



David Wells (right) receives congratulations and the Chairman's Commendation Award from William P. McCahill, Executive Secretary of the Handicapped. Wells, who lost his left leg in Vietnam, was honored for the "outstanding example" he has provided to other disabled veterans in overcoming a handicap. He was also cited by the U. S. Department of Labor as representative of the thousands of veterans who have found jobs through the public employment service in the past year.

Employers warned: Deal with black holidays

A New York City personnel executive said the recent profusion of black holidays, such as Black Solidarity Day, Martin Luther King, Jr.'s Birthday and Malcolm X's Birthday, will cause increasing tension in the future unless corporate management effects "some communication consistent with company policy."

In the November 1972 edition of RACE RELATIONS & INDUSTRY, published by D. Parke Gibson Associates, Inc., a New York-based international minority consulting

firm, Steve Jordan, personnel director of Berkey Film Processing, suggested that the failure of top management to put out communication regarding these days "often leaves a chaotic situation with some supervisors saying yes and others taking disciplinary action."

Mr. Jordan, discussing a phase of "Improving Internal Communications," topic of the Volume 8, No. 6 issue, charged that very few companies have plans to deal with "black holidays". But, he added, "blacks will be quick to point out that on Jewish holidays, people take off without any apparent penalty. They'll say that their (the blacks) sensibilities are just as important."

Noting the failure of effective internal communications, especially as regards minority employees, the newsletter said that unpleasant incidents precipitated by misunderstandings are often accompanied by racial overtones. "When considering communication with minority employees in industry, the hope should be to ensure that these employees understand what is being said and are not confused or insulted by the message or the manner in which it is delivered," advised the newsletter.

RACE RELATIONS & INDUSTRY said that a logical first step in improving communications should be a survey of existing policy and programs regarding minority communication, which could be accomplished "informally and inexpensively". Assuming there is room for improvement, information gleaned from employee

interviews should be of great assistance in modifying on-going programs.

The November issue suggested that "one of the most effective investments is some form of sensitivity training, which could be a highly structured program initially and less formal in follow-up sessions. Invariably, all involved in such programs will learn that they have unwittingly been guilty of addressing a minority employee in terms of a manner that was offensive to that individual and by extension, to a particular group," it said. These examples of certain built-in barriers to communication, breeding inherent hostility and distrust, must be overcome, the article emphasized.

The newsletter also listed "the more common entries" of do's and don'ts in dealing with minority employees and discussed the positive and negative reactions that interviewers, supervisors and personnel and medical department people might experience when confronted with problems in areas extra-sensitive to blacks.

The newsletter stressed the point that "winning the community and public at large should not be done at the expense of neglecting the employee -- minority or otherwise," noting that in too many cases, public relations energy is geared to the public -- "the audience outside the factory, plant or office." The employee, the article noted, "is infinitely more concerned with everything the corporation says or does since he is directly affected."

Expo asks volunteers

The Clark County Community Congress needs volunteer assistance for the upcoming Black Expo/Soul Bowl '72 that is scheduled for December 9th to be held at Clark College in Vancouver, Washington.

Roy Harris, coordinator for the Expo and Executive Director of the Clark County Community Congress, said there is still a need for volunteers in the following areas: Ushers, Crowd Control Coordinators, Movie projector Operators, Child Care Coordinators and aides, Food Service Assistants, Maintenance Coordinators, Sign and Poster Designers, Parking Lot Supervisors and aides, Exhibition Hall Decorators.

Those persons that volunteer under this special request will receive Free admission passes to the event.

Tickets will soon go on sale at the following locations: Stevens and Sons Jewelers, Lloyd Center; Fashion Wheel, N.E. Union; Albertson's Foods, N. Killingsworth; Melody Beauty and Barber Supply, N.E. Union; Dawson's Barber Shop, N. Vancouver; Hardy's Jewelers, Jantzen Beach Shopping Center; J. C. Pennys in Vancouver; The Brass Bar, Tacoma, Washington, and the Portland Observer.

Guinea's Ambassador to the United Nations, Jean Martin Cisse, became the first woman president of the United Nations Security Council as she takes the post on November 1st.

land. We are projecting an image to the Black Community of Portland with a well planned and professional program that Black People can identify with proudly and feel a great amount of dignity in being a part of.

