

January 3, 1968

MEMORANDUM

TO: Andrew Heiskell and A. Philip Randolph

FROM: Joseph E. Allen, John Johnson, Harold Fleming

SUBJECT: Report of the Urban Coalition Task Force on Communications and Public Support

The co-chairmen of this Task Force have been in frequent communication both in person and by telephone. Our activities, current and prospective, are as follows:

Membership of Task Force

We have invited about a dozen prominent leaders in the communications field -- newspaper and magazine publishers, presidents of the major television networks, and the like -- to join with us as members of the Task Force. Acceptances to date include Mrs. Katharine Meyer Graham, Gardner Cowles, and Arthur Ocha Sulzberger. We should be able to report other acceptances when the Steering Committee meets on January 8. Within the next few weeks, as the membership of the Task Force is completed, we will have an organizational meeting at which specific plans and commitments will be agreed upon.

Meeting of Information Staffers

The Coalition staff has suggested that we convene a planning session of information staff persons associated with the various organizations and businesses represented on the Steering Committee. This group reaches a large segment of public opinion through periodicals, newsletters, and other publications, as well as in their dealings with the mass media. A concerted strategy of public education through these channels could be an important adjunct of the work of the Coalition. We intend to hold a session of the sort proposed in the very near future.

### Advertising Council Campaign

Joseph Allen and Harold Fleming have met several times with Bob Keim, President of the Advertising Council, and his associates to discuss the prospects for a Council campaign that would dramatize the urban crisis and urge people across the country to support and participate in local coalitions. The Advertising Council requires a permanent organization as sponsor of such a campaign, and Urban America has agreed to assume this role, including the major responsibility of raising the funds necessary to meeting the cost of materials for the campaign. An application from Urban America to the Ford Foundation for this purpose has recently been submitted. We very much hope that the campaign can get under way in the Spring.

### The American Business Press

Joseph Allen has met and discussed the Coalition's concerns with President John Babcock and the Board of Directors of ABP. Subsequently, Mr. Babcock has issued a strong "action" communication to all member publications, initiating a major effort in support of our common objectives. In a followup letter to his member editors, Mr. Babcock reports:

As expected, business publication editors are responding to the challenge of solving the crisis in our cities. In fact, many have been working in this area long before my memo of November 14, 1967. Reaction has been on the favorable side by a 10 to 1 ratio. Thank you for your quick and enthusiastic response.

As you will remember, one service I felt ABP could provide is to act as an "idea interchange" on what your fellow editors are publishing to tell their respective industries, businesses, or professions what has been done to help meet this most complex problem. In looking over the first samples we received, it seemed to me that many may have parallels that can be applied to other fields. By reporting or adapting these innovations by businesses outside his own field, each editor can provide stimulation, and cross-fertilization of ideas.

I have asked ABP's Editorial Division Executive Committee to study the feasibility of this idea and to consider instituting a regular INTERCHANGE Bulletin.