presents controversial guests, stations need support from community leaders. The person with whom we have been working at WAOK is Ken Goldblatt.

*Copies of letter  
mailed to  
Steering  
Committee  
9-3-68*

Released in cooperation with the Broadcasting and Film Commission,  
National Council of Churches, and the National Catholic Office for Radio and Television (NCORT)  
Produced by TRAFCO/Television, Radio and Film Commission of The United Methodist Church,  
Harry C. Spencer, General Secretary,

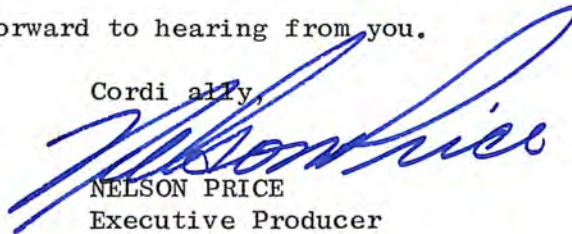
Continued, Page two, Mr. Sweat

Night Call is based on the premise that Americans are willing to listen and discuss any idea; that people from different backgrounds and with different attitudes and ideas must speak and listen to one another before they can accept each other and work together in solving the problems of our nation. Night Call provides this opportunity. It demonstrates that problems are pretty much the same everywhere and that the search for answers in Pittsburgh or Watts are relevant to just about every part of the nation.

We'll also be glad to have suggestions on issues and guests. If a problem or a success program can be helped by national exposure, we'd like to know about it.

I will be looking forward to hearing from you.

Cordially,

A large, stylized handwritten signature in blue ink, which appears to read "Nelson Price".

NELSON PRICE  
Executive Producer

NP: mj  
Enclosure

# *night call*

A NATIONAL RADIO TELEPHONE CALL IN SHOW

ON VITAL ISSUES

# *night call*

# *night call*

# *night call*

# *night call*

# *night call*

*Released in cooperation with the Broadcasting and Film Commission, National Council of Churches, and the National Catholic Office for Radio and Television (NCORT)*

*Produced by TRAFCO/Television, Radio and Film Communications of The United Methodist Church,  
475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8000*

# night Call

TIME SCHEDULE

## A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer  
 BEN LOGAN, Producer  
 EDWARD M. JONES, Director of Programming  
 DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

CLOCK TIME	LAPSED TIME	TIME TO GO	
11:30 PM	00:00	59:30	Standard cartridge tape opening establishing show and host with phone number. Guest is introduced by host and topic is established. Guest quizzed by host with audience calls taken at liberty.
11:43:30	13:30	46:00	Host gives break cue: "Stay tuned to the 'Night Call' Network," followed by cartridge tape concluding with cue words, "...after station identification."
11:43:50	13:50	45:40	Stations cut for local commercial and Station I.D. <u>OR</u> stations take PSA fed down line (60 seconds) and then break for Station I.D. (10 seconds).
11:45:00	15:00	44:30	Cartridge tape standard re-intro with sound and telephone numbers (212 749-3311 or 212 866-5010). Host restates issue and re-identifies guest and call-in number. Host interviews guest and moves to callers as available.
11:58:30	28:30	31:00	Same as 11:43:30
11:58:50	28:50	30:40	Same as 11:43:50
12:00:00	30:00	29:30	Same as 11:45:00
12:13:30	43:30	16:00	Same as 11:43:30 and 11:58:30
12:13:50	43:50	14:30	Same as 11:45:00 etc.
12:15:00	45:00	14:30	Same as 11:45:00 etc.
12:28:50	58:50	1:40	Host wraps up show, announces next night's issue and guest; followed by cartridge tape credit, with sound trailing out.
12:29:30	59:30	0:00	Show END.

(revised 7/68)

# night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer  
BEN LOGAN, Producer  
EDWARD M. JONES, Director of Programming  
DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

FOR IMMEDIATE RELEASE

## NATIONWIDE CALL-IN SHOW

### TO "TELL IT LIKE IT IS"

On ( ) ( ) joins the growing list of radio stations  
Date Station  
carrying the new national call-in program NIGHT CALL.

Produced by TRAFCO, the Television, Radio & Film Commission of the United Methodist Church, NIGHT CALL will be heard Monday through Friday from ( ) on ( ). The program  
Time Station and Frequency  
format is simple: host Del Shields and a guest - which includes such people as Dr. Ralph Abernathy, Former Maryland Governor Theodore McKeldin and Stokely Carmichael - plus an open phone line whereby anyone in the United States may call collect and speak directly with a guest. And they do -- from San Diego and Boston, Memphis and Minneapolis, New York and Seattle, South Bend and Winston-Salem---and now from ( ).

-more-

Released in cooperation with the Broadcasting and Film Commission,  
National Council of Churches, and the National Catholic Office for Radio and Television (NCORT)  
Produced by TRAFCO/Television, Radio and Film Commission of The United Methodist Church,  
Harry C. Spencer, General Secretary,



The purpose of NIGHT CALL is to help people find reconciliation, to move towards solutions to problems through understanding. NIGHT CALL offers persons of widely differing views and backgrounds the chance to speak, to be challenged, to ask questions, to discover new views and truths.

Listeners to NIGHT CALL have heard Ralph Abernathy warn that if racial problems are not solved through non-violent channels, "... There are other forces who are going to lead people down a more violent path."

They have heard Stokely Carmichael say he has not given up hope of Blacks and Whites living together, but "...Since the White man has the power to destroy me, I am prepared for him."

They have heard what Baltimore is doing to solve racial problems, and how a Los Angeles job program has reduced tension in Watts.

Other NIGHT CALL guests include H. Rap Brown, Jackie Robinson, New York Mayor Lindsay, Cleveland Mayor Stokes, Ralph McGill, Bill Cosby, H. W. Glassen, President of NRA.

In actuality, NIGHT CALL is a national town meeting which offers all Americans the opportunity to meet and talk over their problems in the best way man has yet found: person to person.

Since NIGHT CALL began broadcasting on June 3rd over 20 stations, the nationwide network of stations carrying the program has nearly tripled. NIGHT CALL originates from New York City.

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(For further information contact: Milton Rich Associates 212-758-6610)

GUEST LINEUP FOR THE MONTH OF JUNE

<u>DATE</u>	<u>GUEST</u>	<u>GUEST'S TITLE</u>	<u>ISSUE</u>
3	Rev. Ralph Abernathy	Acting President of SCLC	American Poverty
4	Harvey Wheeler	Co-Author <u>FAILSAFE</u>	A Moral Equivalent to Riots
5	Theodore R. McKeldin	Baltimore <u>Urban Coalition</u>	Savinr our cities
6	Stokely Carmichael	Former Chairman SNCC	Racial Violence
7	Rev. John Adams	Liaison to Poor People's Campaign	Poor People's Campaign (NCC)
*****			
10	Rev. Dean Kelly	Director for Civil and Religious Liberty - NCC	Religious Obedience and Civil Disobedience
11	Rev. Andrew Young	Vice President - SCLC	Poor People's Campaign
12	H. C. McClellan	Council for Merit Employment	Jobs for Minority Groups
13	Michael Halberstam	Psychologist - Washington, D. C.	Are you guilty of murding Martin L. King?
14	William Hedgepeth	Sr. Editor LOOK Magazine	America's Concentration Camps - Reality or Rumor?
*****			
17	Dr. Robert E. Fitch	Professor of Ethics - Pacific School of Religion	Morality in the United States.
18	Honorable Julian Bond	House of Representatives - Georgia	The Negro and Politics.
19	Gen George M. Gelston	Adjutant General of Maryland National Guards	Your Property or their lives?
20	Juan Gonzales	Students for a Democratic Society (SDS - Columbia University)	What do the rebellious students want?
21	Dr. Margaret Mead	Anthropologist - Museum of Natural History	Bravery Without Guns
*****			
24	John Gardner	President of the Urban Coalition	Revolt of the Moderate
25	Dr. Truman	Vice President - Columbia University	Who's going to run the universities?
26	H. Rap Brown	Student Non-violent Coordinating Committee (SNCC)	Black Power
27	Jackie Robinson	Special Asst. to Gov. Rockefeller	Is the Church a joke?
28	Dr. Kenneth Clark	Professor at City College	Is Integration out of date?
*****			

