

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

December 15, 1967

NATIONAL COORDINATORS WEEKLY REPORT

STEERING COMMITTEE

So many of the principals on the Steering Committee encountered unavoidable scheduling problems that it was necessary to postpone the meeting scheduled for December 18 in Detroit. The meeting will be held on January 8 at the Mayflower Hotel in Washington. The new date will permit a broader representation of principals from the various segments making up the Coalition. The Washington location will simplify the administrative aspects of holding this particular meeting, at which the Committee members will be considering details of future organization and programs. A later Steering Committee meeting will be held in Detroit.

PRIVATE EMPLOYMENT AND ENTREPRENEURSHIP

The Task Force held a highly successful meeting in Atlanta on December 13 for businessmen in the eastern and southern states. More than 200 participants heard hard-hitting and inspiring speeches from Mayor Ivan Allen, Jr. of Atlanta, William Flynn, director of the STEP Program for the National Association of Manufacturers, Dr. Lawrence D. Reddick, executive director of the Opportunities Industrialization Center Institute of Philadelphia, Augustus H. Sterne, president of the Atlanta Chamber of Commerce, and Gerald L. Phillippe, chairman of the board of the General Electric Company and Co-Chairman of the Task Force. At workshop sessions smaller groups exchanged information and discussed solutions to problems.

Mr. Phillippe's excellent address at the luncheon session is being printed and will be mailed to everyone on the Coalition mailing list.

LOCAL COALITIONS

Advance commitments indicate that the regional meeting on organizing local urban coalitions to be held in New York City on January 12 will be well attended. The session will be held at New York University's Loeb Center.

Big news from two of the nation's larger cities: Last week Baltimore held its organizational meeting for a local coalition, and on Thursday Mayor Walter E. Washington announced the formation of a coalition for the metropolitan Washington, D.C., area.

In his announcement, Mayor Washington said citizens have called for a local urban coalition in terms of urgency generated by the August Emergency Convocation. Mayor Washington emphasized that the coalition must have the participation of the Virginia and Maryland suburbs, and said he had already talked to several heads of the neighboring jurisdictions. He set a November 16 organizational meeting.

*JS*

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

December 1, 1967

NATIONAL COORDINATORS WEEKLY REPORT

Task Force on Local Coalitions

More than 200 representatives from 34 cities in six states attended the Western Regional Mobilization Conference in San Francisco on November 30. The program followed closely the format of the previous conference held in Chicago, with heavy emphasis on how to organize local coalitions.

General session speakers included Bayard Rustin, Executive Director of the A. Philip Randolph Institute, who also served as chairman; Mayor John F. Shelley and Mayor-Elect Joseph Alioto of San Francisco; Francis M. Barnes, Vice President of Crown Zellerbach Corporation; Bishop Donald Harvey Tippet, President of the Council of Bishops of the Methodist Church; Kenneth Wright, Vice President of the Life Insurance Association of America; Mayor Floyd H. Hyde of Fresno; California State Assemblyman John Knox; Robert Reveles, Washington Representative of the National Association for Mexican-American Services; and Auxiliary Bishop-Elect Mark Hurley of the Archdiocese of San Francisco.

San Francisco Mayor-Elect Alioto gave the conference a boost by announcing that he intends to appoint committees broadly representative of labor, business, and minority groups to advise him on urban problems. He said he also intends to broaden the coalition of supporters in his recent election to be representative of the entire community. While not specifically labeling this group as an "Urban Coalition," the Mayor-Elect made it plain that he expects it to work toward the same objectives.

"In the past we have been able to successfully organize coalitions for less noble purposes," Alioto said, "and then, but unfortunately, we have let them disband when they had fulfilled a single purpose. We do not intend for this to happen in this case."

An Eastern Regional Mobilization Conference will be held in New York City in early January.

Working Committee Meeting

Minutes of the November 27 meeting of the Working Committee have been mailed to you. You will note from the minutes that much of the discussion centered around plans for the December 18 and January Steering Committee meetings.

Next week you will receive a calendar of scheduled Coalition meetings.

WASHINGTON POST  
November 26, 1967

# *Strange Bedfellows*

## *Lobbying for the*

### *Nation's Cities*

By William Chapman

Washington Post Staff Writer

AT THE HEIGHT of the House battle over antipoverty funds, 11 borderline Congressmen were visited by two lobbyists unaccustomed to linking arms in any joint endeavor.

One was the top Washington representative of an automobile manufacturer; the other speaks to Congress for the United Automobile Workers. All 11 Congressmen represent districts in which the motor company is a large, if not the largest, employer. All have constituents in the UAW.

The talk was not of car sales but of poverty. In a soft-sell approach, the visitors asked support for the \$2.06 billion authorization for the antipoverty program and urged the doubtful Congressmen to resist efforts to cut it back.

The unusual confrontations ("It's the first time in my nine years in Washington I've gone into a Congressman's office with a UAW man," observes the industry lobbyist) marked the first significant drive of the Urban Coalition, a fledgling organization devoted to pressing legislation it hopes will solve the crisis of the cities.

In the argot of Washington politics, it is a campaign with great potential "clout" because it is loaded with the names of big business, labor, civil rights, religion and city politics. It puts Walter Reuther on the same bandwagon with Henry Ford II, and links moderate civil rights leaders with General Electric, the Metropolitan Life Insurance Co. and the Chase Manhattan Bank.

The key is business support, for without it the Urban Coalition is little more than an assemblage of liberals, city hall politicians and civil rights leaders who have lobbied for social welfare legislation for years.

