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THE ADVERTISING COUNCIL, INC.

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CRISIS IN OUR CITIES

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

ATTENTION TO WHAT IS HAPPENING...

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

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

...AND TO THOSE AFFECTED

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

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

THE CHOICE -- DISASTER OR CONSTRUCTIVE CHANGE

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

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

EVERYONE HAS A PART

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

"THE TURNING POINT"

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

SUMMARY...WHAT TO TELL YOUR AUDIENCE

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

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

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

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

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