GUEST LINEUP FOR THE MONTH OF JULY

<u>DATE</u>	<u>GUEST</u>	<u>GUEST'S TITLE</u>	<u>ISSUE</u>
1	Mayor John V. Lindsay	Mayor of the City of New York	What Happened to the Kerner Report?
2	Dr. W. A. Criswell	President, Southern Baptist	Is the Southern Baptist Church racist anymore?
3	Eldridge Cleaver	Black Panthers and Author of "Soul On Ice"	Black Panthers and Black Power
4	H. W. Glassen	President, Nat'l Rifle Assoc.	Can Laws Prevent Gun Deaths?
5	Ralph McGill	Publisher of Atlanta Constitution	The South, Race and Tomorrow
*****			
8	Steven J. Ledogar	Vietnam Working Group State Dept.	What are we doing in Vietnam?
9	William Lederer	Author of "Our Own Worst Enemy"	The Deaf and Dumb American
10	F. Edward Hebert	Congressman - Louisiana	Vietnam: A Hawk's-Eye View!
11	Colonel Corson	Author of "The Betrayal"	The Other War and How we're losing it.
12	John Mecklin	FORTUNE Editor	Vietnam, A Balanced View.
*****			
15	Bill Cosby	Comedian	Humor and the Black Bag
16	James Baldwin	Author	The Christian Black Betrayal
17	John Conyers, Jr.	Congressman - Michigan	The New Black Politics
18	Winton Blount	Pres. U.S. Chamber of Commerce	No Riots Allowed
19	Rev. A. D. King	Bro. of the late M. L. King, Jr.	Is St. Petersburg Another Memphis?
*****			
22	Rev. Jessie Jackson	Director of "Operation Bread Basket" - SCLC	What's Next for SCLC?
23	Chester Lewis	The Young Turks, NAACP	The New Militancy in the NAACP
*24	Roy Innis	Acting Nat'l Director of CORE	Has CORE Gone "TOM"?
25	Robert Sonny Carson	Brooklyn CORE Leader	What's the future of CORE?
26	Ron Karenga	President of "US" Organization	Cool It Baby!
*****			
29	Saul Alinsky	Exec. Director of Industrial Areas Foundation	How to make Black Power work for Black People.
30	Dick Gregory	Comedian	The Red Man's Got It Worse than the Black Man.
31	Morris B. Abrams	Pres. American Jewish Committee and Pres.-elect Brandeis Univ.	Violence may be American, but it isn't any good...

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\*July 24th - Scheduled guest changed due to Cleveland riots.

Guest: Rev. Ralph Cousins - Chairman of Communications Network of Cleveland Council of Churches

Issue: Crisis in Cleveland

August, 1968

## FOR THE MONTH OF AUGUST

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p><u>JULY 29</u>  <u>Guest:</u> Saul Alinsky, Executive Director of Industrial Areas Foundation  <u>Issue:</u> How to Make Black Power Work for Black People</p>	<p><u>JULY 30</u>  <u>Guest:</u> Dick Gregory  <u>Issue:</u> The Red Man's Got It Worse Than the Black Man</p>	<p><u>JULY 31</u>  <u>Guest:</u> Morris Abram  <u>Issue:</u> Violence May Be American But It Isn't Any Good...</p>	<p><u>AUGUST 1</u>  <u>Guest:</u> Don Luce, Center for International Studies Cornell University  <u>Issue:</u> Lots of Money for Vietnam, Little Help for the Vietnamese</p>	<p><u>AUGUST 2</u>  <u>Guest:</u> Arthur Miller  <u>Issue:</u> We're Blowing the Vietnamese Talks in Paris...</p>
<p><u>AUGUST 5</u>  <u>Guest:</u> Muhammad Ali  <u>Issue:</u> Titles Aren't for Blind-Muhammad, Alias Cassius Clay, Was the Heavyweight Champion of the World</p>	<p><u>AUGUST 6</u>  <u>Guest:</u> Dick Schaap  <u>Issue:</u> Revolt of the Black Athletes</p>	<p><u>AUGUST 7</u>  <u>Guest:</u> Bill Russell  <u>Issue:</u> The Black Boss and the White Player</p>	<p><u>AUGUST 8</u>  <u>Guest:</u> Frank Robinson  <u>Issue:</u> Black Discount Prices for the Most Valuable Player</p>	<p><u>AUGUST 9</u>  <u>Guest:</u> Harry Edwards Leader of the Olympic Boycott  <u>Issue:</u> Olympic Boycott</p>
<p><u>AUGUST 12</u>  <u>Guest:</u> Father Bernard King  <u>Issue:</u> Catholics and Birth Control</p>	<p><u>AUGUST 13</u>  <u>Guests:</u> Robert Hooks and Douglas Turner Ward, The Negro Ensemble Theatre  <u>Issue:</u> The Black Artist</p>	<p><u>AUGUST 14</u>  <u>Guest:</u> Paul O'Dwyer Candidate for U. S. Senate from N.Y.  <u>Issue:</u> Why McCarthy should be President.</p>	<p><u>AUGUST 15</u>  <u>Guest:</u> Don McGannon  <u>Issue:</u> What is an Equal Opportunity Employer?</p>	<p><u>AUGUST 16</u>  <u>Guest:</u> Father Santin Kilbride, Biafran Missionary  <u>Issue:</u> Starvation in Biafra</p>
<p><u>AUGUST 19</u>  <u>Guest:</u> John Harrington, National President of Internal Order of Police</p>	<p><u>AUGUST 20</u>  <u>Guest:</u> Robert Theobald, Economist  <u>Issue:</u> Guaranteed Annual Income</p>	<p><u>AUGUST 21</u>  <u>Guest:</u> Senator George McGovern, Democrat from South Dakota  <u>Issue:</u></p>	<p><u>AUGUST 22</u>  <u>Guest:</u> William Katz General Editor of Arno Press  <u>Issue:</u> What Happened to Black History?</p>	<p><u>AUGUST 23</u>  <u>Guest:</u> Dr. William Grier, Psychologist and co-author of <u>Black Rage</u>  <u>Issue:</u> Black Rage</p>

# night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer  
BEN LOGAN, Producer  
EDWARD M. JONES, Director of Programming  
DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

## ROLE OF THE GUEST ON NIGHT CALL

The basic idea of NIGHT CALL is to get callers and the guest into down-to-earth dialogue in a way that helps the audience participate in the discovery of new information, new ideas, new understandings.

The role of the guest is dual:

1. At the beginning of the program the guest enters into a brief and informal conversation with the host, Del Shields, to sharply focus and clarify important points. Because this section sets the give-and-take pattern of question and answer for the entire show, it is essential that this be an exchange between the guest and host, not a capsule summary of points by the guest.

The key word in the NIGHT CALL idea is the word "Conversation."

2. The next step comes four or five minutes into the show when the host takes the first call. The caller puts his question or comment directly to the guest. Here again the idea is an exchange between caller and guest. If the guest keeps his answers short and sharply focused, the caller can respond with new questions and ideas. Thus, we begin to achieve what the audience is really looking for -- the chance to hear an average person putting his questions, comments and concerns to the expert, almost as in normal face-to-face conversation.

Some guests, fearing important points will be overlooked, tend to unwrap several ideas at a time in the early part of the show. We have found that audience interest and caller response is much higher when the guest deals with one idea at a time. The natural progression of the show soon moves us on to new ideas.

At three points in the program -- every 15 minutes -- there is a break for station identification. The guest stays on the line during these breaks.

STATIONS CARRYING NIGHT CALL

ALABAMA

Mobile WKRG

CALIFORNIA

Sacramento KERS (FM)  
San Diego KOGO-AM & FM

COLORADO

Loveland KLOV-FM

CONNECTICUT

Stamford WSTC-AM & FM

DISTRICT OF COLUMBIA

Washington WAMU (FM)

FLORIDA

Jacksonville WRHC  
Miami WAME  
Tampa WFLA

GEORGIA

Atlanta WAOK

ILLINOIS

Champaign WLRW (FM)

INDIANA

Indianapolis WTLC (FM)  
Jeffersonville WXVW  
(Louisville, Ky.)  
Kokomo WIOU

IOWA

Des Moines KRNT

KENTUCKY

Lexington WBKY (FM)  
Louisville WLRS (FM)  
Morehead WMKY (FM)  
(eff. 9/16)

MASSACHUSETTS

Amherst WFCR (FM)  
Boston WBUR (FM)

MICHIGAN

Detroit WJLB  
Flint WMRP-FM  
Ironwood WJMS  
Whitehall WLRC

MINNESOTA

Minneapolis WPBC-AM & FM

MISSOURI

Kansas City WPRS-FM  
St. Louis KMOX-FM

MONTANA

Missoula (eff. 9/16) KGVO

NEBRASKA

Omaha KBON

NEW YORK

Jamestown WKSJ  
New York WLIB-FM  
New York WRVR (FM)  
New York WWRL (2nd 1/2 only)  
Syracuse (Eff. 9/16) WAER (FM)  
Utica WRUN-AM & FM

NORTH CAROLINA

Durham WSRC-FM  
Winston-Salem WAAA-FM

OHIO

Alliance WFAH-FM  
Cleveland WERE-AM & FM  
Columbus WOSU-FM  
Fostoria WFOB-AM & FM  
Toledo WCWA

OREGON

Portland KLIQ-AM & FM

PENNSYLVANIA

Philadelphia WHAT  
Pittsburgh WAMO-FM  
State College WGMR (FM)  
Tyrone WTRN  
Wilkes-Barre WBAX

RHODE ISLAND

Providence WLKW-FM

TENNESSEE

Memphis WDIA  
Nashville WVOL

TEXAS

Forth Worth KNOK-FM  
Austin KUT (FM) (Eff. 9/2)

VIRGINIA

Charlottesville WINA )  
Richmond WTVR ) Eff.  
Waynesboro WAYB ) 9/2  
Newport WGH )

WASHINGTON

Bellingham KERI (FM)  
Seattle KUOW-FM

WISCONSIN

Milwaukee WTMJ (Eff. 9/16)

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475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

## S T A T I O N   R E L A T I O N S H I P S

- Origination:** NIGHT CALL originates in New York at 11:30 p.m. Eastern Time. The program is brought to your community by broadcast lines. Cost of broadcast lines to your telephone company test board is borne by the producer. The loop and bridging costs from the telephone company to station are borne by the station.
- Charges:** There are no program charges. Production costs are the responsibility of the producer.
- Station Cutaways:** There will be three 70 second breaks--one each quarter hour-- during the one-hour broadcast: a 10 second station ID and 60 seconds for local commercials. Revenue from commercials is the station's. The choice and responsibility for such advertising rests with the station.
- Public Service Spots:** Public service spots will be fed down the network line for the stations which want a completely packaged program.
- 7 Second Delay:** NIGHT CALL will be fed live to the stations with no delay. There are two reasons why the show is not delayed nationally:
- a. The producer cannot assume this responsibility legally for the station; therefore, no attempt to do so is made.
  - b. Acceptable air expression changes from market to market. What is acceptable in Chicago may be unacceptable in Sioux City.