One spokesman familiar with the Coalition's founding observed that in such fields as poverty, model cities funds and rent supplements, Congressmen are accustomed "to hearing from civil rights people and labor. But they have rarely, if ever, heard from business."

Is business really on the bandwagon? The signs are far from clear. Besides the automobile lobbyist, a few others acknowledge they called or wrote certain Congressmen, but are reluctant to discuss details.

Alfred Eisenpreis, vice president of Allied Stores Corp. of New York, said he talked to "several" Congressmen about the poverty bill. His list included some whose districts contain Allied stores and others with whom he is acquainted.

Had he changed any votes? "I don't know . . . I would have no reason to say if I knew," Eisenpreis replied.

J. Irwin Miller, chairman of the Cummins Engine Co. of Columbus, Ind., wrote to his Congressman and Senators on at least one issue, but has "not been as active as I hope to be."

On only one issue besides the antipoverty funding has the Urban Coalition attempted to exert concentrated pressure—the emergency jobs legislation that drew a surprising amount of Senate support in the face of stiff Johnson Administration opposition.

The best evidence available indicates that labor provided the most direct lobbying for the employment bill, other than the Senators who sponsored it.

One industry leader active in the Urban Coalition said his firm did not support the emergency jobs program although the Coalition's legislative

committee had endorsed it. It was feared, he said, that the bill had too little support and might saddle the Coalition with a publicized failure just as it was getting started. Also, he said, the Senate bill did not offer as many jobs as the Coalition's platform proposes and therefore might have "falsely raised the hopes of the poor."

The Urban Coalition sprang out of meetings sponsored by Urban America, a relatively new Washington organization specializing in research and analysis of urban problems.

It was largely a paper committee until last summer's big-city riots rocked the country. In the aftermath, the Coalition held an "emergency convocation" in Washington, laid out a list of urgent needs and set about organizing the political framework.

The movers in the Coalition were persons profoundly discouraged by the national reaction to the riots. Mayors and civil rights leaders who had pleaded for appropriations for model cities and rent supplements found Congress in no mood to spend more money. The poverty program appeared destined for a quick trip down the drain. The White House let it be known that no new urban-aid programs would be advanced this year.

Experienced lobbyists and nose-counters in the United States Conference of Mayors had long noted one particularly disappointing fact—the persistent opposition of Congressmen from suburban areas. Their ranks growing with court decisions requiring congressional redistricting, the suburban Congressmen were proving to be nearly as uninterested in central-city programs as their rural counterparts.

Such complaints are illustrated by an independent analysis of 1967 votes on key urban issues such as model cities, the control of rats, rent supplements and antipoverty funds.

There are, at latest count, 56 Congressmen whose districts are predominantly composed of people living in what the Census Bureau describes as the "urban fringe."

On almost every peculiarly urban issue, about half of the suburban Congressmen voted against the Administration's bills or appropriation requests. Twenty-four of them, for example, wanted to eliminate all funds for the fledgling model cities program. Twenty-six joined the majority last July to kill the rat control bill, later revived.

Using a wider target, the Urban Coalition pinpointed 110 Congressmen from districts in 52 metropolitan areas who are considered "negative" on major urban legislation.

## Strange Bedfellows Aiding the Cities



"There! That should keep you in the way to which you're accustomed."

"They particularly hurt us on money bills," observed one Coalition spokesman. "They are conservative and they don't like to spend money—even though they might not be opposed to the legislation per se."

The Coalition's strategy called for approaching these targets through businessmen who own the shopping centers or manage the suburban plants of big business. The unstated tactic is to convince them they have an interest in a healthy downtown and that they should advise their Congressmen of their feelings.

"We have got to convince the shopping center guy that he has a basic interest in urban legislation—if only in seeing that the city is not burned down," said one strategist. "And to be blunt, it is worth pointing out that in Detroit there were fires five miles outside the ghetto."

With the legislative season nearly

over, the Coalition is now concentrating on founding local counterparts—metropolitan coalitions that include representatives from business, labor, local government, church and civil rights groups.

The model of local coalitions is the "New Detroit Committee," which was formed independently of the national coalition after the riot last summer. With a leadership ranging from Reuther to all three big auto companies, the Detroit committee lent some support to the national fight over poverty funds but has directed most lobbying efforts at the Michigan Legislature in support of Gov. George Romney's fair housing bill.

In Washington, a local coalition is being formed with the impetus coming from Patrick Cardinal O'Boyle of the Catholic Archdiocese of Washington and the Health and Welfare Council of the National Capital Area.

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

December 1, 1967

NATIONAL COORDINATORS WEEKLY REPORT

Task Force on Local Coalitions

More than 200 representatives from 34 cities in six states attended the Western Regional Mobilization Conference in San Francisco on November 30. The program followed closely the format of the previous conference held in Chicago, with heavy emphasis on how to organize local coalitions.

General session speakers included Bayard Rustin, Executive Director of the A. Philip Randolph Institute, who also served as chairman; Mayor John F. Shelley and Mayor-Elect Joseph Alioto of San Francisco; Francis M. Barnes, Vice President of Crown Zellerbach Corporation; Bishop Donald Harvey Tippett, President of the Council of Bishops of the Methodist Church; Kenneth Wright, Vice President of the Life Insurance Association of America; Mayor Floyd H. Hyde of Fresno; California State Assemblyman John Knox; Robert Reveles, Washington Representative of the National Association for Mexican-American Services; and Auxiliary Bishop-Elect Mark Hurley of the Archdiocese of San Francisco.

San Francisco Mayor-Elect Alioto gave the conference a boost by announcing that he intends to appoint committees broadly representative of labor, business, and minority groups to advise him on urban problems. He said he also intends to broaden the coalition of supporters in his recent election to be representative of the entire community. While not specifically labeling this group as an "Urban Coalition," the Mayor-Elect made it plain that he expects it to work toward the same objectives.

