

Cablesystems subscriptions fall short

by Lanita Duke

GRASSROOT NEWS, N.W. — The enthusiasm surrounding Rogers Cablesystems winning of three ACE awards for cable excellence was dampened because of Rogers financial crisis. The cable company has lobbied the City Council for temporary relief from franchise fees, property taxes and community programming requirements.

At a special briefing Thursday, Sept. 6, Mitzi Scott, director of government and community affairs, said Rogers built a system with capabilities surpassing all other systems currently constructed.

However, the cost to build and operate the system has risen while the Portland marketplace has fallen short of its revenue expectations.

"We've experienced significant cost overruns, combined with revenue shortfalls, because we have far fewer subscribers than we anticipated," said Scott.

The financial impact has created a

serious cash shortage for the cable company, in the neighborhood of \$5 million dollars. The city hired a financial consultant from Seattle who corroborated Rogers findings, and he thinks the shortfall may be worse, Scott added.

Rogers invested in an interactive system that conducts two-way opinion polling on Channel 55 and institutional services that provide video and teleconferencing to businesses.

"Institutional pays its way, but interactive is a drain," Scott explained. "In the future, these elements will be very important, and everyone will be thankful we went to the expense to make it work. To shut the system down will be extremely shortsighted."

Community programming will be dealt a significant blow if and when the City Council approves Rogers relief package. The company has proposed a 50 percent cut in local origination and public access

programming.

"Community producers are being asked to bear 25 percent of the relief package," said Rachel Jacky, president of Portland Cable Access. "That is way out-of-line when PCA accounts for only 3 percent of Rogers operating expenses. The company is asking the city to pay for poor management."

PCA recently made a commitment to various members of the Black community to build an Inner-

northeast studio. "The staff will look at options to purchase a building without the \$196,000 Rogers placed in escrow," said Jacky, who outlined the options as requesting a loan from the city or obtaining a lease with an option to buy.

Jacky said the future for community communications looks bleak. "Local origination and public access enhance each other. If one goes, the other will follow."

Operation Big Vote gears up

Judy Knowls Boyer and Robert E. Phillips, convenors of the 1984 Operation Big Vote crusade for Portland, Ore., are now recruiting volunteers to canvass for voter registration, to staff telephone banks to organize political forums and to volunteer to transport voters to the polls on November 6, election day.

Watch for Operation Big Vote

update information regarding upcoming events.

The crusade has posted a billboard at N.E. Union and Alberta Streets. If you would like to volunteer or make a donation to the crusade please call 284-1044 after 5 p.m., or write Operation Big Vote, 2752 N. Williams Ave., Portland OR 97227.

Child sexual abuse: what you should know

Child sexual abuse does happen. Every day, in every community in this country. Recent studies that include data from every socioeconomic, racial, ethnic, and religious group, show that one out of every three girls, and one in every ten boys is sexually abused before he or she reaches the age of eighteen. In about 85% of these cases, the assailant is someone the child knows.

The statistics are frightening, and the subject is not an attractive one. But a new, five-part series titled: *Child Sexual Abuse: What Your Children Should Know*, airing September 17-20, 8:00 p.m. on Oregon Public Broadcasting, tackles the difficulties of dealing with this issue.

Child Sexual Abuse is not just another morbid look at a horrible problem. The series, hosted by Mike Farrell, (formerly of M*A*S*H) offers sound advice to parents on how to prevent children from becoming victims, and provides a calm, non-threatening program for children on how to protect themselves.

The five separate shows are designed to reach specific audiences from pre-school through young adult. The series begins with a ninety minute program for parents, teachers, and all adults who deal with children (Sept. 17, 8:00 p.m.) followed by four programs that speak directly to children; grades K-3 and 4-7 (Sept. 18, 8:00 p.m. and 8:30 p.m.) Junior and Senior High

School (Sept. 19, 8:00 p.m.) and Senior High (Sept. 20, 8:00 p.m.) *Child Sexual Abuse* will be repeated in its entirety on Saturday, Sept. 22, at 10:00 a.m.

In the programs for children and teenagers, viewers are taken into the classroom to witness discussions with children and to see a live theatre presentation that uses drama to vividly portray the risks and confusion of adolescence that leaves young people exposed to sexual abuse.

"We tell our children to be careful, but to be careful of what?" said Jennifer Faye, Rape outreach Coordinator from Seattle, Washington and author of several books on child sexual abuse. "It has been found that children already have their own gruesome concept of what rape is ('It's when a man steals you from your house and cuts you up into little pieces') and a straightforward explanation is a step toward understanding the very real danger."

The series, and especially the four programs for children and teenagers raise the inevitable questions: Does child abuse really occur that often? Won't young people be unnecessarily frightened by what they're told? Why don't traditional warnings by parents such as "Don't talk to strangers," suffice?