(Page 1 of two)

Producer  
Precautions: The producer does have several precautions against abuse on the air:

a. The calls are screened before being placed on the air.

b. The host has override capability over both telephone lines. When the host speaks, the gain automatically lowers on the audience and guest lines.

c. NIGHT CALL permits any point of view to be expressed. Ideas are attacked but persons are not. This basic respect for persons has effectively negated the bigot in the past.

d. The audience caller can be taken off the air at the flip of the switch by the host.

Station  
Identification  
on the Network: Participating stations are identified on the air when a listener calls in from that station's listening audience.

Audience  
Callers: NIGHT CALL accepts calls collect from listeners anywhere in the country. This cost is the responsibility of the producer.

Test Signal: A program test signal with time checks will be sent down the line 15 minutes prior to starting time each night.

Emergency  
Number: To contact the producer during or near show time, call:

212/ 749-5400.

In case of a line problem, call your local telephone company.

Regular Phone  
Number: The producer may be reached during office hours at:

212/ 663-8900.



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A C O M M U N I C A T I O N S R E S O U R C E

F O R

"T H E C R I S I S I N T H E N A T I O N"

N I G H T C A L L

A National Radio Call-In Program  
Available for Broadcast in Your Community

Produced by  
Television, Radio and Film Commission  
The United Methodist Church  
475 Riverside Drive, Suite 420  
New York, New York 10027  
212-663-8900

Released in cooperation with the  
National Council of Churches  
The National Catholic Office for Radio and Television  
The American Jewish Committee  
The Urban Coalition

August, 1968

## C R I S I S   I N   T H E   N A T I O N

NIGHT CALL performs a unique service during the Crisis in the Nation. It crosses regional, urban and cultural boundries. It reaches both Black and White -- but more important, it brings persons of various backgrounds and points-of-view into dialogue. Radio permits person to speak to person without visual images getting in the way of communication. It permits persons with deep concerns and frustrations to find a responsible audience. It secures key national leadership at the right time to speak -- to have rumor confronted, to let facts and truth speak in the midst of suspicion and misinformation. NIGHT CALL is a national town meeting.

## P U R P O S E

In a nation where individual is estranged from individual and group from group, it is the purpose of NIGHT CALL to help people find reconciliation -- to move towards solutions to problems through understanding. NIGHT CALL is a national town meeting of the air -- where persons of widely differing views and backgrounds are given a chance to speak, to be challenged, to ask questions, to listen to other views, to discover new facts. Here barriers of economic class, race and culture are crossed. The hoped for results include:

1. Individuals are given a chance to gain new information and insights which help them to act more responsibly in their community.
2. Individuals are aided in discovering that there are no easy answers, that all issues have "grey areas," but that solutions lie in the direction of person understanding person.
3. The opportunity to be heard and to have their ideas discussed honestly and forthrightly will encourage a small but significant number of persons to express their frustrations in constructive dialogue instead of in destructive violence.
4. Some of the barriers and credibility gaps between individuals and groups are broken down.
5. Individuals and communities can share solutions to problems in contrast to further exploration of problems.
6. A deepening awareness that a search for the ultimate meaning and purpose of life moves one away from abstract issues and toward ever-growing relationships with other people.

## F O R M A T   D E S C R I P T I O N

NIGHT CALL utilizes the popular telephone-talk format in radio. It presents the controversial issues which are affecting our lives today. There are several unique characteristics to NIGHT CALL:

1. It is the only national call-in show enabling points-of-view from every region of the country to be aired and discussed (this national capability is possible through specially designed equipment).
2. NIGHT CALL selects an issue for discussion each night. Because it is broadcast live, issues can move with the concerns and events of the day.
3. A nationally or internationally qualified guest is featured each night. The host and the guest quickly open up the issue. Then the audience is invited to participate by calling long distance collect. The guest also is usually on long distance telephone, sometimes from overseas points, thus giving NIGHT CALL a limitless range of guest possibilities.
4. NIGHT CALL is broadcast by both Black and White audience stations, thus enabling cultural as well as geographical boundries to be jumped. The ghetto Black communicates with the suburban White. This kind of confrontation and dialogue takes place on NIGHT CALL even where it isn't taking place in face-to-face conversation -- the result is an exciting show and experience.
5. An independent radio network has been established to permit broadest possible station acceptance. Both Black and White audience stations are encouraged to carry the program.

NIGHT CALL originates in New York. The starting date was June 3, 1968. It is broadcast for one hour, five nights each week at 11:30 p.m. Eastern Time (immediately following TV news) and works back to 8:30 p.m. on the West Coast.

## H I S T O R Y

NIGHT CALL was broadcast for eleven months in 1965/66 -- 230 one-hour programs. It grew from a three-station hook-up with three hosts to a 25 station network with one host. Produced by the Television, Radio and Film Commission of The United Methodist Church, NIGHT CALL was presented as a program of the National Council of Churches. Issues which were discussed ranged over a broad spectrum of personal problems and national concerns -- from abortion, drug abuse, the Klan, to Vietnam, gun control, and adult morality. NIGHT CALL was terminated because of technical difficulties: there was not adequate equipment available to handle a national telephone talk program. Equipment now has been designed which permits a national call-in show of high technical quality. On April 9, 1968, TRAFCO cooperated with Radio Station WRVR-FM in establishing a 36-station network for a "dial-in for non-violence." The live 3-1/2 hour show was broadcast in such cities as New York, Boston, Washington, D. C., Philadelphia, Buffalo, Cleveland, Detroit, Chicago, Milwaukee and Minneapolis. Listeners "dialed in" from every market. NIGHT CALL began broadcast nightly Monday through Friday on June 3, 1968 on over 21 stations. Station affiliation has grown rapidly.

## E Q U I P M E N T

Research and development of special NIGHT CALL equipment was commissioned in August, 1965. It was delivered to TRAFCO in January, 1968. Now for the first time a national telephone talk show is possible. Simply, the equipment permits the caller, the host and the guest (who is on long distance also) to talk together in a normal way, automatically increases or decreases volume, provides an over-ride for the host, permits audience callers standing by while waiting to go on the air to hear the program while waiting on their telephones, and improves telephone line quality. The equipment is highly technical and unique. TRAFCO has applied for 16 patents. The consulting engineer who designed and constructed the NIGHT CALL equipment is Mr. Warren Braun of Harrisonburg, Virginia.



## R E L A T I O N S H I P S

NIGHT CALL is produced by the Television, Radio and Film Commission of The United Methodist Church (TRAFCO) and released in cooperation with the Broadcasting and Film Commission of the National Council of Churches of Christ in the U. S. A., the National Catholic Office for Radio and Television (NCORT), the American Jewish Committee and the Urban Coalition. NIGHT CALL is a part of the National Council's Crisis in the Nation program. Church and community organizations and leaders are invited to participate in the NIGHT CALL radio series. Executive producer for TRAFCO is Nelson Price, 475 Riverside Drive, Suite 420, New York, New York 10027, 212-663-8900.

# "QUOTES"

4  
4863

## QUOTES FROM THE NIGHT CALL MAIL BAG

"I enjoy listening to your new program... My only suggestion is NOT TO DISCONTINUE..." St. Paul, Minnesota

"More power to you, Del, and to all who make Night Call possible. I'm a summer visitor listening to you in Collegeville, but I hope to be able to hear you at home in Bismarck, North Dakota, a town that really needs open discussion and a remedy for latent racism." Collegeville, Minn.

