

Dr. Harmon D. Moore
Executive Director
Christian Council of Metropolitan Atlanta, Inc.
53 Sixth Street, N. E.
Atlanta, Georgia 30308

~~872-5678~~
524-1167

Mr. Albert J. Bows
Vice President
Partner-in-Charge
Arthur Andersen & Company
Bank of Georgia Building
Atlanta, Georgia 30303

688-5838

Mr. Erwin Stevens, President
Citizens Central Advisory Council
799 Parsons Street, S. W.
Atlanta, Georgia

523-5791

Dr. John W. Letson
Superintendent
Atlanta Public Schools
224 Central Avenue, S. W.
Atlanta, Georgia 30303

522-3381

Reverend Samuel Williams
Co-Chairman
Summit Leadership Conference
Friendship Baptist Church
437 Mitchell Street, S. W.
Atlanta, Georgia

688-0206

Mr. Robert J. Butler
President
Atlanta Labor Council
250 Tenth Street, N. E.
Atlanta, Georgia

876-3096

Augusta - 14

Mr. Opie L. Shelton
Executive Vice President
Atlanta Chamber of Commerce
P. O. Box 1740
Atlanta, Georgia 30301

521-0845

Mr. Boisfeuillet Jones
230 Peachtree Street, Suite 210
Atlanta, Georgia 30303

522-8511

Bill Stern - DS-1A5e

October 20, 1967

Mr. Erwin Stevens, President
Citizens Central Advisory Council
799 Parsons Street, S. W.
Atlanta, Georgia

Dear Mr. Stevens:

I am sure that you are aware of the movement at the national level to develop a strong coalition of urban interests in an effort to exert more influence in national programs and priorities for the benefit of our cities.

Representatives of business, labor, civil rights, religion, education and Mayors of urban cities have joined together in an Urban Coalition to provide coordinated machinery for getting the story of our big city problems across to the nation.

I am attaching some information materials on the Urban Coalition. These will explain the background and goals of the national steering committee.

It has been recognized from the beginning that in order to be effective, local counter-part coalitions must be developed in all parts of the country to support these goals. It is my belief that for years Atlanta has been able to grow and prosper through an effective and informal coalition relationship of business and government and with the support of the other areas of interest which are a part of the national coalition effort. I believe, however, that we need to recognize a little more formally the coalitions which keep our city moving and also to develop a local coalition relationship with the national Urban Coalition.

Mr. Stevens
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It is my thinking that an initial step would be for us to get together the top representatives of these key interest groups to form a local coalition steering committee and invite the participation by other organized groups. The initial steering committee could be composed of the Mayor, as chief elected official of the city, the President of the Chamber of Commerce, the President of the Atlanta Labor Council, the President of the Atlanta Christian Council, the Co-Chairman of the Summit Leadership Conference, the Superintendent of public education, and the Chairman of the Citizens Central Advisory Council, who is the elected representative of participants in the Economic Opportunity program.

I have drafted a statement which might be considered by this group which recognizes the need for a local coalition and endorses the declaration of principles of the national coalition. A copy of the principles of the national coalition is also attached for your consideration.

By recognizing the existence of a coalition we will be able to better communicate urban problems and focus maximum resources upon their solutions.

In order that we might consider this proposal I have invited the following people to meet with me at my office at City Hall on Wednesday, October 25, at 10:00 a.m.:

Mr. A. H. Sterne, President
Atlanta Chamber of Commerce

Rev. Samuel Williams
Co-Chairman
Summit Leadership Conference

Mr. Robert J. Butler, President
Atlanta Labor Council

Mr. Stevens
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Christian Council of Metropolitan
Atlanta, Inc.

Dr. John W. Letson
Superintendent
Atlanta Public Schools

Mr. Erwin Stevens, President
Citizens Central Advisory Council
Economic Opportunity Atlanta, Inc.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:fy

October 20, 1967

Dr. John W. Letson
Superintendent
Atlanta Public Schools
224 Central Avenue, S. W.
Atlanta, Georgia 30303

Dear John:

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Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:fy

October 20, 1967

Reverend Bevel Jones, President
Christian Council of Metropolitan
Atlanta, Inc.
143 Beverly Road, N. E.
Atlanta, Georgia

Dear Bevel:

I am sure that you are aware of the movement at the national level to develop a strong coalition of urban interests in an effort to exert more influence in national programs and priorities for the benefit of our cities.

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IAJr:fy

October 20, 1967

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Co-Chairman
Summit Leadership Conference
Friendship Baptist Church
437 Mitchell Street, S. W.
Atlanta, Georgia

Dear Sam:

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Economic Opportunity Atlanta, Inc.

Sincerely yours,

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Mayor

IAJr:fy

October 20, 1967

Mr. Robert J. Butler
President
Atlanta Labor Council
250 Tenth Street, N. E.
Atlanta, Georgia

Dear Bob:

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Mayor

IAJr:fy

CITY OF ATLANTA



February 13, 1969

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Mayor Ivan Allen, Jr.

From: Dan Sweat *DJS*

Subject: Urban Coalition

In determining whether or not a formal "Urban Coalition" should be established in Atlanta, I feel the following points should be considered:

1. The National Urban Coalition will apparently be a key communications link to the Nixon Administration. Whereas in the past, the heavily Democratic dominated National League of Cities and U. S. Conference of Mayors have enjoyed a key position in national administration affairs, they might not have quite the muscle with the Republicans, John Gardner does have.
2. It is abundantly clear that the Nixon Administration intends to funnel as many urban programs as possible through the private, business sector. This will require some sort of coordination among business and government at the local level and metro level.
3. There probably will be a greater need and demand for an identifiable local coalition after you leave the office of Mayor. The next Mayor certainly won't be the leader of the "power structure" and probably not even a member of it.
4. If a real coalition is formed, it must be done by the "power structure" and supported by the very top leadership.
5. A meaningful coalition should attempt to get metro representation. If it is to set the rules for the city in the future it must be geared to influence annexation, dispersed housing, planning for industry, transportation, etc.

Mayor Allen
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February 13, 1969

6. Someone should look into the Winston-Salem Urban Coalition. They have already raised \$1.7 million for coalition activities, plus some \$2.5 million for a Housing Development Corporation. I understand they met the other day and raised \$120,000 for summer programs. If we had just a fraction of that kind of money to "sell" projects, we could multiply it many fold.
7. I envision an Urban Coalition whose membership would consist of every organization wishing to identify with it and which would get together as a whole at one big annual dinner. A small executive committee of power structure "statesmen" would set the policies and priorities between annual meetings and communicate to the community through a small high powered staff.

DS:fy

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

MEMORANDUM

TO: MEMBERS OF THE STEERING COMMITTEE, THE WORKING
COMMITTEE, AND THE TASK FORCE ON LOCAL COALITIONS

FROM: JOHN FEILD--RON LINTON, NATIONAL COORDINATORS

SUBJECT: GUIDELINES FOR FORMING LOCAL COALITIONS

A working group of the Task Force on Local Coalitions developed the attached Guidelines for Forming Urban Coalitions Nationwide. This version is a result of a series of meetings of the Task Force working group and a series of redrafts.

GUIDELINES: FORMING URBAN COALITIONS NATIONWIDE

On August 24, 1967, in Washington, D. C., the Emergency Convocation of The Urban Coalition issued an urgent appeal to all concerned American citizens to join with The Coalition in efforts to fashion a new political, social, economic, and moral climate that will make possible the breaking of the vicious cycle of the ghetto. Action at the community level must now follow.

Community leadership is now called upon to use its commitment and ingenuity to muster the public support and involvement needed to bring about a major reordering of both national and local priorities in the face of the unresolved urban emergency.

At the conclusion of the August Emergency Convocation, The Urban Coalition adopted a comprehensive Statement of Principles, Goals and Commitments. It is this document which charts the course for our mutual efforts. The Urban Coalition's program as adopted at the August Convocation may be characterized as follows:

(2)

"We believe the American people and the Congress must reorder national priorities, with a commitment of resources equal to the magnitude of the problems we face. The crisis requires a new dimension of effort in both the public and private sectors, working together to provide jobs, housing, education, and the other needs of our cities.

"We believe the Congress must move without delay on urban programs. The country can wait no longer for measures that have too long been denied the people of the cities and the nation as a whole--additional civil rights legislation, adequately funded model cities, anti-poverty, housing, education, and job-training programs, and a host of others.

"We believe the private sector of America must directly and vigorously involve itself in the crisis of the cities by a commitment to investment, job-training, and hiring, and all that is necessary to the full enjoyment of the free enterprise system--and also to its survival...

"This convocation calls upon local government, business, labor, religions, and civil rights groups to create counterpart local coalitions where they do not exist to support and supplement this declaration of principles."

The National Steering Committee at the present time consists of thirty-six members. They are broadly representative of business, labor, local government, religion, civil rights, communications, and education.

The Coalition identified seven specific areas of urban affairs calling for action by The Coalition and the Nation. Emergency Task Forces have been created reflecting these problem areas:

(3)

Public Service Employment and Urban Legislation
Private Employment and Entrepreneurship
Educational Disparities
Housing, Reconstruction and Investment
Equal Housing Opportunities
Communications and Public Support
Local Coalitions

The National Steering Committee and its seven Task Forces are already at work developing strategy and fostering action to achieve the goals set forth in The Coalition's Statement of Principles, Goals and Commitments. This will not be enough. There must be complementary action at the local community level where ultimate responsibility rests and where urban problems are most clearly perceived.

November 1, 1967

What is a Coalition?

A "coalition" is an alliance, association or combination of persons, groups, organizations or constituencies drawn together for one or more specific purposes. A coalition is not necessarily a formally chartered, regulated and structured organization. Typically, coalitions emerge in time of crisis or emergency and endure for the period of that emergency. Development of a coalition which will include all civic interests is, therefore, most appropriate in the face of America's present urban crisis.

Local Circumstances

Local circumstances and the status of existing local organizations, of course, vary greatly from community to community. The Urban Coalition recognizes that the nature of the organized response to its call for local counterpart action will also vary from community to community. A local coalition can encompass a single city or an entire metropolitan area in which it is located, whichever is feasible and appropriate. The organization of an urban coalition may take several forms. It may involve individuals or organizations. It may embrace a large membership or be an organization centered on leadership.

New Coalitions

In those local situations where citizens determine that it is appropriate to form an essentially new coalition of community leadership, the immediate need is to assemble an organizing or steering committee. As is the case with the National Steering Committee, local steering committees will typically be made up of representatives from the community's business, organized labor, religious, civil rights, educational, local government and communications leadership. In order to insure, however, that the local steering committee is broadly representative of the life of the community, it is important that low-income neighborhoods of the community also be represented. It is the local steering committee which would serve as the initial link with the national Coalition.

Coordination of Existing Groups

In other communities, it may be that coalitions broadly representative of the life of the community have previously been formed around such single issues as jobs, schools, or housing. A local coalition in these communities may, under these circumstances, be an association of such existing single-purpose groups which should jointly establish a coordinating committee to serve as a local coalition with a

multi-purpose, comprehensive concern. Through this mechanism, mutual agreement on goals, policy positions, and local needs could be developed. Equally important, a joint coordinating (steering) committee could also facilitate a complementary network of program efforts carried out through its member organizations. The full weight of community leadership could, thereby, be brought to bear on local problems without causing any existing individual organizations to surrender their identities or their program control. The coordinating (steering) committee would serve as the initial local link with the national Coalition.

Incorporation Not Necessary

In either kind of community situation, formal incorporation of a new local coalition or of an association of existing single-purpose groups is not necessary, although in some cases it may be desirable. The national Urban Coalition has chosen not to incorporate. In the case of unincorporated local coalitions, funds for technical support may be channeled through a separate fiscal agent, such as a cooperating organization.

Statement of Principles

The steering or coordinating committee in either kind of community situation should consider developing a draft Statement of Principles, Goals and Commitments, which (a) endorses the national Statement and (b) broadens and supplements it to include major local concerns. This approach will chart the course for local efforts in cooperation with the national Urban Coalition. Such a local statement, when formalized, will also serve to inform local citizens and focus their discussion and action.

Operating Structure

With respect to newly-formed local coalitions, it is anticipated that the local structure will include not only a steering committee but task forces to deal, respectively, with national urban legislation, expansion of private employment, housing and education, and public support. The task force subjects suggested above are, of course, by no means the only problem areas for which task forces could be created. Task forces in the named problem areas would correspond with and could relate to the task forces working at the national level.

In the case of an association of existing single-purpose organizations, the coordinating (steering) committee could look to its respective member organizations to serve the task force roles and treat those problem areas closest to their respective program concerns and organizational focus. This is in lieu of appointing new task forces as is recommended for an entirely new coalition. Each participating single-purpose organization could relate functionally to the national task force working in its subject area of concern, e.g. a local community-wide employment committee could work cooperatively with the national Task Force on Private Employment and Entrepreneurship.

Assistance for Local Coalitions

It is strongly recommended that where a new coalition or a new association of existing single-purpose organizations is being formed, the local steering or coordinating committee arrange for at least one staff person to work full time for the new coalition venture. It is likely that this staff person could be borrowed from the staff of one of the participating groups of the coalition. While the National Steering Committee is not able to offer any financial assistance to local coalitions, it will provide other assistance

in preparing and convening local coalition activities. The National Steering Committee will also provide speakers, where needed and requested, in any or all of the subject areas under consideration by The Urban Coalition Task Forces mentioned earlier.

The national task forces and the national coordinating staff are prepared to share with cooperating community leadership the results derived from their continuing surveys of available resources and evaluation of current programs dealing with urban problems. For example, local coalitions can be kept advised of the status, merits and relevance of pending national legislation pertaining to critical urban problems. Up to date information on the experience gained with new recruiting, training and employment activities or low-income housing development in the private sector can also be exchanged through the national task forces.

Affiliation with The Urban Coalition

The expectation of the National Steering Committee is that local coalitions will, when ready, seek affiliation with the national Urban Coalition. To be eligible for affiliation, a

local group:

One: Must endorse The Urban Coalition's Statement of Principles, Goals and Commitments.

In the absence of common agreement between the local coalition and The Urban Coalition on the basic need for action on urban problems and the broad character of the action needed, affiliation would have little meaning. The Statement constitutes the agreement. Insofar as it is the product of the Emergency Convocation of The Urban Coalition and, therefore, received the endorsement of over twelve hundred leaders from across the nation, it should not be difficult for like-minded local leaders to support it.

Two: Must be a multi-purpose comprehensively committed group.

By way of example, while a broad-based local organization devoted to promoting equal housing opportunity may, in effect, be a local leadership coalition, because of its single purpose it would not meet this standard. The purpose of the standard is to encourage local action on all major urban problems and a single-purpose organization such as a fair housing coalition is not organized or prepared to accomplish that end.

Three: Must be broadly representative of the life of the local community.

The ultimate significance and effectiveness of a local coalition's efforts will be dependent on the extent to which all significant sectors of the community participate in and support the local coalition. A coalition comprised exclusively of businessmen and labor leaders would not be in a position to accomplish nearly as much as a coalition involving, in addition, leaders from religion, local government, civil rights, education, communications and disadvantaged neighborhoods. This standard is a means of encouraging the degree of community involvement essential to major local accomplishments.

The Council of Urban Coalitions

The Urban Coalition is interested in continuing participation in its affairs by local communities and not just endorsement of its goals and commitments. The formation of a Council of Urban Coalitions is anticipated shortly after the beginning of 1968. Each affiliated local coalition should plan to designate two representatives to serve on this national Council. At its first meeting, the Council will elect two representatives to serve on the National Steering Committee of The Urban Coalition. Additional representatives may

be added as the Council expands. In this manner, affiliated local coalitions will participate in and help shape the programs of The Urban Coalition. The Council will serve as a community-based national body working with the National Steering Committee.

Working Approaches

With any new effort, such as that being undertaken by The Urban Coalition, it may be expected that national organizational structure and methods will continue to undergo change. For this reason, The Urban Coalition is understandably following a flexible course of action. Among the working approaches currently being taken are the following:

1. A supporting rather than operational emphasis:
The Urban Coalition is supporting efforts to solve ongoing problems at both the local and national levels. It will stimulate new undertakings, for example, in the crucial area of expanding private employment of the hard-core unemployed, giving emphasis to effective training approaches, recruitment practices and facilitating assimilation of new employees into regular work forces. It is working cooperatively with such major new efforts as the \$1 billion investment allocation of the insurance industry for center city development.

The Urban Coalition's posture is that of a catalytic agent stimulating public discussion, communicating the need for national and local action, and supporting appropriate ongoing efforts. It is unlikely that it will, itself, initiate and administer programs, on a continuing basis as this would tend to detract from the central and critical catalytic role. Given the multitude of existing national and local, public and private organizations capable of program implementation, that role, in most instances, is best left to them.

2. Stimulating interest in successful examples of action.

Through its task forces, The Urban Coalition is attempting identify, work with, and publicize successful efforts to expand employment, extend lower income housing and equal housing opportunities, new educational programs and the like. The task forces hope to serve as catalysts and convenors. They will further serve a clearing-house function with respect to news of local action.

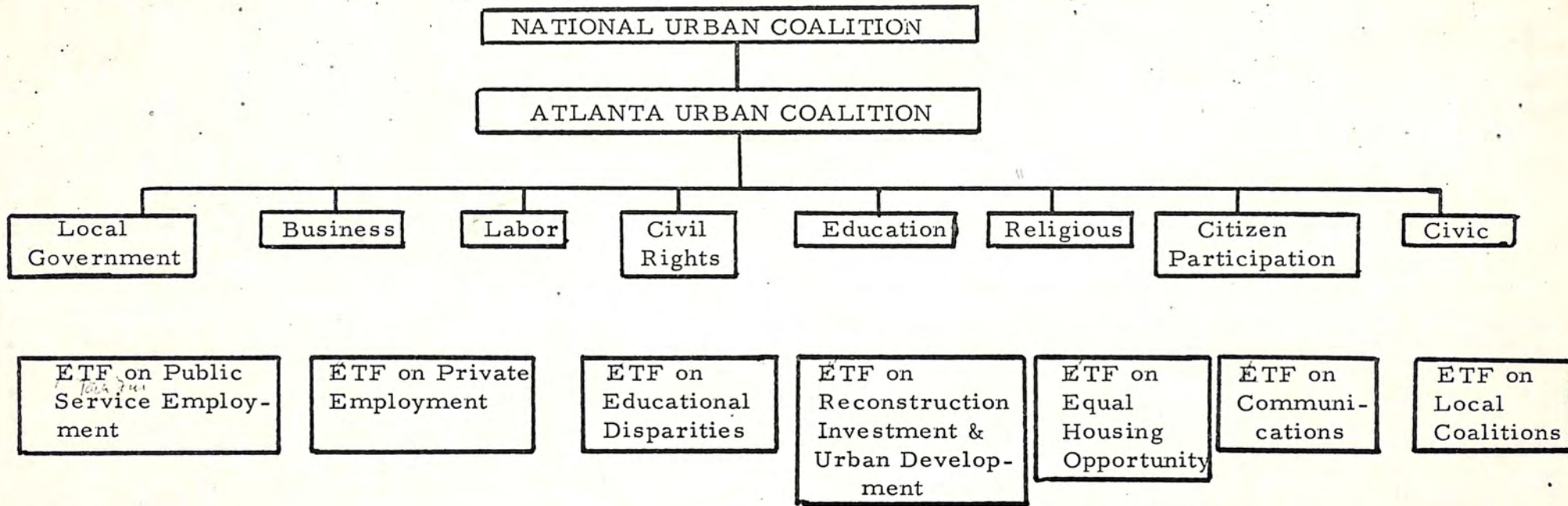
3. Coordinating a national legislative campaign. The Urban Coalition has called upon Congress for action across a broad front to meet the urban crisis.

Interpreting and emphasizing the need for national action is as much a local obligation as it is a commitment of the National Steering Committee. Discussions with members of Congress is as much a hometown affair as are appearances before Congressional committees.

4. Working with the mass media. Through its Task Force on Communications and Public Support and through counterpart committees at the local level, it is

hoped that the mass media can be encouraged to focus greater attention on the needs of cities. Broad public understanding of the need for greater resources, of the complexities of the problems involved and the need for urgent action are essential, if the goals of The Urban Coalition are to be achieved.

