

WHAT IN THE WORLD IS ALL THIS

JUNK MAIL

DOING IN MY MAILBOX?

by Mary Anne Radmacher-Hershey

Unsolicited mail comes to nearly every mail box. Without consciously releasing your name - it appears on a myriad of mailing lists which result in an assortment of unwanted mail in your box. How does this happen?

Here are two instances which illustrate how names are freely sold and traded - and shows why the amount of junk mail an individual receives actually does "grow".

I was a speaker at a seminar sponsored by an Eastern university. Of course, my name appeared on the speaker's roster. Two months following this speaking engagement I began receiving mailings from several institutions and programs targeted toward women in management. Four months later I began receiving materials for workshops, materials, merchandise targeted for women at any level in the workforce. Five months following the event I received a battery of magazine subscription solicitations - all having something to do with women in business.

This university earns money by selling their "targeted market" lists to companies who want to sell products or services to an identified market segment (in this instance, women in business).

Here is another example of how a name is broadly sold. I ordered through a direct merchant (mail order clothing). Three weeks following receipt of my order I began receiving catalogs from all kinds of mail order clothing merchants.

There are many ways to eliminate this flow of unsolicited material from your mail box. Let me share how I dealt with these two instances.

I wrote the university and asked them to remove my name from all mailing lists which they release to the public. "I wish only to be contacted with materials from your university. I do NOT authorize you to release my name to any other organization for any reason." When I received materials from unsolicited organizations I wrote across the piece with my mailing label on it, "Remove my name from your mailing list and do not give it to any other organization." Frequently these mailings come with postage paid response envelopes. I use that.

In the instance of the direct merchant I contacted the customer service organization. This individual confirmed that their mailing lists are sold to DOZENS of organizations monthly. I requested my name be removed from the "pool" of available names. This procedure required the customer service agent to use an entirely different computer program and took ten minutes!

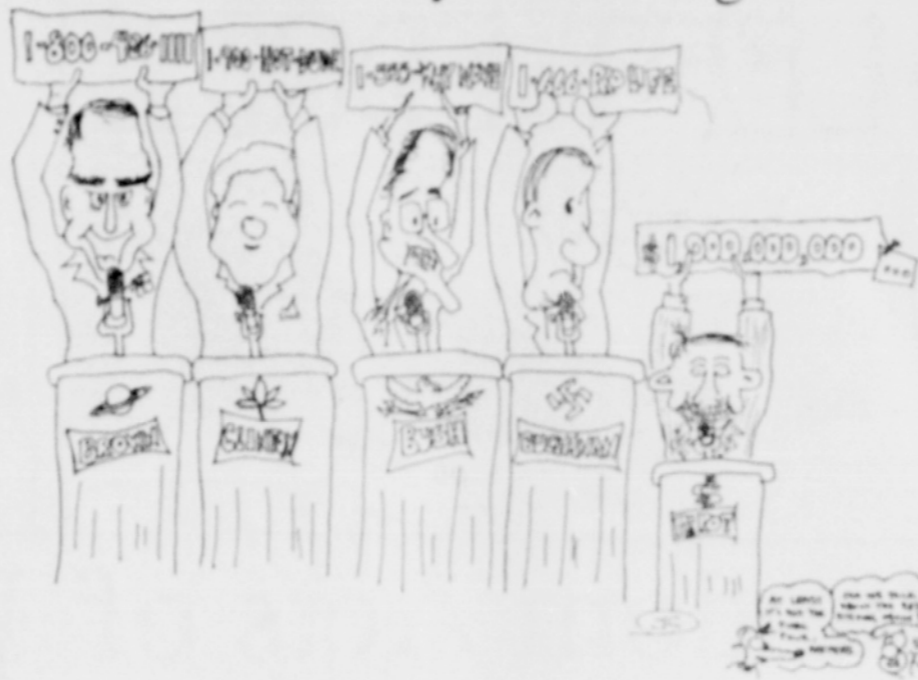
Suggestions for mail box clean up:

Write: Mail Preference Service, Direct Marketing Association, Post Office 3861, NYC, NY 10017. Tell them, "I do not authorize the release of my name to any organizations or businesses."

Notify. Whenever you sign a document, petition, mailing list (of an organization from which you want to receive material) make a donation, subscribe to a magazine, write, "Do NOT sell/trade my name to anyone else."

Tell. When you order from a direct merchant, tell them, "Indicate on your computer that my name is not authorized to be sold or traded to anyone else." These are just some of the ways you can control the manner in which your name is used.

Vote May 19th Oregon!



Meanwhile in Newport.....

