

VISUAL

SCRIPT

SLIDE # 1

When the community welfare is in danger, and when opportunity knocks, it's traditional in Atlanta that businessmen give the most important leadership. Our subject today is loaded with danger and opportunity.

SLIDE # 2

This presentation was brought about by five organizations serving our community -- under the leadership of businessmen. Businessmen give intelligent direction toward worthwhile goals, and they use special abilities to shape effective programs. Their dedication has inspired the support and participation of other vital community elements.

These organizations are...

SLIDE # 3

...The City of Atlanta...

SLIDE # 4

...The Atlanta Chamber of Commerce...

SLIDE # 5

...The Community Council of the Atlanta Area...

SLIDE # 6

...The Greater Atlanta United Appeal...

SLIDE # 7

...and Economic Opportunity Atlanta, Incorporated.

VISUAL

SCRIPT

SLIDE # 8

As Atlanta grows, so grows the need for continued leadership by businessmen. With Atlanta's growth, the very problems these organizations exist to meet will keep on growing.

We want to concentrate on just one of these problems: JOBS. These organizations are all concerned with jobs. Employment ...and unemployment...are at the core of their programs.

SLIDE # 9

Atlanta's attractiveness as a place to live and do business depends a great deal on the municipal services of the city... schools, water supply, streets, fire protection and police protection. Local tax funds support the city and finance these services. Thus, the extent and quality of municipal services depend on whether there is profitable business activity, and whether our citizens are productively employed.

SLIDE # 10

The Chamber of Commerce seeks a continually growing business community. It looks for growth in industry and jobs...which stimulate trade. And it seeks growth in community facilities which, in turn, help bring in more industry and more jobs.

VISUAL

SCRIPT

SLIDE # 10

The Community Council is a social planning agency. It helps coordinate growth by collecting and analyzing facts, by helping develop programs of community benefit, and by getting sponsorship for needed programs.

SLIDE # 12

The United Appeal supports agencies with purposes related to the social needs of our community...in health, recreation, family counseling, and care for children and the aged. Filling these social needs is often the key to getting a job, or keeping it. The Urban League and Goodwill Industries are two United Appeal agencies with functions directly related to jobs.

SLIDE # 13

Economic Opportunity Atlanta, Incorporated, brings together all segments of the city in a concerted effort against poverty. E-O-A coordinates and channels services to the poor, and starts new services for needs which aren't being met. E-O-A tries to help people help themselves...to make them contributing members of society...and to break the vicious cycle of poverty that becomes more serious with each generation.

VISUAL

SCRIPT

SLIDE #

15

There are many other agencies which offer services in the field of employment and unemployment. The organizations we mentioned work closely with a number of them, sharing information, facilities and ideas. You probably are familiar with the programs of these other agencies, or perhaps have participated in one of the programs. To name just a few of these agencies...

...The State Employment Service of the Georgia Department of Labor...our vocational schools... Family and Children's Services...the Vocational Rehabilitation Division of the State Department of Education...the manpower and apprentice training programs of the U. S. Department of Labor.

There are other organizations, more recently established, which concentrate their efforts on a particular phase of Atlanta's employment. For example...the Atlanta Employers Voluntary Merit Employment Association, which is a group of businessmen with a mutual desire to halt discrimination practices in employment.

VISUAL

SCRIPT

SLIDE # 15

Often, several of these organizations will pool their resources in a cooperative effort. A recent example was the Employer Workshop on Manpower Resources, held in late November through the efforts of three organizations -- the Chamber of Commerce, the Merit Employment Association, and the Georgia Department of Labor. Its purpose was to help employers evaluate all the available manpower resources and employability programs against their own job requirements.

SLIDE # 16

It is obvious, then, that these organizations recognize their community responsibilities in employment. It is apparent, too, from the programs and activities under way, that something is being done to help get our unemployed people on the job.

The need for continued business leadership is equally clear. None of these organizations, individually or collectively, claims to have all the answers to unemployment. And no one yet has solved the problems that cause unemployment.

VISUAL

SCRIPT

SLIDE # ~~16~~ 17

We can't promise all the answers, either. But our purpose, during the next few minutes, is to look at some of the facts... raise some questions...and provoke some thinking among this group that, perhaps, will lead us toward some of the answers.

Specifically, let's try to determine the extent of the problem in Atlanta. Let's examine the problem as it directly affects businessmen, and addresses itself to the programs of our community organizations.

Begin by stating the problem in its simplest terms:

SLIDE # ~~17~~ 18

In our community, jobs are going unfilled. At the same time, people are unemployed.