We are regular listeners (and callers, when we can through your busy lines)... and commend you and its sponsors for an excellent program." The writers suggested guests from the National Alliance of Businessmen and the movie industry on "the incredibly poor and potentially dangerous movies that appear in every movie house all over the nation." San Diego

"...thank you...for the most interesting program it has ever been my privilege to listen to over the radio in these recent years... Our only problem down here is that we hear the program over WFLA in Tampa (and Night Call gets pre-empted for baseball) ... last week we lucked out and only missed one program... Good luck to you all, perhaps all the baseball games will be rained out." Tampa, Florida

"This is to let you know we are listening... It's important information, not only educational, but providing important insights and inquiries into issues that are vital to the sanity and success of this nation." Seattle, Washington

"Please -- can't we have some moderation or sense of political balance -- perhaps only pure coincidence, but the programs I have listened to seem to be purely 'liberal' and left-wing in the nature of the guests and topics. I am tired of the Carmichaels, the Raps and the racial divisionists -- there are still white people with problems, too!" Chagrin Falls, Ohio

"I hope you have H. Rap Brown on again some night. It is somewhat of a perverse pleasure to hear a grown man figuratively cry and so distort the facts as to make a jack-ass of himself. Thank you." Toledo, Ohio

"I am very sorry for Mr. Carmichael and his feeling of hatred... I think I heard you say you are black. I too am black and proud of it, but Mr. Carmichael will be surprised to know how many thousands of blacks disagree with him and will never join a revolution. Think of the victories won by violence. Where are they?" New York

"Nice going on a great program. Now the problem is to get everybody listening to it. I will do my selling bit down here." Winston-Salem, North Carolina

"First I must apologize for hanging up abruptly in my exchange with Mr. Steven Ledogar. The fact is I was so caught up in the issue and so angry at Mr. Ledogar that I wanted to conclude our communication...my hanging up in such a manner was, obviously indefensible. I am somewhat surprised, myself, at this action ...What he is repeating...is utterly, cynically untrue. (administration position on Vietnam). "I believe we are in a period of continuing and perhaps periodically escalating crises. I believe that, ultimately, only self-knowledge, introspection, will halt this process. NIGHT CALL is playing an extremely important role in this end." Cleveland, Ohio

"I like the way you conduct your NIGHT CALL. So many of the moderators do all of the talking. Since you put this Cleveland "pest"...on last night, I am sure you are going to be bothered with this old John Bircher. Keep up the quality that you have now." Cleveland, Ohio

Excerpts of a letter to Dr. A. W. Criswell, Southern Baptist Convention: "I have just heard you in on NIGHT CALL. I feel like crying and crying. You have not begun to understand the problem...I call myself a Baptist and profess to be a Christian ...as I understand my Baptist training, we need not progress but repent...Don't tell the black that time caused the problem and time will cure it. Time didn't cause it -- White Baptists (and others, but the number game must fault the Baptist) caused it..." Minneapolis, Minnesota

#### NEW STATIONS

The week of September 2, we are please to be adding a number of stations to the NIGHT CALL network. These include:

KUT(FM)	-	Austin, Texas
WINA	-	Charlottesville, Va.
WGH	-	Newport News, Va.
WTVR	-	Richmond, Va.
WAYB	-	Waynesboro, Va.

Stations slated to join starting September 16 are:

WMKY	-	Morehead, Ky.
KGVO	-	Missoula, Montana
WAER(FM)	-	Syracuse, N. Y.
WTMJ	-	Milwaukee, Wis.

# TIME

THE WEEKLY NEWSMAGAZINE

August 23, 1968 Vol. 92, No. 8



ROBERT LIGHTFOOT III

GUEST ALINSKY



DAVID GAHR

MODERATOR SHIELDS

*Just call collect for an argument.*

## The Cool Hot Line

The hot-line show is one of the most discredited forms of radio programming. What could be more unedifying than know-nothing listeners phoning in their philosophies to know-it-all ex-disk jockeys? But this summer the United Methodist Church is making judicious use of the format. It is sponsoring a radio dialogue between the races that is more compelling than any heard on the sudden multitude of such talk shows, including those produced on TV.

The name of the program is *Night Call*, and it is carried live (11:30 p.m.-12:30 a.m., E.D.T.) five evenings a week on an *ad hoc* chain that has grown from 21 to 57 radio stations in less than three months. Listeners anywhere may phone collect (Area Code 212: 749-3311) and argue racial issues with an influential national figure who is guest of the night, say James Baldwin, the Rev.

Ralph Abernathy, Muhammad Ali, Sargent Shriver or Arthur Miller.

The most provocative visitor so far—judging by the number of callers totted up by the phone company—was Stokely Carmichael, who was dialed by 64,440 Americans. In customary form, Carmichael told one listener who wondered about the impact of nonviolence on whites, "You should ask Martin Luther King that question." A white guest who stirred a big switchboard jam was New York's Mayor John Lindsay. Quizzed on the war in Viet Nam, Lindsay replied that it was "unproductive, unwanted, endless, bottomless, sideless, and its cost is unquestionably affecting the problems in our cities." Another night, White Radical Saul Alinsky, in sympathy with black callers, blasted the Job Corps as a "payoff to stay quiet" and categorized much of the rest of the poverty program as "a public relations gimmick."

**Ranting Nuts.** Thanks to a specially built phone link-up system, the program's guest generally participates as the listeners do—by long-distance from his home. A Manhattan staffer receives calls on three phones, screening out "the drunks and ranting nuts." The twelve or 15 most pertinent questions are put through to the show's moderator, Del Shields. In case the conversation gets libelous or licentious, Shields can push a cut-off button, but he has not yet had to use it. Though the discussion is frequently fiery, about the roughest language used to date was Rap Brown's dismissal of civil rights legislation as "intellectual masturbation."

Shields, who is a radio veteran and militant black, got into the debate himself once when he felt that a Negro caller was unfairly attacking Guest Jackie Robinson for Uncle Tomism. Often, Moderator Shields, who hits fungoes to the guest for ten or 15 minutes before turning him over to the phone-in audience, is the toughest interrogator of the night. Roy Innis, director of CORE, should know what is in store for him next month. Shields plans to ask him "Has CORE gone Tom?"

# night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer  
BEN LOGAN, Producer  
EDWARD M. JONES, Director of Programming  
DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

NELSON PRICE, Executive Producer of NIGHT CALL, has been a member of the TRAFCO staff since 1959. He is Director of the Radio and Television Department for TRAFCO (Television, Radio and Film Communications for The United Methodist Church). Mr. Price was Producer of the BREAKTHRU television series for children, Producer of several TRAFCO films and filmstrips, Executive Producer of the award winning AMERICAN PROFILE radio series, THE WORD--AND MUSIC weekly radio series, and THE MAN WITH A MIKE daily radio series. He is Chairman of the Radio Operations Committee of the Broadcasting and Film Commission, National Council of Churches, and Chairman of THE PROTESTANT HOUR Committee. He serves on the Executive Committee of the Protestant Radio and Television Center in Atlanta, is a member of the World Association for Christian Broadcasting, the National Association for the Study of Communications, and member of the Board of Managers and Executive Committee of the Broadcasting and Film Commission of the National Council of Churches.

Mr. Price is a graduate of Morningside College in Sioux City, Iowa and did graduate work in communications at the University of Chicago. He was Director of Public Relations for the Indiana Area of The Methodist Church from 1952-57, and held a similar position in Chicago from 1957-59.

Mr. Price has four children and lives in Pomona, New York.

# night call

**A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES**

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DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

BEN LOGAN, NIGHT CALL Producer, has been a member of the TRAFCO staff since 1961. For the last year and a half he has been producer of AMERICAN PROFILE, the award-winning daily radio series which is syndicated to 490 stations. He also produced MAN WITH THE MIKE for TRAFCO, was Producer-Writer of the half-hour TV documentary, CRISIS CONGO, and wrote the Christmas film, THE COMING OF THE STRANGER.

Mr. Logan was story editor for the BREAKTHRU TV series and has written many films and filmstrips for TRAFCO. He has also done extensive free-lance fiction, non-fiction and commercial film writing. For several years he was employed by Ford Motor Company as a magazine editor and script writer.

Mr. Logan has a master's degree in journalism from the University of Wisconsin and has done advance work at New York University and the University of the Americas in Mexico City. He has taught creative writing for the University of Wisconsin Extension Division and Scarritt College in Nashville, Tennessee.

Mr. Logan has three children and lives in Golden Bridge, New York.

# night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

NELSON PRICE, Executive Producer  
BEN LOGAN, Producer  
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DEL SHIELDS, Host

475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

EDWARD MAGRUDER JONES, Director of Programming for NIGHT CALL, has just completed an assignment as Producer-Director-Writer for the TV documentary, ONE NATION INDIVISIBLE. This 3 hour program on racism in the United States is a Westinghouse Broadcasting Company production.

1966-67 ABC News Producer-Director-Writer

"Africa", "World Boy Scout Jamboree", "Glassboro Summit",  
"Nurses: Crisis in Medicine", "GT-9, 9A & 10 Space Missions".

1963-65 WABC TV Producer of News and Public Affairs

Series: "New York, New York", "Page One", "The Big News"  
Specials: "Who Will Tie My Shoe?: The Mentally Retarded",  
"The Fair Face of Robert Moses, Parts 1, 2 and 3",  
"Opening Day At The World's Fair, '64 and '65",  
"Puerto Rican Day Parade 1965", "The Big News of 1964",  
"Ten Years: '....with all deliberate speed.'",  
"Herbert Lehman: The Making of a Hero", "The Deputy",  
"The Teacher: Honor Without Profit", "Blowup At Breezy Point",  
"#2 Columbus Circle: New Gallery In Town",  
"Action At Strycker's Bay".  
Network Specials: 11/22/63: half hour bio LBJ; 11/23/63:  
An Appreciation of JFK by Henry Steele Commager; 11/24/63:  
An Appreciation of JFK by James MacGregor Burns; 11/25/63:  
hour bio LBJ; remote producer National Republican and  
Democratic Conventions, 1964.

