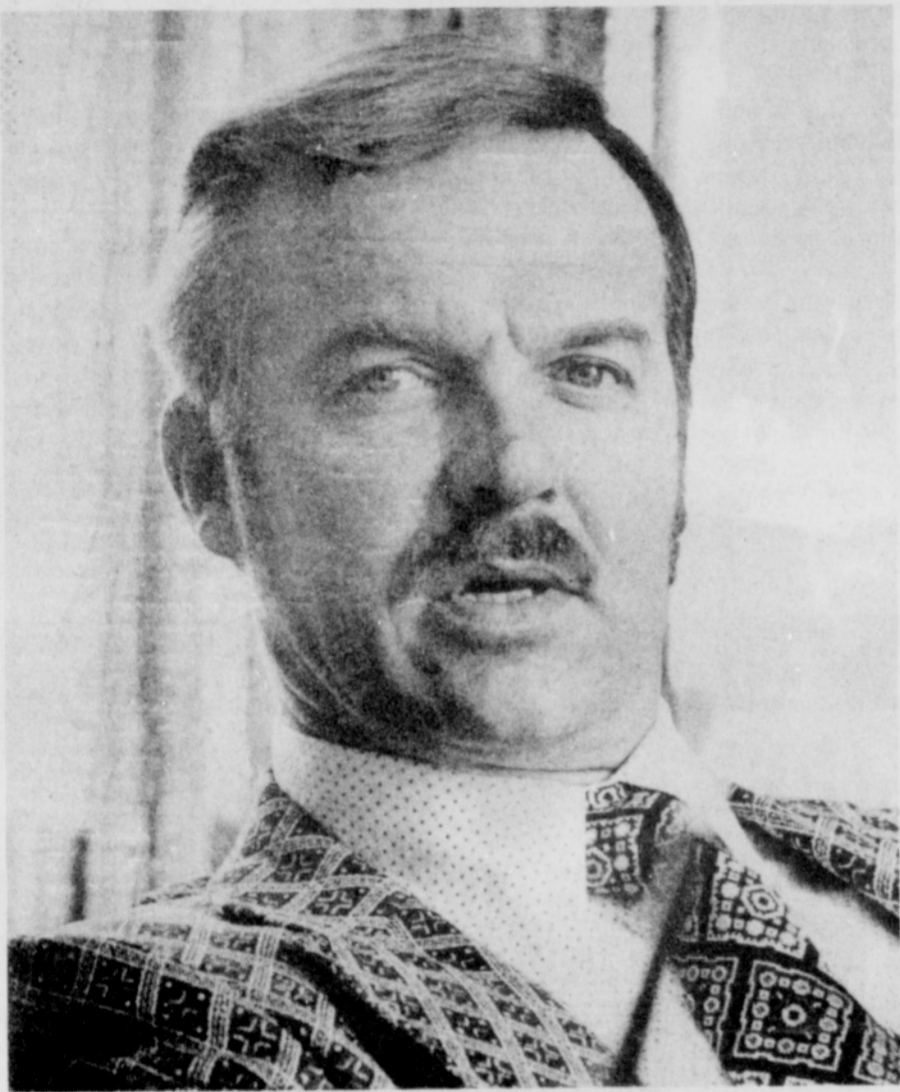


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Police Association Falsely Accuses the Observer



Stan Peters, President of Portland Police Association.

In its headline article in the August 1987 edition of "The Rap Sheet", the official publication of the Portland Police Association and the Oregon Council of Police Associations, the Portland Observer was falsely accused of "participating in deceptive behavior in exchange for \$500.00."

The story, headlined "Sad story concerning the use of funds

for advertising non-existent police jobs", surrounds as alleged solicitation of an advertisement by the "Skanner" newspaper which appeared in its "Careers" edition earlier this summer.

Written by Stan Peters, PPA president, the article states that the "Skanner" requested that the Portland Police Bureau purchase an advertisement for applications for employment as a police officer with the City of Portland.

Peters states in the article that the request was denied by the Bureau since there were no openings for police officers due to recent budget cuts and because there are not likely to be any openings in the future. The "Skanner" didn't give up, however, and successfully appealed to Mayor Bud Clark's office, which overruled the Bureau and ordered them to buy the ad at a modest cost of \$500.00.

"Somehow (and no doubt, coincidentally)", continues Peters, "the Portland Observer managed to make a phone call to the Bureau immediately after this episode and requested that the Bureau purchase a \$500.00 ad in the Observer soliciting applications for its non-existing job openings. Since we are all trained police officers, it should be no surprise to any of us that this time the Bureau immediately approved the purchase of the ad."

