CITIZENS INTERRACIAL COMMITTEE OF SAN DIEGO COUNTY
520 "E" Street - Room 609
San Diego, California [ms-0398.012.007.008]

EASING COMMUNITY TENSION
(Negro - Move - In)

I. Immediate: Short Range Program.

1. Personal calls on residents in the neighborhood affected.

2. Organizing home visits and discussion meetings.

3. Preparing and distributing informational materials - leaflets, others.

4. Establishing station with manned telephones to answer questions and give information out which is designed to combat rumors.

5. Follow-up all leads

6. Establish a list of "positive" residents: maintain contacts.

II. Long Range Program

1. Call a meeting to solicit the help of key real estate brokers, clergymen, banks, S. & L associations, press representatives and citizen volunteers.

2. Attempt to identify the "positive" neighbors in the immediate area - that is, those persons who can be counted on to work with municipal official in issuing factual information and in allowing their homes to be used for block meetings. In any neighborhood, there are persons who will be glad and happy to help identify these "positive" persons.

3. Seek our background information, especially church or synagogue affiliation, or immediate neighbors (with three houses) from "positive" neighbors. This faciliates later personal visits by ministers, priests, and rabbis.

4. Meet with clergymen prior to neighborhood meetings to identify church and synagogue members and to request their help for home visits.

5. Run down facts about homes for sale in the neighborhood (number of homes for sale, locations, asking prices, and lenght of time on the market) record this information for future reference.

6. Prepare, if pertinent, a fact sheet on the details leading up to the sale. It should be neutral and factual showing an account of the events leading up to the move-in, how the sale was made, how officials learned of it, and the schools and church the family will attend. This sheet should include facts and other information on each member of the Committee (or Commission) working in the neighborhood which assures residents of the stature and judgment of these people and the fact that they are not only qualified to perform in this capacity, but also officially representing the local governmental unit (City, County, etc.). In addition, it is in this sheet that a section on "What your city expects of you" may be included: to

answer anticipated questions and minimize rumors.

This factual information should make the following points:

A. Panic sales by whites will lower property values. This will be caused by residents already there, not by the new neighbors.

B. Violence of any type will bring publicity, attract outsiders, and endanger all homes in the area.

C. The community's reputation depends on the behavior of the neighbors.

D. Don't listen to or pass on rumors; don't believe those you do hear, check them out by calling the proper telephone number.

E. Don't parade in front of the new neighbor's home; don't congregate in front of the home or on the corner or near the new home.

F. Stress the favorable experience in other locations where move-ins have occured: point out that after the initial panic is over, things always settle down and persons go on living as usual.

G. Emphasize enlightened self-interest with reference to neighborhood stability and property values.

7. Maintain close contact with real estate people and ask that they designate one or two persons as liaison. The real estate persons should at times attend the neighborhood meetings, together with members of the banks and savings and loan associations, to supplement the members of the Committee or Commission. These persons of prestige and authority will help reassure nervous home owners just by their being there. Additionally, they will able to provide factual information with respect to property sales and property values.

8. Close contact should be maintained with and calls made to persons as needed with the American Friends Service Committee, the Anti-Defamation League, the Catholic Interracial Council, the National Conference of Christians and Jews, the Council of Churches, the many Church Social Actions groups, and others.

9. All communications and press releases should be channelled through one person designated as the spokesman for this operation - on the commission.

10. Arrange with ALL communications media--newspapers, radio, television--not to publish any news at all about the neighborhood as general news items. These media will cooperate so long as racial incidents do not occur. Prior to this time, a meeting with all news media should be arranged to ask their cooperation in this matter, and to brief them of the nature of the situation.