(Reprint Statement of Principles,
Goals and Commitments)



1. Police practices

2. Unemployment and Underemployment

3. Inadequate Housing

4. Inadequate Education

5. Poor recreation facilities and programs

6. Ineffectiveness of the political structure and grievance mechanisms

7. Disrespectful white attitudes

8. Discriminatory administration of justice

9. Inadequacy of federal programs

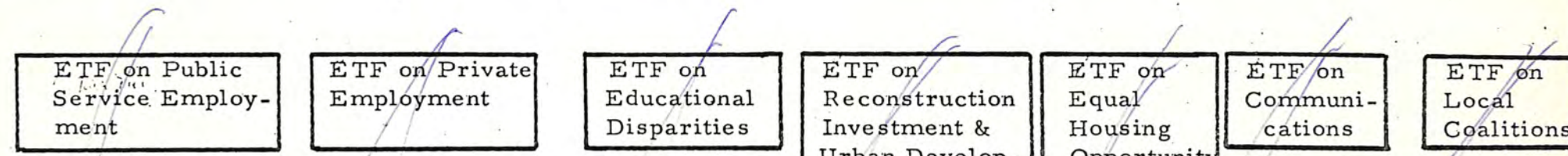
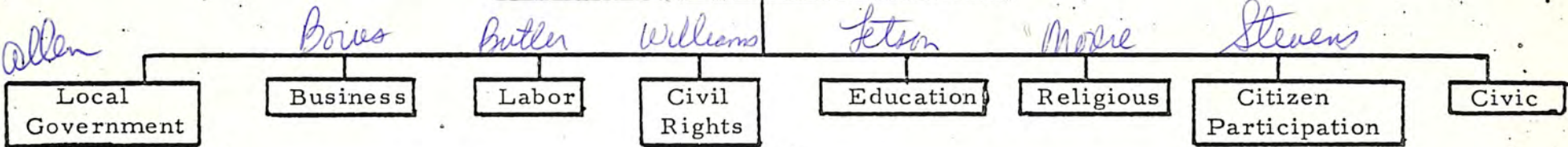
10. Inadequacy of municipal services

11. Discriminatory consumer and credit practices

12. Inadequate welfare programs

NATIONAL URBAN COALITION

ATLANTA URBAN COALITION



Police Practices

unemployment + underemployment

Inadequate Housing

Inadequate Education

Poor Recreation Facilities + Programs

Ineffectiveness of the Political Structure and Grievance Mechanisms

Disrespectful

February 13, 1969

MEMORANDUM

To: Mayor Ivan Allen, Jr.

From: Dan Sweat

Subject: Urban Coalition

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2. It is abundantly clear that the Nixon Administration intends to funnel as many urban programs as possible through the private, business sector. This will require some sort of coordination among business and government at the local level and metro level.
3. There probably will be a greater need and demand for an identifiable local coalition after you leave the office of Mayor. The next Mayor certainly won't be the leader of the "power structure" and probably not even a member of it.
4. If a real coalition is formed, it must be done by the "power structure" and supported by the very top leadership.
5. A meaningful coalition should attempt to get metro representation. If it is to set the rules for the city in the future it must be geared to influence annexation, dispersed housing, planning for industry, transportation, etc.

Mayor Allen
Page Two
February 13, 1969

6. Someone should look into the Winston-Salem Urban Coalition. They have already raised \$1.7 million for coalition activities, plus some \$2.5 million for a Housing Development Corporation. I understand they met the other day and raised \$120,000 for summer programs. If we had just a fraction of that kind of money to "sell" projects, we could multiply it many fold.
7. I envision an Urban Coalition whose membership would consist of every organization wishing to identify with it and which would get together as a whole at one big annual dinner. A small executive committee of power structure "statesmen" would set the policies and priorities between annual meetings and communicate to the community through a small high powered staff.

DS:fy

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 ^{board?} 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^s 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)

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

January 8, 1968

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Members of Atlanta Urban Coalition

From: Dan Sweat

Attached is a copy of a preliminary program for the New York meeting next Friday on Mobilizing Urban Coalitions. Some of you might be interested in attending this meeting and this is for your information.

I would also like to call your attention to the January issue of FORTUNE Magazine. This is a special issue on business and the urban crisis.

It contains several in-depth articles relating to the problems of the cities and discusses briefly the Urban Coalition. It is the type publication that you would want to keep on your desk for reference and illustration when discussing urban problems and the business responsibility and involvement in particular.

DS:fy

Enclosure

MOBILIZING URBAN COALITIONS

January 12, 1968

New York University
Loeb Student Center
New York, New York

8:30 am **Registration:** *New York University
Loeb Student Center*

9:30 am **Opening General Session:**
Eisner and Lubin Auditorium

Presiding: *Andrew Heiskell
Co-Chairman, The Urban Coalition*

Welcome: *Dr. Allan M. Cartter
Chancellor, New York University*

Remarks: *The Most Rev. John J. Maguire
Administrator, Archdiocese of
New York*

Address: *James F. Oates, Jr.
Chairman of the Board — Chief
Executive Officer Equitable Life
Assurance Society of the
United States*

10:30 am **Mobilization Workshops**
*All workshops will deal with the same
series of topics.
The morning workshops will deal with
methods of organizing local coalitions.*

12:15 pm **Luncheon Session:**
Eisner and Lubin Auditorium
Presiding: *A. Philip Randolph
Co-chairman, The Urban Coalition*
Remarks: *Dr. Joseph P. Sternstein
Rabbi of Temple Anshe Chesed
Member, Executive Committee,
New York Board of Rabbis*
Remarks: *Christian A. Herter, Jr.
Chairman, New York Coalition*
Address: *Honorable John V. Lindsay
Mayor of the City of New York*

2:00 pm **Mobilization Workshops**
*The afternoon workshops will deal with the
development of task force activity at the
community level in counterpart to the
national level task forces on specific
urban problems.*

4:15 pm **Concluding General Session:**
Eisen and Lubin Auditorium
Presiding: *Ron M. Linton
National Coordinator,
The Urban Coalition*
Remarks: *Dr. Edler G. Hawkins
St. Augustine Presbyterian Church
New York City, New York
Former Moderator, General
Assembly, The United Presbyterian
Church U.S.A.*
Address: *Whitney M. Young, Jr.
Executive Director
National Urban League*

5:00 pm **Administration**

CITY OF ATLANTA



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Tel. 522-4463 Area Code 404

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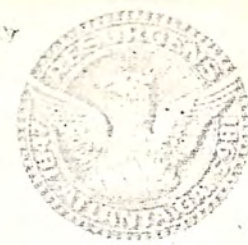
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Address: Whitney M. Young, Jr.
Executive Director
National Urban League

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

MEMORANDUM

TO: Members of the Steering Committee & Working Committee
FROM: John Feild & Ron Linton, National Coordinators
SUBJECT: San Francisco Meeting on Local Coalitions
DATE: November 16, 1967

Attached is a list of major cities west of the Mississippi from which we hope to have delegations at the Western Regional meeting on local coalitions. If you have any personal contacts or know of any interested persons in these cities we hope you will call this meeting to their attention. The Planning Conference on Forming Local Coalitions will be held on November 30th at the Hilton Hotel in San Francisco.

Please have any persons you contact inform our office by Wednesday November 22nd if they plan to attend so that we may make the necessary arrangements.

Thank you.

attachments: List of Western Cities
Letter of Invitation

LARGER U. S. CITIES - WEST OF THE MISSISSIPPI

ALASKA

Anchorage
Fairbanks

COLORADO

Colorado Springs
Pueblo

MINNESOTA

Duluth
St. Paul

NORTH DAKOTA

Fargo
Grand Forks
Bismarck

ARIZONA

Phoenix
Mesa
Scottsdale

HAWAII

Honolulu

MISSOURI

Kansas City
University City
Independence
Springfield
St. Joseph

OKLAHOMA

Lawton
Oklahoma City
Tulsa

ARKANSAS

Fort Smith
Pine Bluff

IDAHO

Boise City
Idaho Falls
Pocatello

MONTANA

Billings
Great Falls

OREGON

Eugene
Portland

CALIFORNIA

Compton
Oakland
Pasadena
Richmond
Riverside
San Bernardino
San Diego
San Francisco
Burbank
Santa Ana
Santa Monica
Torrance
Anaheim
Berkeley
East Los Angeles
Fresno
Glendale
Long Beach
Los Angeles
Sacramento
San Jose

IOWA

Des Moines
Cedar Rapids
Council Bluffs
Davenport
Dubuque
Sioux City
Waterloo

NEBRASKA

Lincoln
Omaha

SOUTH DAKOTA

Rapid City
Sioux Falls

KANSAS

Wichita
Kansas City
Topeka

NEVADA

Las Vegas
Reno

TEXAS

Amarillo
Austin
Beaumont
Corpus Christi
Dallas
El Paso
Fort Worth
Houston
Lubbock
San Antonio
Waco
Wichita Falls

LOUISIANA

Baton Rouge
New Orleans
Shreveport

NEW MEXICO

Albuquerque
Roswell
Santa Fe

UTAH

Ogden
Salt Lake City

WYOMING

Casper
Cheyenne

WASHINGTON

Spokane
Seattle
Tacoma

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

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

November 15, 1967

Dear Friend:

You are cordially invited to attend a one-day planning conference on mobilization of local coalitions to be held in San Francisco at the Hilton Hotel on November 30, 1967.

This is the second of a series of three regional conferences the Coalition is holding in response to requests from local community leadership across the country for assistance in organizing and programming local action counterparts to the national Urban Coalition. Leadership delegations from cities throughout the western part of the United States are expected to attend and participate in this meeting.

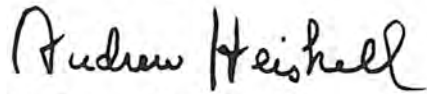
While the major portion of the meeting will be devoted to workshop sessions dealing with the organization and programming of local coalition efforts, we will have brief addresses from Mr. Bayard Rustin, Executive Director of the A. Philip Randolph Institute, Mr. Kenneth Wright, Vice President-Chief Economist of the Life Insurance Association of America, who is directing the insurance industry's \$1 billion urban program, the Honorable Jesse P. Unruh, Speaker of the California Assembly, the Most Reverend Joseph McGucken, Archbishop of San Francisco, and a representative of the New Detroit Committee, that city's urban coalition. Mayors John Shelley (San Francisco), Frank Curran (San Diego) and Floyd Hyde (Fresno) are co-hosts for the session. On hand to assist in the workshop sessions will be a number of skilled resource persons. The one-day conference will commence at 9:30 a.m. and the formal proceedings will be adjourned no later than 5:00 p.m. The National Conference of State Legislative Leaders will join us in sponsoring a reception for those attending which will be held at the St. Francis Hotel and will begin at 5:30 p.m.

National Coordinators: John Feild / Ron M. Linton
Telephone 293-1530

We would appreciate your notifying this office no later than November 22, 1967 if you will be able to join us in San Francisco. A reply card is enclosed for hotel accommodations for the evening of November 29th (if you desire other dates, please indicate). We can arrange accommodations for you at a flat rate of \$19.00 for a single room and \$24 for a double room.

We expect to forward further details on the program in the near future.

Cordially,



Andrew Heiskell
Co-Chairman



A. Philip Randolph
Co-Chairman

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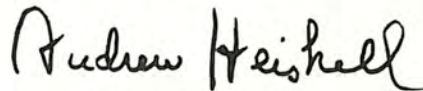
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Co-Chairman



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Mesa
Scottsdale

HAWAII

Honolulu

MISSOURI

Kansas City
University City
Independence
Springfield
St. Joseph

OKLAHOMA

Lawton
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Tulsa

ARKANSAS

Fort Smith
Pine Bluff

IDAHO

Boise City
Idaho Falls
Pocatello

MONTANA

Billings
Great Falls

OREGON

Eugene
Portland

CALIFORNIA

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San Jose

IOWA

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Lincoln
Omaha

SOUTH DAKOTA

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Topeka

NEVADA

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Reno

TEXAS

Amarillo
Austin
Beaumont
Corpus Christi
Dallas
El Paso
Fort Worth
Houston
Lubbock
San Antonio
Waco
Wichita Falls

LOUISIANA

Baton Rouge
New Orleans
Shreveport

NEW MEXICO

Albuquerque
Roswell
Santa Fe

UTAH

Ogden
Salt Lake City

WYOMING

Casper
Cheyenne

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Spokane
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Tacoma

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ONE THOUSAND GLENN BUILDING, 120 MARIETTA ST., N. W. ATLANTA, GEORGIA 30303 TELEPHONE 577-2250

November 28, 1967

Mr. Dan Sweat
Mayor's Office
City Hall
Atlanta, Georgia 30303

Dear Dan:

I appreciate so much your coming to our staff meeting on Monday to make the presentation about the Urban Coalition project.

I plan to talk with Duane about your suggestion that the Council Board go on record as endorsing this program and that they request that the Council be a participating organization. There certainly should be a place in Urban Coalition for health and welfare planning and social service agencies.

Thanks again for a good presentation!

Kindest regards.

Cordially,



(Mrs.) Inez B. Tillison
Associate Director

IBT:re

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National Urban League, Inc.

Southern Regional Office

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Henry A. Loeb

Louis E. Martin

Mrs. O. Clay Maxwell, Sr.

Ivan C. McLeod

Mrs. Leo M. Mervis

G. William Miller

Joseph J. Morrow

Edward C. Myers

James F. Oates, Jr.

Everett P. O'Neal

Frederick O'Neal

Henry G. Parks, Jr.

The Most Reverend

Harold R. Perry, S. V. D.

Ersa H. Poston

Samuel D. Proctor

Hobson R. Reynolds

Henry J. Richardson, Jr.

Ramon S. Scruggs

Martin E. Segal

Leslie N. Shaw

Louis Simon

Mrs. Arthur Ochs Sulzberger

William J. Trent, jr.

Leonard Woodcock

Clayton R. Yates

Mrs. Bruce Zenkel

Dwight R. Zook

December

Seventh

1 9 6 7

MEMORANDUM

TO: Mr. Dan E. Sweat, Jr.
Director of Governmental Liaison

FROM: Clarence D. Coleman

RE: CHANGE OF MAILING ADDRESS

: : :

Please change my mailing address from my home to
my office as follows:

136 Marietta Street, N. W.
Suite 242
Atlanta, Georgia 30303

-:-

November 30, 1967

Mr. M. C. Gettinger
Executive Director
Atlanta Jewish Welfare Federation, Inc.
41 Exchange Place, S. E.
Atlanta, Georgia 30303

Dear Mr. Gettinger:

Thank you for your letter explaining the organization of the Atlanta Jewish Welfare Federation, Inc.

Attached is a copy of a memo I have forwarded to members of the Steering Committee of the Atlanta Urban Coalition. I am sure that they will agree that the Federation would be the appropriate representative of all the Jewish organizations in greater Atlanta.

I hope that you can also attend the December 13 conference on expanding employment opportunities.

Sincerely yours,

Dan Sweat

DS:fy

Enclosures

November 30, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Members of Urban Coalition Steering Committee

From: Dan Sweat

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I hope that all of you can make your plans to attend this important conference.

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Several organizations and many individuals have called my attention to the fact that the Jewish community is not represented on the Steering Committee and I feel that the Steering Committee should give some thought to inviting Mr. Abe Goldstein, President of the Atlanta Jewish Welfare Federation, Inc., to serve as a member of the Steering Committee.

DS:fy



ATLANTA CHAMBER OF COMMERCE

1300 COMMERCE BUILDING / P. O. BOX 1740 / ATLANTA, GEORGIA 30301

November 28, 1967

Dear Mr. Employer:

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☞ The Atlanta Chamber of Commerce and the City of Atlanta are cooperating with the Urban Coalition in this effort. Atlanta's key business executives are being invited to participate because of the special significance of this conference for Atlanta business.

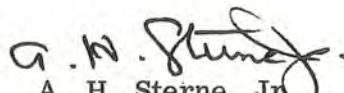
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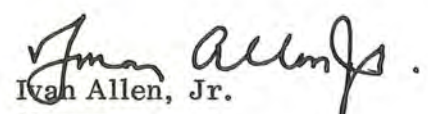
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☞ Please make your plans now to attend, and return the enclosed card to assure your reservation.

Sincerely,


A. H. Sterne, Jr.
President


Ivan Allen, Jr.
Mayor

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41 Exchange Place, S. E.

Atlanta, Georgia 30303

Phone 525-4825

ABE GOLDSTEIN
PRESIDENT

M. C. GETTINGER
EXECUTIVE DIRECTOR

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City Hall
68 Mitchell St., S.W.
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Please do not hesitate to call upon us if we can be of any assistance to the work of the City of Atlanta.

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Executive Director

Enclosure

MCG:rgf

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STANDING COMMITTEES

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GROUP SERVICES

(Jewish Community Center)

(Youth Serving Orgs.)

(Synagogue Youth Groups)

AGED CARE

Institutional Care (Jewish Home)

Services in Community (J.F. & C.B.) (J.C.Center) (Housing and other services)

JEWISH EDUCATION

Bur. of J.Ed.)

(Community Schools

(Study Groups of Orgs.)

