



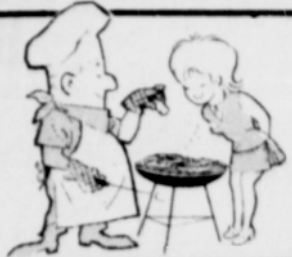
### News Flash: Jesse's prisoners

As the *Observer* went to press, Jesse Jackson secured the release of 26 political prisoners in addition to 22 American prisoners in Cuba. Castro agreed to Jesse's request if the U.S. State Dept. will grant visas to the Cuban prisoners. Castro will supply a plane if ground clearance can be granted by the Federal Aviation Administration today.

Mrs Frances Schoen-Newspaper Room  
University of Oregon Library  
Eugene, Oregon 97403

### 4th of July barbecue

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### Telephone trouble

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Youngsters have some fun in the sun in this week's catch it while you can summer weather. (Photo: Richard J. Brown)

## Report exposes record on city minority hiring

by Lanita Duke

**GRASSROOT NEWS, N.W.**— There used to be a time when personnel managers said they could not find any qualified Afro, Asian, Hispanic or Native American job applicants.

A recent evaluation of the City of Portland's Affirmative Action/Equal Employment Opportunity statistics by the Metropolitan Human Relations Commission reveals that usually when the City has had an opportunity to hire a qualified minority or woman they have neglected to do so.

"Availability is not the issue," MHRC stated. "A review of similar governmental bodies in the Portland area indicates that there is an availability of qualified candidates."

Multnomah County, thanks to the legacy of the late Leon Johnson, employs 10.45 percent minorities, Tri-Met has 16.3 minorities and the Port of Portland has 11 percent minorities.

The City employs only 6.9 percent minorities and 20.7 percent women. "The City is still one-third away from reaching parity for both women and minorities, and for Hispanics and Native Americans they are 57 percent from parity," MHRC continued.

MHRC also questioned the City's commitment not only to Affirmative Action but to fairness in hiring practices.

"In the first nine months of 1983-84, there were 37 positions where a woman or minority were among the top three candidates and they were not hired."

Kay Toran, Affirmative Action Director for the State of Oregon, said, "Those statistics suggest there is not the full commitment one would expect from managers or supervisors. To show a commitment you recruit qualified protected class members—women, minorities and the handicapped—and hire them."

"Some people call that preferential treatment, but it is not. It simply

means you will have a more representative work force."

Each City bureau falls under the jurisdiction of a city commissioner. Ironically, the report shows that those commissioners whom you would expect to see more are the ones hiring less.

Commissioner Mike Lindberg had an opportunity to hire 6 minorities and 6 women, according to MHRC's evaluation, and he did not.

Elsa Coleman, assistant to Lindberg, said, "I've discovered that we have some work to do. There were some situations in which there were opportunities to hire and we did not."

Coleman questioned the specific numbers of MHRC's report, but said, "The intent or message is right. Mike and I talked a month ago and we feel there is a problem." She said Lindberg plans to start focusing on recruitment and retention.

The personal staff of Commissioner Charles Jordan reflects a commitment to Affirmative Action that can be seen and not just heard. However, the Department of Public Affairs, which he oversees, had a chance to hire three women and did

not. Al Jameison, assistant to Jordan, confessed, "We have not come down hard enough on our bureau's heads of departments."

Jameison said that Jordan instructed him to write a memo, "And he did not want it to be soft. He wants them to hire women and minorities when they have the opportunity."

Commissioner Strachan, a strong advocate of women's rights, failed to hire one minority and four women. She said she could not answer why she neglected to hire them. "Those positions did not come to me. Positions within the bureau are hired by bureau managers, then we are told."

Strachan said she was also in the process of developing a memo, "That reviews what they have done and if a qualified minority or women makes the top three of the Civil Service list Bureau managers must prove to me why they should not be hired."

She stated that she will call for the reinstatement of the City's Equal Employment Opportunity Regulatory committee to monitor and evaluate the Affirmative Action performance of the City.

## Rate changes concern business

by Catherine Siegner

The handful of telephone customers who showed up Friday at the Masonic Temple to hear staff members from the Public Utility Commissioner's office explain new mandatory measured rates for businesses were divided into basically two groups: those who had trouble understanding the complex new rate system, and those who understood it pretty well, and didn't much care for it.

The PUC has decided that as of October 1, 1984, all businesses in Oregon will be switched to a new system of telephone service called measured rates. This basically means that instead of paying the current flat rate of \$40.93 per month for one line, or \$58.63 per line per month for a system with buttons and multiple numbers, all Portland businesses will now pay a base rate of \$32.25 per line, per month plus access charges and optional feature charges, plus usage fees for every outgoing call. These charges will be based on how far away the call recipient is and how long the call lasts.

Business customers are concerned that their monthly phone bills from Pacific Northwest Bell (PNB) will skyrocket under the new plan. PUC staff said the new system is an attempt to make business customers who use the phone system more, pay their fair share, instead of subsidizing heavy users by spreading the costs among all business customers.