"Through our program we plan to project an image to the Black Community that will make the black man aware of himself and the things that can be achieved through both independent and the united efforts of the whole community. We not only plan to project this image to the Black Community, but to the whole community of Portland, with the hope that it will unite the entire community and enable us to better relate to one another, and therefore better understand one another and hopefully eliminate some of the existing social barriers in the Portland community.

Anyone who is interested in advertising or in assisting financially or who has any suggestions may write to: Soul Enterprises, 2347 N.E. 8th Avenue, Portland, Oregon 97212

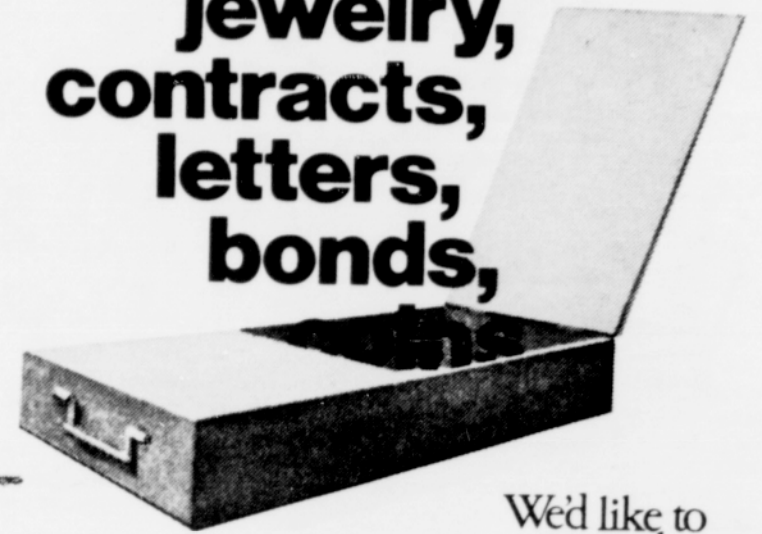


Medic Alert praised

Louis Russell, longest living male heart transplant patient, who recently became a member of the National Advisory Board of the Medic Alert Foundation, places a Medic Alert emergency medical identification bracelet on the wrist of Mrs. Betty Annick, of Milwaukee, oldest living female heart transplant patient. Both recently celebrated the fourth anniversary of their operations.

Mr. Russell, an Indianapolis school teacher, speaks to groups throughout the country on behalf of Medic Alert, the nonprofit emergency medical identification system of Turlock, California. "Medic Alert is a wonderful organization and a life-saver for people like me who have hidden or special medical conditions. When I travel I feel more secure knowing that if anything happens to me, those who are handling my emergency will have the information about my condition and medication needs. All they have to do is call the Medic Alert emergency telephone answering service number on my bracelet collect and they will be told what is in my file. All for a one-time-only life-time membership fee of \$7. That's a bargain." For additional information on Medic Alert write Medic Alert, Turlock, California, 95380,

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Fifth in a series of PGE Watt Watchers' Tips:

If you use electric lighting in your home

(and 100% of PGE's customers do)

use these energy-saving ideas

Lighting is the single most important use of electricity in your home. It brightens your environment for work, relaxation and family recreation. And it is as much a part of your home's beauty as rugs, curtains and furniture.

But enjoying all the things electric lighting makes possible requires more than just placing lamps here and there around the house.

PGE can suggest ways to get more from your lighting — more in benefits and efficiency.

Start today by joining the Watt Watchers. Put these ideas to work in your home:

1 Avoid creating light and dark areas in a room. Use lamps with good light-spread and diffusion. Place lamps so room is evenly lit.

2 Glare is extremely hard on the eyes. Avoid it by shading lights and by placing lamps away from shiny surfaces.

3 Shades on table lamps keep glare at a minimum when placed at the eye level of a seated person.

4 Be sure you always use light bulbs of a recommended wattage for your lamps.

5 Occasionally, light bulbs in enclosed ceiling fixtures may burn out faster than usual due to heat buildup. If this happens to you, try using bulbs one size smaller in wattage.

6 Avoid unnecessary home accidents. Make sure hallways and stairways have adequate lighting.

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can bring... and at a reasonable cost. You'll be a happier customer, too... and that's what PGE service is all about.

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