November 24, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

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CITY OF ATLANTA



November 30, 1967

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Tel. 522-4463 Area Code 404

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DAN E. SWEAT, JR., Director of Governmental Liaison

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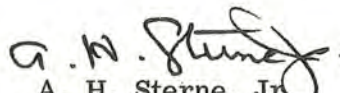
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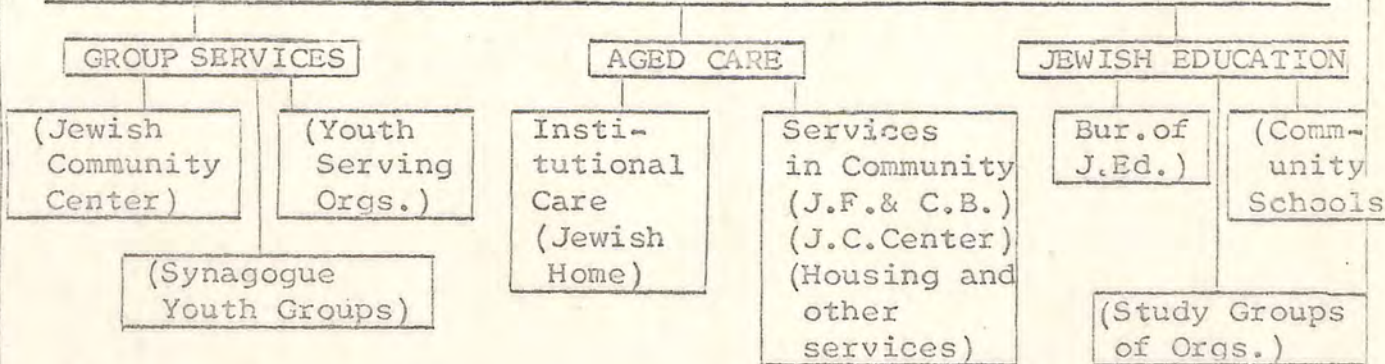
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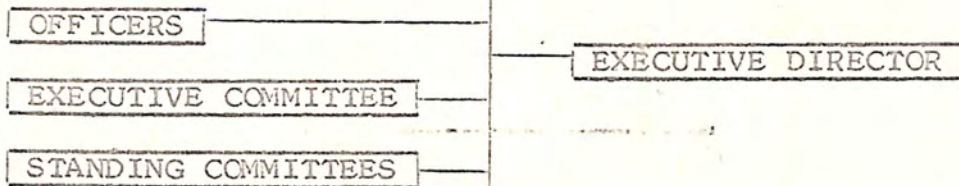
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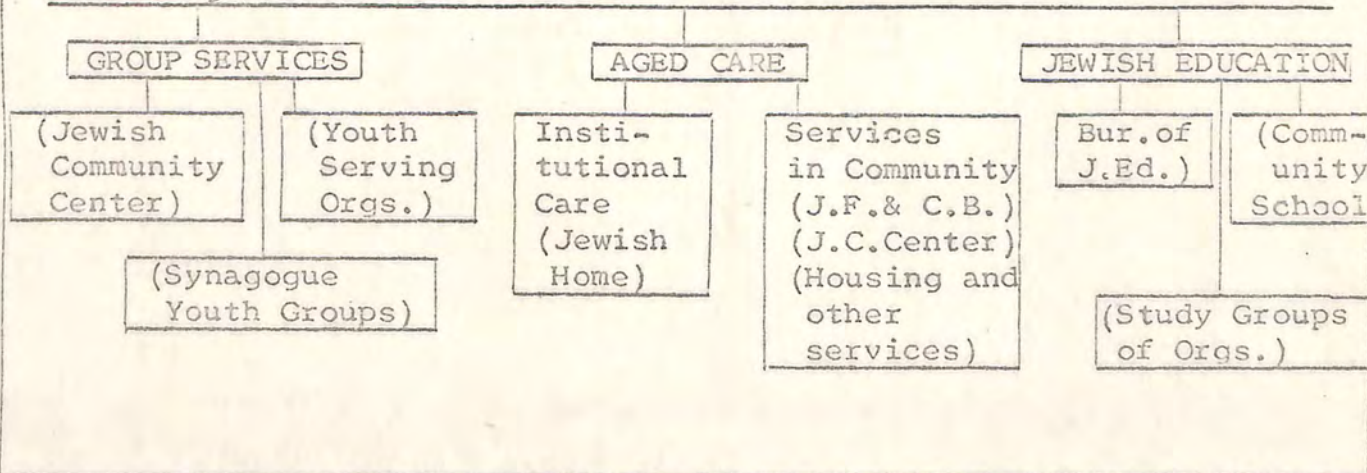
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M. C. GETTINGER
EXECUTIVE DIRECTOR

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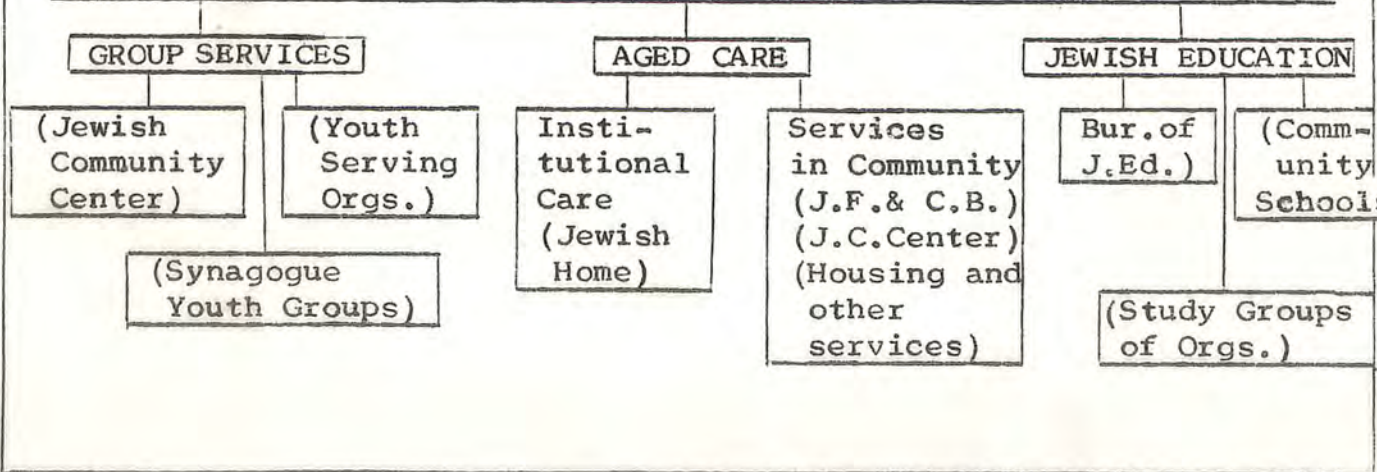
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DR. ALBERT M. DAVIS
PRESIDENT

MRS. EUNICE COOPER
SECRETARY

DR. C. MILES SMITH
TREASURER

ATLANTA BRANCH

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

859-1/2 HUNTER STREET, N. W. SUITE 105 ATLANTA, GEORGIA 30314 524-8054

November 15, 1967

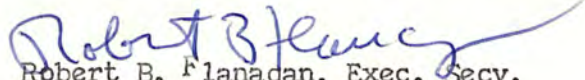
Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia 30303

Dear Mayor Allen:

The NAACP was very happy to hear of your recent appointments of Reverend Samuel W. Williams and Mr. Erwin Stevens to the Urban Coalition Committee.

We feel that astute judgement was exercised in their selections, for both men possess a high degree of professionalism. Here again is an affirmation of your expressed view that your appointments will always be on a best qualified basis.

Sincerely yours,


Robert B. Flanagan, Exec. Secy.
Atlanta Branch NAACP

REF: cab



November 9, 1967

Mr. Charles F. Wittenstein
Southeast Area Director
The American Jewish Committee
526 Hartford Building
100 Edgewood Avenue, N. E.
Atlanta, Georgia 30303

Dear Mr. Wittenstein:

Thank you very much for your letter offering your assistance to the Atlanta Urban Coalition. I am sure that any effort to organize an Urban Coalition in Atlanta could not be successful without the cooperation of the American Jewish Committee and other interested organizations.

I have taken the liberty of adding you to our mailing list of Urban Coalition members and will pass your letter along to the Steering Committee.

I am sure that you understand that Atlanta's Urban Coalition at this time is a very loosely organized entity and that details for further organization will be worked out in the near future.

I would appreciate any suggestions you might have for enlarging or refining the Coalition so that I might pass them on to others involved.

Sincerely yours,

Dan Sweat

DS:fy



THE AMERICAN JEWISH COMMITTEE

Atlanta Chapter

Hartford Building, Suite 526 — 100 Edgewood Avenue, N. E. • Atlanta, Georgia 30303 • 523-8451

November 7, 1967

Mr. Dan Sweat,
Governmental Liaison Director
City Hall
Atlanta, Georgia

Dear Mr. Sweat:

The Atlanta Chapter of the American Jewish Committee would welcome the opportunity to participate in Atlanta's Urban Coalition. The American Jewish Committee is participating in this effort on a national level, and our people here can and should make a constructive contribution to the solution of local problems.

Our Chapter Chairman, William B. Schwartz, Jr., is President of Zep Manufacturing Company and a Vice-President of National Service Industries. He would be willing to serve, as would Edward Elson, Vice-Chairman and President of the Atlanta News Agency and Elson's Book Stores. Mr. Elson participated in the Washington meeting at which the National Coalition was formed.

Please advise us whether it would be possible for us to cooperate in this venture.

Cordially,

Charles F. Wittenstein
CHARLES F. WITTENSTEIN
Southeast Area Director

CFW:ru
cc: Mayor Ivan Allen

WILLIAM B. SCHWARTZ, JR., Chairman
EDWARD M. ABRAMS, Vice Chairman
EDWARD E. ELSON, Vice Chairman

LOUIS O. HERTZ, JR., Vice Chairman
MRS. RALPH K. UHRY, Secretary
CHARLES S. ACKERMAN, Treasurer

Southeast Area Director
CHARLES F. WITTENSTEIN



CHRISTIAN COUNCIL METROPOLITAN ATLANTA

53 SIXTH STREET, N. E., ATLANTA, GEORGIA 30308, PHONE 872-5678

November 3, 1967


Mayor Ivan Allen
Attention: Mr. Dan Sweat
City Hall
Atlanta, Georgia 30303

Dear Sir:

The Executive Board of the Christian Council of Metropolitan Atlanta, Inc. voted unanimously to participate in the Atlanta Coalition Steering Committee. The Church leaders of the metropolitan area are grateful to the mayor for his dynamic aggressive and imaginative leadership given to this fast growing community.

In response to your request for suggestions, I would like to list the Jewish Welfare Federation, 41 Exchange Place S.E., Atlanta, Georgia, 30303.

Sincerely yours,


Harmon D. Moore
Executive Director

HDM: msb

Offering the 3rd Dimension to 5 Growing Counties

DR. L. BEVEL JONES
PRESIDENT
872-5678

WELFARE & SOCIAL SERVICES
873-2108

GA. ASSOC. FOR PASTORAL CARE
523-4711 - EXT. 207

DR. HARMON D. MOORE
EXECUTIVE DIRECTOR
872-5678

RADIO AND TV
872-5678

A. R. ABRAMS
MILES J. ALEXANDER
WILLIAM BREMAN
DR. ROBERT L. BUNNEN
LOUIS CARROL
DAVID CENTER
HERBERT B. COHEN
MAX. CUBA
JOSEPH EICHBERG
ELMO ELLIS
HARRY ELSON
WASHINGTON FALK, III
NORMAN FRANKEL
MRS. DeJONGh FRANKLIN
J. LESTER FRASER
WILLIAM H. FREY
JONATHAN GOLDEN

Executive Committee
DR. MARVIN GOLDSTEIN
JERRY GOLDWASSER
JACK GOREN
DR. IRVING L. GREENBERG
ELLIOT L. HAAS
MRS. LEONARD HAAS
ARTHUR L. HARRIS
DAVID J. HARRIS
MRS. DAVID E. HEIN
ARTHUR HEYMAN
BERNARD HOWARD
SINCLAIR S. JACOBS
NIELS JACOBSON
I. L. KUNIAN
KIEVE LANDESBERG
ELLIOTT H. LEVITAS

DR. THEODORE LEVITAS
NATHAN I. LIPSON
SAM MASSELL, JR.
SYLVAN MEYER
ANTHONY MONTAG
DONALD OBERDORFER
SANFORD H. ORKIN
STANLEY RINZLER
MENDEL ROMM, JR.
MRS. JACOB ROTHSCHILD
SIMON S. SELIG, JR.
MARVIN H. SHOOB
AARON THAL
MRS. MORTON L. WEISS
ELIJAH WISEBRAM
MRS. NATHAN F. WOLFE, JR.

Advisory Committee,
Past Chapter Chairmen
CECIL A. ALEXANDER
HERBERT R. ELSAS
DeJONGh FRANKLIN
ELLIOTT GOLDSTEIN
DAVID GOLDWASSER
HERMAN HEYMAN
MRS. MARSHALL J. MANTLER
ALBERT MAYER
LOUIS REGENSTEIN, JR.
HERBERT A. RINGEL
MORTON L. WEISS

Honorary Chapter Chairmen
LOUIS ARONSTAM
LEONARD HAAS
ARMAND MAY
A. J. WEINBERG

NATIONAL OFFICERS

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PHILIP E. HOFFMAN, Chm., Executive Board
ORIN LEHMAN, Chm., Board of Governors
NATHAN APPLEMAN, Chm., Board of Trustees
EMERY E. KLINEMAN, Treasurer
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MAURICE GLINERT, Honorary Treasurer
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HAROLD SHERMAN GOLDBERG, Boston, Vice-President
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MARION I. LEVY, Cleveland, Vice-President
WILLARD L. LEVY, St. Louis, Vice-President
ELMER L. WINTER, Milwaukee, Vice-President
ROBERT I. WISHNICK, New York, Vice-President

November 7, 1967

Mr. Al Bows
Vice President
Arthur Andersen & Company
Bank of Georgia Building
Atlanta, Georgia 30303

Dear Al:

Pardon the delay in answering your letter but I wanted to get past a particular meeting at which was discussed a proposed December 13 seminar to be held in Atlanta by the national Urban Coalition's Task Force on Private Employment.

I have mentioned this to Opie and I am sure that if he has not already done so, he will discuss with you the proposed participation for our local coalition and Chamber of Commerce.

I would be delighted to get together with you at your convenience to discuss this or any other subjects which you might have on your mind. Either November 15 or 16 would be a good day for me.

Sincerely yours,

Dan Sweat

DS:fy

ARTHUR ANDERSEN & Co.

34 PEACHTREE STREET, N.W.
ATLANTA, GEORGIA 30303

October 31, 1967

Mr. Dan E. Sweat, Jr.
Director of Governmental Liaison
City of Atlanta
City Hall
Atlanta, Georgia 30303

Dear Dan:

Thanks for your several communications about the National Urban Coalition.

I have no suggestions as to changes in the draft other than the ones made at the meeting in which the State Government is mentioned. I would hope, in view of recent events, that we attempt to get the new Department in the State Government working with our Coalition group. I believe the only way we will make progress in this area is to get them involved, and I don't think we should take a negative approach based on their past actions. The State must participate.

I have talked about the draft statement with Mr. Bill Sterne, President of the Chamber, and Opie Shelton, our Executive Director, and we plan to have it approved at the next Chamber Board meeting which is on November 8.

I would like very much to get the benefit of your views as to how we may undertake some specific proposals in the business community next year. I have some open time on November 15 and 16 for lunch, and if you do, it might be well to see if we could get together and try to get Opie or one of his delegates so that we have some specific objectives on this program during the coming year.

With best wishes,

Sincerely,



cc: Mr. Opie L. Shelton

November 7, 1967

Mr. Charles E. Smith
Regional Director
Regional Contract Compliance Office
Department of Defense
2100 Maple Drive, N. E.
Atlanta, Georgia 30305

Dear Charles:

Thanks for your letter on the Urban Coalition.

We are still in the early stages of development and are quite flexible at this point. However, I would be happy to receive any suggestions you might have for developing a strong local Urban Coalition.

Please feel free to drop by when you get a chance.

Sincerely yours,

Dan Sweat

DS:fy



DEFENSE SUPPLY AGENCY

**DEFENSE CONTRACT ADMINISTRATION SERVICES REGION, ATLANTA
3100 MAPLE DRIVE, N. E.
ATLANTA, GEORGIA 30305**

IN REPLY
REFER TO

DCRA-V

26 October 1967

Mr. Dan E. Sweat, Jr.,
Director of Government Liaison
Office of the Mayor
City of Atlanta
Atlanta, Georgia

Dear Dan:

I read with interest Alex Coffin's article in today's Constitution concerning the organization of the coalition to deal with the problems of our city. I talked with Alex briefly this morning and would appreciate an opportunity for discussing the possibilities of my involvement.

Recognizing the need for and the importance of such an organization, I am sure that you will agree that thorough planning and involvement of knowledgeable operating personnel are necessary for success.

Hoping to hear from you soon with an indication as to the time and place for a meeting if such is your desire, I remain

Sincerely,

A handwritten signature in blue ink that reads "Charles E. Smith". The signature is written in a cursive style.

CHARLES E. SMITH
Acting Chief
Office of Contracts Compliance

October 30, 1967

Mrs. Merlyn E. Richardson
League of Women Voters
3121 Maple Drive, N. E.
Atlanta, Georgia 30305

Dear Mrs. Richardson:

Thank you very much for your letter of October 27th and the support of the League of Women Voters of the formation of an Atlanta Urban Coalition.

We have just begun and we will be pleased to keep you advised.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Dan Sweat ✓

LEAGUE OF WOMEN VOTERS
OF GEORGIA

3121 Maple Drive, N.E.
Suite 2



ATLANTA, GEORGIA 30305
Telephone 237-2559

Affiliated with the
League of Women Voters of the United States

October 27, 1967

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

Dear Mayor Allen:

The League of Women Voters of Georgia wishes to express its appreciation for your formation of an Atlanta Urban Coalition. As you may know, two of our national officers attended the Emergency Convocation of the Coalition meeting on August 24 in Washington and the League of Women Voters of the United States immediately announced its support of the goals of the Urban Coalition. We believe that much can be done by this group to encourage the utmost commitment on the part of every segment of our community to solve the dilemma of the urban crisis.

If at any time you find that there is a role that the state League can fulfill as your plans further materialize, please let us know.

Sincerely,

Eleanor L. Richardson

Mrs. Merlyn E. Richardson
President

ELR:FS

10

October 27, 1967

Mrs. Joshua D. Shubin, President
Atlanta Section
National Council of Jewish Women
793 Piedmont Avenue, N. E.
Atlanta, Georgia 30308

Dear Mrs. Shubin:

Thank you very much for your letter of October
26th and your interest in the Atlanta Urban
Coalition.

May I assure you that we appreciate your offer
of assistance and will be glad to give consideration
to the National Council of Jewish Women as we
further expand our plans.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr/br

CC: Mr. Dan Sweat ✓

NATIONAL COUNCIL OF JEWISH WOMEN

793 PIEDMONT AVENUE, N. E.
ATLANTA, GEORGIA 30308



ATLANTA SECTION

October 26, 1967

876-7236

Mayor Ivan Allen, Jr.
City Hall
Atlanta, Georgia

Dear Mayor Allen:

In this morning's Atlanta Constitution there is an editorial on the establishment of the Atlanta Urban Coalition.

On September 7, 1967, we wrote you offering the help of the Atlanta Section in furtherance of the establishment of such a Coalition. At this time I would like to renew our offer of help in any area you feel the National Council of Jewish Women can be of assistance.

Sincerely,

Marilyn Shubin

Mrs. Joshua D. Shubin, President
Atlanta Section
National Council of Jewish Women

*11
10/26/67
W.E.*

October 26, 1967

Mr. Harold N. Arnold
Executive Director
The Atlanta Urban League, Inc.
239 Auburn Avenue., N. E.
Atlanta, Georgia

Dear Mr. Arnold:

Thank you very much for your letter of October 23rd,
regarding the Atlanta Urban Coalition Committee.

Naturally, the Urban League will be a part of our
urban coalition. The meeting yesterday was just to
formulate initial plans.

I appreciate your letter and we will keep you advised.

Sincerely yours,

Ivan Allen, Jr.

IAJr:am



THE ATLANTA URBAN LEAGUE, INC.

An Educational Community Service Agency Covering Over 47 Years of Preventive Social Service

521-2355 • 239 AUBURN AVENUE, N. E. • ATLANTA, GEORGIA 30303

October 23, 1967

Mr. Ivan Allen, Jr., Mayor
City of Atlanta
City Hall
Atlanta, Georgia

Dear Mayor Allen:

We wish to congratulate you for forming an Urban Coalition Steering Committee along the lines of the National Urban Coalition.

This is to request that The Atlanta Urban League, Inc., be invited to be a member of Atlanta's Urban Coalition Steering Committee. We make this request because since 1920, our Agency has been concerned with urban problems, particularly, in areas of Housing, Health and Welfare, Job Development and Employment and Youth Incentives and Education. We employ the techniques of Community Organization in our attempt to do preventive social work. We are an United Appeal Agency and should we have a successful United Appeal Campaign, January, 1968, we expect to substantially add to our community resources development efforts; which would greatly add to the ability to communicate with the grass-root people in Metropolitan Atlanta; both in the areas served by Poverty Programs and otherwise.

On the Urban Coalition Steering Committee, we would want to be identified as an Educational Community Services Agency supported by all of the citizens of the Atlanta Community.

We respectfully ask that this request be granted.

Very truly yours,

Harold N. Arnold,
Executive Director

HNA:vbm



United Appeal Member Agency

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant

MRS. ANN M. MOSES, Executive Secretary

DAN E. SWEAT, JR., Director of Governmental Liaison

October 30, 1967

MEMORANDUM

To: Members of Steering Committee,
Atlanta Urban Coalition

From: Dan Sweat

Subject: Weekly Report, National Urban Coalition

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I am sure you will find some interesting items on activities of the Task Forces and on programs in other cities.

DS:fy

P. S.

Please let me have your suggested changes to the Atlanta Urban Coalition Statement Draft so I might issue a final paper.

October 27, 1967

M E M O R A N D U M

TO: Members of the Steering Committee

FROM: Steering Committee Co-Chairmen

The next meeting of the Steering Committee will be held on December 18 at 4:00 p.m. in the Van Antwerp Room on the 8th Floor of the Veterans Memorial Building, 151 West Jefferson Street, Detroit, Michigan. Mayor Jerome P. Cavanagh will host a dinner for the members of the Steering Committee or their representatives to be served in the penthouse at 6:30 p.m.

Please advise the National Coordinating Office as to whether you and/or your designee will be present.

