

# PORTLAND OBSERVER

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"The Eyes and Ears of the Community"

February 16th, 1989

## BLACK HISTORY MONTH

### Introducing:



Omar Williams Ockley Green  
7th Grade



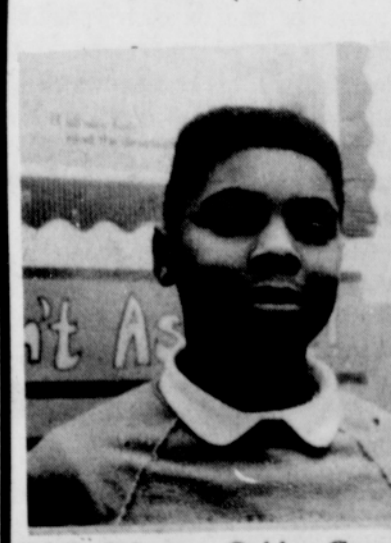
Ebony Sweet King School  
3rd Grade



Nigeria Crawford  
King School 3rd Grade



Gena Sloan  
Office Manager  
YWCA (N.E.)



Eddie Johnson Ockley Green  
6th Grade

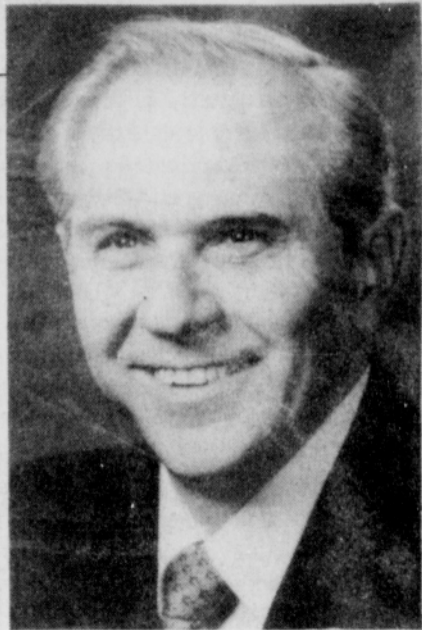
### Oregon Legislator Calls for Death Penalty for Racially Motivated Murders

Calling the current national wave of hate violence a "Criminal plague in need of a strong dose of tough law and order," Oregon State representative Bill Dwyer called upon his legislative colleagues to apply the death penalty to racially motivated murder.

Dwyer's proposed legislation, House Bill 2432, is now before the House Judiciary committee. At a hearing on the bill Wednesday, the Springfield lawmaker cited the November 13, 1988 Portland slaying of Ethiopian national Mulugeta Seraw as "just the latest in an epidemic of neo-Nazi, Skinhead type violence against innocent civilians." "It's time Oregon gives the 'Hell No!' to the 'Sieg Heil'," said Dwyer.

In his prepared testimony, Dwyer cited the December 20, 1987 racial killing on a Black youth fleeing a mob in Howard Beach, New York, as "a despicable act that must be remembered." Dwyer called the Howard Beach and Seraw incidents as part of a national hate crime wave. Citing National Council of Churches data of 121 hate inspired murders between 1980 and 1986 including 302 assaults and 301 cross-burnings, Dwyer said that neo-Nazi organizers have apparently targeted Oregon as a "haven for hatred."

Dwyer's bill would add murder "because of the victim's race or color" to the existing aggravated murder statute (ORS 163.095). If adopted, racially motivated killings would join murder for hire, the killing of a police officer and other heinous homicides among those eligible for the death penalty.



Rep. Bill Dwyer

Urging House Judiciary members to "elevate into the fraternity of heinous homicide those who kill with racial hatred as their cause," the Springfield legislator

said that the current legislative session needs to "send a message that we won't tolerate this type of garbage in our state!"

Dwyer urged Judiciary Committee members to give a "do pass" recommendation to the full House so that hate-cult members in "Idaho and elsewhere know they'll face the death penalty if they come to Oregon to kill."

Dwyer labelled his bill "Color blind" and said the legislature must implement Oregon Gov. Neil Goldschmidt's January 9th "State of the State Address" call for no room at the table for skinheads, crips or bloods.

### A Profile of Wally Scales

by Ulysses Tucker, Jr.

"Who is the Black guy sitting behind the visiting team's bench, he is always there and what does he do?" asked a Blazer fan sitting behind the press corp at Memorial Coliseum recently.

Unsolicited, this writer turned around and stated, "Oh, that Wally Scales, he is the Vice President of Special Events and he has been with the organization for almost 17 years."

A native of St. Louis, Missouri, Scales is one of the few African-Americans in management around the NBA and the only former non-player, a rarity, since most owners choose to pad their front offices with ex-jocks who might create more visibility for their franchise.

Here is a look at the "household" names: K. C. Jones, V.P. for Basketball Operations with the Celtics; Wayne Embry, V.P. and General Manager for the Cavaliers; Al Attles, V.P. and Assistant General Manager for the Warriors; Elgin Baylor, Executive V. P. and General Manager for the Clippers; Bill Russel, Executive V.P. and head of Operations for the Kings and Wes Unseld, V.P. and Head Coach for the Bullets.