"In the past we have been able to successfully organize coalitions for less noble purposes," Alioto said, "and then, but unfortunately, we have let them disband when they had fulfilled a single purpose. We do not intend for this to happen in this case."

An Eastern Regional Mobilization Conference will be held in New York City in early January.

Working Committee Meeting

Minutes of the November 27 meeting of the Working Committee have been mailed to you. You will note from the minutes that much of the discussion centered around plans for the December 18 and January Steering Committee meetings.

Next week you will receive a calendar of scheduled Coalition meetings.



November 24, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

The third in a series of regional conferences to assist local communities in forming their own Urban Coalitions will be held in San Francisco on November 30 in the San Francisco Hilton.

The program format will be similar to those used for the previous two successful conferences in Chicago and Minneapolis, with emphasis on "how-to-do-it" workshops. The three general sessions will feature remarks by San Francisco Mayor Shelley and Mayor-Elect Alioto, The Most Reverend Joseph McGucken, Kenneth Wright, Vice President and Chief Economist of the Life Insurance Association of America, California State Assemblyman John T. Knox, Bishop Donald Harvey Tippett and Frances Barnes, Vice President of the Crown Zellerbach Corporation and President of the Management Council for Bay Area Employment Opportunity.

A similar regional conference for eastern cities, originally set for December 11 in New York City, has been postponed because of scheduling problems to the second week of January. You will shortly be advised of the exact date.

PUBLIC SERVICE EMPLOYMENT AND URBAN LEGISLATION

More than 40 Washington representatives of organizations which support the program of the Urban Coalition attended a luncheon meeting in the Statler Hilton Hotel on November 20.

Featured speaker Mayor John Lindsay of New York City stressed the necessity of a united legislative effort to move bills supported by the Coalition through Congress. Andrew Biemiller, Legislative Director of AFL-CIO, cited a case history to illustrate the positive value of business and labor representatives going together to call on Congressmen. Rabbi Richard G. Hirsch of the Union of American Hebrew Congregations described

the growing awareness of church groups of the need to be active in public affairs.

#### PRIVATE EMPLOYMENT

On November 21 the Task Force on Private Employment met in Detroit with the Employment and Education Committee of the New Detroit Committee. The meeting was chaired by William M. Day, president of Michigan Bell Telephone Company.

In his remarks to the group, Task Force-Co-Chairman Gerald Phillippe, Chairman of the Board of the General Electric Company, said "As a representative of the Task Force on Private Employment I have been encouraging businessmen to enter into a regular program of exchanging ideas on this subject and pitching in on useful programs to get at some of these urgent needs. All sectors of the society need to help each other and we need to join together in useful programs to create new opportunities for self-realization in our City slums."

"In some cities it would sound strange, but there is a growing feeling among businessmen of my acquaintance and among some of our own General Electric plant managers that a substantial measure of our business success in the future is going to depend on our ability to help a good number of these hard-core unemployables become productive workers and citizens."

#### HOUSING, RECONSTRUCTION AND INVESTMENT

The Task Force met in New York on November 21. Twelve additional members have been recruited to work with this group. A major working paper is being developed to guide this Task Force in developing a long-range program.

November 17, 1967

NATIONAL COORDINATORS WEEKLY REPORT

PRIVATE EMPLOYMENT AND ENTREPRENEURSHIP

Task Force Co-Chairman Gerald L. Phillippe keynoted a November 14 Baltimore meeting on expanding opportunities for Negro entrepreneurship. Purpose of the meeting was to bring local business leaders together to discuss techniques for assisting local residents in the establishment of small sub-contracting firms in the central city. Thirty Baltimore-area business leaders attended the meeting, which was co-sponsored by the Coalition and the Baltimore Council for Equal Business Opportunities. Acting as hosts were Mayor Theodore R. McKeldin, Mayor-Elect Thomas D'Alesandro, James Rouse, president of The Rouse Company, Arthur Foster, Division Manager of the Western Electric Company and Councilman Henry Parks, President of the Parks Sausage Company.

Next week, Mr. Phillippe will speak in Detroit at a meeting co-sponsored by the Coalition and the New Detroit Committee. Subject of the November 21 meeting is employment of the hard-core unemployed.

COMMUNICATIONS AND PUBLIC SUPPORT

The Urban Coalition was a central subject at the 20th national conference of the Public Relations Society of America last week in Philadelphia. Theme of the conference was "The Open Society--Public Relations Challenge," and Coalition Co-Chairman Andrew Heiskell highlighted the session on "Our Civilization--Whose Job?" There was considerable discussion, throughout the three-day meeting, on the role the private sector can play in solving today's urban crisis.

Mayor John Lindsay will highlight a special information meeting for Washington representatives of companies that have indicated an interest in the Coalition. His subject will be "The Legislative Goals of The Urban Coalition." The meeting will be held in Washington on November 20.

EQUAL HOUSING

Task Force Working Committee meets November 27 to review program development papers and to discuss plans for national action session on open housing scheduled for January.

EDUCATIONAL DISPARITIES

Position paper has been prepared for review at November 21 meeting of the Task Force in New York. Subjects to be discussed include a statement of the problem, the goals of the Task Force, the financial resources available, the political necessities involved and the entrepreneurial imperative that needs to be created.

November 10, 1967

NATIONAL COORDINATORS WEEKLY REPORT

EQUAL HOUSING

Task force working committee met November 3 in Washington. Program development papers in three areas are being prepared:

- 1) an analysis of government investment policies and how they affect open housing,
- 2) the experiences of existing fair housing groups and what additional target groups should be involved,
- 3) a survey to identify suburban areas where it would make sense to activate a program for building low income housing on an open occupancy basis in connection with the Insurance Committee's urban program.