The Urban Coalition
1819 H Street, N.W.
Washington, D.C. 20006
(202) 293-1530

October 27, 1967

NATIONAL COORDINATORS WEEKLY REPORT

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From: Dan Sweat

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Don Sweat

DECATUR FIRST METHODIST CHURCH

300 E. Ponce De Leon Avenue, Decatur, Georgia 30030



Ministers:
Bevel Jones
Hal N. Brady
B. C. Kerr
Wm. H. Cole

October 25, 1967

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

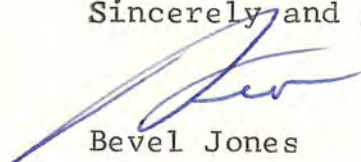
Dear Ivan:

Please excuse me for the mix-up this morning. Your communication of October 20, had been sent to my old address and was not in my hands in time. As soon as your secretary called, I asked Harmon Moore to represent me. He and I have just talked, and we are both excited about what you are doing.

As you have noted in previous conversations with us, we are anxious to unite our efforts with those of other responsible citizens and agencies in the metropolitan community in the constructive solution of urban problems. Dr. Moore will present this to the Executive Board of the Christian Council, and I am confident the body will be wholehearted in its endorsement of our involvement in the Urban Coalition.

Again my apology for the trouble we caused you, and my appreciation for the courageous and farsighted leadership you are giving us as Mayor of Atlanta. I am especially grateful for your personal friendship.

Sincerely and gratefully,


Bevel Jones

BJ/ja

Alan Sweas

Trust Company of Georgia

POST OFFICE DRAWER 4418

Atlanta, Georgia 30302

AUGUSTUS H. STERNE
PRESIDENT

October 23, 1967

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

Dear Ivan:

I regret that because of a prior commitment I won't be able to join you for the meeting of your newly established urban coalition. Al Bows, who as you know is the upcoming president of the Chamber, does plan to be on hand.

I am proud of the way in which you keep probing into our problems and looking for solutions. Your urban coalition may prove quite helpful. I think the business community and its leaders have not done all they should have, and I hope to see many more business people become more intimately involved in and concerned with the city's problems. There must be some way through the Chamber to bring this about, and I would welcome any suggestions you might have.

Sincerely yours,

Alan Sweas

AHS/frb

October 19, 1967

Mr. A. H. Sterne, Jr., President
Atlanta Chamber of Commerce
Post Office Box 4418
Atlanta, Georgia 30302

Dear Billy:

I am sure that you are aware of the movement at the national level to develop a strong coalition of urban interests in an effort to exert more influence in national programs and priorities for the benefit of our cities.

Representatives of business, labor, civil rights, religion, education and Mayors of urban cities have joined together in an Urban Coalition to provide coordinated machinery for getting the story of our big city problems across to the nation.

I am attaching some information materials on the Urban Coalition. These will explain the background and goals of the national steering committee.

It has been recognized from the beginning that in order to be effective, local counter-part coalitions must be developed in all parts of the country to support these goals. It is my belief that for years Atlanta has been able to grow and prosper through an effective and informal coalition relationship of business and government and with the support of the other areas of interest which are a part of the national coalition effort. I believe, however, that we need to recognize a little more formally the coalitions which keep our city moving and also to develop a local coalition relationship with the national Urban Coalition.

Mr. Sterne
Page Two
October 19, 1967

It is my thinking that an initial step would be for us to get together the top representatives of these key interest groups to form a local coalition steering committee and invite the participation by other organized groups. The initial steering committee could be composed of the Mayor, as chief elected official of the city, the President of the Chamber of Commerce, the President of the Atlanta Labor Council, the President of the Atlanta Christian Council, the Co-Chairman of the Summit Leadership Conference, the Superintendent of public education, and the Chairman of the Citizens Central Advisory Council, who is the elected representative of participants in the Economic Opportunity program.

I have drafted a statement which might be considered by this group which recognizes the need for a local coalition and endorses the declaration of principles of the national coalition. A copy of the principles of the national coalition is also attached for your consideration.

By recognizing the existence of a coalition we will be able to better communicate urban problems and focus maximum resources upon their solutions.

In order that we might consider this proposal I have invited the following people to meet with me at my office at City Hall on Wednesday, October 25, at 10:00 a. m. :

Mr. A. H. Sterne, President
Atlanta Chamber of Commerce

Rev. Samuel Williams
Co-Chairman
Summit Leadership Conference

Mr. Robert J. Butler, President
Atlanta Labor Council

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

October 19, 1967

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Mr. Sterne
Page Three
October 19, 1967

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Christian Council of Metropolitan
Atlanta, Inc.

Dr. John W. Letson
Superintendent
Atlanta Public Schools

Mr. Erwin Stevens, President
Citizens Central Advisory Council
Economic Opportunity Atlanta, Inc.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:fy

October 20, 1967

Mr. Boisfeuillet Jones
230 Peachtree Street, N. W.
Suite 210
Atlanta, Georgia 30303

Dear Mr. Jones:

Attached is a copy of the local Urban Coalition material which I promised you. I would appreciate any comments or criticisms.

I would also hope that the EOA Board would be in a position to adopt a resolution joining the Coalition if these six people agree to be recognized as the steering committee of the local coalition.

Sincerely yours,

Dan Sweat

DS:fy

Enclosures

CITY OF ATLANTA



October 19, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant

MRS. ANN M. MOSES, Executive Secretary

DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Mayor Ivan Allen, Jr.

From: Dan Sweat *DES*

Subject: Organization of Local Coalition

Attached is a proposed letter to the people we discussed who might make up the initial steering committee of the local coalition.

Also attached is the statement mentioned in the letter as well as the other material for your consideration.

I feel that if you can get this group to adopt such a statement which contains an invitation for other groups and organizations to join as part of the coalition that we can obtain some quick action by official boards such as EOA, Community Council, Housing Resources Committee, etc. to adopt resolutions joining the coalition.

DS:fy

CITY OF ATLANTA



October 19, 1967

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I am attaching some information materials on the Urban Coalition. These will explain the background and goals of the national Steering Committee.

It has been recognized from the beginning that in order to be effective, local counter-part coalitions must be developed in all parts of the country to support these goals. It is my belief that for years Atlanta has been able to grow and prosper through an effective and informal coalition relationship of business and government and with the support of the other areas of interest which are a part of the national coalition effort. I believe, however, that we need to recognize a little more formally the coalitions which keep our city moving and also to develop a local coalition relationship with the national Urban Coalition.

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*Atlanta Christian
Council*

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Atlanta Chamber of Commerce

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Co-Chairman
Summit Leadership Conference

Mr. Robert J. Butler, President
Atlanta Labor Council

Mr. Sterne
Page Three
October 19, 1967

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Christian Council of Metropolitan
Atlanta, Inc.

Dr. John W. Letson
Superintendent
Atlanta Public Schools

Mr. Erwin Stevens, President
Citizens Central Advisory Council
Economic Opportunity Atlanta, Inc.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:fy

October 23, 1967

MEMORANDUM

TO: Mayor Ivan Allen, Jr.

FROM: Dan Sweat

SUBJECT: Wednesday A.M. meeting of Local Urban Coalition

The following format is suggested for the Wednesday meeting:

1. Mayor briefly state background for formation of National Urban Coalition.
 - (a) Grew from a concern that the country 's national priorities placed the problems of our urban cities far down the list -- behind Defense, Space, Agriculture, Highways, etc.
 - (b) The need for a reordering of priorities to make cities the No. 1 concern of the nation.
 - (c) Congress not only has an attitude which is freezing urban expenditures, but is actually cutting back on social programs of long standing. (The Social Security amendments as passed by the House freezes the number of aid to families with dependant children to current levels, which would mean that Atlanta or Fulton County DFCS could certify no more AFDC cases than the total number at present.)
2. Who makes up Urban Coalition?
 - (a) National Steering Committee of 33 members. Mayors of urban cities, top labor leaders, businessmen, civil rights leaders, educators and churchmen.

3. What does it do?

- (a) This coalition pulls together the key elements in cities for discussion and joint actions on the major urban problem areas -- slums, poverty, unemployment, housing, education, etc.
- (b) The coalition will distribute information among its members on pending legislation before Congress and conduct an educational campaign to make the nation aware of the massive problems which cities face.
- (c) The coalition will attempt to stimulate interest by private business to provide jobs and programs in cities (the \$1 billion Insurance Industry Housing Program resulted from the Urban Coalition) and develop resources from all other areas to bring maximum impact on urban problems.

4. What can an Atlanta Urban Coalition do?

- (a) Act as a communications link between National Coalition and local organizations.
- (b) Provide an identifiable group representing all areas of Atlanta life to convene and bring to bear on any city crisis.
- (c) Stimulate maximum cooperation and coordination among organizations.
- (d) Act as a sounding board for new program proposals and recommend where certain programs should be placed.
- (e) Provide support from local community for legislative proposals to the National Congress and State Legislature.
- (f) Assist City in determining local priorities.

5. Mayor ask for comments on proposal and on draft resolution.

6. Mayor ask for endorsement of National Coalition Goals.

7. Suggested Steps for Follow-Up.

(a) Mayor's Office will coordinate Coalition initially, but encourage volunteers to provide staff assistance. (Perhaps some organization has a person they could assign to coordinate the program full-time. It doesn't have to be done from City Hall.)

(b) Other organizations who express interest in joining will be added and kept informed.

8. Mayor mention probability of Task Force or Private Employment holding conference here on November 15th to discuss ways private industry can provide jobs and training for unemployed and under-employed.

DS/br



October 13, 1967

Mr. Boisfeuillet Jones
230 Peachtree Street, N. W.
Suite 210
Atlanta, Georgia 30303

Dear Mr. Jones:

Attached is a copy of a memo I sent to the Mayor regarding the establishment of a local coalition in Atlanta.

I thought you might want to glance over this prior to our meeting on Monday morning.

Sincerely yours,

Dan Sweat

DS:fy

Enclosure (1)

October 12, 1967

Mr. Gerald T. Horton
2342 Bank of Georgia Building
Atlanta, Georgia 30303

Dear Jerry:

The Mayor hasn't seen this yet. I would appreciate your
comments and criticisms of this approach.

Sincerely yours,

Dan Sweat

DS:fy

Enclosure (1)

6 AM wed

*Tell
us Black*

A. H. Sterne, Jr., President
Atlanta Chamber of Commerce

588-7123

Board of Directors - 34 members

"The main purpose is to bring in new businesses, encourage expansion of present business, and create new jobs."

*Ed Brown
M.U. 5-5838*

Robert J. Butler, President
Atlanta Labor Council

876-3096

Executive Board - 18 members

"to create better relationships between the affiliated labor unions and keep them aware of civic and political happenings in the community and take whatever concerted action we can to improve these."

o/c

Sam Williams)
Jesse Hill) Co-Chairmen
Q. V. Williamson)
Summit Leadership Conference

688-0206

*o/c
will attend*

Steering Committee - membership varies - approximately 25

Combination of all groups such as SCLC, NAACP, Grass Roots Council, etc. and civic organizations for the "purpose of making Atlanta a better city".

Dr. John W. Letson, Superintendent
Mr. Ed S. Cook, President
Atlanta Board of Education

522-3381

Board - 9 members

Purpose - To set policies and approve budget for Atlanta School System. The Board is completely responsible for the operation of the School System.

D6
Rev. Bevel Jones, President
Dr. Harmon D. Moore, Executive Director
Christian Council of Metropolitan Atlanta, Inc.

~~875-4074~~

872-5678

378-
4542

Each participating church is represented by 2 to 5 delegates, dependent on the size of the congregation, plus its pastor. Presently, there are 170 churches in the Council.

"It is a fellowship of churches, Christian organizations and individuals involved in mutual ministries to the growing 5 county area comprising metropolitan Atlanta. The mutual ministries combined in the Council are 3-dimensional; Social, moral and spirtual. The power of group incentive moves into action, offering ways and means to meet total needs."

Mr. Erwin Stevens, President
Citizens Central Advisory Council
Economic Opportunity Atlanta, Inc.

523-5791

Council - 39 members (3 from each center = 33 -- and 6 members selected by the Executive Administrator)

Purpose - To provide further representation from the poor at a city-wide level in the administration of the Economic Opportunity program.

Mayor Ivan Allen, Jr.

A. H. Sterne, Jr., President
Atlanta Chamber of Commerce

521-0845

Board of Directors - 34 members

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8925-30748

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Mayor Ivan Allen, Jr.

THE URBAN COALITION
CHICAGO CONFERENCE: MOBILIZING URBAN COALITIONS

TASK FORCE ON LOCAL COALITIONS

Mayor Joseph M. Barr
Pittsburgh

Co-Chairmen:
Charles P. Taft
Cincinnati

Arnold Aronson
New York

WORKSHOP A (Room 322 - part of the Illinois Room)

Chairman: John Denman, Manager, Dept. of Urban Affairs, Ford Motor Co.
Resource Persons: Wm. Hildenbrand, Legislative Asst., Sen. Caleb Boggs (R.Del.)
Clifton W. Henry, Acting Director, Comm. Relations Serv., USCM
James Twomey, Director, Non-Profit Housing Center, Urban Amer.
James Hamilton, Director, Washington Office, Nat'l Council of Churches

WORKSHOP B (Room 331)

Chairman: John Gunther, Exec. Director, U. S. Conference of Mayors
Resource Persons: Thomas F. Roeser, Dir. of Public Affairs, The Quaker Oats Co.
Ira Bach, Ex. Director, Chicago Dwellings Assoc.
Vernon Jordan, Dir., Voter Educ. Project, Southern Reg. Council
Dan Sweat, Dir., Governmental Liaison, Mayor Ivan Allen's Office, Atlanta, Georgia

WORKSHOP C (Room 334)

Chairman: Mrs. Frank Williams, League of Women Voters Education Fund
Resource Persons: Hugh Miels, Assoc., Wise/Gladstone, Assoc.
Bruce Cole, Jobs Now (Div. Director of Programs, YMCA of Met. Ch.
Don Canty, Dir., Urban Information Center, Urban America, Inc.
Guichard Parris, Dir., Public Relations Dept., National Urban League

WORKSHOP D (Room 505-6)

Chairman: Larold Schulz, Coordinator, Anti-poverty Task Force, Nat'l Council of Churches
Resource Persons: Alan Pritchard, Jr., Asst. Exec. Dir., National League of Cities
James Phillips, Construction Mgr., Rehabilitation, U.S. Gypsum
Abbot Rosen, Midwestern Dir., B'nai Brith, Anti-Defamation Lge.
Melvin Mister, Project Dir., D.C. Redevelopment Land Agency

WORKSHOP E (Hull House)

Chairman: Harold Fleming, President, Potomac Institute
Resource Persons: Donald E. Nicoll, Admin. Asst., Senator E.S. Muskie (D.-Me.)
A. Donald Bourgeois, Gen. Mgr. for Model City Affairs, St. Louis
Edward Holmgren, Exec. Dir., Leadership Council for Metro. Open Communities, Chicago
Peter Tufo, Legislative Asst., Mayor John Lindsay's Office, New York City.

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

October 7, 1967

Honorable Ivan Allen
Mayor of the City of Atlanta
City Hall
Atlanta, Georgia

Dear Ivan:

Here are some comments and suggestions on some of the ideas we discussed in Atlanta.

The establishment of a six-to-eight member committee to act as an organizing or steering committee is a very worthwhile approach. I suggest that leaders from business, labor, religion, and civil rights be invited to serve on the committee. You may wish to add representatives from other sectors of the community to the committee. This committee should be formed as soon as possible because, as you know, the Urban Coalition is holding a National Conference to discuss the formation of local coalitions in Chicago on October 17, 1967. It would be advantageous to have representatives from this committee attend.

One of the initial actions the committee could take is to convene a meeting of 50 to 60 local business and labor leaders to consider the formation of a local task force on private employment.

It is suggested that the format for the meeting be a luncheon followed by a two-hour working conference. To set the meeting in its proper perspective, the participants should hear from a nationally known business leader, preferably Gerald Phillippe of General Electric, co-chairman of our Task Force on Private Employment and Entrepreneurship. We would be happy to assist in obtaining a speaker for the occasion.

The discussion at the working session should focus on the development of a local private employment task force and the establishment of working committees to (1) assess the local unemployment and underemployment problems, (2) develop programs with specific goals, and (3) issue evaluation reports on the progress of the programs.

Staff personnel from the participating companies would be assigned to perform the specific duties. Technical assistance and specialists should be used as needed.

OCTOBER 7, 1967

A second meeting will be convened within a month at which time the working committees will present recommendations and programs. Commitments from individual companies to support and implement the programs will be obtained at this time, including financial and personnel support.

I would be happy to come to Atlanta to meet with your organizing group at their convenience. If we can be of further help, let us know.

Cordially,

A handwritten signature in blue ink, appearing to read "John Feild", with a stylized flourish extending to the right.

John Feild
National Coordinator

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant

MRS. ANN M. MOSES, Executive Secretary

DAN E. SWEAT, JR., Director of Governmental Liaison

October 26, 1967

Mr. Al Bows, Vice President,
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Mr. Robert J. Butler, President
Atlanta Labor Council

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Dr. Harmon Moore, Executive Director
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Mr. Erwin Stevens, Chairman
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Reverend Samuel Williams, Co-Chairman
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Subject: Atlanta Urban Coalition

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Also, I hope you will each edit the draft statement on the local coalition and return it to Dan Sweat so that he can consolidate our efforts into a final statement.

October 26, 1967

Page Two

Several organizations have expressed a desire to become affiliated with the Atlanta Urban Coalition, either as members of the steering committee or of a broad representation which we hope will develop. Your ideas as to how we should proceed with expanded representation will be appreciated. In the meantime, we will include all organizations who desire on our mailing list so that they might be better informed.

Thanks again for your help.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:lp

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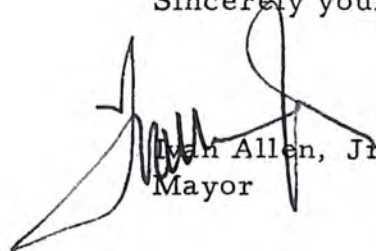
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Ivan Allen, Jr.
Mayor

IAJr:lp

bc: Mr. Boisfeuillet Jones
Mr. Opie Shelton
Mr. Dan Sweat ✓

CITY OF ATLANTA



October 11, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant

MRS. ANN M. MOSES, Executive Secretary

DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Mayor Ivan Allen, Jr.

From: Dan Sweat

Subject: Organization of Local Urban Coalitions

A priority goal of the Steering Committee of the National Urban Coalition is the establishment of strong local coalitions in the 50 largest urban cities of the nation. This is, of course, essential to the very life blood of any sustained effort to develop a meaningful coalition which can speak for urban America as a whole.

The direction taken by these local coalitions will depend upon the individual city or urban area and the wishes of the local leadership. We can safely predict they will take on a wide variety of shapes and forms from city to city.

The more I analyze the alternatives to organization of a coalition in Atlanta, the more I am convinced we already have several single-purpose groups functioning in this very capacity. I believe the identification of these groups as our coalition might reduce or negate the requirement for establishment of any other body, although I believe at some point a leadership meeting should be held to explain the Urban Coalition.

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Probably the best example of a local coalition organized to attack a particular problem area is the Board of Directors of Economic Opportunity Atlanta, Inc. This group, originally appointed by the governing authorities of the City of Atlanta and Fulton County; and now operating under a non-profit charter, clearly represents the six broad areas of Business, Labor, Civil Rights, Education, Religion and Local Government, which make up the national coalition. (A copy of the EOA Board is attached.)

A second group organized around a single-purpose is the Housing Resources Committee. (Copy of Committee Structure attached.)

Other groups which would fall in this category would be the Community Relations Commission, Atlanta Youth Council, and the Citizens Advisory Committee on Urban Renewal. (Copies of CRC, AYC and CACUR Board members attached.)

Each of these groups is organized to perform in an area of primary concern to the national coalition; EOA - Poverty; Housing Resources Committee - Low Income Housing; Community Relations Commission - Civil Rights; CACUR - Urban Redevelopment.

The final Model Cities Executive Board - Technical Advisory Committee - Citizens Advisory Committee structure will provide for another coalition of individuals and groups designed to produce cooperative action in planning and implementing the Model Cities Program. (Copies of proposed Board and Committee Structure attached.)

