

# EDITORIAL/OPINION

## The Candidates' Chorus



## Ferraro should thank Jackson

For the first time in the 208-year history of American politics a woman has been named as a major party vice presidential candidate. The door through which women pass to take their rightful place as full partners in the electoral process has been swiftly and permanently opened.

As we applaud this historic choice, our knowledge of history and political analysis demands a "thank you", from Geraldine Ferraro, to Jesse Jackson and the Rainbow Coalition.

Serious discussion of a female vice-president was considered only after the challenge of a strong Black male for the presidency. Throughout all levels of the campaign, the Rainbow Coalition advocated for political and economic equality for women. It was Jackson who first made a commitment to choose a female running mate should he be nominated.

Logic would tell us that Ferraro was nominated for the number-two spot because her male counterparts had their political party reclaimed and electrified by Jesse Jackson. Mondale found it politically necessary to

acquiesce to the demands of the National Organization of Women. This is not the first time white women have benefited from the struggle started by Black people in America.

Following a decline in activity after winning the right to vote in 1920, the women's movement re-emerged in the 1960's only after the confrontational non-violent demonstrations of the Civil Rights movement which incorporated the Equal Rights Amendment into its agenda. But the women's movement has not always been sensitive to the plight of Blacks in America or the struggles of women of color.

Both N.O.W. and the Mondale forces ignored consideration of Black women as vice-presidential candidates, even when the only serious previous minority presidential candidate was Shirley Chisolm.

True equality for women can only be realized with equality for all. Jesse Jackson has opened the Democratic door for Ferraro to go in. We hope she thanks Jackson as she goes through, keeping the door open—and not just cracking it slightly—for him.

## Double standards cloud ideals

The Democratic party projects itself as *the* party of great diversity, representative of all of America's ethnic and social groups. San Francisco has a similarly egalitarian image as the city on the move; a city where politicians speak of their tolerance for "divergent lifestyles."

Underneath these glowing images, though, exists both a city and a party where blatant inequality continues to exist.

Delegates to the Democratic National Convention roughly reflect the racial breakdown of American society. While this is a laudable achievement, it is the only point on which the delegates can be said to be representative.

While the family income of the average American is roughly \$20,000, seventy-three percent of the Democratic delegates say their's is over \$30,000 per year. Only five percent of the

Democrats characterize themselves as "blue collar".

And even as the convention proceeded with speeches on the need for greater fairness, Mayor Feinstein's police arrested protestors (who had committed no crimes) on the felony charge of conspiring to commit a misdemeanor. The move was clearly intended to keep the protestors off the streets, and away from the media limelight. So, too, are the daily round-ups of the homeless throughout the convention area.

Progress has clearly been made by both the Democrats and the City of San Francisco, but party rules locking out society's long shots, and the use of police power to do the same, must end. Much, much more progress remains to be made before the glossy images accurately reflect our American reality.

## Blacks still media outsiders

by Joel Dreyfus

**PACIFIC NEWS SERVICE**—Jesse Jackson's presidential campaign could prove as upsetting to the racial status quo in the news media as it has been to national politics.

Though news executives say coverage of Jackson's campaign is fair and impartial, Blacks have had quite a different response—and this disagreement raises some issues about the news media that go far beyond presidential politics.

Many white journalists have praised Black *Washington Post* reporter Milton Coleman for repeating Jackson's off-the-record reference to Jews as "Hymies." But many Blacks, including some journalists, have publicly criticized both Coleman and media coverage of Jackson's campaign.

Some news executives dismiss such protests as knee-jerk reactions, but they actually reflect longstanding animosities. Through much of American history, Blacks have viewed the news media as the enemy. From the end of the Civil War to the civil rights era, many newspapers in the South instigated mob violence and urged that Blacks "be put in their place."

Coverage of Blacks improved for a while in the 1960's—the civil rights movement was "the story" of the decade, and many news outlets assigned their best reporters to cover it. The moral pressures of the movement—and the hostility of Black militants—also led some organizations to seek out and hire Black journalists, many of whom covered the changes then taking place in Black communities all over the country.

But white editors soon turned elsewhere—to Vietnam, Watergate, and then the self-indulgence of the late 1970's. Younger reporters, Black and white, were urged to put their energies into "More important topics" than Blacks or Black issues.