Others working in the front offices include former Blazer Johnny Davis where he is the Community Director for the Atlanta Hawks and Gene Little, a solid player in the old ABA for several years who is now director of Player Personnel for the Charlotte Hornets. With the exception of Davis and possible Attles and Little—all have connections or future associations with the Basketball Hall of Fame in Springfield, Massachusetts, so why Wally Scales?

Long before it became fashionable Blazer president, Harry Glickman, understood and realized that minorities needed to play a greater role in management. The Blazers is probably the most progressive organization in professional sports today. They were sensitive enough to social issues to make strides in that direction. Harry is a pioneer in that regard and also has been excellent for the league.

As V.P. for Special Events, Scales supervises all community support programs and sponsor-related promotional activities. Additionally, he is responsible for game management at the Coliseum and for producing some of the most excellent half-time extravaganzas in the league.



Wally Scales

Scales is recognized as a well-respected and creative promotional wizard. It is not uncommon for the NBA front offices to solicit his advice regarding marketing ideas. For example, it was Scales who originates the NBA Slam Dunk Contest which has become one of the most anticipated annual events all over the country.

"Ideas come and go," Scales said, "but the important thing is to be in tune with the fans and what is marketable at that particular time. I often think long and hard about marketing ideas prior to making a presentation of the concept because the credibility of the organization is more important than some wild idea. We sell the entire Blazer concept through radio, cable, corporations, retail and any other device that is available within the community. We push the entire concept from the top to the bottom of our organization."

Scales is a graduate of Citrus College in Azusa, California having come out of Soldan High School in 1964.

He first attended Lincoln University where he became a freshman sensation averaging 22.4 basketball points per game. The next year he joined the U.S. Air Force and went on to serve in the far East and in Germany. Before joining the Blazers, Scales worked as a planner for the Conrac Corporation and the Bank of California.

When questioned about if he considered himself a role model for young people, Scales reflected for a moment, leaned forward and said,

"Yes, I take pride in the role and the social responsibility that comes with it. I am probably an examples that says you don't have to be a seven footer in order to become a success. If you can get a free education, grab it and run with it. I've seen so many heartbreaks. It is very difficult to play ball all your life and have it as your only focus. What happens in the real world comes back around. At least I have the ability to have some say about my future. That is real important to me and it also should be important to young athletes."

When questioned about whether or not African-Americans were progressing rapidly enough up the managerial chain in the NBA, Scales, himself and active member in community youth projects and sports activities was very candid. His answer was:

"No, I honestly believe that things could be much better. You would think that with 80% of the league players being members of a minority group, their score card in management would be better, but it is not. Personally I would like to see more opportunities open up but things around the NBA take a long time to make a significant change."

It is sad that a thoroughly qualified person will not even get the opportunity in management because the teams run a closed shop.



The Oregon State Health Department has issued a HEPATITIS ALERT for the Winchell's Donut Shop on N.E. Union Avenue in Northeast Portland. If you visited the site between January 25th and January 27, 1989 it is urgent that you contact the Health Department immediately! Telephone 248-3406

### Minority Business Enterprise In Oregon:

Part III. Premature Proscription of Key State Programs by Stephen E. McPherson, Special Correspondent

In the wake of the devastating Redden decision in the Mattson case here in Oregon followed by the coup de grace of the U. S. Supreme Court decision in the Croson case in Richmond, the affected entrepreneurs are in the process of assessing the total damage.

On the advice of the state attorney general, several organizations have abandoned disadvantaged, minority and women business enterprises on the assumption that they are similar enough to the one invalidated in Multnomah as to be found unconstitutional. Agencies so acting are transportation, education and general services. It is both unfortunate and interesting to note the alacrity with which the State of Oregon has united with several of its agencies to accept such a narrow interpretation of both the decisions. It is possible that other agencies might follow the same direction.

Several important observations were made recently in an interview Bruce

Hamlin, the attorney for the Mattson Co., gave to Bruce Broussard, Publisher of the American Contractor. First of all it is noted that the rulings of both courts should not be viewed as a class action, but rather as applying in a strict sense to the two cases involved. He further stated that MBE's are not invalid if it can be established with specific documentation that a particular group has been discriminated against. In such cases the remedy must be strictly tailored so as to be consistent with the provisions of equal protection under the constitutional guarantees of the 14th amendment.

He further stated that set-asides, goals and quotas may be used to remediate such discrimination but only as the last resort and with strict guidelines. Even the Redden decision recognizes that the suggestion of discrimination in the construction industry in Multnomah might be valid, but the county did not offer

(Continued to Page 3)

### Saluting:



Commander Helen L. Purnell, Executive Officer, Navy Recruiting District, Portland, Oregon. Commander Purnell, a 17 year veteran of naval service is a graduate of Maryville College, Maryville, Tennessee with a B. S. degree in Biology and Mathematics. She also holds the Master of Business Administration from Marymount University in Washington, D.C. She has served as a foreign exchange student in Beirut, Lebanon. Commander Purnell is currently the highest ranking African-American Naval officer in the Portland area.



### Congratulations!

Seth Hill, right, former north Portland resident and Jefferson high school student is shown with Edwin Moses, world class hurdler who was guest speaker at the blacks in Government conference at Seattle, Sheraton Hotel and Towers in Seattle Washington. Mr. Hill is director of catering for the Sheraton Hotel.

### Creed Of The Black Press

The Black Press believes that America can best lead the world away from social and national antagonisms when it accords to every person, regardless of race, color, or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.