Alex LaFollette

State Representative Hedy Rijken knocked on my door the other day. Bright smile, the kind that makes a grey morning feel sunny, asking for my vote come the nineteenth of May. (She got it.) I remember Hedy (Haydee) when she was a small child in the company of her father, the Honorable Max. I never could resist thinking of him that way and believe I'll extend the sobriquet to his daughter.

Max Rijken was a State Representative from Lincoln County for many a year and had a very effective way of campaigning. Saturday afternoons, year round, somewhere in the county, the Honorable Max was in a grocery store parking lot greeting constituents and helping them load their groceries. He'd open the back of your station wagon or hold your bag while you did. Shake your hand ("Max Rijken, how you doing?") and he was genuinely interested in your answer.

The Honorable Max was never on the lists created by those big city pundits who presume to identify effective legislators. On the other hand, he damn well knew how to get elected in Lincoln County and had a parking lot handle on what was bothering us. No Beltline centered incumbent, the Honorable Max.

Then Max died.

Now his daughter, Hedy has taken up the, if not glorious, at least, by God, honest banner borne so ably by the Honorable Max.

Welcome to the fray Honorable Hedy. Just keep reminding these folks in Salem that taxpayers, citizens, even voters exist outside of Clacka-WashaNoma County and you'll do fine.

Once in a while in the low dives I frequent, I still hear someone say, "Wait a minute, don't you remember when Max came to that Union meeting and he said..." No one has to ask who Max is and there are worse epitaphs for a politician.

... IN ASTORIA ...

benefit

DON'T WASTE OREGON - CLOSE TROJAN

may 3, sun.
(May Day Weekend)
4-11 in ASTORIA

spaghetti dinner and dance
(dinner 5-7:00)

Live local music! 4-4:45 Blue Train, 5:55 Brownsmead Flats, 6:20 The Offenders, 7:20-8:20 Pagan Pancakes, 8:40-9:40 Blue Tan, 10-11:00 The Bond Street Blues Band

Suggested donation \$5-10, bring cash. local phone 422-3075

Ⓝ DON'T WASTE OREGON CLOSE TROJAN

Art Walk

6 - 9:00

Paintings
Carvings
Instruments
Music
Food

ARTS NIGHT OUT

Celebrates
Native American Day
&
The Year of the Native American

Performing Arts 9:00 pm

Drumming
Dancing
Singing

Storytelling
Music & Surprises

Eagles Ballroom
894 Commercial
Astoria

Families \$12
Adults 5
Teens 3
Kids 1

United Inter-Tribal Dancing Club of Salem

BLACK CAT

ANTIQUES
COLLECTIBLES • BOOKS
• JUNK •

1145 COMMERCIAL
ASTORIA, OR.

FOOD FOR PEOPLE, NOT FOR PROFIT

1300 DRANE
ASTORIA

THE COMMUNITY STORE

NORTH COAST TIMES EAGLE

A JOURNAL OF ART AND OPINION
PUBLISHED MONTHLY IN ASTORIA
ORIGINS: BOB BETH, SUZIE LITVINS
MICHAEL PAUL, MCKENNA RAYOR
AND PUBLISHER



Vote
Sue Borgardt
for
City Council

- An area resident for 14 years
- A wife and the mother of three
- A self-employed bookkeeper for local small businesses
- An outdoor enthusiast

- Involvement in our community:
- As a school volunteer and athletics coach
 - As a member of the city's recycling committee
 - As the coordinator of the upcoming county-wide household hazardous waste clean-up event

- I support:
- The seafood/conference center/hotel as a cornerstone for responsible growth
 - A common sense approach to city business
 - Cost effective solutions to our garbage and recycling challenges
 - Decision making that considers the long-term effects
 - A strong network of neighborhood associations

I ask for your vote on May 19

Please share your concerns with me:
325-2139

Authorised and used by the Candidate on Demand
Sue Borgardt to the Astoria City Council,
1100 Commercial, Astoria, OR 97103
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Brown
FOR PRESIDENT

Elizabeth FURSE
FOR CONGRESS



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KMUN
91.9 fm
Astoria, Oregon

...Continued from P.1

Kicking the toxics habit is as important as proper disposal of your collected wastes. Often, safer, effective (and cheaper!) alternatives to a toxic product are readily available. At the collection sites ask for the free DEQ brochure, "What is Household Hazardous Waste?" You can also receive a brochure by dialing the DEQ directly 1 (800) 452-4011. It explains what materials are hazardous, how to handle them properly and gives suggestions for substitutes.

Please mark Saturday, May 16th on your calendar and begin collecting your household hazardous wastes. We'll see you there!

- For more information --
- Cannon Beach 436-1581
 - Seaside 738-5717
 - Astoria 325-5821 extention 33

"Environmentalists are hell to live with, but they make great ancestors."
Andy Kerr ONRC