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SAN DIEGO AREA

URBAN COALITION NEWS

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Communications Task Force — Mr. George Scott, Chairman

FROM THE PRESIDENT'S DESK

When it comes to race relations, San Diego is a deceptive city.

Because of several factors, including constructive leadership in the black and brown communities, there have not been the destructive confrontations several other cities have suffered.

Yet, there are a number of critical problems in our city that deal with employment, housing, education, law, justice,health,and others that must be solved if San Diego is to continue as a city in motion with equal opportunities for all.

This is why it is so essential that Urban Coalition functions as a vital force. We have accomplished some worthwhile things, but there are still many more to face up to.

I am especially pleased with the efforts of our Task Force chairmen and their committees. This is the mainspring of Urban Coalition, for it is the work of these people that starts the ball rolling towards the solution of our community problems.

Our finance committee under the direction of Larry Cox is working hard towards developing a fund which will allow us to employ several staff people who can assist the task forces and thus accelerate the work of Urban Coalition. Your assistance would be appreciated and would prove most helpful. - Clinton D. McKinnon

VOLUME I. - Number 1

"Volume I. - Number 1" has been both the beginning and end of many valiant endeavors, however we are determined that this first newsletter will be but the beginning of something genuinely significant for our community.

Urban Coalition is not "just another organization" -- it is a new concept -- from the "grass roots" -- from the "private sector" and such a combination is bound to be potent if enough peo-

ple catch the significance of the effort. A few have caught the vision — they have "put their money where their mouth is." If everyone who receives this Vol. I, No. 1 would make even a minimum response of time, concern and finances, San Diego Area Urban Coalition would be on its way!

Chairman McKinnon is leading out -- let's back him up with some real response -- I hereby promise to do my share!

-- George A. Scott, Chairman,
Communications Task Force

HOUSING TASK FORCE

Made data available to Communications Task Force of the availability of FHA Section 221D3 projects and they in turn sent news releases to the media.

Henri Jacot (Housing Task Force) submitted symbol to be the official symbol of the San Diego County Urban Coalition (at this writing it has not been acted upon.)

Appointed a sub-committee to work with the City to expedite formation of a trailer park on cemetery lands to be leased to the Housing Authority as an emergency housing center. All emergency housing should not be located on the cemetery lands, but such trailer parks should be located throughout the City to serve as temporary housing.

A "Housing Court" was proposed to ease landlord-tenant tensions. Council approval would lead to appointment of and composed of citizens who could recommend fair solutions to tenant-landlord conflicts.

Homer Delawie Housing Chairman sees a voluntary housing court in San Diego as an "open forum" where both sides could air grievances and gain unbiased recommendations. He said, presently there is no place for either side to be heard."

The elderly and those on fixed incomes are hardest hit by the housing shortage and subsequent rent hikes.

Council approval would lead to appointment of a conciliation court composed of citizens who could recommend fair solutions to tenant-landlord conflicts.

BUSINESS ENTERPRISE

The Business Enterprise Task Force has been occupied primarily with the promotion of Logan Heights Industrial Enterprises. The project was conceived by a group of persons in mid-1968 and was incorporated in 1969 with James E. Brown as Chairman of the Board.

Angelo Adams, Business Enterprise Task Force Chairman, was advisor to the group. A unique stock plan is proposed by the fledgling company: Of the 40,000 no par common shares, 20,000 are to be sold in the minority community and the remaining 20,000 are to be reserved for issuance to company employees under a profit sharing incentive plan.

1000 shares are to be sold to members of the majority community and to other persons of good-will at $100 per share.

The company was dedicated formally March 10, 1969, and was warmly praised by Governor Reagan and other dignitaries as "a step in the right direction."

Originally the company manufactured wooden pallets for shipping and do-it-yourself shelving.

The company is located on the southwest corner of 31st and Commercial Streets.

COMMUNICATIONS TASK FORCE

The Communications Task Force is preparing to host another all-day workshop similar to the one held last year when more than 1,000 persons pakced the Convention Hall, many of whom attended the workshop the next day.

Ray Blair, workshop chairman, noted that although similar in some ways, in others it will be different.

1. It will be held after the first of the year to allow for adequate preparations.
2. Questionnaires will be prepared so specific questions and problems can be directed to proper task force chairmen.
3. The workshop will be held in the heart of the Black community to allow full participation.
4. Resource people and representatives of local government and agencies will be available to answer questions and assist in the conduct of the meeting.

A two-day workshop co-hosted by the Citizens Interracial Council and Communications Task Force, for publicity chairmen, was held in March.

The "Job Fair" in June was quite successful. Sid Gilman of Charger fame was chairman of the Mayor's Committee, and Sid never worked harder on the football field than he did with San Diego businessmen.