It is readily apparent that no recognized local group is established for the specific purpose of developing employment opportunities for the poor. While a large part of EOA's program is designed to reduce unemployment and

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underemployment, no broadly-based organization currently exists which can function in a capacity which will bear the local responsibility for meeting the national Urban Coalition goal of one million jobs for the poor. (This was the first announced goal of the Urban Coalition.)

I believe, however, that a project in the works during the last eighteen months by the City of Atlanta, EOA, the Community Council, Atlanta Chamber of Commerce and the Sears-Roebuck Foundation might have produced the mechanism for creation of a coalition on employment opportunities.

This group has met informally at least once a month during this time in an effort to produce a color slide presentation on problems and opportunities for employment of the poor. The Sears-Roebuck Foundation financed the employment of a top advertising agency to assemble the materials and design the presentation under the supervision of the informal group.

The presentation is now completed and Mr. Lucien Oliver of Sears will, in the next three or four weeks, invite a select group of key business executives to a luncheon to be exposed to this production. He is expected to ask each of these executives to sponsor luncheons for a wider group of businessmen in an effort to disseminate the information to as many firms as possible.

The businessmen will also be encouraged to direct their personnel management to become better informed on the problems of unemployment and underemployment among the poor and to investigate all possibilities for providing entry level jobs for additional employees who lack skills and training.

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This will fit perfectly into the scheme of the national coalition, which is encouraging the top executives of the large national firms to direct their plants throughout the country to do essentially the same thing. (There has already been some definite response to this program. I have had an indication from Sears and Ford offices here that the word has already come from the top.)

In view of the impending National Steering Committee Conference on Employment here in November, I am encouraging the meeting of the first group by Mr. Oliver be held in advance of the Coalition. I believe this initial group should be considered as the local coalition and worked into the National Conference.

I recommend that you ask Mr. Oliver to attend or send Dan Garies or Bob Wood to the October 17 all-day meeting on local coalitions in Chicago. I would also recommend that I attend as your representative and that you ask Vernon Jordan to represent us in the area of Civil Rights. Vernon is on loan to the Urban Coalition staff and will be in attendance and is more aware of what is going on than any other individual from Atlanta.

I also would hope that at a very early date we can show you the employment presentation and get your ideas on how we can provide follow-up.

DS:fy

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First National Bank
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Willis, Mrs. Ralph
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Planning Director, City of Atlanta
Police Chief, City of Atlanta
Minister, Central Presbyterian Church

dan

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

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

November 3, 1967

Dear Friend:

Due to the continuing requests of cities for assistance in shaping local coalition efforts and the success of The Urban Coalition's recent Chicago planning conference on local coalitions, two additional local coalition planning conferences are now scheduled.

On November 30, 1967, a one-day conference will be held in San Francisco. A second such conference will be held in New York City on December 11, 1967. As was the case with the Chicago conference, these meetings are designed to assist leadership from communities interested or involved in local counterpart action to The Urban Coalition. The format and substance of each of the two meetings will be substantially similar to the Chicago conference.

The purpose of writing you at this time is to advise you of these upcoming meeting dates so that if you would like to attend, you can choose the appropriate meeting and mark your calendar. Program details with respect to the two meetings will be sent to you shortly.

Sincerely,

John Feild

John Feild
National Coordinator

Ron M. Linton

Ron M. Linton
National Coordinator

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

National Coordinators: John Feild / Ron M. Linton

Telephone 293-1530

NEW YORK TIMES
October 12, 1967

Getting Off the Ground

The concern of the Urban Coalition, expressed so strongly late last summer by public-spirited citizens during an emergency post-riot convocation in Washington, is beginning to find footholds where it counts—in the front-line cities of America.

Mobilization of the nation's public and private resources for a vigorous attack on that urban hydra—unemployment, slum housing and aimless education—is getting off the ground. Leaders in some fifty cities will meet in Chicago next week to establish local action groups that can enlist the resources and energies of business, labor, religious, academic and community organizations. In this city, a New York Coalition has just started to translate the lofty policy language of the national steering committee into local terms.

High-mindedness, of course, will not be enough. Hard-core unemployment will take hard-core solutions. Lobbying of superhuman proportions will be required in the business and labor communities to break down traditional attitudes.

The Federal Government is in the forefront of action. For this reason the first step of the local Coalition is to discuss the inclusion of New York City in the pilot program, recently announced by the President, to engage the private sector in the attack on unemployment. But the true effectiveness of the Urban Coalition, the New York Coalition and those to come in other cities will be measured by more than simply seeking increased assistance from Washington.

Municipalities with archaic laws and practices that have effectively barred the poor and disadvantaged from job and housing gains will have to be persuaded to change their customs. Certain industries that have blocked Negroes from full opportunities will have to be re-educated. Certain unions which have denied membership on racial grounds will have to reform their practices.

By enlisting the community-action groups—the spokesmen for the jobless and ill-housed—the New York Coalition is getting to the core of center city's problems.

Atlanta Joins Urban Coalition

Urban Coalition is a term gaining increasing currency these days and one on which an increasing number of people concerned and involved with the growing frustrations of city life are staking their desperate hopes that our society can survive without undergoing a wrenching upheaval that would surely threaten its very foundations.

What is the Urban Coalition? Nationally it is an organization formed last summer by 1,200 leaders representing city government, business, labor, religious and civil rights interests. Its broad goals are to focus attention on the problems of our cities and, more important, to develop action programs to solve these problems.

Our cities are where three-fourths of 190 million Americans live, yet their problems are rapidly approaching a crisis—indeed, the day of crisis is here in many cities—and these problems are being met by unconscionable indifference. The indifference is not total, but its magnitude is what makes it unconscionable.

When state governments turned their backs to the cities' plight, the federal government stepped in to lend a hand. Many of the federal programs show great promise, but Congress has yet to recognize or sense the urgency. When a city burns, Congress immediately wrings its collective hands, bewails the manifold sins and wickedness of the burners, but effectively ignores the despair that really struck the matches.

Of course we should punish and stop the

burners, but potential match lighters are being born and growing up every day in the slums where frustrations and frictions are causing the matches to flare. It is to those frustrations and frictions that more energy and effort must be addressed.

And it is here where the national Urban Coalition intends to concentrate its energy and efforts. As a "super lobby" for the cities, it will focus attention and seek solutions in these problem areas: poverty, lack of job skills, unsound housing, inadequate parks, schools, absence of adequate municipal services, lack of motivation and the increasing desperation among our ghetto poor.

To bring about the "total commitment of all community resources and a reassessment of priorities" so necessary if we are to solve these and other problems facing our cities, the national Urban Coalition is urging local "counterpart" coalitions to join the fight.

This week Atlanta joined New York, Detroit and other great cities in answering this call and this opportunity to "get across to the people and the Congress the urgency of the problems of the cities . . . and encourage private initiative." Atlanta already has an effective informal coalition. Judging from records of men named to the steering committee for the formal coalition, we have a very good chance to bolster national and local efforts.

Success in these efforts is absolutely necessary, and the time is late. Failure to solve the growing problems of our cities is unthinkable.

ATLANTA JOURNAL
October 25, 1967

Allen Seeks Urban Coalition

Summit Group, C of C, Labor Urged to Work for Jobs, Housing

By LORRAINE M. BENNETT

Mayor Ivan Allen Wednesday called on six leaders of various phases of Atlanta life to form an urban coalition whose goals will be to provide decent jobs, housing and education in urban areas.

The mayor and Dan Sweat, director of governmental liaison, presented a statement to the leaders which they will carry back to their respective groups for approval.

Accepting the statement were Al Bows and Opie Shelton of the Atlanta Chamber of Commerce, the Rev. Sam Williams of the Summit Leadership Conference, Robert J. Butler of the Atlanta Labor Council, Dr. Harmon Moore of the Christian Council of Metropolitan Atlanta, Dr. John W. Letson, superintendent of the Atlanta Public Schools and Erwin Stevens of the Citizens Central Advisory Council (EOA).

Mayor Allen recently attended an emergency convocation of the urban coalition in Washington at which 1,200 leaders representing city governments, business, labor, religious and civil rights interests offered their views on how to deal with the urban crisis.

THE LEADERS agreed to carry back to their own cities the determination to form local coalitions made up of the same leadership cross-section to implement the program on a local level.

The statement Mayor Allen presented to the heads of Atlanta's interest groups said that although the federal government has expressed concern for the plight of the cities, Congress failed to register the sense of urgency of the urban crisis.

"The result is now a tragic chapter in American history. Riots, racial disturbances, civil disobedience in city after city throughout all parts of the country have cast a lasting imprint of inaction and indifference," the statement continues.

LACK OF job skills, unemployment, unsound housing, inadequate parks and schools, the absence of realistic municipal services, lack of motivation and loss of faith and of hope — these are the problems of the cities.

The urban coalition hopes to bring a "total commitment of all community resources and a reassessment of priorities by national and state government." The working together of these forces, the coalition hopes, "can produce results on a scale large enough to sufficiently change the direction of our cities," the statement reads.

CITIES

Summer's backlash: more job programs

In wake of riots, business takes a second look at the Negro job problem. Companies are accelerating current programs, initiating new ones, and revising hiring policies

'When the riots occurred, we re-examined what we were doing to see if we were doing enough — and we're still looking for new ways to help'

Radio Corp. of America
Executive

'Businessmen who didn't recognize it before are aware that the Negro's troubles cannot be ignored and expected to melt away'

James B. Ammon
Vice-president,
Baxter Laboratories, Inc.

'The thinking of businessmen regarding hiring practices has taken a new twist... They're going into the ghettos to hire Negroes'

Pittsburgh manufacturer

'We will do everything in our power to liberalize screening and testing methods'

Raymond T. Perring
Chairman,
Detroit Bank & Trust Co.

'We would think twice about putting up a store in a Negro neighborhood'

Florida grocery chain
Executive

'Riots are going to occur until there's visible evidence of improvement... but you can't get any solutions in a riotous atmosphere'

Reed O. Hunt
Chairman,
Crown Zellerbach Corp.

'We've been breaking our backs for several years to get jobs for Negroes. Now with all the demonstrations, business might just decide to rest on its oars'

Milwaukee executive

What did business learn from the riots that erupted in over 70 American cities last summer?

When Business Week reporters talked to top executives last week they found:

- There's little sign of a corporate backlash on civil rights programs.

- The riots have spurred a broad cross-section of companies, particularly large national concerns, to accelerate programs or to initiate new ones.

- Other companies are taking a second look at their own policies and those of local and federal agencies. Their concern allays the fears of some observers after the riots that business would pull back from civil rights efforts out of disillusionment or fear of financial risk.

James B. Ammon, vice-president and treasurer of Baxter Laboratories, Inc., says: "I think the riots have made businessmen realize that the Negro's problems will be more of a factor in our society and businesses in the future, not less of a one... If we don't develop programs today, we just won't have as many options five years from now."

William F.X. Flynn, who heads the National Assn. of Manufacturers' STEP (Solutions To Employment Problems) program, concurs. Flynn and his staff collect and circulate case histories of corporate and community action programs to interested companies. "After the situation this summer... we found companies impatient to move faster."

And a California industrialist minces no words: "Perhaps riots help more at some stages in the evolution of this thing than they hurt. How the devil do you get 200-million people to wake up?"

New trend. Such words obviously would disconcert many businessmen who feel they were facing up to the problem long before the riots. But the fact that business has stepped up its efforts in the wake of the sum-

mer's violence appears undeniable.

The Urban Coalition is just one sign. The new national advisory group includes such top business names as Chase Manhattan's David Rockefeller, Andrew Heiskell of Time, Inc., Litton Industries' Roy Ash, and General Electric's Gerald L. Phillippe. The group is not only preparing task force reports on urban problems, but has backed such legislative programs as the Clark-Javits proposal to create 1-million jobs for ghetto residents. It is also helping to blueprint some 50 local urban coalitions.

At least three such groups have already been set up—the New Detroit Committee headed by Joseph L. Hudson, Jr., of J. L. Hudson Co. the New York Coalition led by Christian Herter, Jr., vice-president of Mobil Oil, and a statewide coalition in Minnesota.

The Detroit group (whose members include Ford Motor's Henry Ford II, General Motors' James M. Roche, and Chrysler's Lynn Townsend) hasn't wasted any time. Meeting with Michigan Governor George Romney last week, it called for passage of a statewide open housing law—unquestionably the most powerful support such legislation has ever had in the state.

Such groups, of course, are merely advisory in nature, and the big question is whether in the long run they will generate more than sound and fury. For the present, it's clear that business thinking has taken a significant new turn. As one observer comments: "Industry is no longer content to play follow the leader on urban problems. It is moving ahead itself, drawing on its own resources."

Other action. This heightened concern is reflected not only in the insurance industry's announced intention to put \$1-billion into slum renewal, but in a spate of local programs surfacing since last summer:

- In Pittsburgh, some 19 corpora-

tions have contributed \$1.4-million to set up Allegheny Housing Rehabilitation Corp., which will buy and renovate old houses in ghetto areas and sell them back to ghetto residents. With a goal of \$3-million, the organization hopes to renovate more than 1,000 housing units a year.

▪ A major corporation is now completing plans to construct a manufacturing facility within the ghetto area of a Midwestern city.

▪ In Tampa, the city and General Telephone of Florida have set up a Community Relations Council headed by Negro businessman James A. Hammond. Dozens of graduates of the council's training courses have found jobs.

▪ In Baltimore, over 1,000 ghetto residents were hired in a crash employment program that was initiated last August by companies in the area.

▪ In Cleveland, five banks and six companies put up \$400,000 for a revolving fund for slum rehabilitation projects. Negro candidate for mayor, Carl B. Stokes, comments: "Frankly, I don't know what the motivation is, fear or genuine social concern, or both. But the important thing is that business is becoming more involved."

The list is endless. In cities across the nation—St. Louis, San Francisco, Camden, Wilmington, Denver—new programs are being mapped out, old efforts intensified. In Detroit for example, between 7,000 and 10,000 ghetto residents have been hired by the auto companies since the riots. "The jobs were there before," says an observer, "but communications with the community were poor." In upstate New York, Rochester Jobs, Inc., an agency that started functioning just last July, has already found over 400 entry-level jobs for slum dwellers.

All of this apparently reflects considerable soul-searching at the highest corporate levels. Understandably, most companies are reluctant to discuss such matters. "We've learned not to talk about any progress we've made," says one man. "No one wants to admit they haven't been doing all they can." But Ford Motor Co.'s creation of a top-level department of urban affairs is indicative of the new mood.

Hiring reforms. One area in which corporate thinking is shifting is in hiring practices. Comments the employee relations director of a major Pittsburgh company: "In the past, corporations pushed the idea of hiring 'qualified' Negroes—protesting that giving preference to a Negro simply because of his race was reverse prejudice. But since the riots, many corporations have been hiring people who couldn't begin to compete with whites for jobs."

This doesn't mean that companies are throwing away their yardsticks of productivity and profits. What's happening rather is that many are recognizing that old rules and practices may be screening out potentially competent people. As Reed O. Hunt, board chairman of Crown Zellerbach Corp., puts it: "Most ghetto kids have jail records, but you have to ask what for? You have to ask if he can do a good job?"

Long-term goals. Other companies are reviewing their contributions programs. Says a Chicago executive: "We used to take the shotgun approach and give \$1,000 to every group with a good story. Now we're thinking in terms of five-year commitments in specific areas."

As companies become involved in urban problems, many report a heightened sense of purpose. U. S. Gypsum Co., for example, rehabilitated six slum buildings in New York's Harlem this summer. It is now working on 150 apartments in Chicago and 64 units in Cleveland, and it has options on 450 more units in Chicago. "We're going along," says an executive, "not with the expectation of a great profit, but to demonstrate that private industry does have a role and responsibility. We are beginning to feel a deep-seated involvement that can't be measured in return to stockholders."

Other side. Not everyone shares this feeling, of course. Many companies voice a sense of outrage at the riots. "You can't run a society with riots," says one executive, "and you can't be intimidated by lawlessness." In Milwaukee, currently plagued by civil rights demonstrations for open housing and the scene of two nights of rioting last July, a backlash among some segments of the business community is evident.

"We've been breaking our backs to get jobs for Negroes," says a businessman, "Now with all the demonstrations, business might just decide to rest on its oars."

A number of companies report no appreciable change in their policies since the riots. "We've always tried to hire qualified Negroes," is the typical comment. One industry observer, in fact, reports that some executives are coming to regard riots "as seasonal hazards, much like hurricanes and tornadoes."

But others are anything but complacent. Says Crown Zellerbach's Hunt: "You can't ask the Negro people to be quiet. . . . Riots are going to occur until there's visible sign of improvement." **End**

Substituting Action for Oratory

THE \$14,000 contributed by Minneapolis area businesses to study the creation of an Urban Coalition shows a growing awareness that the total community, public and private, must become more involved in the effort to solve our problems of race and poverty.

Critics might say that the time for studies is past. In this case, however, there would be no point in forming a coalition if the members had little idea of what they could do or how they should do it. These are the questions that this study must answer. And at nine weeks, it is a short one as studies go.

Participants at the recent National Urban Coalition meeting in Washington, D.C., resolved boldly to push for a million more jobs, a million more homes for the poor, better schools and social conditions. Whether these goals can be attained will depend greatly on the grassroots pressure and contributions of key leaders at the local level.

This is where the Minneapolis coalition comes in. This is where the white community must show Negro critics at the national meeting that it is not attempting to substitute oratory for action.

Earl Ewald, president of Northern States Power Co. and temporary chairman of the contributing local businessmen, said that none of them sees merit in creating just another organization. "But maybe a *new kind* of organization like a genuine 'Urban Coalition' can help," he said. "We hope to find out."

We hope the findings are affirmative.

NEW YORK TIMES
October 10, 1967

URBAN COALITION MOVES ON SLUMS

Panel Set Up to Help Local
Leaders Form Groups

By SYDNEY H. SCHANBERG

The Urban Coalition, the recently formed prestigious national alliance of business, labor, municipal, religious and civil rights leaders, took a step here last night to help local communities fight a more organized battle against slum problems.

A three-member panel was set up by the nationwide coalition to help community leaders form local coalitions to press for solutions to crucial urban needs, particularly jobs, housing and education.

The panel was announced at a meeting of the Urban Coalition's 33-member steering committee in the Time & Life Building, at 50th Street and the Avenue of the Americas. It was the first gathering of the high-level committee, one of whose members is Mayor Lindsay, since the convocation of the organization on Aug. 24 in Washington.

The members of the local-coalition panel are Mayor Joseph M. Barr of Pittsburgh, Arnold Aronson, executive secretary of the National Leadership Conference on Civil Rights, and Charles P. Taft, Cincinnati lawyer.

The next step by the task force will be to hold a meeting of community leaders interested in forming local units. Leaders in about 50 cities have expressed interest in the idea and are expected to be at the meeting, scheduled for a week from today in Chicago.

Mayor Lindsay, one of the founders of the Urban Coalition, has already organized a local coalition for New York City and is expected to announce its chairman and other members very soon.

About 50 persons, many of them aides to members of the steering committee, attended last night's committee meeting.

In addition to Mr. Lindsay, the participants included Mayor Barr; Mayor Jerome P. Cavanagh of Detroit; Andrew Heiskell, board chairman of Time Inc.; Joseph D. Keenan, secretary of the International Brotherhood of Electrical Workers, and David Sullivan, president of the Building Service Employees International Union.

Also, Frederick J. Close, board chairman of the Aluminum Company of America; Gerald Phillippe, board chairman of General Electric; Harold Fleming, president of the Potomac Institute in Washington, and A. Philip Randolph, president of the Brotherhood of Sleeping Car Porters.

Whitney M. Young Jr.

Biracial Coalition, Leadership Crucial

This summer's racial violence has caused a crisis of leadership. The riots have made it easy for "backlashers" to justify resistance to necessary social changes. But this leads to a dangerous polarization of attitudes which could lead to more violence.

Negro leadership has lived up to its responsibility by speaking out against riots and by proposing rational programs to end their causes. Now it is time for



YOUNG

white leadership to speak out and condemn the backlashers and start doing something to end the ghetto's problems. Churches, liberal organizations, political clubs, business and labor, interracial and human relations groups, all have to speak out now and regain the initiative from the backlashers. They have been silent for too long.