This may seem a paradox...but we know it is not a new situation, nor is it peculiar to Atlanta. There've always been people out of work. And, except during depressions, there've always been jobs open for willing, qualified workers. This is true in every economy which provides employment for a great

VISUAL

SCRIPT

number of people... even in a market as healthy as Atlanta's today.

So we're looking beyond the normal and commonplace. We want to talk about what we can do after the pool of qualified workers runs out and some of the jobs are still unfilled. We need to consider people who aren't working because of limited education or none at all... physical handicaps... not enough skill or motivation... or combinations of these things.

SLIDE # 19

It's elementary that unemployment can have a bad effect on the economic health of the community. But bring it closer to home by asking this question: What is my duty, as a citizen, to try to cut down the high cost of public maintenance of our people who aren't productively employed?

SLIDE # 20

Turn the question around: What is my opportunity, as a businessman, to strengthen our markets and economy by helping convert a big tax drain into purchasing power and taxable income? Suppose we could somehow add 100 dollars a month to the incomes of all the Atlanta families which now

VISUAL

SCRIPT

earn less than 4,000 dollars a year? This would increase the purchasing power among these people by more than 95 million dollars a year.

SLIDE # **21**

But perhaps the most important dimension to be examined is this: What effect will unemployment and underemployment right now have on Atlanta's growth potential? In short, what about tomorrow?

SLIDE # **22**

Compared to other parts of the country, Atlanta has relatively little unemployment. We often brag about our low rate...which is officially 2-point-5 per cent.

SLIDE # **23**

Part of the reason for this low rate is Atlanta's key position in the Southeast... a region which has had a lion's share of the nation's postwar economic growth. We can also thank programs such as Forward Atlanta, through which Atlanta's business leadership has been imaginative and aggressive in getting the share we deserve of the nation's growth.

VISUAL

SCRIPT

SLIDE # 24

In a full economy, the qualified, willing job-seeker can find work. By almost any standard, 1967 and several years previous have been years of full economy in Atlanta. Retail sales, effective buying income, and other economic indicators have been moving steadily up. Certainly, we can't blame unemployment on any lack of health in the Atlanta economy.

SLIDE # 25

We said our unemployment is comparatively small...by official measurement. Yet, for a number of reasons, we cannot afford to minimize it. For one, we know that there are many others who are less than fully employed but who aren't counted with the 2.5 per cent. They don't fit the statistical definition of unemployed.

SLIDE # 26

No one is certain how many people are in this category. And we can only wonder how many children are growing up to carry on *family* traditions of poverty, ignorance, poor health, idleness, and willing or unwilling dependence on public and private doles.

SLIDE # 27

Our population has grown. In 1967, the 2.5 per cent represents thousands more people than it did ten years ago.

VISUAL

SCRIPT

SLIDE # **28**

More people live in cities today. They are easier to count, put in categories, and observe. In a rural environment, there are more ways to subsist without formal employment.

We are familiar with some of the causes of unemployment, and some of them stem, in part, from the very affluence we have described. Minimum qualifications for some jobs are rising faster than the average educational attainment. There are problems of health, housing and even transportation, and there are deserted mothers tied to the care of deserted children.

No one can say positively how much effect any one of these things is having on unemployment. If we could be sure, effective solutions might be easier to develop.

But these things are certain:

VISUAL

SCRIPT

SLIDE # **29**

Thousands of people in Atlanta don't earn enough to support themselves and their families. They are PEOPLE NEEDING JOBS...the 2.5 per cent, others who aren't being counted officially, and some others who have jobs but are underemployed or underpaid.

SLIDE # **30**

Employers in Atlanta's dynamic economy cannot always find all the skilled people they need to help run their businesses. This is the other category...JOBS NEEDING PEOPLE.

SLIDE # **31**

And... Unemployment is waste... a waste of productive effort... a waste in terms of unrealized consumption of goods and services. It's a drag on growth, and, under some conditions...

SLIDE # **32**

... Unemployment can stop growth in its tracks. That is a blunt statement which deserves to be documented.

VISUAL

SCRIPT

Some alarming facts with a great deal of bearing on our subject were developed by the city's Community Improvement Program...the C-I-P. Part of the C-I-P study dealt with the number of jobs in certain categories, and projections of what the situation will be in 1983, if present trends continue.

SLIDE # **33**

For example, in 1983, there will be 515,000 jobs in the City of Atlanta. That's 48 per cent more than in 1965.

SLIDE # **34**

Nearly four out of ten of these new jobs in the city will be in our Central Business District. This means 64,000 more people will be employed in our Central City...the downtown area.