Sherwood Gordon headed the Communications Task Force Committee on Publicity, and after the initial shock of "Give a Damn" wore off, he did a tremendous job. The efforts of thest two and many other dedicated people were more than repaid when more than 3,000 disadvantaged youths got jobs -- next year would you believe 5,000?

Aroused Citizens for Racial Equality (ACRE) had a booth at the Del Mar Fair, and distributed more than 1,000 "Give a Damn" buttons and bumper stickers.

The Communications Task Force is cooperating with the National Association for the Advancement of Colored People in setting up a Rumor Control Center. The dire need of such a facility was emphasized in the now famous -- or infamous -- day in the park, July 13. News was unattainable -- all that was available was rumor. The more fantastic the more credence was placed in it. An organization in whom the people have trust could have done much to lessen tension and apprehension.

LAW AND JUSTICE

Secured the appointment of two Community Relations Assistants to the Chief of Police; one black, the other white. The test was not suspended, a civil service test was created. The Task Force commended the actions of the Chief, but reaffirmed its concern for the lack of black sergeants and above.

Secured representatives from the Police Department, City Attorney's Office, Municipal Court, etc., to act as consultants without a vote.

Law and Justice Task Force has a feeling that many juveniles (and adults) do not know the difference between a detention and an arrest. Many youth are reluctant to apply for jobs, fearing they have arrest records whereas they have only been detained.

So, in cooperation with the Police Department, the Task Force pioneered in producing a form which states that the person was merely detained and not arrested.

Other police departments in the County and sheriff's Office were contacted on the desirability of using the form on release; dissemination of this information to other Coalitions in the State for possible use in their cities; and a letter of commendation to the San Diego Police Department for its part in pioneering this action.

YOUTH TASK FORCE

Hired a college student to compile and index all of the social activities available in the Southeast area.

In response to the charge that high school clubs are having difficulty obtaining official recognition, a subcommittee was established to study and make a report on the status of student activities.

The sub-committee reported that all schools had written rules, but that each school in addition had unwritten rules at the discretion of the Vice-principal.

The Task Force agreed to send an observer with the youths on their dialogues with the administrators.

Agreed to support the action of the Chicano Federation in its censure of the San Diego Gas and Electric Company (because of an advertisement in Life magazine depicting a Mexican in typical stereotyped fashion, taking a siesta beside a taco cart as industry hummed. He lazily said, "Who needs it?")

The Youth Task Force, feeling that youth should have representation on the Board of Directors, submitted the name of Miss Irma Hernandez. She was elected.

EMPLOYMENT

Provided assistance to Manpower Development as to various manpower agencies in San Diego to provide a profile of activities in the area, and were 98% successful.

Worked actively with National Alliance of Businessmen in summer employment for youth. Over 3,000 disadvantaged youth employed for the summer. Convair auxiliary helped by telephone canvassing. McKinnon of the Transit Company donated free transportation to job holders until their first check.

Assisted in finding jobs for 37 members of a retail checking class.

HEALTH AND WELFARE

Sent letters to Governor, State Legislators, Senators, and Health Department Officials requesting the funding of Comprehensive Health Planning. Comprehensive Health Planning was funded.

Secured the continuation of Modified Vendor Payments.

Requested Consumer Credit Counselors to broaden their scope to include money management counseling for Welfare Recipients as well as for people with low income.

Collaborated with the Neighborhood House Association requesting that food stamps not supplant distribution of surplus food.

To develop emergency medical services where needed; personal health services such as homemaker services should be established immediately and made easily accessable; and transportation for the medically needy, unemployed, and multi-handicapped citizens from all areas of the County which are controlled by the Black and Mexican-American communities should be broadened to meet these needs.

The goals culminated Monday, Aug. 25, when the first clinic in San Ysidro was opened.

Urged that County Board of Supervisors authorize increasing A.F.D.C. grants to the level of need now, based on the coded cost schedule and adjusting grants annually based on Consumer Price Index.

EDUCATION TASK FORCE

In May, 1968, the Education Task Force under Chet Dorman recommended to the Board of Education that it provide the necessary transferring to a school other than the school of residence under the ethnic transfer policy of the District, and to provide transportation where needed.

That two or more model elementary schools be established. That an ethnic balance be created on a voluntary basis with transportation where needed. That teaching procedures in these schools be established and conducted on an individually programmed basis, and that teaching materials provide for the knowledge and understanding of the contributions of Afro-American and Mexican-Americans' populations to the total civilization.

That a program be developed and implemented to fully utilize the community resources, such as museums, galleries, governmental institutions, and other public and private facilities, for supplementing the existing in-school curriculum with the understanding that each group assigned to the program will be ethnically balanced.

These proposals were implemented when passed by the Board of Education on June 7. (Voluntary Bus Transfer Plan.)