1952-62 CBS News

Producer CBS Reports

"Showdown In The Congo", "The Hot And Cold Wars of Allen Dulles",  
"East Germany: The Land Beyond The Wall",  
"Eisenhower On The Presidency, Parts 1, 2 and 3",  
"Crossroads Africa: Pilot For A Peace Corps".

Associate Producer CBS Reports

"The Beat Majority: Our Election Day Illusions",  
"The Case of the Boston Electra", "Iran: Brittle Ally",  
"Biography of a Missile".

Producer Small World Special

"The Small World of Leo Szilard".

Associate Editor-Producer "Small World" series

Reporter-Production Associate "See It Now" series

Reporter-Writer "This Is New York" series WCBS Radio

Desk Assistant-Junior Writer Network Radio News

Mr. Jones has 3 children and lives in Scarsdale, New York.  
Released in cooperation with the Broadcasting and Film Commission,  
National Council of Churches, and the National Catholic Office for Radio and Television (NCORT)  
Produced by TRAFCO/Television, Radio and Film Commission of The United Methodist Church,  
Harry C. Spencer, General Secretary.

# night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

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475 Riverside Drive, Suite 420, New York, New York 10027 Telephone: 212/663-8900

Del Shields, Host for NIGHT CALL, will continue to serve as Executive Secretary of the National Association of Television and Radio Announcers (NATRA), which has a membership of 500 Black broadcasters.

For two years Mr. Shields has hosted a daily 4½ hour radio show on WLIB-FM, New York. The program combines interview and listener call-in. Shields was Director of Special Events, WDAS, Philadelphia 1963-1965 and Producer and Host of a daily 4½ hour record and interview show, 1959-1965. He served as Program Director for WEBB, Baltimore, 1955-1957.

Mr. Shields' Television work includes Co-Producer and Host, "Del Shields Summer Showcase", WRCV-TV, Philadelphia, 1962 Associate Producer and talent, "Who Speaks for Negro". WCAU-TV, Philadelphia, 1962 Producer, Writer and Host, "Taste of Jazz", WCAU-TV, Philadelphia 1957-1962.

As Executive Secretary of NATRA, Mr. Shields develops programs to increase responsibility standards of ethnic appeal stations. He represents NATRA on the President's Council on Youth Opportunity, the NAACP Pupil Incentive Program and Gov. Rockefeller's Committee on Minority Employment Opportunities in News Media.

Mr. Shields has five children and lives in Philadelphia.





Host Del Shields of NIGHT CALL, the nation-wide call-in show on vital issues heard each week night at 11:30 Eastern Time.

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

July 19, 1968

## WEEKLY LEGISLATIVE REPORT (Current as of July 19, 1968)

FROM: THE STAFF

### THE STATUS OF SUBSTANTIVE LEGISLATION

#### The Emergency Employment and Training Act of 1968

The measure has not been reported by the Senate Labor and Public Welfare Committee.

The extension of the Manpower Development and Training Act has been ordered reported by the Committee, and there is no schedule at this time for taking it up in the Senate. When the bill is considered by the full Senate, a bipartisan coalition comprised of Senators Clark, Javits and Prouty will attempt to amend it by adding the Emergency Employment Act to it.

The House Select Subcommittee still has no plans to mark up the JOBS bill.

The MDTA extension was not taken up by the House on July 15. It is more likely that the Senate will act first.

#### Housing and Urban Development Act of 1968

The bill has passed both Houses and is now in Conference Committee. The conferees have been meeting this week and intend to complete their work today. The Conference Report will be filed on July 22. The Senate votes first on the Report and will likely do so on July 23 or 24.

THE STATUS OF APPROPRIATIONS MEASURES

The proposed schedule of action on Appropriation bills concerning legislation of interest to the Action Council is:

1. The Housing and Urban Development Appropriations bill for Fiscal Year 1969 passed the House on May 8 and the Senate on July 12. It will now go to Conference Committee.
2. As reported last week, the Labor-HEW (including OEO) Appropriations bill passed the House on June 26. The Whitten Amendment, passed by a Teller (unrecorded) vote, prohibits the use of funds appropriated by the bill to force busing of school children, to abolish any school or to force secondary school students to attend a particular school against the choice of parents.

The House approved serious cuts in Title I of the Elementary and Secondary Education Act (aid to schools in impoverished areas), the Teacher Corps and the Office of Economic Opportunity.

The Senate Appropriations Subcommittee on Labor-HEW (including OEO) has been unable to meet to mark up the bill. It may do so on July 22. This delays the timetable on final Senate action by at least another week.

It is very important that every effort be made in the Senate to restore the House cuts in the HEW and OEO requests, and to defeat the Whitten Amendment.

If you wish more information on the specific cuts in the HEW and OEO appropriations, please contact The Urban Coalition Action Council office.

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

July 19, 1968

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If you wish more information on the specific cuts in the HEW and OEO appropriations, please contact The Urban Coalition Action Council office.

# The Urban Coalition

1815 H Street, N.W.  
Washington, D.C. 20006  
Telephone: 347-9630

CHAIRMAN: John W. Gardner

CO-CHAIRMEN: Andrew Heiskell / A. Philip Randolph

July 15, 1968

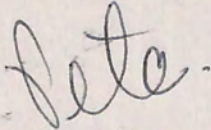
Mr. Dan Sweat  
City Hall  
Atlanta, Georgia 30303

Dear Dan:

Many thanks for your willingness to call Q. V. Williamson. We are in desperate need of getting John Dean settled and this housing problem is becoming a major problem.

With appreciation,

Sincerely yours,



Peter Libassi  
Deputy Director

PL:djf

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

July 26, 1968

## WEEKLY LEGISLATIVE REPORT (Current as of July 26, 1968)

FROM: THE STAFF

### THE STATUS OF SUBSTANTIVE LEGISLATION

#### The Emergency Employment and Training Act of 1968 (Public Service Employment)

The measure has not been reported by the Senate Labor and Public Welfare Committee.

The extension of the Manpower Development and Training Act has been ordered reported by the Committee, and action on the measure has been delayed. Majority Leader Mansfield has indicated he will call it up in September. When the bill is considered by the full Senate, a bipartisan coalition comprised of Senators Clark, Javits and Prouty will attempt to amend it by adding the Emergency Employment Act to it.

The House Select Subcommittee still has no plans to mark up the JOBS bill.

The MDTA extension has received a rule by the House Rules Committee clearing it for floor action, but it is unlikely to be acted on until Congress returns after the political conventions.

The House bill contains an amendment by Congressman Goodell which would disallow the reallocation of MDTA funds by the Department of Labor until the end of every fiscal year. The Department presently can reallocate at the end of six months. This could severely handicap those states which have substantial manpower programs.

Housing and Urban Development Act of 1968

Senate-House conferees filed their report on the HUD Act of 1968 on July 23 and it was accepted by the Senate July 25. It is expected to be accepted by the House today. Signing could take place next week.

THE STATUS OF APPROPRIATIONS MEASURES

The proposed schedule of action on Appropriation bills concerning legislation of interest to the Action Council is:

1. The Housing and Urban Development Appropriations bill for Fiscal Year 1969 passed the House on May 8 and the Senate on July 12. It will now go to the Conference Committee, but no date has been set for a meeting. The conferees may wait until the HUD Act of 1968 clears both Houses since some of the items in the appropriations bill require authorizations included in the Act.
2. As reported last week, the Labor-HEW (including OEO) Appropriations bill passed the House on June 26. The Whitten Amendment, passed by a Teller (unrecorded) vote, prohibits the use of funds appropriated by the bill to force busing of school children, to abolish any school or to force secondary school students to attend a particular school against the choice of parents.

The House approved serious cuts in Title I of the Elementary and Secondary Education Act (aid to schools in impoverished areas), the Teacher Corps and the Office of Economic Opportunity.

The Senate Appropriations Subcommittee on Labor-HEW (including OEO) has marked up the bill. The Subcommittee did not restore much of the education funding. The following list indicates how the Subcommittee acted on the requests made by the Department of Health, Education and Welfare to restore funds cut by the House.

	<u>REQUESTED</u>	<u>APPROVED</u>
Title I, ESEA	\$126 mil	\$50 mil
Drop out Prevention	30 mil	10 mil



	<u>REQUESTED</u>	<u>APPROVED</u>
Bilingual Education	\$ 5 mil	\$ 5 mil
Teacher Corps	9.6 mil	3.2 mil

In addition, the Subcommittee kept the OEO appropriation at the low level approved by the House and the Whitten Amendment. The full Committee meets to mark up the bill at 10:00 a.m., Friday, July 26. It may be taken up in the Senate during the week of July 29.

