

AN ADVERTISING COUNCIL CAMPAIGN  
IN SUPPORT OF THE URBAN COALITION

Summary: The Urban Coalition proposes a national advertising campaign to promote better understanding of the problems of the cities and the people who live there, and also to go the next step toward causes and the possible solutions. The campaign would seek to maintain the momentum of the Advertising Council's massive "Crisis In Our Cities" campaign of 1968. (The Advertising Council estimates total space and time donated to this campaign was worth approximately \$12,000,000.) Importantly, however, the proposed 1969 campaign would indicate the potential for meaningful action by a concerned and informed citizenry. The campaign would stress the many resources, federal, state and local, available to a community. However, on the presumption that an effective grass roots attack on local problems is not possible unless the important leadership elements in the community are together, the campaign would cite the potential of an Urban Coalition to help achieve coherent dialogue and to help set goals and priorities.

The campaign would be timed to begin in the Summer of 1969 and would run one year. The Advertising Council would donate agency services and media time space. The Urban Coalition requests \$128,000 for production costs and \$22,000 for support material.



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As the year 1969 opened, discussion of the "urban crisis" had reached an almost unprecedented scale. Magazines, newspapers, radio and television devoted columns of editorial space and hours of prime time to the problems of the cities.

Now, however, it is the position of the Urban Coalition that the time has come to lead the discussion to a new plateau and to begin the process of education toward a larger citizen involvement, or at least understanding of the solutions of that crisis. A national advertising campaign must be a major part of this educational effort.

Progress has been made in some areas. In almost no areas is that progress enough or has it come fast enough to lead any informed person to believe that the crisis is anything but heightening. The crisis must be met at all levels--federal, state, and local, and it must be met both nationally and locally increasingly by the private sector as well as the public sector.

It is the mobilization of the private sector, particularly at the local level, that is the special concern of the Urban Coalition and urban coalitions already established in 42 U. S. cities.

The Urban Coalition, at this point in our nation's history, seems to be the single organization or movement dedicated to assisting in the re-establishment of coherent local communities.

Today the typical American community is split into a variety of different worlds that are often wholly out of touch with one another.

The suburbs are out of touch with the central city. Business, labor, and the universities are three wholly separate worlds. City Hall is usually out of touch with the ghetto and often out of touch with the ablest and most influential people in the city.

The most ominous rifts, of course, are the rifts involving various minority communities, most commonly the black community, but in some parts of the country the American Indians or Mexican-American community.

Nothing is more clear than that no major city can or will solve its problems without first repairing some of those devastating gaps in communication. Obviously, no single advertising campaign can accomplish this kind of repair. The reconstruction must be forged slowly and carefully by citizens working together to understand and solve their problems. But this proposed advertising campaign, we think, can increase public understanding of an important resource to help make a beginning.



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The Urban Coalition was formed to re-establish communication. But to fulfill its potential, it must be used. And before it will be used, it must be understood. It is important to emphasize the importance of the coalition principle. Some people think of the Coalition as just another organization tackling the rough urban problems of the day. But it is unique. The distinction is that it brings together segments of American life that do not normally collaborate in the solution of public problems.

Because of the need for such collaboration at the local level, the national organization has helped to form local coalitions. There are now local coalitions in 42 cities and organizational efforts are underway in approximately 30 others. As in the case of the national, each local organization includes representatives from a variety of leadership segments in the community--the mayor, business, labor, minority groups and religion. The participation of other relevant elements is encouraged--the universities, the schools, the press, the professions.

There are many substantive problems of the cities--fiscal and governmental problems, housing, jobs, education, health services, economic development and so on. The Urban Coalition is interested in all those problems, but it is not free to choose the particular problems to which it must give its attention. There are priorities which are thrust upon us all. There are issues so explosive that if they are ignored, we shall be overtaken by events--and then every problem on the list will be infinitely harder to solve.

The goal that takes precedence over all others is to begin to heal those rifts that are now making many American cities quite incapable of any kind of healthy problem solving. Those rifts can be healed.

We can heal them through the process of coalition, if the most influential citizens in the community will lend their strength and their presence, if all significant elements in the community are fairly represented and if all concerned are unsparingly honest in facing the toughest issues.

In a number of American cities today those conditions are being met in local urban coalitions--the most influential citizens have stepped forward, all significant elements in the community are represented and the toughest issues are being faced.

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### The Proposed 1969-70 Urban Coalition Advertising Campaign

The foregoing has been an attempt to demonstrate the need and the potential of the Urban Coalition. What follows is a description of a specific multi-media advertising campaign designed to make the Coalition known and understood by a significant segment of the American public so that it will be used.



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### OBJECTIVES

The first and foremost objective of the 1969-70 campaign is to establish the Urban Coalition as the focal point of effort by local business and community groups in solving the crisis in the cities.

The main thrust of the campaign will be to tell in detail the Urban Coalition story: the coalition principle of collaboration of all concerned groups in tackling specific problems; its stress on local initiative and effort; its record of success.

A second, and equally important, objective is to convince both business and community leaders--as well as the general public--that the problems don't stop just because the riots are dispersed or contained; that is, we must counter any idea that the crisis has passed, or any let-City-Hall-do-it attitude.

The third objective is to create the advertising materials in such a way that, in addition to their use by the Advertising Council in national media, they can also be used by Urban Coalition groups in local media to assist with the national campaign, for organization and support of new or existing Urban Coalitions.

### AUDIENCE

The primary target audience includes the broad spectrum of opinion leaders--from corporation presidents to black student militants to garden club members--from whose ranks the Urban Coalition draws active participants.

The second audience includes those among the general public whose understanding and support can assist the efforts of the Urban Coalition groups.

### MEDIA

- . Major mass audience magazines
- . Major market newspapers
- . Pacesetter publications (i.e., HARPERS, THE ATLANTIC, SATURDAY REVIEW, etc.)
- . Business press
- . Network TV and radio