A check of sales documents and back issues of the Observer by the Observer staff revealed no advertisements had been placed by the Portland Police Bureau since 1984. However, records do indicate that the Bureau purchased an ad in the JOBS Trade Magazine on September 10, 1986, at a cost of \$250.00. (The JOBS Magazine is an insert into the Portland Observer.)

When contacted at Portland Police Bureau Personnel Headquarters, Capt. Schrader, Capt. of Personnel, confirmed the ad stating, "Our records reflect that this transaction was completed on September 10, 1986, and this is the last ad placed with your publication. The "Rap Sheet" article is in error."

In blaming the Mayor's office for "the bulk of the respon-

sibility for acting in a fiscally inappropriate manner", the article claims "decisions were made on a whimsical basis without considering the long-term ramifications. Just as certainly, the Observer and the Skanner must be faulted for participating in behavior which can only be termed deceptive and for doing so in exchange for \$500.00."

The long-running controversy between the PPA and the Mayor's office was fueled by the Association's allegations that positions for employment as police officers with the City of Portland were being advertised but did not exist. The Association asserts that the money would have been better spent to prevent demotions due to budget cuts, overtime authorizations or purchasing ammunition to practice firing .45 caliber weapons.

In claiming to support the Bureau's minority recruitment efforts, the organization says it will continue to insist that only the most qualified applicants be hired.

Spending \$1,000 for advertising jobs that do not exist is only likely to discourage rather than encourage individuals from considering a career with the Portland Police Bureau, the PPA alleges. It further stated that lying to people even before they become your employees is not likely to create much interest in the job.

According to Sgt. Jeff Barker, "Rap Sheet" editor, Peters was out of town and unavailable for comment. The Sgt. also stated that the information concerning the alleged Observer ad was furnished by the Portland Police Public Information office. Lt. Henry Groepper, P.O.I. for the Police Bureau, denies giving any information to the Portland Police Association.

Observer General Manager, Al Williams, stated the "Rap Sheet" article was a complete fabrication based on untruths and "gutter journalism". "To publicly accuse this newspaper of deception to obtain an ad and to imply that we co-conspired with another publication to do so is not only a lie but an insult." Williams indicated he was turning the matter over to counsel.

Black Outreach Initiative Launched

Black Outreach strategies for the Red Cross Oregon Trail Chapter have been charted and endorsed by local management in accordance with National directives. Under the auspices of Youth & Community Services, every opportunity for involvement of members of the Black community in all aspects of the American Red Cross is being carefully looked at.

Black Outreach means that at every phase of governance and on all decision-making levels, the American Red Cross needs to increase and achieve substantial participation by Black constituents. The Chapters must promote staff and volunteer awareness and commitment to the Minority Initiatives (last year's initiative was aimed at the Hispanic community), actively recruit ethnic minorities as candidates for positions at all levels, both staff and volunteers, and involve minorities in developing programs that meet the needs of that minority population.

Initially in the Oregon Trail Chapter, the Black Initiative has meant forming a Black Initiative Task Force, chaired by Yvonne Williams, to determine the preliminary target population and suggest a project which serves and involves it. This task force has been designated to give advice on relevant issues and provide linkage to and from the community.

First on their agenda was a Summer Fun Fair, June 10, where local youth and their families came to find out about organizations and groups that serve youth with self-esteem and leadership development, career opportunities, health and safety information and activities. Approximately 500 attended.

Next in the wings is a series of blood pressure and cholesterol screenings sponsored throughout north and northeast Portland for low- or no-income individuals. Because Black individuals have a 3-5 times higher risk for high blood pressure and cholesterol-related illness, these screenings are important to meet the special needs of this population. At the first two clinics, 61 individuals were screened, and of those, 22 were found to need referral.

Michaelle Sharpe, specialist in Youth & Community Services, has been hired to develop and present training to children in the north/northeast area who are left home alone. The intention is to go where the children are rather than expect them to come to the Red Cross headquarters; specifically, at community centers, parks and churches. Children's classes,



Michelle Sharpe (R) and Aleem Shabazz will help expand Red Cross

programs into north/northeast and minority communities.

Photo by Richard J. Brown

special follow-up events, parent training and printed resources guides are all components of the new program. Sites and volunteer instructors are being sought to promote and expand the workshops.

Aleem Shabazz, Minority Outreach specialist, will assist in AIDS education, particularly with minority communities. He will also assist in coordinating sickle cell testing for children by working with the Sickle Cell Foundation, and will supervise blood pressure and cholesterol screening in the community.

Aleem will provide staff support to a committee working on multi-cultural training.

"Our overwhelming priority is to work for better community awareness of Red Cross services and activities so that there is increased involvement of Blacks in all aspects of the Chapter. The Black community has been under represented as volunteers, employees, blood donors and financial donors. By making Red Cross more visible in the community, the benefits become reciprocal," said Beverly Del Grande, director, Youth & Community Services.