It is very important that every effort be made in the Senate to restore the House cuts in the HEW and OEO requests, and to defeat the Whitten Amendment.

If you wish more information on the specific cuts in the HEW and OEO appropriations, please contact The Urban Coalition Action Council office.

# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

July 18, 1968

Memorandum To: Chairmen and Executive Directors of Local  
Urban Coalitions

Subject: HEW and OEO Appropriations for Fiscal Year 1969

Several days ago local coalitions were asked to urge their congressmen to support a strong Housing and Urban Development Act, and many coalitions responded vigorously. The Act has been passed by the Senate and House and conferees are working out the differences.

We now call your attention to another important measure which is vital to the well-being of urban communities -- the Appropriations Bill for the Department of Health, Education and Welfare and the Office of Economic Opportunity.

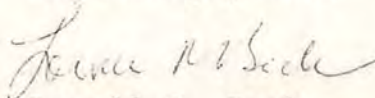
The House of Representatives refused to appropriate funds at levels considered minimal by the Administration in the fields of education and poverty. A memorandum summarizing programs of highest priority and budget request reductions is enclosed for your information. Also enclosed is a list of cities affected by the House's reductions in Title I, ESEA.

The House also cut substantially requests for funds for Maternity and Infant Care projects, Child Welfare Demonstration Projects, and Maternal and Child Health Research Centers.

The Senate Appropriations Subcommittee on Labor, HEW and Related Agencies is considering the appropriations measure this week, and it is expected to be before the full Senate Appropriations Committee on July 23. Senate action is expected late next week or early in the week of July 29.

Local coalition members are urged to ask their senators to support full funding of these measures. It would be particularly helpful if Appropriations Committee members were contacted, and the list of members is enclosed.

Sincerely yours,



Lowell R. Beck  
Executive Director

LRB:m  
Enclosures (3)

THE URBAN COALITION ACTION COUNCIL

Memorandum on Budget Allowances for HEW and OEO

I. HEW Appropriations

EDUCATION

Elementary and Secondary Education Act Activities

1. Title I - Educationally deprived children

Offers financial assistance to state and local public educational agencies to expand and improve their education programs to meet the needs of educationally disadvantaged children in low-income areas; also handicapped, delinquent, neglected, and foster children; children of migratory agricultural workers; and American Indian children attending Bureau of Indian Affairs schools. A wide range of educational activities is permitted so long as the focus is on services for educationally disadvantaged children.

1968 Appropriation	\$1.191 billion
1969 Budget Request	1.2 billion
1969 House Allowance	1.073 billion
HEW Appeal to Senate from House Allowance	126.873 million

2. Dropout Prevention Programs

A grant program direct to local education agencies for carrying out programs to prevent dropouts in schools with a high percentage of dropouts and a high percentage of poor children.

1968 Appropriation	\$ ----
1969 Budget Request	30 million
1969 House Allowance	----
HEW Appeal to Senate from House Allowance	20 million

3. Bilingual Education Programs

A federal grant program to local education agencies for the purpose of establishing and developing bilingual education programs. It is for public school systems that have schools with a high concentration of poor children coming from homes which speak other than the English language.

1968 Appropriation	\$ ----
1969 Budget Request	5 million
1969 House Allowance	----
HEW Appeal to Senate from House Allowance	5 million

## Teacher Corps

A program to improve educational opportunities for children in areas having concentrations of low-income families by recruiting and training teaching teams for local educational agencies. The local school district selects corpsmen for its schools and administers the program locally.

1968 Appropriation	\$13.5 million
1969 Budget Request	31 million
1969 House Allowance	15 million
HEW Appeal to Senate from House Allowance	9.667 million

## II. OEO Appropriations

The House Appropriations Committee cut \$300 million from the OEO request without indicating specific areas. The educational programs that would be cut drastically because of this reduction are Head Start, Upward Bound, and Follow Through.

### 1. Head Start

A program designed for the economically disadvantaged pre-school child. The full year Head Start programs are primarily for children of age 3 up to the age the child enters the school system. Summer Head Start programs are for children who are eligible for kindergarten or first grade, and will be attending school for the first time in the fall.

### 2. Upward Bound

Upward Bound is a pre-college program for high school students from low-income families. Any accredited institution with residential facilities may submit a proposal for an Upward Bound program. Youngsters in their second or third year of high school whose families have annual incomes below the poverty line are screened and selected by the educational institution conducting the program.

### 3. Follow Through

To sustain the gains made by children in Head Start programs funded by OEO and preschool programs funded by Title I of the Elementary and Secondary Education Act, as well as other quality preschool programs, the U.S. Office of Education in collaboration with the Office of Economic Opportunity has established the Follow Through program.

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE  
Office of Education

Elementary and Secondary Education Act of 1965, P.L. 89-10 As Amended  
Title I, Assistance for Educationally Deprived Children

Comparison of 1968 Initial Allocations and 1969 Estimated Allocations  
under House Allowance for Selected Large Cities

City	1968 Initial Allocation	1969 Estimated Allocation under House Allowance	Decrease
Akron, Ohio	\$ 1,042,187	\$ 920,070	\$ 122,117
Albany, New York	800,860	644,306	156,554
Albuquerque, N. Mex.	1,645,403	1,398,592	246,811
Allentown, Pa.	188,001	159,771	28,230
Amarillo, Texas	288,432	246,084	42,354
Anaheim, Calif.	276,144	251,430	24,714
Atlanta, Ga.	2,758,767	2,511,741	247,026
Austin, Texas	836,408	713,695	122,713
Baltimore, Md.	7,574,551	6,897,328	677,223
Baton Rouge, La.	1,040,972	947,824	93,148
Beaumont, Texas	371,611	317,086	54,525
Berkley, Calif.	422,743	384,995	37,748
Birmingham, Ala.	1,996,831	1,818,024	178,807
Boston, Mass.	4,613,141	4,201,283	411,858
Buffalo, N.Y.	5,384,734	3,823,989	1,560,745
Cambridge, Mass.	462,085	420,818	41,267
Camden, N.J.	1,234,536	1,119,990	114,546
Canton, Ohio	335,065	295,781	39,284
Charlotte, N.C.	1,299,834	1,183,538	116,296
Chattanooga, Tenn.	928,550	844,392	84,158
Chicago, Ill.	23,396,381	20,097,685	3,298,696
Cincinnati, Ohio	3,156,114	2,786,296	369,818
Cleveland, Ohio	5,531,982	4,883,785	648,197
Columbus, Ga.	797,121	725,741	71,380
Columbus, Ohio	2,343,964	2,069,291	274,655
Corpus Christi, Texas	1,076,559	918,626	157,933
Dallas, Texas	2,466,750	2,104,888	361,862
Dayton, Ohio	1,404,186	1,239,642	164,544
Dearborn, Michigan	125,675	112,762	12,913
Denver, Colorado	2,234,345	2,004,850	229,495
Des Moines, Iowa	763,843	649,268	114,575
Detroit, Michigan	11,455,586	10,280,129	1,175,457
Duluth, Minn.	418,913	364,400	54,513
Elizabeth, N.J.	462,832	419,880	42,952
El Paso, Texas	946,066	807,250	138,816

City	1968 Initial Allocation	1969 Estimated Allocation under House Allowance	Decrease
Erie, Pa.	\$ 566,908	\$ 481,853	\$ 85,055
Evansville, Ind.	624,544	541,880	82,664
Flint, Michigan	778,243	698,373	79,870
Fort Wayne, Ind.	485,685	421,397	64,288
Fort Worth, Texas	1,453,499	1,240,279	213,220
Gary, Ind.	887,736	770,232	117,504
Grand Rapids, Mich.	784,342	671,538	76,804
Hammond, Ind.	275,642	239,155	36,487
Honolulu, Hawaii	2,226,608	2,082,657	143,951
Houston, Texas	3,448,670	2,942,766	505,904
Indianapolis, Ind.	1,591,286	1,380,664	210,622
Jackson, Miss.	1,136,492	1,034,705	101,787
Jacksonville, Fla.	2,392,809	2,033,879	358,930
Jersey City, N.J.	1,485,388	1,347,573	137,815
Kansas City, Mo.	1,813,831	1,566,517	247,314
Knoxville, Tenn.	1,015,153	923,147	92,006
Little Rock, Ark.	614,500	559,512	53,988
Long Beach, Calif.	1,363,356	1,241,663	121,693
Los Angeles, Calif.	16,143,188	14,702,309	1,440,879
Louisville, Ky.	1,932,193	1,759,104	173,089
Lubbock, Texas	418,285	356,903	61,382
Memphis, Tenn.	3,149,017	2,863,673	285,344
Miami, Fla.	3,419,439	2,906,508	512,931
Milwaukee, Wisconsin	2,843,756	2,426,525	417,231
Minneapolis, Minn.	2,494,562	2,169,934	324,628
Mobile, Ala.	2,009,397	1,829,475	179,922
Montgomery, Ala.	1,362,914	1,240,866	122,048
Nashville, Tenn.	1,577,915	1,434,922	142,993
New Orleans, La.	3,742,865	3,407,945	334,920
New York, New York	71,513,045	69,892,210	1,620,835
Newark, N.J.	4,966,293	4,505,560	460,733
Niagara Falls, N.Y.	701,825	604,198	97,627
Norfolk, Va.	2,433,326	2,215,757	217,569
Oakland, Calif.	2,875,101	2,618,455	256,646
Philadelphia, Pa.	12,420,884	10,557,744	1,863,140
Pittsburgh, Pa.	3,214,988	2,732,738	482,250
Rochester, N.Y.	1,902,110	1,841,973	60,137
St. Louis, Mo.	4,381,175	3,783,831	597,344
San Antonio, Texas	2,855,158	2,436,341	418,817
San Diego, Calif.	2,144,795	1,953,326	191,469

