

Broadcasting career choice for PCC student

By Nathaniel Scott

The thrill of victory comes to many in different shapes, sizes and colors, and while the cap and gown will be a dominant factor this June, for some, it is the halfway point of a race yet to be run.

Jesse Hall, a 21 year old Air Force veteran from Hugo, Oklahoma, will graduate from Portland Community College with a degree in Radio-TV Broadcasting.

Hall resides with his family and when time permits, enjoys traveling, swimming, basket and football, as ways of unwinding from the grim task of studying. And as one would expect, he speaks as one of the newly coined "Communicators." "Since we are living in 1981, Blacks should realize the importance of unity. It's time that we all come together as people to create the ultimate progress in the world today.

"I think the philosophy in the homes of many Black people should be one of utmost concern, guidance, and a positive reflection on life. The philosophy should be taught to our young Black children, instilled in them, so they will become positive producers in our world (Black world) and lead a successful life for themselves, which in turn will improve our society," he said.

Union Avenue is a focal point and topic for conversation for many in the Black community, and Hall, a "communicator" has his views. "I think it's good and I wonder why it took so long to upgrade that strip because it's such an important transitional highway to I-5 and the North," he continued.

Hall contends that PCC's Radio-TV Broadcasting program is basically good and prepares one for occupation in the field, but "The problem (Blacks) is being accepted by a station -- or getting in the door. A person should be accepted on their merits -- not to fill a quota. But if it takes a quota to get minorities a position, then the quota is acceptable."

The uncertainty of the nation's economy; the uncertainty of Reagan's proposed cuts; Attyeh's proposed tax increases; and the very real possibility of doing something for the Black community, prompted Hall to say: "I plan to enter the University of Oregon this fall, but, now that I have completed a two year broadcasting program I have a lot of skills to use effectively in the form of communication. This summer, I would like to put together a documentary on Blacks in Portland, and let it be used as a tool of teaching for the community, so the community can and would have its own survey takers, record its own



JESSE HALL

strength and weakness, present positive role models for the youth, the illiterate, and, for any and all of those who will not read and rely solely on the silver

(Photo: Thomas Gordon)

screen for their knowledge of the world." Jesse Hall, a Black man working for the betterment of the whole.

Assertiveness training attacks racism

By Ulysses Tucker, Jr.

Dr. Donald Cheek, author of "Assertiver Black, Puzzled White" will be in the Portland area on May 29th and 30th to do a seminar developed by CC and Associates to address the need for new perspectives in Assertive Training and its application to those with Black Multi-cultural clientele.

Cheek, an authority in human relations, is currently a counselor and professor of psychology at California, Polytechnic State University, San Luis Obispo. His assertiveness training program, designed specifically for Blacks, is a technique for developing skills in effective self-expression.

Dr. Cheek defines assertiveness as being open, honest and direct without the intention of putting anybody down, while being aggressive is to be open, honest and direct with the intention of put down. A passive person does not

verbalize how he or she really feels. Instead they hide their true feelings. Cheek believes that a person has only three choices: either be passive, assertive or aggressive.

According to Cheek, the more fact you have, the more stress you are likely to have. He maintains stress is what keeps us from doing what we really want to do. It keeps us from natural spontaneous expression. And expression is what releases stress. So the less we verbalize our true feelings, the more stress our bodies have to deal with.

"We can't afford to only say what we want to say when we get angry. It's killing us! Blacks have the highest rate of hypertension than all other groups of people in this country. We have the highest cancer rate. Kidney disease is five times higher than whites. And the suicide rate is going up," he warned.

Dr. Cheek says, "Assertiveness

training deals, first of all, with complete commitment to people. And secondly, it gives you the technique to deal effectively with racism. The most effective weapons we have against racism is group solidarity and assertiveness," he continued.

However, Dr. Cheek, who describes himself as a street nigger from Harlem and part Ph.D from white education, holds to the position that to be effective in dealing with the white power structure we must learn to understand the

distinct difference between the traditional body of knowledge, white orientation, and the non-traditional body of knowledge, Black orientation.

For more information about the seminar, readers are encouraged to contact CC and Associates at (503) 289-9466. CC and Associates is a local firm dedicated to increasing the multi-cultural and multi-racial awareness of individuals and groups who need to co-exist in the modern world.



DR. DONALD CHEEK

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