On June 27, Messrs Dorman and Herbert made a presentation opposing a means test to be applied to children to see who could afford their own transportation. The motion was defeated by the Board of Education.

The Education Task Force recommended to the Urban Coalition Board of Directors that it take the responsibility of raising funds to finance completion of the grant proposal for Operation Stimulation, Southeast San Diego Day School, in the amount of $10,390. The proposal was adopted by the Board of Directors with slight revisions and turned over to the Communications Task Force, who raised the necessary funds.

Education Task Force recommended that the full Urban Coalition support "Jazz-By-the-Bay" for the benefit of disadvantaged college students.

EL GRITO de INDEPENDENCIA
(The Cry of Independence)

On September 16th Mexico celebrated the gaining of its independence from Spain. Mexicans everywhere, and Americans of Mexican descent, known as Mexican-Americans or Chicanos, observe the occasion with speeches, dancing and music. An air of festivity prevails.

For more than six million Americans of Mexican descent, independence is still a goal and not a fact, however. These American citizens are seeking an independence of a different kind. Left behind in the wake of the conquest of the Southwest by the United States, these citizens, whose ancestors discovered, explored and settled the five southwestern states, now live in poverty and

ignorance.

Most importantly, Chicanos themselves have begun to take steps on their own to bring about their freedom from ignorance and poverty and eventual entry into the mainstream of American economic and social life.

As we celebrate September 16th, Chicanos will be re-inspired to work ever more diligently to that day when they can raise the cry, "!Viva la Independencia!" and truly feel the full meaning of the term in their hearts. -- Pete Chacon

CHANNEL 8

Channel 8 is to be congratulated on hiring James Gordon, Black newscaster. The entire Black community appreciates this. Also kudos to Nicki Pierce's follow-up of the Job Fair program. Such public service recognition is refreshing and appreciated by many. -- C. T.

CHANNEL 10

Thanks Channel 10 for presenting Chuck Johnson's Club Opportunity program, 3:30 Sundays -- it is hoped that the incidents depicted will serve to spur some Black youth to aspire to and prepare for a career in television. -- C. T.

FINANCIALLY SPEAKING

We're on our way! -- Not breaking any speed records, but moving!

Twenty five people and organizations have sent in or pledged $12,000. So, if all the rest of the 735 who get this communication will join up, we will make our $30,000 goal and then some! All too few know just how deadly serious the San Diego area problem has become -- if more knew, we would solve it much sooner!

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TASK FORCE CHAIRMEN

Angelo Adams --- Business Enterprise

George A. Scott --- Communications

Robert C. Dent --- Education

William E. Quirk --- Employment

Harold Logan --- Health and Welfare

Homer Delawie --- Housing

Al Walkoe --- Law and Justice

GIVE A DAMN!

There are thousands of people in the ghettos of San Diego. Many of them are convinced that nobody outside the ghetto gives a damn, and when you look at the facts, you have to admit they have a case.

If you give a damn, support the San Diego Urban Coalition; an organization of hundreds of representatives of business, of community organizations, labor unions, synagogues and churches.

Our purpose is to unite business, labor and community organizations in a joint effort to deal with the problems of poverty and Urban decay. The great joint effort on "Jobs for Youth" this summer is a timely example of what we need to do and can do together.

Long range goals include working to solve the dilemmas of ghetto unemployment, poor education, bad housing and economic underdevelopment.

There are many ways that you can show that you really give a damn -- everything from part-time jobs, full-time jobs, career jobs, or jobs for beginners. You can give money -- and you can give time.

IN CONCLUSION

San Diego needs the Urban Coalition. Long known as conservative, the Board of Directors surprisingly is composed of a group of businessmen and industrialists who have and are using their personal power to effect change.

True, the impact of the Coalition has not been earth-shaking; but some changes have been effected, and the voice of the Coalition carries weight in all circles.

Changes cannot be effected instantaneously. But the mere fact that the various elements of the community are able to work together gives hope.

At a recent meeting when President Nixon hosted the National Urbal Coalition, John Gardner declared that "The most serious problem facing this country" is the establishment of communications and mutual trust between minority communities and the dominant elements of the city. Mr. Gardner said, "I have to emphasize as strongly as I can that when a crisis strikes it is too late to begin the long ardous program of building channels of communication between minority communities and the other elements in a city. It must begin and be tested in a non-crisis atmosphere. Then when trouble strikes, if it does, men who have worked together and learned to trust one another can go into action together."

FINALLY!

Your criticisms, comments and suggestions are invited -- ye editor and staff may sometimes err!

Apologies to President McKinnon and Chairman Scott for such small pictures (Actually, they didn't want any pictures), but space, space, space is always the problem.

Anyway, we hope Volume I, Number 1 will not be "The Final Edition."

-- Dr. Wayne A. Neal
Editor
September Newsletter, 1969