Working committee will meet again on November 27 .

COMMUNICATIONS

The Communications Task Force plans to sponsor a report luncheon for information officers of members of the Steering Committee on December 7th in New York City.

A planning group will be called together shortly by Urban America to discuss the proposals for the Advertising Council campaign.

EDUCATIONAL DISPARITIES

Task Force on Educational Disparities has scheduled a two-day working session in January. Specific program ideas and program participants will be discussed at the next Task Force meeting in December.

Task force met in New York on November 7 to define its goals and suggest additional members. A review of current efforts to deal

with educational disparities is now being prepared and will be reviewed at the next meeting.

#### LOCAL COALITIONS

Plans for the Western Regional Conference on "Mobilizing Urban Coalitions" are proceeding rapidly. The conference will be held in San Francisco on November 30 at The Hilton Hotel and more than 50 cities from west of the Mississippi River are expected to participate.

Speakers so far include Mayors Frank Curran of San Diego and Floyd Hyde of Fresno, David Sullivan of the Coalition's national Steering Committee, and Jesse P. Unruh, Speaker of the California State Assembly.

The Eastern Regional Conference will take place December 11 in New York. Proceedings of the Chicago conference will be ready next week.

#### PRIVATE EMPLOYMENT AND ENTREPRENEURSHIP

Task force working committee met November 8th in Washington to complete plans for three regional meetings on private employment to be held in Atlanta, Phoenix and Kansas City.

Task force co-chairman Gerald L. Phillippe will keynote a Baltimore meeting on expanding opportunities for Negro entrepreneurship on November 14. The meeting is sponsored by the Task Force on Private Employment and Entrepreneurship in cooperation with the Baltimore Committee on Equal Business Opportunity.

Key Baltimore area businessmen have been invited to attend the Baltimore luncheon meeting, which is being hosted by Mayor Theodore R. McKeldin, Council President and Mayor-Elect Thomas d'Alesandro; James Rouse, president of the Rouse Company; Arthur Foster, division manager for the Western Electric Corporation and Councilman Henry G. Parks.

A second city program meeting with leading employers will be held in Detroit on November 21, in cooperation with the New Detroit Committee.

October 27, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

Six cities have now announced the formation of urban coalitions and intend to affiliate with The Urban Coalition--Detroit, New York City, Minneapolis, Gary, Indianapolis, and Atlanta. Sparked by the Chicago "Mobilizing Urban Coalitions" planning session dozens of other cities now have organizing committees.

The California League of Cities, meeting in San Francisco, formally endorsed the formation of coalitions in all its constituent cities on a motion by Mayor Floyd Hyde of Fresno supported by officials of San Diego. Both cities announced they are organizing coalitions.

Regional meetings like the one in Chicago have been scheduled for San Francisco on November 30 and New York in early December.

PRIVATE EMPLOYMENT

On October 25, some 40 major Pittsburgh employers and labor leaders attended a meeting hosted by Mayor Joseph M. Barr on private industry plans for hiring hard-core unemployed.

On October 27, at the invitation of Mayor Herman Katz of Gary and Mr. George Jedenoff, Superintendent of the U.S. Steel Gary Works, The Urban Coalition Task Force on Private Employment joined with several hundred leading Gary employers and unions in developing a program of expanded employment opportunities. Mr. David Stahl, of Mayor Daley's office representing the Task Force, spoke briefly at the luncheon.

Other local meetings on private employment have been scheduled for Baltimore (November 14) and Detroit (November 21). Task Force co-chairman Gerald L. Phillippe will speak at both meetings.

In Baltimore, Mayor Theodore McKeldin and Council President Thomas D'Alesandro and fifteen major industrial leaders are convening a meeting of top management representatives of Baltimore firms to launch a program of expanding Negro entrepreneurship in the ghetto stimulated by sub-contract arrangements with leading industries.

This is being viewed as a "breakthrough" type of program and is being carried out through the Baltimore Council on Equal Business Opportunity (CEBO). CEBO is a project of The Potomac Institute.

In Detroit, the New Detroit Committee's employment and education committee is convening a meeting of industrial and labor leaders to discuss expansion of private employment in the ghetto. The Ford Motor Company has announced that it will recruit 6500 new workers from the central city and the Michigan Bell Telephone Company has announced plans to concentrate its training efforts in an all-Negro high school in the center of Detroit.

#### LEGISLATION

Coalition co-chairmen Andrew Heiskell and A. Philip Randolph urged members of the House/Senate Conference Committee on Independent Offices Appropriations to adopt the Senate's recommendations for funding model cities and rent supplements--\$637 for model cities and \$40 million for rent supplements. Rent supplements received \$10 million (the House had earlier approved no funds) and model cities received \$312 (the House had approved \$237 million).

The fact sheet and position paper on the Social Security amendments will be mailed to the Steering Committee the first part of next week.

#### EDUCATIONAL DISPARITIES

The Task Force will meet on November 7 to map its program and round out its membership.

#### HOUSING, RECONSTRUCTION AND INVESTMENT

The Task Force had to reschedule its October 19th meeting for early November.

#### EQUAL HOUSING OPPORTUNITIES

Task Force working committee meets November 3 in Washington to consider a pilot three city project involving development of new lower-income housing on an open occupancy basis in suburban areas. Also scheduled for the meeting are plans to draw together some 300 Fair Housing Committees now operating in suburban communities for a national action session on open housing to be held in Chicago early in January.



