

THE NAACP CAMPAIGN AGAINST DISCRIMINATION AND SEGREGATION IN HOUSING

STATEMENT OF PURPOSE AND OBJECTIVES

The problem of racial discrimination and desegregation in housing is a major and basic problem confronting Negro Americans throughout the country. It is a particular serious problem in Detroit. As a basic commodity in our economic system, housing is the one commodity which Negro Americans do not have an equal chance to buy, sell, or rent. Because of these restrictions, housing has become the most unyielding of all segregation problems in our community. Whether Negroes are buying or renting, they are forced to pay more for the house they can obtain--whatever its condition.

In view of the magnitude and scope of this problem in our community, the Detroit Branch NAACP is launching a vigorous, militant, and sustained community-fight campaign against the racial restrictions which exist in the housing market in Detroit. It is the aim of the Branch, further, to involve in this campaign as many citizens as possible and to carry on the campaign through and with every legitimate weapon of citizens' protest at our disposal.

SPECIFIC GOALS

The specific and immediate goals of the campaign:

1. To achieve a presidential executive order banning discrimination in housing.
2. To achieve passage of adequate local and state legislation barring discrimination in housing.
3. Through militant, organized demonstrations, achieve voluntary changes in the housing practices of private owners and investors.

METHODS AND TACTICS

In general, it is proposed that this Housing Campaign operate within the framework of the following methods and tactics:

1. Lobbying with appropriate government officials.
2. Educational forums and public meetings.
3. Mass demonstrations, e.g., picketing, organized marches, public prayer services.

STRUCTURE AND ORGANIZATION

This Campaign should be organized with the active participation and support of all interested members and friends of the NAACP. Its organizational structure should consist of the following:

- A. Steering Committee
- B. General Campaign Committee
- C. Sub-Committees:
 - (1) Research and Contact Committee
 - (2) Communications and Correspondence Committee
 - (3) Demonstrations Committee
 - (4) Speakers Bureau
 - (5) Publicity Committee

Other sub-committees should be established as the organizational needs of the campaign may indicate.