SLIDE # **35**

Most of these new jobs will be in five main categories: GOVERNMENT, FINANCE, INSURANCE, AND REAL ESTATE, with about 10,000 jobs in each group, and RETAILING, with about 5,000 jobs.

VISUAL

SCRIPT

None of these new jobs will be in manufacturing, wholesale trade or distribution. The Central City won't gain in this kind of employment.

Jobs in GOVERNMENT, FINANCE, INSURANCE, REAL ESTATE, AND RETAILING, ...WHITE COLLAR JOBS.

Now consider another set of facts from the C-I-P study... facts about population.

SLIDE # 36

By 1983, the Negro population of the City of Atlanta will increase by 62 per cent...the white population by 4 per cent.

SLIDE # 37

Forty-five per cent of the Negro population will be in the age group of 20 to 54. MORE THAN HALF will be under 20 or over 54.

SLIDE # 38

From another phase of the C-I-P study comes this projection: In 1983, about 32,000 Negro families living in the city will

VISUAL

SCRIPT

have family income of LESS THAN THREE THOUSAND DOLLARS. About 45,000 Atlanta Negro families will have incomes of less than \$5,000 a year.

Put some of these facts together to see what they imply:

SLIDE # 38

FIRST...job growth will be in white collar occupations.

SLIDE # 39

SECOND...our population will be made up of the people who, by current standards, are LEAST qualified for white collar jobs.

SLIDE # 40

THIRD...downtown retailing will be supported by a preponderance of families with poverty-level incomes... families with very little to spend in retail stores.

SLIDE # 41

And FINALLY...Atlanta's growth potential will be impossible to realize unless established trends are changed.

VISUAL

SCRIPT

SLIDE # 43

Those facts make it easier to understand the disturbing statement of a few minutes ago... that UNEMPLOYMENT CAN STOP GROWTH IN ITS TRACKS.

Therein lies our challenge... the challenge to begin now changing some of these conditions which, in turn, will help reverse or slow some of the undersirable trends.

As we begin to realize the size of the problem, other questions demand answers. Who are the PEOPLE involved?

SLIDE # 44

Do we need -- or can we get -- an accurate profile of our unemployed population?

There is some data available to help us find a starting point.

SLIDE # 45

One example of such data is a study based on interviews with 47,000 people, between 16 and 75 years old, living

VISUAL

SCRIPT

in poverty neighborhoods. These interviews were conducted about 18 months ago through 12 neighborhood centers of the E-O-A. Here's what the study found out about these 47,000 people:

- SLIDE # 46 ...77 per cent earned less than \$3,000 a year.
- SLIDE # 47 ...52 per cent of all households were headed by women.
- SLIDE # 48 ...82 per cent were Negroes.
- SLIDE # 49 ...57 per cent of the adults did not graduate from high school.
- SLIDE # 50 ...5 per cent had a fourth grade education or less.
- SLIDE # 51 ...7 per cent had no formal education at all.
- SLIDE # 52 ...12 per cent needed medical aid to remove a work handicap.
- SLIDE # 53 ...11 per cent claimed no job skill, or only farm work as
experience.
- SLIDE # 54 ...2 per cent were 65 or older.

Of all those seeking work, 65 per cent were Negro women. About two out of three said they would like to have more vocational training in hopes of improving their lot.

VISUAL

SCRIPT

SLIDE # 55

A composite would be difficult to draw. But look at two case histories:

A typical case...A woman, 33, divorced, mother of four children. She has a seventh grade education. Works as a maid and makes 28 dollars a week. Pays 12 dollars of that for a three-room apartment. Her children are left alone while she works because day care would cost two-thirds of her weekly salary.

SLIDE # 56

Another case, less typical but just as real...A young man, 22. Completed the fifth grade in a rural school. He is married to a young woman who completed the third grade. They are expecting a child soon. They live with his sister and her five children...eight persons in four rooms. He has worked as a delivery boy and busboy, averaging a dollar an hour. He has serious problems with a loan company.

VISUAL

SCRIPT

These two have jobs, of sorts, for the time being. But their future is uncertain and prospects are poor that they **will** ~~can~~ ever hold jobs at a level much higher.

They lack the skill and educational attainment to fill some of the vacancies which we know exist. For instance, the State Employment Service reports a large unfilled demand for several job skills...

SLIDE # 57

...Comptometer operators, stenographers, secretaries, typists, telephone operators, file clerks, cashiers, key punch operators, draftsmen...not the sort of jobs to be filled by a fifth-grade drop-out, or by an untrained domestic.