+Cal  
Wintery Urban Coalition  
on wed slide showing

find mayor

setup show room

call Davis - Drushell on time & place

November 3, 1967

NATIONAL COORDINATORS WEEKLY REPORT

PRIVATE EMPLOYMENT

Plans have been completed for the two exploratory meetings-- Baltimore (Nov. 14) and Detroit (Nov. 21). Task Force Co-Chairmen Gerald Phillippe and David Sullivan will speak at both meetings. Key business and labor leaders from the area will attend.

In addition, three regional conferences on expanding private employment have now been scheduled. They will take place in Atlanta (Dec. 13), Phoenix (Jan. 17) and Kansas City, Mo. (Jan. 24).

Officials of the National Industrial Conference Board are cooperating with the Coalition in developing information on hard-core unemployment and training projects. Task Force representatives met with the National Association of Manufacturers to discuss their activities in employment expansion.

Representatives of task force co-chairmen meet November 8 in Washington.

EQUAL HOUSING

Representatives of task force co-chairmen meet November 3 in Washington. The group is paying particular attention to 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.

HOUSING, RECONSTRUCTION AND INVESTMENT

Task force meets November 21 in New York to discuss position papers drafted by representatives of the co-chairmen. Announcement of new members on the task force will be made at that time.

EDUCATIONAL DISPARITIES

Task force meets November 7 in New York.

COMMUNICATIONS AND PUBLIC SUPPORT

McGraw-Hill Publications has scheduled a special supplement on urban problems for January which will run in all 40 of their publications: This is the second time McGraw-Hill has ever done this.

Andrew Heiskell, Co-Chairman of The Urban Coalition, speaks on urban problems and local coalitions at the annual convention of the Public Relations Society of America on November 14 in Philadelphia.

A presentation on the work of The Urban Coalition will be given to the Public Service Council of PRSA by James Pitt, director of public relations for Time, Inc.

Discussions of the Coalition and its goals are also taking place with representatives of the Advertising Council and the American Business Press Association.

#### LOCAL COALITIONS

Communications are coming in from cities across the country wanting to know how they can set up a local coalition. The task force is developing a pamphlet version of the guidelines distributed in Chicago. This will be available for distribution shortly.

The next regional meeting on "Mobilizing Urban Coalitions" will take place in San Francisco on November 30. Program and space arrangements are now being made with the help of Mayor John Shelley's office. The Eastern Regional meeting will be held in New York City on December 11.

November 3, 1967

NATIONAL COORDINATORS WEEKLY REPORT

PRIVATE EMPLOYMENT

Plans have been completed for the two exploratory meetings-- Baltimore (Nov. 14) and Detroit (Nov. 21). Task Force Co-Chairmen Gerald Phillippe and David Sullivan will speak at both meetings. Key business and labor leaders from the area will attend.

In addition, three regional conferences on expanding private employment have now been scheduled. They will take place in Atlanta (Dec. 13), Phoenix (Jan. 17) and Kansas City, Mo. (Jan. 24).

Officials of the National Industrial Conference Board are cooperating with the Coalition in developing information on hard-core unemployment and training projects. Task Force representatives met with the National Association of Manufacturers to discuss their activities in employment expansion.

Representatives of task force co-chairmen meet November 8 in Washington.

EQUAL HOUSING

Representatives of task force co-chairmen meet November 3 in Washington. The group is paying particular attention to 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.

HOUSING, RECONSTRUCTION AND INVESTMENT

Task force meets November 21 in New York to discuss position papers drafted by representatives of the co-chairmen. Announcement of new members on the task force will be made at that time.

EDUCATIONAL DISPARITIES

Task force meets November 7 in New York.

COMMUNICATIONS AND PUBLIC SUPPORT

McGraw-Hill Publications has scheduled a special supplement on urban problems for January which will run in all 40 of their publications: This is the second time McGraw-Hill has ever done this.

Andrew Heiskell, Co-Chairman of The Urban Coalition, speaks on urban problems and local coalitions at the annual convention of the Public Relations Society of America on November 14 in Philadelphia.

A presentation on the work of The Urban Coalition will be given to the Public Service Council of PRSA by James Pitt, director of public relations for Time, Inc.

Discussions of the Coalition and its goals are also taking place with representatives of the Advertising Council and the American Business Press Association.

#### LOCAL COALITIONS

Communications are coming in from cities across the country wanting to know how they can set up a local coalition. The task force is developing a pamphlet version of the guidelines distributed in Chicago. This will be available for distribution shortly.

The next regional meeting on "Mobilizing Urban Coalitions" will take place in San Francisco on November 30. Program and space arrangements are now being made with the help of Mayor John Shelley's office. The Eastern Regional meeting will be held in New York City on December 11.

October 27, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

Six cities have now announced the formation of urban coalitions and intend to affiliate with The Urban Coalition--Detroit, New York City, Minneapolis, Gary, Indianapolis, and Atlanta. Sparked by the Chicago "Mobilizing Urban Coalitions" planning session dozens of other cities now have organizing committees.

The California League of Cities, meeting in San Francisco, formally endorsed the formation of coalitions in all its constituent cities on a motion by Mayor Floyd Hyde of Fresno supported by officials of San Diego. Both cities announced they are organizing coalitions.

Regional meetings like the one in Chicago have been scheduled for San Francisco on November 30 and New York in early December.

PRIVATE EMPLOYMENT

On October 25, some 40 major Pittsburgh employers and labor leaders attended a meeting hosted by Mayor Joseph M. Barr on private industry plans for hiring hard-core unemployed.