There are signs that some leaders realize the urgency of the situation and are willing to join the coalition so desperately needed if our country is to have peace and progress. I took part in a recent meeting to form just such a group.

It is called the Urban Coalition, and our first meeting included leaders of business, labor, religion, city mayors, and civil rights groups. From this came proposals for an emergency work program to provide jobs and training for the unemployed, the establishment of job centers in cities, and the commitment of private industry to take all steps necessary to insure full employment.

This last item is especially significant because business has not done enough to provide the jobs and training needed. Negro workers are unemployed at a rate more than twice that for white workers and Negro family income is \$3,000 less per year than for white families. Something has to be done about this—now.

Many business leaders understand that they have a tremendous stake in urban peace and some of them realize they can't afford to continue old ways of doing things. But the real test will come at the local level. Businessmen and community leaders are going to have to come forward with vigorous support for radical changes.

That is why various local urban coalitions are now being formed. In New York, for example, Mayor Lindsay, who was at our meeting, has set up a New York Coalition of local leadership to attack ghetto problems. Other cities and regions will do the same.

The Urban Coalition could be the most exciting new development in a long time—but only if its members are sincere in pushing for radical change. The time is long past for mere lip service to the ideals of equality. Responsible leaders and established organizations must be given the resources to deal adequately with ghetto problems. Negro citizens are tired of being promised jobs and not getting them, they have been lied to once too often.

The business and civic leaders now forming such coalitions in their communities will have to deliver on their promises. This coalition will have to create jobs and strengthen the economic life of the ghetto. It will have to end racial barriers in housing, health and education. These can't be temporary steps to stave off a riot; they must be steps which get at the heart of the problems caused by racism and solve them permanently.

We really have little choice. This country can take the high road to social progress and equality by a strong commitment to far-reaching programs to create jobs and better living conditions for the urban poor, or it can take the low road to social disaster and violence by letting the backlashers speak for it and allowing ghetto conditions to worsen. We have to take that high road.

Church Plans Housing

Cardinal Urges Coalition To Meet D.C. Urban Ills

By William R. MacKaye
Washington Post Staff Writer

Patrick Cardinal O'Boyle urged creation yesterday of a Washington urban coalition to meet the challenge of the urban crisis.

At a press conference, the Cardinal:

- Pledged the support of the Roman Catholic Archdiocese to a soon-to-be-launched drive to raise a \$2 million Housing Development Fund.

- Said that church officials are planning a 1150-unit housing project on a 15-acre tract at 4th and Edgewood Streets ne., the site now occupied by St. Vincent's Home and School.

- Announced that the Archdiocesan Office of Urban Affairs, headed by the Rev. Geno Baroni, will back two rehabilitation projects for low-income housing.

- Said that the Archdiocese and the Presbytery of Washington City (United Presbyterian) will pool funds to remodel a building at 1419 V st. nw. for use as an urban affairs office. The Presbyterian body will provide \$55,000 for the job, which Cardinal O'Boyle estimates will cost \$100,000.

- Announced the launching of an extensive educational program designed to make city and suburban Catholics sensitive to each others' needs.

Cardinal O'Boyle expanded by saying that area clergy would exchange pulpit visits, followed by special seminars and meetings for laymen "to promote a better understanding of urban affairs and community relations."

"The aim of the church and therefore of the Washington Archdiocese," said the Cardinal, "must be to build a society which will afford the ordinary citizen and every citizen the opportunity to pursue his salvation in conditions of life that are not debasing and explosive, but human and encouraging."

At one point, he observed, "We're not playing Lady Bountiful . . . We've got an obligation to do this."

The Archdiocese's efforts in terms of housing will include an unspecified contribution to the Housing Development Fund.

Such a fund is necessary to finance Government-subsidized housing projects here. A fund of \$2 million might provide the basis for 40,000 new low- and moderate-income housing units in the area.

One group already pursuing Federal aid is the Housing Development Corp., headed by the Rev. Channing Phillips of the United Church of Christ.

Mr. Phillips' group, which has access to \$100,000 in capital, currently is sponsoring construction or rehabilitation of 2000 housing units.

Mr. Phillips was at the press conference yesterday, as were two officials of the proposed Fund. They are John Nevius, a lawyer who is one of the appointees to the new City Council, and Reuben Clark, also a lawyer.

Clark pointed out that the shortage of equity capital—"front money"—now in the hands of the Housing Development Corp. and similar groups has limited the area's ability to take advantage of the low cost loans available under the loans to nonprofit corporations section of the Federal Housing Act.

The proposed housing at the St. Vincent's site would be financed under that rent subsidy section—Section 221 (D) 3 and would provide a mix of apartments for the elderly, public housing units and nonprofit dwellings for families of low and moderate income.

The Archdiocese is involving itself in three other housing programs.

A group of laymen organized in a group known as Sursum Corda, Inc., working with

St. Aloysius Church and Gonzaga High School, already has secured Federal support for a \$3.7 million, 199-unit housing development off North Capitol Street in the Northwest One urban renewal area.

The other two projects include one elsewhere in Northeast One and the other—in cooperation with five non-Catholic churches and three synagogues—on Capitol Hill.

The Urban Affairs office will be part of the plant of SS. Paul and Augustine Parish. The first two floors of the building will be converted into a community center.

Upper floors are expected to provide space for such operations as Father Baroni's office, the Metropolitan Ecumenical Training Center and the Presbytery's office of urban mission.

FORM COALITION TO AID JOBLESS

Urban Leaders to Act
for Minority Group
Members

NOTE LABOR'S ABSENCE

Group Asks Convocation
of Both Kansas
Cities

An Urban Coalition was formed yesterday of top community leaders to concentrate on programs to provide jobs for unemployed members of minority groups.

The coalition agreed to call a community-wide convocation from the two Kansas Cities to consider the primary goal of finding jobs for the unemployed. Secondary goals to be undertaken later will be to improve housing and education for disadvantaged citizens, most of whom are Negroes.

For Group Here

A group of 18 leaders met yesterday at the invitation of Mayor Ilius W. Davis to form a local group patterned after the national Urban Coalition which held a convocation the last week in August in Washington. It was organized outside federal government sponsorship as a result of citizens concern over urban riots and inequality of opportunity.

At the meeting yesterday at the Hotel President were representatives of local government, top business executives, civil rights groups and the clergy. Absent were labor leaders although five labor leaders were invited to the meeting.

D. Peter Newquist, assistant to the mayor, said he had been told the labor leaders were unable to attend because they were involved in labor negotiations or were out of town.

Bishop Joseph V. Sullivan, auxiliary bishop of the Kansas City-St. Joseph Catholic diocese, said the group would need the support of labor.

4,000 Jobs Hunted By Urban Coalition

Methods of providing jobs for hard-core unemployed will be discussed Oct. 27 at a luncheon-information meeting of Gary's Urban Coalition.

A panel of educators, employment counselors, employers, government officials and civil rights leaders will convene in the Hotel Gary then to search out job problems in Gary.

The Urban Coalition is a federally sponsored group of locally interested citizens organized to coordinate and implement existing and new programs in employment, education, training, housing, reconstruction and equal opportunity.

Mayor A. Martin Katz called for the latest meeting of the group to interest private industry in providing as many as 4,000 jobs for Gary's unemployed.

Attending this conference will be the major employers in the Gary area and representatives from various educational and training groups, and from the employment agencies.

Katz said the obvious real need is to match the requirements of business and industry with available resources and upgrade the full potential of our total manpower resources.

The plans for the conference on employment were outlined by George A. Jedenoff, general superintendent of U.S. Steel's Gary Steel Works, who was named to organize and chair the conference proceedings.

Jedenoff noted that this conference can serve as a real benefit to Gary by bringing together the various groups interested in making the maximum use of the Gary human resources.

The employment phase of the four-point basic principles submitted by the Urban Coalition Steering Committee calls for fair employment; basic training for employees under exist-

ing programs; education plans to assure upward job mobility; re-examination of methods to eliminate any practices that may unnecessarily bar qualified candidates; full cooperation with responsible agencies devoted to the improvement of inter-group relations within the community; and further participation in the Gary community of Plans for Progress under the Committee of Equal Opportunity appointed by President Johnson.

The steering committee submitted this program for the Urban Coalition and is chaired by George R. Coker, executive director of the Urban League of Gary.

Its members include: Joseph Radigan, Republican candidate for mayor; Richard G. Hatcher, Democratic candidate for mayor; L. I. Combs, builder and president of the Gary Chamber of Commerce; Jedenoff; Matthew Glogowski, superintendent, Budd Company; James Breed, manager, NIPSCO; Leo Lewis, manager, Gary-Hobart Water Company; Al Jackson, manager, Illinois Bell Telephone Company; Rev. William Paris; Robert Gordon; Marion O. Mitchell, manager, Sears, Roebuck & Company; Mamon Powers, Powers & Sons Construction Co. Inc. and Walter Ridder, publisher of The Gary Post-Tribune.

Others on the Steering Committee include Curtis Strong; Orval Kincaid, United Steelworkers of America; Donald Belec, school board; Mrs. Bernice Terry; Harold Hagberg, Northwest Indiana Bldg. & Construction Trades Council; Robert Gasser, Gary National Bank; Ray Daly, Bank of Indiana; Reverend S. Walton Cole, president, Council of Churches; Rev. Julius James, president, Gary Human Relations Commission; and Glen Vantrease, city controller.

URBAN COALITION: NEWEST WEAPON TO FIGHT SLUMS

NEW ALLIANCE BETWEEN DIFFERENT

By **FREDERICK GRAVES**

While the long, hot summer of 1967 is now a part of the past, concerned persons are attempting to pool their resources and reorganize their thinking and values, hoping to prevent the predicted long, hot summer of 1968 from becoming a part of the future. To accomplish this monumental task a new alliance between leaders in civil rights, religion, business, labor and local governments was formed. It is called The Urban Coalition, and some look upon it as one of the last measures available to save our cities.

On August 24, after clean-up crews in Newark and Detroit had begun to clear their rubble-filled streets, Urban Coalition leaders held what they termed an emergency convocation. One thousand delegates attended the session at the Shoreham Hotel in Washington, D. C., and they represented all groups that have strong interests in the survival of the cities.



In Washington (l) Heiskell talks with Lindsay; in Chicago, Lincoln, Neb., Mayor Samuel Schwartzkopf and Saginaw, Mich., Negro Mayor Henry Marsh.

GROUPS COULD SAVE U. S. CITIES

The Urban Coalition is co-chaired by Negro labor leader A. Philip Randolph, president of the Brotherhood of Sleeping Car Porters, and Andrew Heiskell, board chairman of Time, Inc. At the emergency convocation they were joined by rights leaders Roy Wilkins and Whitney Young Jr. The business community was represented by Asa T. Spaulding, president of North Carolina Mutual Insurance Co.; Gerald L. Phillippe, board chairman of the General Electric Co., and Henry Ford II, board chairman of the Ford Motor Co.

Labor representatives included Walter Reuther of the United Auto Workers; George Meany, AFL-CIO president, and I. W. Abel, United Steelworkers president. From the religious community were Rabbi Jacob P. Rudin, president of the Synagogue Council of America; Archbishop John F. Dearden of Detroit, and Dr. Arthur Fleming, president of the National Council of Churches.

Local government was represented by the top men—the mayors: Richard J. Daley of Chicago, Milton Graham of



After session, Johnson joins chat with (l-r) Bishop James W. Montgomery, Chancellor Norman Parker and Mayor Daley.

(MORE)



Workshop panelists included such Negroes as Bourgeois (l) and Mrs. Williams and Dr. Deton Brooks who aired views.

Urge Forming Local Coalitions To Solve Problems

Phoenix, John F. Collins of Boston and Joseph M. Barr of Pittsburgh, president of the U. S. Conference of Mayors.

Keynote speaker at the session was New York Mayor John V. Lindsay who told the 1,000 delegates that local coalitions must be formed to help raise the standards of housing, education, job training, welfare and raise the employment rate. No time was wasted on isolating the problems; everyone there knew quite well what problems exist in cities. Also no time was wasted on deciding which groups in the cities this new coalition program should help. The answer was obvious: The same alienated, poor people who had used molotov cocktails to destroy the business establishments of unfair merchants and their own rat infested homes in sub-standard buildings.

Convocation delegates left the one-day meet charged with the responsibility of returning to their urban communities and establishing local coalitions between civil rights, labor, business, religion and government. The national Urban Coalition promised help and advice when-



Panelist Henry criticized city governments. John Cardinal Cody congratulates Najtalin after speech.

ever needed. Urban Coalition headquarters in Washington, D. C., said it does not plan to dictate how local groups should be organized. Officials there said each urban area has its own personality and it will be more practical for each city to do its own mobilizing of forces. But the national group did offer one strong bit of advice to the local coalitions: Poor people—Negroes, Puerto Ricans, White Appalachians—should be included in local groups, along with militants.

As part of the mobilizing of local groups, the national Coalition sponsored a one-day meet last week at the University of Illinois' Chicago Circle Campus. It was attended by 250 persons representing areas that were attempting to form their coalitions. There were representatives from 46 cities. Although they were from most parts of the country, there were more Mid-Westerners than any other geographic group. Because of this the Washington office plans to hold three other such meets to make sure every urban area has a chance to benefit from the advice of experts.

The opening general session of the Chicago meet was

(MORE)

Meaning Of America Is Urban Issue, Publisher Says

presided over by JET-EBONY Publisher John H. Johnson, co-chairman of the national Coalition's Task Force on Communications and Public Support. He helped set the tone for the day when he told the registrants: "We are engaged here in creating a will that speaks not so much to Negroes but to the fundamental issue of the meaning of America. Whatever we do, we must not deceive ourselves. The decision before us now is not a decision about the Negro but a decision about America. It is not a decision about civil rights but a decision about the future of the city."



Lindsay Randolph Spaulding Young

One of the main objectives of the Coalition is to organize a force strong enough to move, shake, push and prod Congress into passing much needed legislation which can alleviate some of the problems faced by cities. These include retraining programs, the Model Cities plan and adequate welfare financing without strict, inflexible rules which prohibit funds going to those who need it most.

At the Chicago session registrants attended a series of workshops which included panels composed of top-flight Negroes in governmental agencies and social welfare groups. They included Vernon Jordan of Atlanta, director of the voter education project of the Southern Regional Council; Melvin Mister of Washington, D. C., director of

the D. C. Redevelopment Land Agency; A. Donald Bourgeois, general manager of the St. Louis Model Cities program; Mrs. Frank Williams of Indianapolis, representing the League of Women Voters Education Fund, and Clifton W. Henry, a community services representative from the U.S. Mayors Conference, Washington.

Henry said that up 'til now there has been no will on the part of cities to deal effectively with their problems.

One of the big questions is, "Will The Urban Coalition be able to get cities to stop playing politics and start planning creative programs to help their ghetto residents become a part of the predominant affluent society?" In short, "Can America be saved?"



Ford Rustin Wheeler Wilkins

Different cities are handling the mobilization of local coalition in different ways. Chicago, for example, is not planning to make an effort for such action. Its mayor, Richard J. Daley, said the city has always had such a coalition between business, labor, religion, etc. Then Daley ticked off a list of city agencies and commissions which he said encompass all walks of the city's life.

In Minneapolis, Minn., Mayor Arthur Naftalin admitted to some failures in his city and said members of the militant Negro community should be consulted and asked to take an active part in local coalition groups. "If we can't close the gap between young militants and the established community, it will destroy us," he warned.

The Urban Coalition / **ACTION REPORT**

Federal Bar Building West / 1819 H Street, N.W. / Washington, D. C. / 20006
National Coordinators: John Feild / Ron M. Linton

October 31, 1967

During its second month of operations, The Urban Coalition moved ahead on four major fronts--the formation of local coalitions, developing pilot programs to increase job opportunities for the hard-core unemployed, enlisting key segments of the communications industry in promoting public understanding of the urban crisis and urging Congress to "move without delay on urban problems."

LOCAL COALITIONS

In response to requests from communities across the country, the Task Force on Local Coalitions sponsored a one-day planning conference on "Mobilizing Urban Coalitions" on October 17 in Chicago. Two hundred and fifty leaders in local government, business, labor, religion and civil rights--from 52 cities--attended.

Major addresses at the conference were given by Mayors Richard J. Daley of Chicago and Arthur Naftalin of Minneapolis and Dr. Kenneth Wright, Vice President and Chief Economist of the Life Insurance Association of America. John Cardinal Cody, Archbishop of Chicago, and Bishop James Montgomery, Co-Adjutor Bishop of the Episcopal Diocese of Chicago added their support. Also participating in the program were Mayor Joseph Barr of Pittsburgh, Co-Chairman of the Task Force on Local Coalitions and President of the U. S. Conference of Mayors and Mayor Milton Graham of Phoenix. I. W. Abel, President of the AFL-CIO United Steelworkers of America was represented by John J. Sheehan, Legislative Director of the Steelworkers. The conference was opened by John H. Johnson, President of Johnson Publications and Co-Chairman of the Task Force on Communications and Public Support and the closing session was chaired by Arnold Aronson, Executive Secretary of the Leadership Conference on Civil Rights and Co-Chairman of the Task Force on Local Coalitions.

At a second meeting, two days later in Minneapolis, the Mayors of eleven additional cities met with the leadership of the newly formed Minneapolis Coalition to review ideas for urban coalition activity. Two additional planning sessions are now scheduled--one for the western cities to be held in San Francisco (Nov. 30) and one for eastern cities to be held in early December.

National Steering Committee

I. W. ABEL, President, United Steelworkers, Pittsburgh
THE HONORABLE IVAN ALLEN, JR., Mayor of Atlanta
ARNOLD ARONSON, Executive Secretary, Leadership Conference on Civil Rights, Washington, D.C.
ROY ASH, President, Litton Industries, Beverly Hills
THE HONORABLE JOSEPH M. BARR, Mayor of Pittsburgh, President, U. S. Conference of Mayors
THE HONORABLE JEROME P. CAVANAUGH, Mayor of Detroit
FREDERICK J. CLOSE, Chairman of the Board, Aluminum Company of America, Pittsburgh
THE HONORABLE JOHN F. COLLINS, Mayor of Boston
THE HONORABLE RICHARD J. DALEY, Mayor of Chicago
THE MOST REV. JOHN F. DEARDEN, Archbishop of Detroit
GILBERT W. FITZHUGH, President, Metropolitan Life Insurance Company, New York
DR. ARTHUR FLEMMING, President, University of Oregon, President, National Council of Churches, New York
HENRY FORD II, Chairman, Ford Motor Company, Detroit
THE HONORABLE MILTON GRAHAM, Mayor of Phoenix
ANDREW HEISKELL, Chairman of the Board, Time, Inc., Chairman, Urban America Inc., New York
JOSEPH D. KEENAN, Secretary, International Brotherhood of Electrical Workers, Washington, D.C.
THE REV. DR. MARTIN LUTHER KING, JR., President, Southern Christian Leadership Conference, Atlanta
THE HONORABLE JOHN V. LINDSAY, Mayor of New York
GEORGE MEANY, President, AFL-CIO, Washington, D.C.
J. IRWIN MILLER, Chairman, Cummins Engine Company, Columbus (Indiana)
THE HONORABLE ARTHUR NAFTALIN, Mayor of Minneapolis
GERALD L. PHILLIPPE, Chairman of the Board, General Electric Company, New York
A. PHILIP RANDOLPH, President, Brotherhood of Sleeping Car Porters, New York
WALTER REUTHER, President, United Auto Workers, President, Citizens Crusade Against Poverty, Detroit
DAVID ROCKEFELLER, President, Chase Manhattan Bank, New York
JAMES ROUSE, President, The Rouse Company, President, Urban America Inc., Baltimore
RABBI JACOB P. RUDIN, President, Synagogue Council of America, New York
THEODORE SCHLESINGER, President, Allied Stores Corporation, New York
ASA T. SPAULDING, President, North Carolina Mutual Insurance Company, Durham
DAVID SULLIVAN, President, Service Employees International Union, Washington, D.C.
THE HONORABLE JAMES H. J. TATE, Mayor of Philadelphia, President, National League of Cities
JOHN WHEELER, President, Mechanics and Farmers Bank, Durham, President, Southern Regional Council
ROY WILKINS, Executive Director, National Association for the Advancement of Colored People, New York
WHITNEY YOUNG, JR., Executive Director, National Urban League, New York
JOHN FEILD, U. S. Conference of Mayors, National Coordinator
RON M. LINTON, Urban America Inc., National Coordinator

As of October 31, local coalitions were moving toward affiliation in Detroit, New York, Gary, Indianapolis, Minneapolis and Atlanta. Other communities across the nation are also apparently beginning to move. In California, for example, the League of California Cities, at its recent annual convention, called upon all California cities to establish urban coalitions. Fresno and San Diego sponsored the resolution and announced they were taking action in their communities. Similar word has been received from such diverse areas as Newark, Chatanooga, Denver, Phoenix, both Kansas Cities, Washington, D. C. and Seattle.