City	1968 Initial Allocation	1969 Estimated Allocation under House Allowance	Decrease
San Francisco, Calif.	\$3,275,608	\$ 2,982,203	\$ 292,405
Seattle, Wash.	1,485,841	1,287,885	195,956
Syracuse, N.Y.	1,621,382	1,443,853	177,429
Toledo, Ohio	1,501,588	1,325,626	175,962
Trenton, N.J.	873,003	792,006	80,997
Tuscon, Arizona	792,042	673,230	118,812
Tulsa, Okla.	1,396,716	1,271,803	124,913
Utica, New York	706,983	565,616	141,367
Washington, D.C.	5,397,367	4,587,762	809,605
Wichita, Kansas	1,346,222	1,144,285	201,937
Winston Salem, N.C.	985,246	897,086	88,160
Yonkers, N.Y.	745,069	621,572	123,497
Youngstown, Ohio	586,509	517,775	68,734
Oklahoma City, Okla.	1,757,979	1,600,766	157,213
Paterson, N.J.	1,104,514	1,002,040	102,474
Portland, Oregon	1,674,678	1,461,008	213,670
Richmond, Va.	1,574,932	1,433,985	140,947
St. Paul, Minn.	1,276,745	1,110,595	166,150
Savannah, Ga.	1,088,264	990,814	97,450

SENATE APPROPRIATIONS COMMITTEE

Democrats

Carl Hayden (Ariz.), Chairman  
Richard B. Russell (Ga.)  
Allen J. Ellender (La.)  
Lister Hill (Ala.)  
John L. McClellan (Ark.)  
Warren G. Magnuson (Wash.)  
Spessard L. Holland (Fla.)  
John C. Stennis (Miss.)  
John O. Pastore (R. I.)  
A. S. Mike Monroney (Okla.)  
Alan Bible (Nev.)  
Robert C. Byrd (W. Va.)  
Gale W. McGee (Wyo.)  
Michael J. Mansfield (Mont.)  
Edward L. Bartlett (Alaska)  
William Proxmire (Wis.)  
Ralph W. Yarborough (Texas)

Republicans

Milton R. Young (N. D.)  
Karl E. Mundt (S. D.)  
Margaret C. Smith (Me.)  
Thomas H. Kuchel (Calif.)  
Roman L. Hruska (Neb.)  
Gordon L. Allott (Colo.)  
Norris Cotton (N. H.)  
Clifford P. Case (N. J.)  
Jacob K. Javits (N. Y.)



# THE URBAN COALITION ACTION COUNCIL

JOHN W. GARDNER  
CHAIRMAN  
1819 H STREET, N. W.  
WASHINGTON, D. C. 20006

August 2, 1968

## WEEKLY LEGISLATIVE REPORT (Current as of August 2, 1968)

FROM: THE STAFF

### THE STATUS OF SUBSTANTIVE LEGISLATION

#### The Emergency Employment and Training Act of 1968 (Public Service Employment)

The measure has not been reported by the Senate Labor and Public Welfare Committee.

The extension of the Manpower Development and Training Act has been ordered reported by the Committee, and action on the measure has been delayed. Majority Leader Mansfield has indicated he will call it up in September. When the bill is considered by the full Senate, a bipartisan coalition comprised of Senators Clark, Javits and Prouty will attempt to amend it by adding the Emergency Employment Act to it.

The House Select Subcommittee still has no plans to mark up the JOBS bill.

The MDTA extension measure has received a rule by the House Rules Committee clearing it for floor action, but will not be acted on until Congress returns after the political conventions.

#### Housing and Urban Development Act of 1968

On August 1st, the President signed into law the Housing and Urban Development Act of 1968. Representatives of the Urban Coalition Action Council were present by invitation for the ceremony.

A summary of the more important provisions of this very significant new act is to be found at the end of this weekly report. The Urban Coalition will be preparing a more detailed analysis of the law focusing on the new

potential it presents for local action. This analysis will be distributed to local coalitions and made available to other parties on request when completed.

THE STATUS OF APPROPRIATIONS MEASURES

The proposed schedule of action on Appropriation bills concerning legislation of interest to the Action Council is:

1. The Housing and Urban Development Appropriations bill for Fiscal Year 1969 passed the House on May 8th and the Senate on July 12th. It now goes to the Conference Committee, which has waited until the HUD authorization bill was enacted into law. It will meet sometime in September although no meeting date has been set.
2. As previously reported, the Labor-HEW (including OEO) Appropriations bill passed the House on June 26th. The Whitten Amendment, passed by a Teller (unrecorded) vote, prohibits the use of funds appropriated by the bill to force busing of school children, to abolish any school or to force secondary school students to attend a particular school against the choice of parents.

The House approved serious cuts in Title I of the Elementary and Secondary Education Act (aid to schools in impoverished areas), the Teacher Corps and the Office of Economic Opportunity.

The full Senate Appropriations Committee has marked up the bill. The Committee did not restore much of the education funding. The following list indicates how the Committee acted on the requests made by the Department of Health, Education and Welfare to restore funds cut by the House:

	<u>REQUESTED</u>	<u>APPROVED</u>
Title I, ESEA	\$126 mil	\$50 mil
Drop Out Prevention	30 mil	10 mil
Bilingual Education	5 mil	10 mil
Teacher Corps	9.6 mil	2.3 mil

In addition, the Committee kept the OEO appropriation at the low level approved by the House and retained the Whitten Amendment.

New language was added to the Whitten Amendment by the Committee. It is believed that this language will substantially ameliorate its impact.

The bill is scheduled for the Senate floor on September 4th.

It is very important that every effort be made in the Senate to restore the House cuts in the HEW and OEO requests, and to defeat the Whitten Amendment, even though it has been amended. If you wish more information on the specific cuts in the HEW and OEO appropriations, please contact The Urban Coalition Action Council office.

NOTE:

Due to the Congressional recess for the party conventions, the Action Council will not issue further weekly reports until the Congress reconvenes in September.

SUMMARY OF HOUSING AND URBAN DEVELOPMENT ACT OF 1968

An expanded supply of housing for low-income and moderate-income families is the key objective of the Housing and Urban Development Act of 1968.

The Act authorizes a 3-year program aimed at producing an estimated 1.5 million new and rehabilitated housing units, with highest priority and emphasis placed on meeting the needs of families for which the national goal of "a decent home and a suitable living environment for every American family" has not become a reality.

The Act's new programs include:

\* Homeownership assistance through subsidized interest rates which could provide housing for 500,000 low and moderate-income families.

\* Rental and cooperative housing, also through subsidized interest rates, which could make 450,000 dwellings available for low and moderate-income families.

\* Credit assistance and family counseling services to help families with special problems of debt and budget management to attain homeownership.

\* Mortgage insurance for homes qualifying as "acceptable risks" in older, declining urban neighborhoods.

\* Aid to nonprofit sponsors of low and moderate-income housing, including information, advice, and technical assistance; and interest-free loans to cover up to 80 percent of preconstruction costs.

\* National Homeownership Foundation to carry out a continuing program of encouraging private and public organizations to provide increased homeownership and housing opportunities for lower income families. The Foundation will encourage investment in and sponsorship of housing development, provide technical assistance and advisory services to public and private organizations, and make loans and grants to cover expenses of organizations engaged in carrying out housing programs.

\* National Housing Partnerships to encourage maximum participation by private investors in programs and projects to provide low and moderate-income housing. This will join new capital sources with business and organization skills in the construction and operation of housing for the low-income market; and will bring large-scale capital into the field on a private basis.

\* Federal reinsurance against abnormal property insurance losses from riots and other civil commotion; and a National Flood Insurance program to make insurance available for residential and small business properties in flooded areas.

\* \* \* \* \*

Existing programs are also expanded and improved by the Act. It continues authorizations for public housing to provide 375,000 new units in three years and adds authority to provide social services for tenants in public housing; rent supplements, which would support an additional 145,000 dwelling units; model cities, urban renewal, open space land, and water and sewer facilities. It expands urban planning grants and provides grants for planning in non-metropolitan areas. It modifies the college housing program. It includes provisions for rural housing.

A new financing method for urban renewal permits neighborhood redevelopment which permits improvement activity to begin while planning is in progress. The New Communities program is expanded; FNMA's secondary market operations are transferred to a new privately-owned corporation; mortgage insurance is provided for nonprofit hospitals; rehabilitation loans and grants programs are liberalized and expanded.

