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FOR IMMEDIATE RELEASE

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URBAN LEAGUE HOLDS 64th NATIONAL CONFERENCE

Mr. John E. Jacob, Executive Director, heading a deligation of 28 staff and volunteers representing the San Diego Urban League will be among the more than 5,000 persons attending the 64th Annual Conference of the National Urban League in San Francisco, July 28-31.

These persons will participate in the nation's largest forum on race relations convened this year to discuss the theme of "Full Employment as a National Goal" and to examine alternatives to the nation's critical social and economic problems.

Leading personalities in the fields of business, government, labor, academia and civil rights will converge on the San Francisco Hilton Hotel to exchange ideas, share information and generally reaffirm commitments to the struggle for racial justice and equality.

The Conference begins on the evening of Sunday, July 28th when Vernon Jordan, Executive Director of the National Urban League delivers the keynote address and ends on the evening of Wednesday, July 31st when Reverend Jesse Jackson addresses the final Conference Dinner.

Between these two events there will be a number of speeches, panel discussions, research reports and press conferences given by a cross-section of America's leadership.

On Monday, July 29th, Vice President Gerald Ford will address a General Conference Luncheon and the next day a group of America's top black mayors will meet for the first time in a public discussion that the Urban League has labeled, "Politics, '74".

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Four plenary sessions focusing on the Conference theme will examine such variants as the impact of health, education and social welfare programs on economic security and the possibilities of full employment as an approach to reducing crime. These sessions will bring together such diverse national personalities as Patrick Murphy, former police commissioner of New York City and Bobby Seale, co-founder of the Black Panther Party.

This year's theme is an outgrowth of a commitment made by the League to work for a national policy that will provide everyone willing to work with a decent job at a decent salary. The importance of the theme is underscored by the growing rate of unemployment in the nation and its growing impact on black communities where the unemployment rates are double those of whites.

The Conference will also feature a permanent exhibit area containing displyas by a number of firms and organizations.