PRIVATE EMPLOYMENT & ENTREPRENEURSHIP

The Task Force on Private Employment has been contacting individual businessmen, business organizations, labor unions and civic groups for ideas on the role private industry and unions can play in meeting the problems of unemployment and underemployment in our cities. Ideas are being exchanged, case histories are being developed and guidelines for suggested local action are currently being prepared. Officials of the National Industrial Conference Board are cooperating with The Urban Coalition in developing plans for a national clearing-house on hard-core unemployment and training projects.

Two meetings have been scheduled--in Baltimore and Detroit--to examine in detail different local approaches to this problem. The Baltimore meeting (Nov. 14) will concentrate on how Negro business opportunities can be expanded through sub-contracting with industry. The Detroit meeting (Nov. 21) will emphasize training and upgrading. Task Force Co-Chairmen Gerald L. Phillippe and David Sullivan will speak at both meetings.

In addition, regional meetings on private employment are scheduled for Atlanta (Dec. 13), Phoenix (Jan. 17) and Kansas City, Mo. (Jan. 24).

COMMUNICATIONS AND PUBLIC SUPPORT

The new Task Force on Communications and Public Support is headed by Joseph H. Allen, President of McGraw Hill Publications, John H. Johnson, President of Johnson Publications and Harold Fleming, President of Potomac Institute. Through their efforts, key communications organizations such as the Advertising Council, the American Business Press Association and the Public Relations Society of America are being contacted for ideas and support.

McGraw-Hill Publications has scheduled a special supplement on urban problems which will appear in January in all forty of their publications. This is only the second time in their history that McGraw-Hill has undertaken such a project. A special supplement to City magazine on the August Convocation has been sent to all those who attended and is receiving wide national distribution.

Press support for the Coalition continues strong. Since the August Emergency Convocation, editorials supporting the Coalition's goals and principles have appeared in some 70 newspapers and magazines. In addition, news stories have appeared in a wide variety of dailies, weeklies, and magazines, including business journals, labor union papers, religious publications and the Negro press. (See sample clips)

LEGISLATION

On October 23, Coalition Co-Chairmen Andrew Heiskell and A. Philip Randolph wired members of the House-Senate Conference Committee on Independent Offices Appropriations urging that they support the Senate's recommendation of \$637 million for funding the model cities program (the House had approved \$237) and \$40 million for funding rent supplements (the House had killed the program). In final action, model cities received \$312 million and rent supplements received \$10 million.

In their wire, Heiskell and Randolph reminded members of the Committee that 1,200 national leaders gathered at the Coalition's August Convocation in Washington had unanimously declared:

"Congress must move without delay on urban programs. The country can wait no longer for measures that have been denied the people of the cities and the nation as a whole."

(Statement of Principles, Goals, and Commitments)

EQUAL HOUSING

Mr. James W. Cook, President of the Illinois Bell Telephone Company, has accepted the co-chairmanship of the Task Force on Equal Housing Opportunities. Representatives of the Task Force Co-Chairmen are exploring the current private and

government investment situation, and the effect of government housing and financing programs on plans for metropolitan open housing. The group is also surveying the experiences of existing fair housing groups and determining how this Task Force can relate its work to the local coalition movement. Particular emphasis is being paid the problem of new lower-income housing in suburban areas on an open occupancy basis.

A national action session for some 300 suburban fair housing councils is planned for early next year in Chicago. The Leadership Council for Metropolitan Open Communities, under the Chairmanship of C. Virgil Martin, President of Carson, Pirie Scott and Company will serve as the local host.

EDUCATIONAL DISPARITIES

Expansion of this Task Force is under way, work areas are being defined, and technical resources are being surveyed. Representatives of the Task Force Co-Chairmen met following the October 9 Steering Committee to discuss Task Force goals: particular attention was paid to ways in which the Task Force can relate to efforts of local coalitions to deal with educational problems.

A full Task Force meeting will take place November 7 in New York.

HOUSING RECONSTRUCTION AND INVESTMENT

Representatives of the Task Force Co-Chairmen have met twice and are drafting a position paper on the goals of the Task Force, the technical resources it can make use of, and the policies it will consider recommending.

Task Force Co-Chairmen and representatives meet November 22 in New York.

CITY OF ATLANTA



October 11, 1967

CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

MEMORANDUM

To: Mayor Ivan Allen, Jr.

From: Dan Sweat

Subject: Organization of Local Urban Coalitions

A priority goal of the Steering Committee of the National Urban Coalition is the establishment of strong local coalitions in the 50 largest urban cities of the nation. This is, of course, essential to the very life blood of any sustained effort to develop a meaningful coalition which can speak for urban America as a whole.

The direction taken by these local coalitions will depend upon the individual city or urban area and the wishes of the local leadership. We can safely predict they will take on a wide variety of shapes and forms from city to city.

The more I analyze the alternatives to organization of a coalition in Atlanta, the more I am convinced we already have several single-purpose groups functioning in this very capacity. I believe the identification of these groups as our coalition might reduce or negate the requirement for establishment of any other body, although I believe at some point a leadership meeting should be held to explain the Urban Coalition.

Mayor Allen
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Probably the best example of a local coalition organized to attack a particular problem area is the Board of Directors of Economic Opportunity Atlanta, Inc. This group, originally appointed by the governing authorities of the City of Atlanta and Fulton County, and now operating under a non-profit charter, clearly represents the six broad areas of Business, Labor, Civil Rights, Education, Religion and Local Government, which make up the national coalition. (A copy of the EOA Board is attached.)

A second group organized around a single-purpose is the Housing Resources Committee. (Copy of Committee Structure attached.)

Other groups which would fall in this category would be the Community Relations Commission, Atlanta Youth Council, and the Citizens Advisory Committee on Urban Renewal. (Copies of CRC, AYC and CACUR Board members attached.)

Each of these groups is organized to perform in an area of primary concern to the national coalition; EOA - Poverty; Housing Resources Committee - Low Income Housing; Community Relations Commission - Civil Rights; CACUR - Urban Redevelopment.

The final Model Cities Executive Board - Technical Advisory Committee - Citizens Advisory Committee structure will provide for another coalition of individuals and groups designed to produce cooperative action in planning and implementing the Model Cities Program. (Copies of proposed Board and Committee Structure attached.)

It is readily apparent that no recognized local group is established for the specific purpose of developing employment opportunities for the poor. While a large part of EOA's program is designed to reduce unemployment and

Mayor Allen
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underemployment, no broadly-based organization currently exists which can function in a capacity which will bear the local responsibility for meeting the national Urban Coalition goal of one million jobs for the poor. (This was the first announced goal of the Urban Coalition.)

I believe, however, that a project in the works during the last eighteen months by the City of Atlanta, EOA, the Community Council, Atlanta Chamber of Commerce and the Sears-Roebuck Foundation might have produced the mechanism for creation of a coalition on employment opportunities.

This group has met informally at least once a month during this time in an effort to produce a color slide presentation on problems and opportunities for employment of the poor. The Sears-Roebuck Foundation financed the employment of a top advertising agency to assemble the materials and design the presentation under the supervision of the informal group.

The presentation is now completed and Mr. Lucien Oliver of Sears will, in the next three or four weeks, invite a select group of key business executives to a luncheon to be exposed to this production. He is expected to ask each of these executives to sponsor luncheons for a wider group of businessmen in an effort to disseminate the information to as many firms as possible.

The businessmen will also be encouraged to direct their personnel management to become better informed on the problems of unemployment and underemployment among the poor and to investigate all possibilities for providing entry level jobs for additional employees who lack skills and training.

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This will fit perfectly into the scheme of the national coalition, which is encouraging the top executives of the large national firms to direct their plants throughout the country to do essentially the same thing. (There has already been some definite response to this program. I have had an indication from Sears and Ford offices here that the word has already come from the top.)

In view of the impending National Steering Committee Conference on Employment here in November, I am encouraging the meeting of the first group by Mr. Oliver be held in advance of the Coalition. I believe this initial group should be considered as the local coalition and worked into the National Conference.

I recommend that you ask Mr. Oliver to attend or send Dan Garies or Bob Wood to the October 17 all-day meeting on local coalitions in Chicago. I would also recommend that I attend as your representative and that you ask Vernon Jordan to represent us in the area of Civil Rights. Vernon is on loan to the Urban Coalition staff and will be in attendance and is more aware of what is going on than any other individual from Atlanta.

I also would hope that at a very early date we can show you the employment presentation and get your ideas on how we can provide follow-up.

DS:fy

ECONOMIC OPPORTUNITY ATLANTA, INC.
BOARD MEMBERS

Authority Chairman:

Boisfeuillet Jones, 210 Peachtree Center Building, 230 Peachtree Street, N. W., Atlanta, Georgia 30303. Telephone: 522-8511 Foundation

Members appointed by Fulton County:

Harold Benson, Benson Chevrolet Company, 1001 Alpharetta Street, Roswell, Georgia 30075. Telephone: 993-4414 Business

Melvin Grantham, 2152 Woodberry Avenue, East Point, Georgia 30044. Telephone: 758-8661, Ext. 57 Auto

John W. Greer, 811 Healey Building, Atlanta, Georgia 30303. Telephone: 524-4223 Political

Jesse Hill, Vice President and Actuary, Atlanta Life Insurance Company, 148 Auburn Avenue, N. E., Atlanta, Georgia 30303. Telephone: JA 1-0513 Ins. agent

Carl Plunkett, Plunkett and Company, Inc., 201 Spring Street, N. W., Atlanta, Georgia 30303. Telephone: JA 1-2438 welfare

Dr. Paul D. West, Superintendent, Fulton County Schools, 165 Central Avenue, S. W., Atlanta, Georgia 30303. Telephone: 572-2211 Education

Mrs. W. H. (Lucy) Aiken, 239 West Lake Avenue, N. W., Atlanta, Georgia 30314. Telephone: 794-2431 Civil Rights

Members appointed by the City of Atlanta:

William L. Calloway, Calloway Realty Company, 193 Auburn Avenue, N. E., Atlanta, Georgia 30303. Telephone: JA 2-4525 Civil Rights

Rev. Joseph L. Griggs, Pastor, Gordon Street Presbyterian Church, 1450 Gordon Street, S. W., Atlanta, Georgia 30310. Telephone: PL 3-6121 Religion

Dr. John W. Letson, Superintendent, Atlanta Public Schools, 224 Central Avenue, S. W., Atlanta, Georgia 30303. Telephone: 522-3381 Education

W. H. Montague, Sr., President, Georgia State AFL-CIO, 15 Peachtree Street, N. E., Atlanta, Georgia 30303. Telephone: 525-2793 Labor

Members appointed by the City of Atlanta (Cont'd):

A. H. Sterne, President, Trust Company of Georgia, 36 Edgewood Avenue,
N. E., Atlanta, Georgia 30303. Telephone: 588-7123 Business

Mrs. LeRoy (Ann) Woodward, 834 Oakdale Road, N. E., Atlanta, Georgia 30307.
Telephone: DR 3-4020 Education

Rev. M. L. King, Sr., Pastor, Ebenezer Baptist Church, 413 Auburn Avenue,
N. E., Atlanta, Georgia. Telephone: 688-7263 Religion - Civil Rights

John S. Herndon (Gwinnett Member), Suwannee, Georgia 30174.
Telephone: 945-5375 Music

Julian Sharpton (Gwinnett Member), Whippoorwill Street, Duluth, Georgia
30136. Telephone: 963-3491 or 476-2170 Art

George L. Edwards, Jr. (Rockdale Member), 1842 Calloway Drive, N. W.,
Atlanta, Georgia 30314. Telephone: 483-8647 Civil Rights

Mrs. Nancie Stowers (Rockdale Member), Director, Department of Family
and Children Services, West Avenue, Conyers, Georgia 30207.
Telephone: 483-8606 Welfare

Members appointed by the Citizens Central Advisory Council (CCAC):

Mr. Erwin Stevens, 799 Parsons Street, S. W., Atlanta, Georgia 30314.
Telephone: 523-5791 or 873-6524

~~Mrs. Mamie C. Wynn, 1405 Bridges Avenue, S. W., Atlanta, Georgia 30310.
Telephone: 755-4230~~

Robert Dobbs, 2455 Abner Place, N. W., Atlanta, Georgia 30318.
Telephone: 622-0919 or 794-1487

Mrs. A. L. Benton, 162 Lamar Street, S. E., Atlanta, Georgia 30315.
Telephone: 524-6075

Mr. H. D. "Bo" Wiley
Mr. Robert Barnes
Mr. W. T. Brooks
Mr. Leroy Dobbs
Mrs. Ethel Cox
Mrs. Susie Labord

Mr. Edward Young
Mrs. Beatrice Garland
Mrs. Wayman Mitchell
Mr. Lawrence Coleman

May 31, 1967

HOUSING RESOURCES COMMITTEE

Mr. Cecil A. Alexander, Chairman
Housing Resources Committee
Finch, Alexander, Barnes, Rothschild and Paschal, Architects
10th Floor Standard Federal Building
44 Broad Street, N. W.
Atlanta, Georgia

Dr. Sanford S. Atwood, Co-Chairman
Housing Resources Committee
President, Emory University
Atlanta, Georgia 30322

Dr. Benjamin E. Mays, Co-Chairman
Housing Resources Committee
President, Morehouse College
Atlanta, Georgia

PANELS

LEGAL

Mr. Charles L. Weltner, Attorney
The First National Bank, Suite 2943
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Atlanta, Georgia

~~XXXXXXXXXXXXXXXXXXXX~~

Mr. Donald Hollowell, Regional Director
Equal Employment Opportunity Commission
1776 Peachtree Street, N. W.
Atlanta, Georgia

Honorable Luther Alverson, Judge
Fulton County Superior Court
136 Pryor Street, S. W.
Atlanta, Georgia

Mr. Archer D. Smith III, Attorney
Harmon and Thackston
1944 National Bank of Georgia Bldg.
Atlanta, Georgia

Chairman

Mr. Norman L. Underwood, Attorney
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225 North Avenue, N. W.
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Chairman

Mr. Herman J. Russell, Contractor
504 Fair Street, S. W.
Atlanta, Georgia 30313

Mr. Moreland Smith, Director
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Representative, Private Sector
Member, Model Neighborhood Area Council
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Fulton County Manager
Superintendent, Atlanta Public Schools
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Executive Director, Economic Opportunity Atlanta, Inc.
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Parks General Manager, City of Atlanta
Chief of Construction, City of Atlanta
Planning Director, City of Atlanta
Police Chief, City of Atlanta
Minister, Central Presbyterian Church

LEADERSHIP BRIEFING PAPER

Mobilizing Urban Coalitions

Chicago, Illinois--October 17, 1967

I. URBAN LEGISLATION

As first steps toward the implementation of the commitments made at the August Emergency Convocation, the National Steering Committee announced its support for the Emergency Employment Act, co-sponsored in the Senate by Senators Clark and Javits. The Coalition supported the Prouty amendment which would have enlarged the involvement of private companies in training workers for public service jobs. The vote in the Senate was close--47-42. The measure has been referred back to the Senate Labor Committee where Senator Clark has announced he will conduct additional hearings.

The Coalition also announced its support for full funding for the Poverty Program, Model Cities, and Rent Supplements. The Senate has acted by increasing the Administration's appropriation request by \$168 million for the poverty program, restored the appropriations for Rent Supplements which was deleted in the House and has authorized most of the money requested by the Administration for Model Cities. The latter two measures are now in Conference Committee attempting to reconcile considerably lower House appropriations. The House has not yet acted on the Poverty Program.

The Urban Coalition has also supported civil rights fair housing legislation and Co-Chairman Andrew Heiskell has testified before the Senate Committee on behalf of the Administration's proposal.

At the present time, the Steering Committee is studying the new restrictions on the Social Security Program imposed by the House of Representatives.

II. EMPLOYMENT

The Emergency Task Force on Private Employment and Entrepreneurship is in the process of developing programs to implement the Urban Coalition's Statement of Principles, Goals, and Commitments adopted at the Emergency Convocation.

At the present time, the Task Force is working on three specific goals:

Mr. Sterne
Page Three
October 19, 1967

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Atlanta, Inc.

Dr. John W. Letson
Superintendent
Atlanta Public Schools

Mr. Erwin Stevens, President
Citizens Central Advisory Council
Economic Opportunity Atlanta, Inc.

Sincerely yours,

Ivan Allen, Jr.
Mayor

IAJr:fy

PAGE TWO
BRIEFING MEMO
WORKSHOP LEADERSHIP

1. Assisting the business sector in developing practical techniques and mechanisms of expanding private employment opportunities for central city residents.
2. Encouraging and assisting the private sector in developing specific community-wide programs and resources necessary to make an impact on unemployment and underemployment.
3. Increasing and broadening the involvement and commitment of business, labor and civil leadership in implementing the Statement of Principles, Goals, and Commitments of the Urban Coalition.

The Task Force is taking the following actions to implement these three goals:

1. Making field visits to several communities to assess current conditions.
2. Working with local leaders in launching specific programs in three cities: Atlanta, Baltimore and Detroit.
3. Planning for a national conference of representatives from at least 50 local private employment task forces to exchange experience and enlarge the national effort.
4. Creating a Technical Working Group of key persons from personnel, labor, education, training, civic groups, and manpower research. This group will be available to both the Task Force at the national level and to local counterpart task forces.
5. Inviting additional interested leaders from business, labor, religion, education, training, civil rights, and local government to work with the Task Force.

Although the Task Force is addressing itself to problems on the national level much of the success of the program will depend on the development of local private employment task forces, and the commitments made by the private sector. Thus, the discussion on private employment might well focus on organizing the private sector for action on the local level.

The local task forces should consist of high-level leadership from a cross section of the private sector and have sufficient resources, including staff, to develop and implement programs. The task force should function as a working committee, although the actual duties may be assigned to staff personnel and specialists.

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BRIEFING MEMO
WORKSHOP LEADERSHIP

Since each community may wish to approach the problem differently, appropriate information should be developed to assist the task force on priorities and programs. A program of action for a local task force could be as follows:

1. An assessment of the unemployment and underemployment problems in the community.
2. An inventory of manpower programs in operation.
3. Development of programs to meet the unfilled needs.
4. Continuous evaluation and reporting of the progress and problems in the community.

III. HOUSING

The Urban Coalition has two Task Forces in the housing and reconstruction area. The Reconstruction Task Force is currently developing a long-range program aimed at increasing investment in center-city areas and at expanding housing available for lower-income families. The Equal Opportunities in Housing Task Force is working out a program with local fair housing committees and with key elements in the real estate, development and mortgage institutions.

IV. PUBLIC SUPPORT

The Task Force on Communications and Public Support is currently working out a program aimed at launching a national educational campaign through the Advertising Council. In addition, individual efforts are being lunched with key elements of the mass media aimed at emphasizing the nature of the urban crisis. Local counterpart task forces can greatly assist this effort and should, if possible, directly and personally involve representatives of the mass media on a local basis.

V. LOCAL COALITIONS

See Discussion Paper and Guidelines for Local Coalitions

VI. DISCUSSION PROCEDURES

We are expecting approximately 300 participants drawn from fifty to sixty communities. Most will not have gone very far toward organizing local coalition activities. The participants will be divided into five workshop groups. Each discussion group will have a chairman and four resource consultants. It is expected that each discussion group will address itself to two topics in the morning workshops (the review of the national legislative picture affecting cities and a review of opportunities for and methods of expanding private employment) and two topics in the afternoon (housing and reconstruction problems and ways of developing public support and local coalitions).