Tim Gates, staff economist with the PUC's Salem office, told the group that business customers' rates will be guaranteed not to rise more than \$15 per month over current bills because of a "cap" the PUC has ordered on the new system. The cap, estimated to cost slightly more than \$2 million annually, will be paid by Pacific Northwest Bell.

This cap, however, will not be maintained indefinitely, according to Ed Morris, PUC telecommunications administrator. "The cap will be re-examined in January of 1985," he said. "The PUC has not decided when or if the cap will be removed. Our experience with it will be examined as of January. I don't think he will take the whole cap off—maybe just move it up to \$30 or so."

Gates added that since the cap in the Portland area will be lower than for other areas of the state, "Portland business customers could quite possibly be better off than business customers in other parts of the state."

Usage charges for business customers will include, as of October 1st, a \$7 hunting fee per line (hunting switches an incoming call automatically to the next line if the first line is busy); \$5 per month per line for line conditioning ("electronic enhancement" of the lines); the measured business line rate of \$32.25 mentioned earlier, and the charges for outgoing calls figured by time and distance. Long-distance calls will be added on separately, since PNB no longer directly provides that service.

For distances of 0 to 8 miles, the charges will be 5¢ for the first minute and 2¢ for each additional minute; for 9 to 12 miles distance, (Please turn to Page 13, Column 1)



Freddie Pettett has resigned from the Portland Urban League effective December 1984.

## Grand opening at Union Square

by Nathaniel Scott

Union Square, on N.E. Union Avenue and Morris Street, will hold its grand opening Friday and Saturday, July 6th and 7th, but for Larry Willson, owner of the plaza's 24-hour-a-day Convenient Food Mart, it will be business as usual.

The Convenient Food Mart opened its doors in September of 1983, Willson said. "We were the first tenants (in the plaza)."

Since the opening of the food mart, four other businesses have moved into the plaza: Sunshine Pizza, The Flower King Florist, Ronaldo's Ice Cream Store, and Nike's Shoe Store. The shopping complex is a five-store plaza.

Willson said the area has "a lot of potential. There is a lot of traffic going up and down Union Avenue, both day and night," he added. "We have been well accepted by the

neighborhood and the community in general."

However, Willson does not view the area as all peaches and cream; there is a thorn sticking in his side.

"The only problem I've encountered is that Union Avenue seems to be a haven for pimps and prostitutes," he said. "The law enforcement (the Portland Police Department) is doing nothing about it."

Nevertheless, he maintains that the construction for new businesses in the area continues at a rapid pace.

Union Square, according to John Wykoff, spokesperson for the square's grand opening, "Is the outgrowth of the Portland Development Commission's (PDC's) redevelopment policy in the North-Northeast; particularly that on Union Avenue." He added that beyond encouraging businesses to

develop there (on Union Avenue), "PDC also set aside Federal Grant Block money that was in the City's housing and development program to encourage this kind of development through low-interest loans."

Two hundred and fifty thousand City dollars were used by the PDC, he said. In addition, "A union that was looking for a socially conscious investment," invested some of its pension fund money in the Union Square project. At press time, the name of the union had not been verified.

But what has been verified is the architectural work of Howard Glazer. The designer of Union Square had this to say about his work: "I wanted to make a statement through architecture—something which would have the impact to help turn around a decayed area."

## Coors insults Blacks, boycott follows

After months of negotiations, a national Black coalition has called for an economic withdrawal campaign against Coors Brewery. The negotiations were instituted following inflammatory statements by owner William Coors in which he attributed the economic problems of Black-governed Africa to "a lack of intellectual capacity" on their part.

The talks, which centered around a trade agreement with the Black community, represented the first time a coalition of African-

American organizations, including the NAACP, Operation PUSH, the A.M.E. Church, CALPAC and the people Against Racism at Coors:

According to the coalition's co-chairman, Mr. Fred Rasheed, National Director of the NAACP's Economic Development Program, "Coors has insulted the intelligence of African-Americans again by proposing a national incentive covenant that does not take into consideration the present and future value of the Black consumer-market, for its product."



The Southland Corporation, parent company of 7-Eleven stores, announced the opening of a new 7-Eleven with a ribbon cutting on Friday, June 22nd. The store, at 33rd and Killingsworth represents the 40th 7-Eleven store to be opened in the East Portland area. (l-r) Bob Sandoval, Financial Consultant, Professional Training Systems; Charles Miner, 7-Eleven Field Representative Trainee; Gina Wood, Advertis-

ing Manager, Portland Observer; Eileen Terry, 7-Eleven District Manager; Dave Husk, 7-Eleven Real Estate; Samuel Brooks, President NE Business Boosters; Pam Jordan, Host of Dialogue, KPTV 12; John Moser, 7-Eleven Area Sales Manager; Celia Floren, Program Development Assistant, Portland Development Commission.

(Photo: Richard J. Brown)