

The Urban Coalition / **ACTION REPORT**

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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.