

# The Urban Coalition

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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.