On October 27, at the invitation of Mayor Herman Katz of Gary and Mr. George Jedenoff, Superintendent of the U.S. Steel Gary Works, The Urban Coalition Task Force on Private Employment joined with several hundred leading Gary employers and unions in developing a program of expanded employment opportunities. Mr. David Stahl, of Mayor Daley's office representing the Task Force, spoke briefly at the luncheon.

Other local meetings on private employment have been scheduled for Baltimore (November 14) and Detroit (November 21). Task Force co-chairman Gerald L. Phillippe will speak at both meetings.

In Baltimore, Mayor Theodore McKeldin and Council President Thomas D'Alesandro and fifteen major industrial leaders are convening a meeting of top management representatives of Baltimore firms to launch a program of expanding Negro entrepreneurship in the ghetto stimulated by sub-contract arrangements with leading industries.

This is being viewed as a "breakthrough" type of program and is being carried out through the Baltimore Council on Equal Business Opportunity (CEBO). CEBO is a project of The Potomac Institute.

In Detroit, the New Detroit Committee's employment and education committee is convening a meeting of industrial and labor leaders to discuss expansion of private employment in the ghetto. The Ford Motor Company has announced that it will recruit 6500 new workers from the central city and the Michigan Bell Telephone Company has announced plans to concentrate its training efforts in an all-Negro high school in the center of Detroit.

#### LEGISLATION

Coalition co-chairmen Andrew Heiskell and A. Philip Randolph urged members of the House/Senate Conference Committee on Independent Offices Appropriations to adopt the Senate's recommendations for funding model cities and rent supplements--\$637 for model cities and \$40 million for rent supplements. Rent supplements received \$10 million (the House had earlier approved no funds) and model cities received \$312 (the House had approved \$237 million).

The fact sheet and position paper on the Social Security amendments will be mailed to the Steering Committee the first part of next week.

#### EDUCATIONAL DISPARITIES

The Task Force will meet on November 7 to map its program and round out its membership.

#### HOUSING, RECONSTRUCTION AND INVESTMENT

The Task Force had to reschedule its October 19th meeting for early November.

#### EQUAL HOUSING OPPORTUNITIES

Task Force working committee meets November 3 in Washington to consider a pilot three city project involving development of new lower-income housing on an open occupancy basis in suburban areas. Also scheduled for the meeting are plans to draw together some 300 Fair Housing Committees now operating in suburban communities for a national action session on open housing to be held in Chicago early in January.

October 13, 1967

NATIONAL COORDINATORS WEEKLY REPORT

NOTE: Minutes of the last steering committee meeting are included. Subjects discussed there will not be treated in detail here.

PUBLICATIONS:

Printed roster of all those attending the convocation is ready and is being mailed to all who were there. They will also receive a special supplement of CITY magazine, devoted entirely to the Convocation.

LOCAL COALITIONS

Urban Coalitions are now underway in Detroit, Minneapolis and New York. In addition, dozens of other cities have begun organizing local groups and many more want to know how to go about it. In answer to these requests, the Coalition is calling a one-day planning meeting in Chicago on "Mobilizing Urban Coalitions." Some 50 cities are expected to have representatives at the meeting which will take place at the University of Illinois' Chicago Circle Center. Speakers and workshop chairman include Mayors, businessmen, labor leaders, religious leaders and civil right leaders -- many of them members of the Coalition's national steering committee.

PRIVATE EMPLOYMENT

Pilot programs -- all different -- are being developed in Atlanta, Baltimore and Detroit, through the cooperative efforts of local government, labor unions and the business community. The Atlanta program will feature hiring and training, the Detroit program emphasizes training and upgrading and the Baltimore program is concentrating on expanding Negro business opportunities.

EQUAL HOUSING

Working staff members of task force will meet soon for a second session to consider prospective members for the task force and to plan areas of activity. Position papers will be prepared in the following areas: 1) a survey of existing fair housing committees experience, 2) the current private and government investment situation, 3) government policies such as 221 D3 and how they affect plans for metropolitan open housing and 4) what the target groups for this task should be and how they should relate to local coalitions.

HOUSING, RECONSTRUCTION AND INVESTMENT

Working staff members will be meeting for the second time the evening of October 16 and all-day October 17 to prepare agenda and discussion papers for the task force. On October 19, the full task force will hold its first meeting, also in New York. Approximately 15 key people in the banking, building and insurance industry, and in the labor movement, have been asked to serve.



### COMMUNICATIONS

Task force co-chairmen met in New York prior to steering committee meeting and agreed on a list of top leaders in the various media who will be asked to serve on task force. Negotiations are going forward with the advertising council for a campaign on the urban crisis.

### EDUCATIONAL DISPARITIES

Members of the working committee met in New York following the Steering Committee meeting. They discussed the relationship between this and the other task forces -- for example, the role of local government in working with the problems of the school board, and the role that industry can play in developing systems to eliminate educational disparities. This question will be discussed in further detail at the next meeting of the group. It was also agreed that there needs to be further definition of "educational disparities" and further discussion of what this task force's goals should be.

October 20, 1967

NATIONAL COORDINATORS WEEKLY REPORT

*76 Dawson*

TASK FORCE ON LOCAL COALITIONS

The Coalition took a major step forward this week in its program of lending assistance to communities that want to set up local coalitions.

In response to requests from numerous cities throughout the country, a one-day planning conference on "Mobilizing Urban Coalitions" was held in Chicago on October 17. Two hundred and fifty representatives of 52 cities attended. (LIST OF CITIES IS ATTACHED)

Speaking at the Chicago meeting were Mayors Richard J. Daley of Chicago and Arthur Naftalin of Minneapolis. Both Mayors stressed two points: the need for acting swiftly and the importance of involving all key sectors in the community.