SLIDE # 58

There are other types of jobs requiring less skill, which still have a demand greater than the supply of people to hold them: Food service and preparation, hotels and motels, building maintenance, and repair and installation work.

VISUAL

SCRIPT

SLIDE # 59

Meanwhile, look what's happening in another job category: Common labor. From 1950 to 1960, the number of employed laborers in Atlanta went down by almost 13 per cent, or 2,600 jobs. The pace of automation continues to have its effect in construction and other industries using laborers.

SLIDE # 60

By contrast, in the same 10-year-period, clerical workers increased by 22,000, or 43.5 per cent.

SLIDE # 61

Professional and technical workers went up by 18,000 jobs, or 70 per cent.

SLIDE # 62

Machine operators -- up by 2,000, or 30 per cent.

So the record is one of steady upgrading. It is a record of progress, and industry can be proud of it. While employers are training and promoting workers for more demanding, higher paying jobs, vacancies are being created for new employees.

VISUAL

SCRIPT

Jobs do exist, and they need to be filled. Some manufacturing jobs, for instance, have no minimum requirements for education or experience, and the employer bears the expense of training.

SLIDE # 63

This not only emphasizes the need for workers, but it is also further evidence of the employer's willingness to help meet the problem... especially when programs such as on-the-job training can help an employer match people with the jobs he needs to fill. Without such efforts, the gap would be even greater than it is today, and it would be widening even faster.

SLIDE # 64

Let's examine our job market for other barriers which can separate a given individual from a given job.

Some of these barriers will always be there. They are the requirements which represent the initial effort by the employer to screen applicants... to make his recruiting and interviewing

VISUAL

SCRIPT

more efficient. The employer has needs for competence and reliability, skill and stability. For all his generosity, compassion, civic-mindedness or whatever, the employer cannot ignore these needs...if he is to stay in business.

There are other barriers, less prevalent today, which are merely extensions of attitudes.

You're familiar with the kind of barriers we mean. You've seen them in help wanted ads, in job orders placed with employment services, and in the personnel policies of many business organizations.

SLIDE # 65

...Must be 21 or over...

...Experienced only...

SLIDE # 66

...White only...

...Colored...

...Must be high school graduate...

VISUAL

SCRIPT

SLIDE # **67**

...Men only...

...Not over 50...

...Must be free to travel...

...Military duty completed...

...Car necessary...And so on.

As we suggested earlier, certain jobs will always have requirements that not everyone can meet, particularly jobs which demand a high degree of skill, aptitude, or training. These requirements are realistic standards... not arbitrary barriers in the sense of others we mentioned.

We can find tangible evidence of employers taking the lead in removing some of the arbitrary ones. Many jobs today are being literally thrown open by the use of other words and phrases which are becoming more and more familiar:

VISUAL

SCRIPT

SLIDE # 68

For example...Men or women.

SLIDE # 69

Equal Opportunity Employer.

SLIDE # 70

No experience necessary.

SLIDE # 71

Disabled person welcome.

Prefer retired man...

Will train...And many others.

Keep in mind that the employer also has barriers...legal barriers which discourage or prevent the hiring of some people for certain jobs. Women have been given full equality in employment...as long as they don't have to lift over 30 pounds. Physical conditions make some persons a bad risk...because the employer can't afford to assume the Workmen's Compensation liability which the law says he must.

SLIDE # 72

You can see that progress is being made in meeting Atlanta's problem...this paradox of shortage on one hand, and surplus on the other...the puzzle of people and jobs, which don't always match.

VISUAL

SCRIPT

SLIDE # **73**

The gains haven't been spectacular. We can't promise that the solutions are just around the corner. But it's to the credit of our business leadership that we can cite these signs of progress...evidence that the job is at least begun.

Only through the continued leadership of our businessmen... their ideas, talents, and energies...channeled through these community organizations and others...can we hope to find those solutions.

(PAUSE)

We began a few minutes ago on the premise that many people are not working at a time when our economy needs workers. We've seen who these people are, and in general terms, what separates them from self-sufficiency and usefulness. We've presented some facts we all must recognize if this problem is to be met intelligently and with purpose.

VISUAL

SCRIPT

SLIDE # 74

SLIDE # 75

And we have tried to be realistic about our alternatives:
That, unless something is done, it is possible that there
will be no basic change in this situation within our generation.

If we cannot absorb today's parents into the productive side
of the economy, what of their children? Can the high school
drop-out of 1967 expect a better future than the almost hopeless
situation he faces today? Can Atlanta afford to leave him
hopeless?

(END OF SLIDE NARRATION)

LIGHTS ON... MODERATOR TAKES OVER FOR CONCLUSION.