There are only two key concerns that the National Steering Committee now has concerning local coalitions. One is that we expect them to take different forms because of local conditions and the other is that we expect their governing boards to be representative, including the elements represented on the National Steering Committee (business, labor, local government, religion, civil rights and education). Our official view is that we expect local coalitions to include leadership from the ghettos and barrios. Two representatives from local coalitions will be elected to serve on the Steering Committee by a Council of Urban Coalitions to be formed later this year.

Local coalitions, local task forces and special projects sponsored by the national task forces will provide full opportunity for the participation of interested citizens in achieving the goals of the Coalition. The posture of the Steering Committee is that we welcome support for the Statement of Principles, Goals, and Commitments and we expect local coalitions to expand on these principles through local efforts and in consultation with the National Steering Committee through the Council of Urban Coalitions.

The workshop chairmen and resource consultants should stress the importance of mobilizing national support for a greater allocation of both public and private resources to deal with the problems of the center-cities. The resource people bear an especially heavy responsibility--to interpret the enormity and complexity of this undertaking. Stress must be placed on the fact that Congress is currently not responding to the need as the Coalition sees it. While encouraging the expansion of private initiative, stress must be placed on the critical importance of public policy, equal opportunity and federal dollars.

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BRIEFING MEMO
WORKSHOP LEADERSHIP

A sense of urgency must be maintained at the same time that recognition is given to the difficulties and negatives in the present national climate. It must be made clear that the National Steering Committee exists primarily to assist local communities to mobilize public opinion and public support for Congressional action on the one hand and a speed-up of private initiative on both the national and local levels on the other.

THE URBAN COALITION
1819 H Street, N.W.
Washington, D. C. 20006

October, 1967

GUIDELINES FOR LOCAL COALITIONS

On August 24 in Washington, D. C., the Emergency Convocation of The Urban Coalition issued an urgent appeal to all concerned American citizens to join with the Coalition in efforts to fashion a new political, social, economic, and moral climate that will make possible the breaking of the vicious cycle of the ghetto. Action at the community level must now follow.

As leaders in your community, your commitment and ingenuity are now called upon to muster the support and involvement of your fellow citizens for a massive reordering of both national and local priorities in the face of the unresolved urban emergency.

The Urban Coalition looks to you to initiate formation of a local coalition in your city or metropolitan area to work in concert with the National Steering Committee in pursuit of common objectives.

OBJECTIVES

At the conclusion of the August Emergency Convocation, The Urban Coalition adopted a comprehensive Statement of Principles, Goals and Commitments. It is this document which charts the course for our mutual efforts. (A copy of the Statement is enclosed.)

You will note from the Statement that the Coalition has identified seven specific areas of urban affairs calling for action by the Coalition and the nation. Emergency Task Forces have been created reflecting these problem areas. They are:

1. Emergency Task Force on Public Service Employment
2. Emergency Task Force on Private Employment and Entrepreneurship
3. Emergency Task Force on Educational Disparities
4. Emergency Task Force on Housing Reconstruction and Investment
5. Emergency Task Force on Equal Housing Opportunities
6. Emergency Task Force on Communications and Public Support
7. Emergency Task Force on Local Coalitions

The Statement of Goals adopted by the Coalition makes clear that the key to resolving these inter-related problems is a massive emergency work program of at least one million new public service-type jobs, developed and financed by the Federal Government, including new training opportunities for the

unemployed and underemployed. The elements of such an emergency work program are described in the Statement.

Such a program is a prerequisite to the restoration of economic health to our cities and hope to the lives of millions of urban Americans. The pervasive social and economic costs of continued high levels of unemployment and underemployment in our cities can spell further disaster to our society. The alternative is to implement a crash, national, employment program of the character The Urban Coalition proposes.

The business of The Urban Coalition is to induce a complete revision in the allocation of talent, time, money and resources to meeting the basic needs of America's cities. While special emphasis has been given in The Coalition's Statement to the basic need for full employment, this is not to minimize the urgent needs for new capital investment, revitalized public education, substantial increases in the housing supply, more and better urban services and facilities, and enhanced equal opportunity in housing. The Statement adds that the "next order of business...shall be the development of a broad program of urban reconstruction...including the goal of rehabilitation and construction of at least one million housing units for lower-income families annually."

All sectors of American society have a role to play in accomplishing the goals The Urban Coalition has proposed. Awakening those sectors to the emergency at hand and mobilizing them for appropriate action is the immediate task. Essential to The Urban Coalition's performing that task is the formation of local coalitions which will first, pledge their support of the Statement of Principles, Goals and Commitments, and second, work in concert with the National Steering Committee, with all resources available to them, to accomplish these goals.

STRATEGY AND AGENDA FOR LOCAL COALITIONS

As an initial target, the Steering Committee of The Urban Coalition is responding to the requests of communities in at least fifty major urban areas for assistance in the formation of local coalitions by the end of November, 1967. As is the case with the Steering Committee, these local organizing committees will be made up of representatives from the community's business, organized labor, religious, civil rights, educational, local government, and communications leadership. It is important that the sectors represented correspond with those represented on the National Steering Committee so as to be broadly representative of the life of the community. In some cases, it may be that coalitions have already been formed around such issues as jobs, schools or housing. These existing groups may wish to identify with and work with The Urban Coalition.

Where a general, as contrasted to a single issue, coalition is being formed, the first order of business for the organizing committee is to round out representative participation on a local Steering Committee. Secondly, the Steering Committee should develop a draft Statement of Principles, Goals, and Commitments which endorses the national Statement and broadens it to include major local concerns. In those cities where several single issue coalitions already exist, they may wish to jointly create a steering committee to work with the National Steering Committee.

*Draft a
Statement of
Principles
and
Commitments*

It is strongly recommended that, where new coalitions are being formed, the local organizing committee arrange for at least one staff person to work full time for the local coalition. It is likely that this staff person could be borrowed from the staff of one of the participating elements of the coalition. While the National Steering Committee is not able to offer any financial assistance to local organizing committees, it will provide other assistance in preparing and convening local coalition activities.

*Full time
person
recommended*

In addition, the Steering Committee has accepted an offer by the National Institute of Public Affairs to furnish, where desired, technical assistance to local organizing committees in programming of local convocations and subsequent seminars and workshops on urban affairs. The National Steering Committee will also provide speakers, where needed and requested, in any or all of the substantive areas under consideration by The Urban Coalition Task Forces mentioned earlier.

*Technical
assistance
by NIPA*

With respect to newly-formed local coalitions, it is expected that the local structure will include a steering committee and task forces to deal with national urban legislation, expansion of private employment, housing, education and public information.

Finally, it is contemplated that the local coalitions will participate in and help shape the programs of The Urban Coalition through a Council of Urban Coalitions. Each city should plan to designate two representatives to serve on this national Council. At its first meeting to be held before the end of this year, the Council will elect two representatives to serve on The National Steering Committee and will continue to advise The National Steering Committee on policies that are of national concern.

By definition, a coalition, whether it be single purpose or otherwise, is an association of constituencies for some agreed purposes and not at all necessarily a formally organized, regulated and structured entity. Local coalitions, whether single purpose or otherwise, may, therefore, be associations of leadership from already organized structures and sectors of communities. It is not necessary, although in some cases it may be desirable, for a local group to formally incorporate a local coalition. The national Urban Coalition has not chosen to incorporate. In the case of unincorporated local coalitions, funds may be channeled through a separate fiscal agent such as a cooperating organization.

At this point it is appropriate to mention in connection with those local groups that choose to incorporate, that careful attention should be given to weighing the advantages and disadvantages of seeking tax exempt status under Section 501(c)(3) of the Internal Revenue Code. Perhaps one of the most important considerations in reaching a determination on whether to seek tax exempt status is the fact that organizations enjoying such status are not in a position to attempt to influence the decisions of legislative bodies. Given the potential importance of this fact for any organization attempting to deal in a comprehensive way with the range of urban problems, careful deliberation of this subject is in order on the local level before a decision is taken with respect to tax status. Members of the steering committees of such tax exempt organizations may nonetheless make appeals for legislation if they are acting as individuals.

* * *

GUIDELINES FOR LOCAL COALITIONS

The Emergency Convocation of The Urban Coalition has issued an urgent appeal to all concerned American citizens to join with the Coalition in efforts to fashion a new political, social, economic, and moral climate that will make possible the breaking of the vicious cycle of the ghetto. Action at the community level must now follow.

As leaders in your community, your commitment and ingenuity are now called upon to muster the support and involvement of your fellow citizens for a massive reordering of priorities and programs in the face of the urban emergency.

The national Steering Committee of The Urban Coalition is already at work developing strategy and programs to achieve the goals it has set for itself. But its focus is primarily on national decision makers and national priorities and programs. This will not be enough. There must be complementary action at the local level where ultimate responsibility rests and where urban problems are most clearly perceived.

The Urban Coalition therefore looks to you to initiate formation of a local coalition in your city or metropolitan area to work in concert with the national Steering Committee in pursuit of common objectives.

OBJECTIVES

At the conclusion of the August Emergency Convocation, The Urban Coalition adopted a comprehensive Statement of Principles, Goals and Commitments. It is this document which charts the course for our mutual efforts. (A copy of the Statement is enclosed).

You will note from the Statement that the Coalition has identified seven specific areas of urban affairs calling for consideration and

action by the Coalition and the country. Emergency Task Forces have been created reflecting these problem areas through which the substantive efforts of the Coalition will be channeled. They are:

1. Emergency Task Force on Public Service Employment
2. Emergency Task Force on Private Employment
3. Emergency Task Force on Educational Disparities
4. Emergency Task Force on Reconstruction Investment &
Urban Development
5. Emergency Task Force on Equal Housing Opportunities
6. Emergency Task Force on Communications
7. Emergency Task Force on Local Coalitions

The designated urban concern of each Task Force demands immediate attention and action. But while such a division of tasks is essential for efficient organization of the Coalition's endeavors, the very real functional inter-relationships between the major urban problems must not be overlooked.

It is the position of The Coalition that given current urban American conditions, the key to resolving these inter-related problems is a massive emergency work program of at least one million new public service-type jobs, developed and financed by the Federal Government, including new training opportunities for the unemployed and underemployed. The elements of such an emergency work program are described in the Statement.

Such a program is a prerequisite to the restoration of economic health to our cities and hope to the lives of millions of urban Americans. Equally important is the fact that in the absence of such a governmentally-generated emergency work program even the most enlightened and massive efforts to improve public education, housing, and health and welfare services will meet with failure. The pervasive social and economic costs of continued high levels of unemployment and underemploy-

ment in our cities can spell sure disaster to our society. The alternative is to implement a crash national employment program of the character The Urban Coalition proposes.

The business of The Urban Coalition is to induce a complete revision in the allocation of talent, time, money and resources to meeting the basic needs of America's cities. While special emphasis has been given in The Coalition's Statement to the basic need for full employment, this is not to minimize the urgent needs for new capital investment, revitalized public education, substantial increases in the housing supply, more and better urban services and facilities, and enhanced equal opportunity in housing. The Statement states that the "next order of business...shall be the development of a broad program of urban reconstruction...including the goal of rehabilitation and construction of at least one million housing units for lower-income families annually."

All sectors of American society have a role to play in accomplishing the goals The Urban Coalition has proposed. Awakening those sectors to the emergency at hand and mobilizing them for appropriate action is the immediate task. Essential to The Urban Coalition's performing that task is the formation of local coalitions which, we hope, will first, pledge their support of the Statement of Principles, Goals and Commitments, and second, work in concert with the national Steering Committee, with all resources available to them, to accomplish these goals.

STRATEGY AND AGENDA FOR LOCAL COALITIONS

As an initial target, the Steering Committee of The Urban Coalition is responding to the requests of communities in at least fifty major urban areas for assistance in the formation of local coalitions by November 15, 1967. In each of the fifty communities, a small organizing committee of local leaders is being called together. As is the case with the Steering Committee, the local organizing committee will

be made up of representatives from the community's business, organized labor, religious, civil rights, educational, local government, and communications leadership. It is important that the sectors represented correspond with those represented on the national Steering Committee so as to be broadly representative of the life of the community. In some cases, it may be that coalitions have already been formed around such issues as jobs, schools or housing. These groups may wish to identify with and work with The Urban Coalition.

The local organizing committee and other existing coalition groups are being invited to designate representatives to attend a one-day Local Urban Coalition Planning Session to be held on Tuesday, October 17 1967 in Chicago, Illinois. The planning session, convened by the national Steering Committee, will deal exclusively with organization and programming of local coalitions. Further information will be furnished to you shortly on the subject of the planning session.

In no event, however, should the organization of local coalitions be deferred pending the Chicago planning session. Time is of the essence.

Where a general, as contrasted to a single issue, coalition is being formed the first order of business for the organizing committee is to round out representative participation on a local Steering Committee. Secondly, the Steering Committee should develop a draft Statement of Principles, Goals, and Commitments which endorses the national Statement and broadens it to include major local concerns. Next, convening of an emergency convocation of the local coalition to review and adopt a Statement of Goals and develop plans for implementation might be undertaken. This convocation, patterned after the national Emergency Convocation held in August, should be called as soon as possible, hopefully, no later than mid-November. In those cities where several single issue coalitions already exist, they may wish to jointly convene such a convocation.

It is strongly recommended that, both in the initial organizational phase as well as the post-convocation phase, where new coalitions are being formed, the local organizing committee arrange for at least one staff person to work full time on the local coalition. It is expected that this staff person could be borrowed from the staff of one of the participating leaders.

THE LOCAL EMERGENCY CONVOCATION

The local convocation will serve to bring together the significant community leadership and will serve both as an organizing device as well as a vehicle for arousing and educating the community to the urban emergency.

The convening of the convocation and the endorsement of a Statement of Principles will have local and national significance to the extent that the convocation enjoys the participation of the community's leadership representing the same constituencies represented in the organizing committee. This is an enterprise requiring as much citizen support as possible so that community leadership involvement must be broad and numerically substantial.

The convocation can be focused on the problems of a single city or on the problems of the metropolitan area in which it is located, whichever is feasible and appropriate. It is fully expected that the local coalition and the convocation will involve representatives of major employers and unions whether their constituents and/or functions are in the city or the suburbs.

While the national Urban Coalition is not able to offer any financial assistance to local organizing committees, it will provide the assistance in preparing and convening the local convocation. In this regard, the October 17th planning conference in Chicago will offer orientation and counsel on a range of factors pertinent to successful

local coalitions.

In addition, the Steering Committee has accepted an offer by the National Institute of Public Affairs to furnish, where desired, technical assistance to local organizing committees in programming of the local convocation and subsequent seminars and workshops. The national Steering Committee will also provide speakers, where needed and requested, in any or all of the substantive areas under consideration by The Urban Coalition Task Forces mentioned earlier.

A necessary outcome of the convocation is endorsement of a minimal organizational structure to pursue the goals and commitments adopted. With respect to newly-formed local coalitions, the local structure should include a steering committee and a minimum of three task forces to deal with legislation, expansion of private employment, and public information, respectively. Beyond the substance of these three task forces, local groups may set up other work groups. The national Urban Coalition, however, is presently going through program development with its other task forces and will be prepared to coordinate other local task force action areas in the near future.

Finally, it is contemplated that the local coalitions will participate in and help shape the programs of The Urban Coalition.

CITY OF ATLANTA



CITY HALL ATLANTA, GA. 30303

Tel. 522-4463 Area Code 404

IVAN ALLEN, JR., MAYOR

R. EARL LANDERS, Administrative Assistant
MRS. ANN M. MOSES, Executive Secretary
DAN E. SWEAT, JR., Director of Governmental Liaison

October 23, 1967

MEMORANDUM

TO: Mayor Ivan Allen, Jr.

FROM: Dan Sweat

SUBJECT: Wednesday A.M. meeting of Local Urban Coalition

*Day
Keep's full*

The following format is suggested for the Wednesday meeting:

1. Mayor briefly state background for formation of National Urban Coalition.
 - (a) Grew from a concern that the country 's national priorities placed the problems of our urban cities far down the list -- behind Defense, Space, Agriculture, Highways, etc.
 - (b) The need for a reordering of priorities to make cities the No. 1 concern of the nation.
 - (c) Congress not only has an attitude which is freezing urban expenditures, but is actually cutting back on social programs of long standing. (The Social Security amendments as passed by the House freezes the number of aid to families with dependent children to current levels, which would mean that Atlanta or Fulton County DFCS could certify no more AFDC cases than the total number at present.)
2. Who makes up Urban Coalition?
 - (a) National Steering Committee of 33 members. Mayors of urban cities, top labor leaders, businessmen, civil rights leaders, educators and churchmen.

3. What does it do?

- (a) This coalition pulls together the key elements in cities for discussion and joint actions on the major urban problem areas -- slums, poverty, unemployment, housing, education, etc.
- (b) The coalition will distribute information among its members on pending legislation before Congress and conduct an educational campaign to make the nation aware of the massive problems which cities face.
- (c) The coalition will attempt to stimulate interest by private business to provide jobs and programs in cities (the \$1 billion Insurance Industry Housing Program resulted from the Urban Coalition) and develop resources from all other areas to bring maximum impact on urban problems.

4. What can an Atlanta Urban Coalition do?

- (a) Act as a communications link between National Coalition and local organizations.
- (b) Provide an identifiable group representing all areas of Atlanta life to convene and bring to bear on any city crisis.
- (c) Stimulate maximum cooperation and coordination among organizations.
- (d) Act as a sounding board for new program proposals and recommend where certain programs should be placed.
- (e) Provide support from local community for legislative proposals to the National Congress and State Legislature.
- (f) Assist City in determining local priorities.

5. Mayor ask for comments on proposal and on draft resolution.

6. Mayor ask for endorsement of National Coalition Goals.

7. Suggested Steps for Follow-Up.

- (a) Mayor's Office will coordinate Coalition initially, but encourage volunteers to provide staff assistance. (Perhaps some organization has a person they could assign to coordinate the program full-time. It doesn't have to be done from City Hall.)
- (b) Other organizations who express interest in joining will be added and kept informed.

8. Mayor mention probability of Task Force or Private Employment holding conference here on November 15th to discuss ways private industry can provide jobs and training for unemployed and under-employed.

DS/br

EXPANDING EMPLOYMENT OPPORTUNITIES

Atlanta-American Motor Hotel, Atlanta, Georgia

Eastern Regional Action Conference

December 13, 1967

8:30 am *Registration — Atlanta-American Motor Hotel
Atlanta, Georgia*

9:30 am **Opening General Session:** *Grand Ballroom*

*Presiding: David Sullivan, President
Building Service Employees
International Union AFL-CIO*

*Greetings: Honorable Ivan Allen, Jr.
Mayor, City of Atlanta*

*Remarks: William Flynn, Director
STEP Program, National Association
of Manufacturers*

*Dr. Lawrence D. Reddick
Executive Director
Opportunities Industrialization Center
Institute*

*Augustus H. Sterne, President
Chamber of Commerce
Atlanta, Georgia*

10:30 am **Workshops:** *Expanding Private Employment
Opportunities*

Five concurrent workshops will be held, all dealing with the same topics.

*Morning Session: Film — "Employment Programs,
City of Atlanta"*

*Organizing local employment
campaigns*

Recruiting, training and placement of the hard-core unemployed

Reassessing under-employment

12:15 pm **Luncheon Session:** *Georgia Ballroom*

*Presiding: John Wheeler, President
Mechanics and Farmers Bank
Durham, North Carolina
President, Southern Regional Council*

*Address: Gerald L. Phillippe,
Chairman of the Board
General Electric Company*

2:00 pm **Concurrent Workshops**

*Afternoon Session: Job development and upward
mobility*

*Entrepreneurship—Promotion
of economic growth in the
ghetto.*

3:30 pm **Adjournment**

The Urban Coalition

1819 H Street, N.W. Washington, D. C. / 20006 / Telephone 293-1530

Co-chairmen: Andrew Heiskell / A. Phillip Randolph

National Coordinators: John Feild / Ron M. Linton