Mayor Daley declared that "our common purpose is to improve the quality of urban life for all citizens and we are here today to plan a course of action to achieve that goal."

Mayor Naftalin stressed the need to involve the various segments of the community and to improve communication between them. He said: "Business leaders must hear first-hand about the frustrations and conditions of despair that are the every day experience of many of our citizens...Government officials and voluntary agency directors must look honestly at whether their programs are really reaching their targets...The idea of the Coalition, as we view it in Minneapolis, is to make an honest effort to identify our strengths and weaknesses, to win each other's confidence for a new attack and then to go out and vigorously implement the program."

The planning session heard statements from His Eminence John Cardinal Cody and the Rt. Rev. James W. Montgomery and a message from I. W. Abel delivered by United Steelworkers' Legislative Director, Jack Sheehan.

Also speaking at the meeting was Dr. Keeneth Wright, vice-president and chief economist for the Life Insurance Association of America. Wright told the Coalition audience that the nation's insurance companies, already pledged to invest a billion dollars in inner-city housing development, were also planning to move into job development by making money available to finance industrial facilities in the inner city.

This, and other specific proposals, were discussed at a series of workshop sessions. Here, representatives of business, labor, religion, civil rights and local government thrashed out their ideas on how to communicate with each other most effectively and what specific measures need to be taken in their communities to meet the compelling needs of our urban areas.

Steering Committee members participating in the Chicago meeting, besides Mayors Daley and Naftalin, included John H. Johnson, Mayor Joseph M. Barr and Arnold Aronson who each presided at a general session and Milton Graham, who spoke at the luncheon session.

Workshop chairmen were John Denman, Manager of the Department of Urban Affairs, Ford Motor Company; John Gunther, Executive Director of the U.S. Conference of Mayors; Mrs. Frank Williams, League of Women Voters Education Fund; and Larold Schulz, Coordinator of the Anti-Poverty Task Force of the National Council of Churches and Harold Fleming, President of the Potomac Institute.

The Chicago program proved to be a useful one and similar meetings, on a regional basis, are planned for the east coast, the west coast, and the south.

On October 19 and 20, in Minneapolis, leadership from 12 cities, meeting under the auspices of the U. S. Conference of Mayors, discussed the Coalition concept and how it could work in their cities. They were joined in these discussions by the leadership of the newly formed Minneapolis Coalition. National Coalition coordinator John Feild led the discussion.

#### TASK FORCE ON PRIVATE EMPLOYMENT EXPANSION

During the Chicago session, the Staff Coordinator met with individuals from Detroit, Atlanta and Baltimore to discuss plans for Task Force meetings to be held in those cities within the next two months.

A meeting was held with Mr. John H. Murphy, of the National Industrial Conference Board to discuss the role of the Board in assisting the Task Force and a further meeting will be held in New York City on October 24. The Task Force has been invited to send representatives to a major community meeting on private employment under the newly formed Gary Coalition's Employment Task Force chaired by U. S. Steel's Gary Works Superintendent, George Gedenoff.

A number of local communities have formed, or are forming private employment task forces, and have requested assistance from the national staff in obtaining information and speakers.

TASK FORCE ON HOUSING, RECONSTRUCTION AND URBAN INVESTMENT

A work group meeting was held on the evening of October 16th and all day on October 17th in Washington, D.C. at which time the outline for the first draft of the Definition of Needs and Goals and some program concepts for the Task Force were set forth.

LIST OF CITIES REPRESENTED AT CHICAGO MEETING

ARIZONA

Phoenix

CALIFORNIA

Los Angeles  
San Bernadino  
San Jose

COLORADO

Denver

CONNECTICUT

Stanford

DISTRICT OF COLUMBIA

FLORIDA

Miami

GEORGIA

Atlanta  
Savannah

HAWAII

Honolulu

ILLINOIS

Chicago  
Chicago Heights  
East St. Louis  
Evanston  
Evergreen Park  
Highland Park  
Joliet  
Moline  
Naperville  
Peoria  
Wilmette  
Winnetka

IOWA

Des Moines

INDIANA

Gary  
Indianapolis

KENTUCKY

Louisville

MARYLAND

Baltimore

MASSACHUSETTS

Malden

MICHIGAN

Ann Arbor  
Dearborn  
Detroit  
Pontiac  
Saginaw

MINNESOTA

Minneapolis

MISSOURI

Kansas City  
St. Louis

NEBRASKA

Lincoln

NORTH CAROLINA

Charlotte  
Durham

LIST OF CITIES REPRESENTED AT CHICAGO MEETING  
Continued

NEW JERSEY

Newark

NEW YORK

New York City  
Rochester  
White Plains

NORTH CAROLINA

Durham  
Charlotte

OHIO

Cincinnati  
Cleveland  
Columbus  
Dayton  
Toledo

PENNSYLVANIA

Pittsburgh  
Philadelphia

WISCONSIN

Racine

LIST OF CITIES PARTICIPATING IN MINNEAPOLIS MEETING

ILLINOIS

Decatur

INDIANA

Gary  
Muncie

IOWA

Council Bluffs

MINNESOTA

Duluth  
Minneapolis

NEBRASKA

Lincoln

NORTH DAKOTA

Fargo

OHIO

Dayton

OKLAHOMA

Tulsa

SOUTH DAKOTA

Sioux Falls

WISCONSIN

Madison

September 29, 1967

NATIONAL COORDINATORS WEEKLY REPORT

LOCAL COALITIONS

Approximately fifty cities where local coalitions exist or are being formed have now been identified. Representatives of the leadership in these cities will be invited to an all-day planning meeting in Chicago on Tuesday, October 17. Meanwhile, staff is responding to requests for assistance in setting up coalitions from these and other cities and is preparing guidelines with suggestions for local action for use by local coalitions.