# The Urban Coalition

1815 H Street, N.W.  
Washington, D.C. 20006  
Telephone: 347-9630

CHAIRMAN: John W. Gardner

CO-CHAIRMEN: Andrew Heiskell / A. Philip Randolph

August 13, 1968

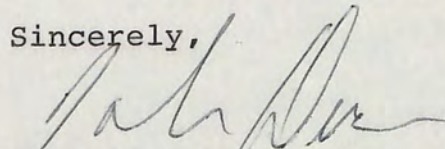
Mr. Dan Sweat, representing  
Mayor Ivan Allen, Jr.  
City Hall  
Atlanta, Georgia

Dear Dan:

Many individuals and communities have long requested a document which would explain to them the nature of an urban coalition, its goals and some of the activities it should be involved in. I am enclosing five copies of an offset edition of our new publication "An Urban Coalition in Your Community."

I believe this document will be of interest to members of your community because it explains how a coalition is organized, what leadership elements should be involved, a small sampling of local coalition activities around the country and a brief statement on the kinds of assistance local coalitions may expect from the national office. Printed editions of this document will be available in mid-September and you may order through me as many copies as you feel necessary.

Sincerely,

  
John Dean  
Associate Director  
Local Coalition Staff

Enclosures

JD:lyt



Hon. Theodore R. McKeldin, Chairman  
Dr. Homer E. Favor, Vice-Chairman  
Parren J. Mitchell, Vice-Chairman  
Gilbert Rosenthal, Secretary  
Dr. Wilmer V. Bell, Treasurer  
Walter H. Lively, Executive Director

July 3, 1968

Dear Sir:

As Chairman of the Baltimore Urban Coalition, I am writing to inform you that we have undertaken the task of mobilizing a group of outstanding local businessmen who are greatly concerned over the future of America's cities.

These men numbering about 200 and representing a full range of the commercial interests of our city will be accompanied by Mayor Thomas D'Alesandro, III and leaders from religious, labor, educational, and civil rights groups when they journey to Washington next Thursday, July 11th to meet with the Maryland Delegation to the Congress.

It is our purpose to make it clear to our representatives that we care deeply about the conditions in Baltimore and all of the cities of the country and to urge them to give priority attention to Urban America and its people.

We would like to urge you and the other local Urban Coalitions around the nation to act as the catalytic agents in your cities to activate similar demonstrations on the part of your local business leadership. We believe this is vitally important--that the timing is such that we have the opportunity to be effective with Congress and with the people at home who will be heartened by our show of concern.

We share the sense of urgency expressed in John Gardner's letter to Congress on June 27th and this is our way of supporting it with the delegation in Congress. We sincerely hope that you will in some way join us in this effort to inform Congress of the concern of the American business community.

Very truly yours,

A handwritten signature in dark ink, appearing to read "Theodore R. McKeldin", with a long horizontal line extending to the right.

Theodore R. McKeldin



Hon. Theodore R. McKeldin, Chairman  
Dr. Homer E. Favor, Vice-Chairman  
Parren J. Mitchell, Vice-Chairman  
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Theodore R. McKeldin



July 9, 1968

Mr. W. B. Spann  
Alston, Miller & Gaines  
C & S National Bank Building  
Atlanta, Georgia

Dear Mr. Spann:

Attached are copies of information pieces concerning the Urban Coalition. I hope this will give you some idea of our status of involvement here in Atlanta.

I am also sending copies of material forwarded to Bob Foreman in connection with the City's program of response to the Civil Disorders Commission Report.

Sincerely yours,

Dan Sweat

DS:fy

Enclosures

Office of the Mayor

TELEPHONE MESSAGE

To Des

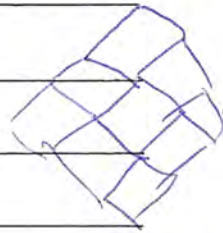
Name W.B. Spann -

Telephone No. 524-3241



- Wants you to call
- Returned your call
- Left the following message:
- Is here to see you
- Came by to see you

Lawyers Committee  
for Civil Rights under  
Law.



Urban Coalition  
Civil Disorders

\$30,000 ← →

Date: 7/8 Time 10:25 a. m. / p. m.

By ♀

June 6, 1968

Revised June 12, 1968

MEMORANDUM

TO: Local Coalitions

THE NATIONAL COALITION PROGRAM OF TECHNICAL ASSISTANCE

Responding to the Emergency Convocation of August 1967 and to the critical urban crisis of our nation, many cities have formed local coalitions and many are or soon will be in the organizational phase. These local coalitions are becoming a vital forum for communication among different elements in the community. They are a mechanism for assessing community problems, establishing priorities, coordinating efforts and initiating new programs. They are also extremely potent vehicles for members of coalitions to individually and collectively speak out on national issues and to support, propose, or oppose legislation affecting urban problems and the resources needed for their solution.

The National Urban Coalition, in an effort to maximize the aims and objectives of local coalitions, will make available through its staff a broad technical assistance program at the request of the local coalition. This program is developed within the limits of resources presently available to the national Coalition to meet needs of local coalitions. It will be expanded and/or modified as those needs change.

The National Urban Coalition's technical assistance program will range from assisting communities to organize and launch local coalitions to concentrated assistance for specific programs. To accomplish this assistance program, the national coalition has divided its staff into four <sup>board?</sup> board units; the Local Coalition Division, the Program Development Division, the Communications Division and the separate Action Council Division.

(1) The Local Coalition Division is the operational staff of the national Coalition. Its primary task is to explain the urban coalition concept and assist communities in organizing local coalitions. It will also render general technical assistance on coalition programs and relate national issues to local coalition objectives.

(2) The Program Development Division is the program specialist staff of the national Coalition. Its primary task is to provide expert assistance in specific program areas by its staff members and through its consultant resources. It will also be the major channel for the assembly and dissemination of technical program information relative to local coalition activities.

(3) The Communications Division

(to be filled in by Brian Duff)

(4) The Urban Coalition Action Council is a separate unit of the national Coalition. The primary functions of its staff will be to promote social improvements in the nation's urban centers through its study of proposed legislation and its mobilization of community leaders across the country to support, propose and oppose legislation affecting urban problems and the resources for their solution.

Local coalitions will address requests for all forms of technical assistance to the Local Coalition Division. As the operational staff of the national Coalition, these staff members are assigned to each of the local coalitions throughout the country. They will either respond directly to the request or, if it requires extremely technical problems, refer it to the appropriate specialized division. The Urban Coalition Action Council staff will deal directly with coalitions and coalition members.

The national Coalition will provide the following forms of technical assistance upon request:

1. Provide assistance to new communities in identifying and bringing together local leaders who might be interested in the formation of a coalition. (local)
2. Provide assistance to new communities in explaining the philosophy and objectives of The Urban Coalition and in the formation and representative character of organizing and permanent steering committees. (local)

3. Provide speaker resources through the national +local Steering Committee<sup>+</sup> to assist in the launching of the local coalition. (communications, local)
4. Provide assistance to existing coalitions on improving the representative character of its steering committee and guidance on the composition, purpose and functioning of its task forces. (local)
5. Provide assistance to coalition on how they organize neighborhood groups for community leadership in coalition planning and policy making and for community generated social action projects which require no funds. (local, program development)
6. Provide guidance on dealing with the diverse elements of the black community. (local, program development)
7. Provide assistance to local coalition staffing, funding, administration and program management problems. (local, program development)
8. Provide liaison for local coalitions with Federal agencies on clarification and modification of policy and for their consideration of meritorious applications for grants. (local, program development)
9. Provide information on sources of local, state, federal and foundation funds to employ staff and to improve existing programs or start new ones to meet community priorities. (?)

10. Provide representation before various national private organizations conducting programs locally to insure that their local counterpart organization cooperate with the coalition in its effort to coordinate all programs.

11. Provide assistance to help local coalitions analyze community problems, inventory existing programs aimed at the solution of those problems and identify gaps or duplication of effort. (program development)

12. Provide a periodic newsletter to include relevant national or local surveys and studies on urban problems, information on new program concepts, Federal program guides, new national Coalition statements and policy, visual materials developed by local coalitions related to coalition goals. (communications, program development)

13. Provide a periodic program memo to include intensive case studies of successful programs of local coalitions. (program development)

14. Provide assistance on a range of specialized programs (ghetto entrepreneurship, youth mobilization, manpower, housing, education, communications, etc. (program development)

15. Provide advice to local coalitions on mechanisms by which they may coordinate existing and new community programs. (local, program development)

16. Provide assistance in the writing of applications for state, federal and foundation funds. (program development)
17. Provide assistance in developing projects and materials on attitudinal change and methods on increasing communication between the black and white community. (communications, program development)
18. Provide advise on the programmatic implementation of the Kerner Commission Report by local coalitions. (communications, program development)
19. Provide information and guidance to aid local coalitions in interpreting local, state and national legislative issues and relating them to the coalitions goals and priorities. (Action Council)
20. Provide periodic legislative reports on the status of pending national legislation of interest to coalitions and to outline significant features of newly passed legislation concerning urban problems. (Action Council)