One of the things that make children so vulnerable to sexual abuse is their basic respect for adult

authority.

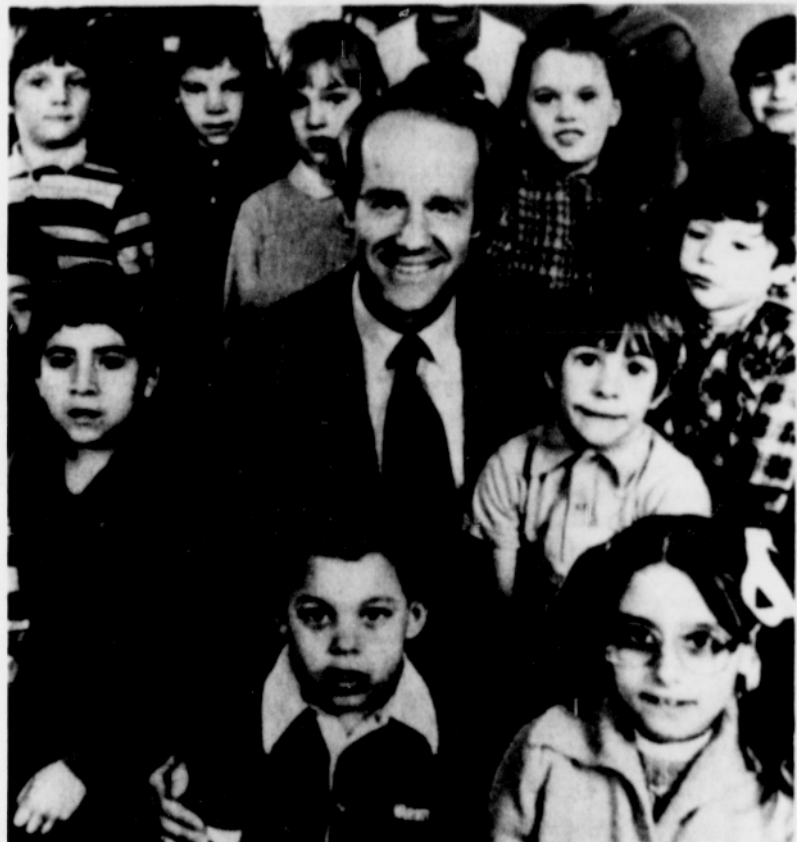
"Training children to always obey what an adult says may be one of the most dangerous things you can do," explains Mike Farrell.

Each of the five programs offers prevention information, ways to recognize the symptoms of child sexual abuse, and intervention techniques. The programs offer children and adults a comfortable vocabulary for talking about sexual abuse and demonstrate ways that children can be taught prevention

skills that will make them less vulnerable.

"Children can handle prevention information if the adults can handle giving it to them," says Cordelia Kent, a sex therapist featured in the series.

Programs in sexual abuse prevention that have been used in the schools have not frightened children, but have encouraged them to talk more openly with their teachers and parents, according to Kent.



M*A*S*H star Mike Farrell with some of the kids who learn and share on "Child Sexual Abuse," airing Sept. 17-20 on Channel 10.

Demos plan TV series

Democrats living East of the Willamette who subscribe to Rogers Cablesystems will be among the best informed citizens in Oregon. Those who subscribe to Liberty Cablevision will have to complain to the management. Scheduled for showing every third Friday evening, monthly, a new Public Access program in the works will feature reports from each Oregon State District, Democratic office holders, issues experts and the MCDCC Executive Committee. A Cable

Communications Committee of the Board is finalizing details regarding additional "specials" to be cablecast on September 19, and in late October-early November, to help get out the word about national, state and local candidates and issues. Volunteers with talent (on-camera and behind-the-camera both) are being sought by Associate Producer Gina Wood (18th Dist.), who can be reached at 295-4608 (messages). Other committee members are Sherin Lance (12th), Larry Burnside (13th), Bob Millican (15th) and Bob Boyer (18th). Rush Kolemaine is producing the programs for us through the facilities of Portland Cable Access. Watch for them!

Charles Jordan farewell banquet

The community is cordially invited to a farewell banquet for City Commissioner Charles Jordan on Sunday, Sept. 23, 1984, at the Jantzen Beach Red Lion Hotel. From 5:30 to 6:30 p.m. there will be a no host social hour; from 6:30 to 8:00 p.m., a steak dinner and program. Tickets are \$16. For information or tickets contact Martha Jordan 284-3342 (Days) or James Taylor 287-3893 (evenings). Commissioner Jordan is leaving Portland to direct the Austin, Texas, park system.

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