Attorney Charles Taft of Cincinnati has agreed to serve as co-chairman of the local coalitions task force (with Mayor Joseph Barr and Arnold Aronson).

PRIVATE EMPLOYMENT

Businessmen and business organizations are being contacted to explain Coalition goals and to develop a list of examples where business has taken the leadership in expanding opportunities for the hard-core unemployed. These case studies will be collected and considered as the basis for guidelines for local action.

An agenda has been developed for a series of pilot meetings in different cities at which ideas for local action will be discussed. These meetings will be held in October and November.

PUBLICATIONS

Roster of participants in August 24 Emergency Convocation has been prepared and is being mailed to all who attended. Convocation proceedings will be mailed later this month.

LEGISLATION

Funding for model cities and rent supplements was approved by the Senate -- \$637 million for model cities and \$40 million for rent supplements. This is \$300 million more than was approved by the House for model cities and \$40 million more than was approved by the House which tried to kill the program entirely.

The House has not yet reported out a substantive measure on the Poverty Program. The Senate Committee has reported one out which includes the Clark-Javits Emergency Employment Title. This measure is now being debated in the Senate and chances for passage are better than they were last week.



THE URBAN COALITION  
1819 H Street, N.W.  
Washington, D.C. 20006  
(202) 293-1530

National Coordinators:  
John Feild  
Ron Linton

ACTION REPORT

September 24, 1967

One month after our Emergency Convocation in Washington, D. C., The Urban Coalition has established its own offices in the Federal Bar Building West in Washington, D. C. Coordinating staff is being drawn together from the various groups in the Coalition to service the seven Task Forces that are now beginning to move.

Local Coalitions Forming: Dozens of communities around the country have responded to the Emergency Convocation with plans to organize representative Local Coalitions. An Emergency Task Force on Local Coalitions is being created to assist these groups and to establish liaison with the national effort. Representatives from those cities that have asked for information and assistance will be invited to an all-day national planning meeting on October 17th. As an interim goal, the Task Force will attempt to establish liaison with local coalitions in at least fifty major urban areas by November 15th. By that date local steering committees are expected to have organized local Emergency Convocations patterned after the Washington meeting.

Emergency Work Program: As a step in the right direction, the Task Force on Emergency Work recommended and the Steering Committee authorized support for the Emergency Employment Act, co-sponsored by Senator Joseph Clark (Dem-Pa) and Senator Jacob Javits (Rep-NY). At the same time, the Coalition called upon Congress to expedite action in providing full funding for the Poverty Program, Rent Supplements, Model Cities, and the Equal Opportunity in Housing measure now pending in both houses.

Emergency Task Force on Educational Disparities: Mr. Roy Ash, Dr. Arthur Flemming and Mr. Roy Wilkins of the National Steering Committee have started planning what The Urban Coalition can do to lend its support to both new and on-going efforts that will contribute to the elimination of educational disparities. Their technical work group is being drawn from leading school personnel, civil rights groups, labor, industry and church groups.

Communications and Public Education: A new Task Force has been set up in this area under the co-chairmanship of Mr. Joseph H. Allen, President of McGraw-Hill Publications, Mr. John Johnson, President of Johnson Publications, and Mr. Harold Fleming, President of Potomac Institute. They are assembling a working group drawn from the leading mass media to assist the Coalition with its efforts to emphasize the nature of the urban crisis.

Convocation Participants: Proceedings of the August Convocation are now being completed and will be distributed to the convocation participants in the near future. Apologies to those who expressed a desire to help The Urban Coalition and have not yet been called upon. As the Task Force programs develop, it is expected that an increasing number of those who indicated interest will be contacted. The local coalitions that are now forming may well need assistance from all segments of those who attended. The organizational phase of The Urban Coalition and its local counterparts has reflected the emergency nature of the concern of those involved and will continue to move with this sense of urgency. Your understanding of the problems involved in coordinating the interests of the diverse segments of this Coalition and its national dimension can help keep the momentum of the Emergency Convocation moving forward in an orderly way. Monthly Action Reports will be sent to all of those who attended the August Convocation.

Private Employment Expansion: The Task Force on Private Employment Expansion is developing plans with which it will be able to assist local committees where Coalitions are established to accelerate specific programs for the expansion of private employment opportunities for hard-core unemployed workers. Meantime, work is proceeding on developing new ideas on recruiting, testing procedures, training, managerial assistance, employment standards, youth motivation, and private industry assistance to public projects. Expansion of private employment opportunities will be a major priority of the Coalition.

Reconstruction Investment and Urban Development: Mr. David Rockefeller, Mr. Walter Reuther, and Mr. Joseph Keenan have scheduled a series of meetings to chart the program of this Emergency Task Force. They are now reviewing such matters as needed public investment, as well as incentives to encourage greater private investment in ghettos and barrios throughout urban America. They expect to work closely with the Insurance Industry Committee on Urban Problems as well as other segments of industry, organized labor, local government, civil rights and religious groups.

Equal Housing Opportunities: As indicated above, the Coalition has publicly expressed its support of federal legislation to guarantee equal housing opportunities. Beyond this, the Emergency Task Force has initiated plans to accelerate greater private effort in this field. Preliminary discussions are being held with key leaders in the housing industry, banking and insurance groups as well as with national and local fair housing groups which have been working for some time in expanding housing opportunities. Leaders in these interest groups will be asked to assist the Coalition in developing an action program in this area and a national planning session in the very near future.