New, more fashionable minorities were discovered; Hispanics, the

Vietnamese. But, like the Blacks before them, they were covered as anomalies, to be dealt with in one story or a series, then forgotten.

Of course, a number of newspapers and local stations have worked vigorously to desegregate their news coverage, but they are notable exceptions. In too many large city papers, the only Black faces which appear are those of criminal suspects and athletes.

Efforts to cover the political emergence of Blacks reveal these shortcomings. For example, many journalists credit the Black political surge to Jackson, while it actually

## Analysis

started well before he announced his candidacy. And when Jackson appeared at the United Nations with African ambassadors and Black leaders, many white reporters could not distinguish the former from the latter.

This limited perspective can be found all over big-city newspapers; not just in the failure to grasp the breadth of the Black political awakening, but in something that may seem as trivial as a Sunday feature article about poets and springtime that features white male poets only. It reflects, in part, the fact that Black politicians themselves usually lack the close social contacts prominent whites have with media executives.

Coverage of minority communities, while well-intentioned, is often paternalistic, with quotes from white experts and a few well-known Blacks who are treated as authorities on all aspects of Black life.

At the root of this ignorance is the continued segregation of newsrooms all over the country. According to one study, 70 percent of the newspapers in this country have no minority journalists on their staffs. Television stations have

placed a number of Blacks in visible positions, but few work in newsrooms, and non-whites in decision-making roles are virtually nonexistent.

These employment practices undermine arguments by media institutions that they can deal fairly with minorities. It may also help explain why questions have been raised about the impartiality of Black journalists, but not about ex-government officials covering the agencies they used to work for, or Jewish journalists covering Israel.

It is not surprising, then, that most Blacks feel excluded from the public the media supposedly serves. Minorities are covered from a white perspective—the question is, what are "they" up to? Rarely do minority readers or viewers see their point of view used as the basis for reporting a story.

Nor is it surprising that many Blacks view white-owned media as preservers of the racial status quo. This creates the dilemma that faced Milton Coleman: Black journalists who are seen as too committed to their employers are accused of participating in this repression. Yet Black-owned media rarely have the resources to reach as many Blacks as white-owned outlets.

Of course, wrongdoing by leaders and elected officials, regardless of race, should be routinely reported. But when the perception in the minority community is that such reporting is done selectively, and when the selection is seen as color-coded, news organizations lose their credibility.

News executives must make a new commitment to bring in minority talent and to place experienced minority journalists in positions where their perspectives have real impact. Otherwise, minorities will have to conclude that these institutions have no intention of accommodating to the changes in American society.

DATE: Saturday, August 4, 1984  
TIME: 10 a.m. to 4 p.m.

DISTRIBUTION ITEMS:  
Processed Cheese: 5 pounds  
Butter: 2 pounds  
Honey: 3 pounds

FAMILY SIZE	MONTHLY INCOME
1.....	\$ 540
2.....	\$ 728
3.....	\$ 917
4.....	\$1105
5.....	\$1294
6.....	\$1482

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You are eligible to receive these food items if your monthly income is equal to, or less than, the following guidelines:

**PROOF OF ADDRESS:**  
To receive these food items, you must present proof of your current address. ACCEPTABLE forms of ID:  
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--Social Security Card  
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	97217 W. of I-5	6941 N. Central
	97229	
	97231	
NORTHWEST	97209 W. of I-405	FIRST DONNELLY LUTHERAN CHURCH
	97210	NW 18th & Irving
DOWNTOWN	97201 N. of PSU	NW PILOT PROJECT
	97204	1030 SW 3rd
	97205	
	97209 E. of I-405	BALONEY JOES
SOUTHWEST	97201 S. of PSU	NEIGHBORHOOD HOUSE, INC.
	97219	7780 SW Capitol Hwy.
	97221	
SOUTHEAST	97202	CLEVELAND HIGH SCHOOL
	97214	SE Powell & 26th
	97215	
NORTHEAST	97206	WOODSTOCK SCHOOL
	97266	5601 SE 50th
	97211	JEFFERSON HIGH SCHOOL
	97217 E. of I-5	5210 N. Kerby
EAST COUNTY	97227	
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	97216	SAVAGE MEMORIAL CHURCH
	97220	SE 139th & Mill
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97024	GRESHAM SENIOR CENTER	
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