

BLACK VOTER TURNOUT AND REGISTRATION RATES FALL IN LAST PRESIDENTIAL ELECTION, CENSUS BUREAU REPORTS

Fifty-two percent of the 19.7 million voting-age Blacks went to the polls in last November's general election, compared with 56 percent in 1984, according to a report from the Commerce Department's Census Bureau.

The White turnout dipped from 61 percent to 59 percent, while the rate for Hispanics fell from 33 percent to 29 percent. The report notes that 37 percent of Hispanics in the survey were not U.S. citizens and therefore could not register.

Black voter turnout was higher in the North and West (56 percent), than in the South (48 percent). Among Whites, 60 percent voted in the North and West, and 56 percent in the South.

Sixty-five percent of voting-age Blacks reported they had registered for the 1988 presidential election compared with 66 percent in 1984. White registration fell from 70 percent to 68 percent, and among Hispanics it declined from 40 percent to 36 percent.

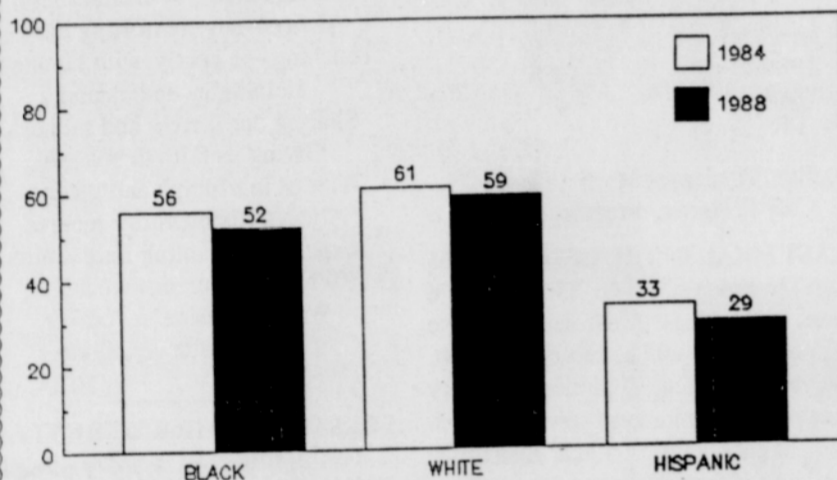
The turnout rate for the nation was 57 percent in 1988, down from 60 percent in 1984. It is the first drop in a presidential election since 1976, and marks the lowest voting rate recorded by the bureau since it began taking this survey in 1964.

The report notes that although official counts of the number of votes actually cast last November were not available when the report was written, news media have indicated that about 50 percent of voting age persons went to the polls.

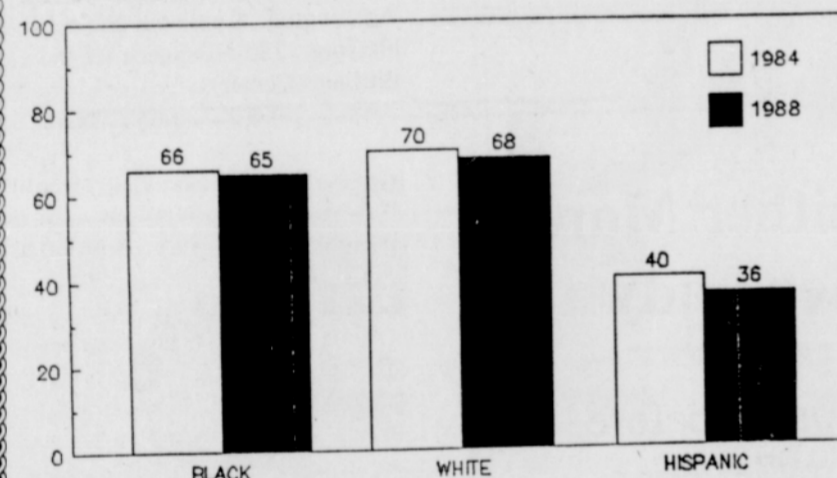
The report notes that data from surveys are subject to sampling variability and response errors, and that despite differences between survey estimates and official counts of the turnout, the survey provides useful measures of differences in voting behavior among population groups.

Copies of Voting and Registration in the Election of November 1988 (Advance Report), Series P-20, No. 435, are available prepaid from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

PERCENT REPORTED VOTING, BY RACE AND HISPANIC ORIGIN: NOVEMBER 1984 AND 1988



PERCENT REPORTED REGISTERED BY RACE AND HISPANIC ORIGIN: NOVEMBER 1984 AND 1988



NOTE: PERSONS OF HISPANIC ORIGIN MAY BE OF ANY RACE
SOURCE: U.S. BUREAU OF THE CENSUS

BLACK BUSINESS STUDENTS URGED TO PREPARE FOR WORLD BUSINESS

NEW YORK -- George Lewis, Vice President and Treasurer, Philip Morris Companies Inc., advocated "integrity" and "creativity" as vital attributes for a career in business. He told a recent meeting of Black MBA students, also, to perfect their communications skills while preparing to work with cultural diversity in an increasingly international marketplace.

Lewis was the keynote speaker for the 9th Annual MBA Conference at the Columbia University Graduate School of Business in New York.

In addressing his topic, "Career Positioning For Global Success," Lewis said, "you cannot assume that your boss will be an American."

Lewis told the group to learn to speak foreign languages, to get an understanding of foreign currencies as well as the geographies and cultures of foreign lands.

"A new corporate buzz term is 'managing diversity,'" Lewis said. "There are cultural differences. You have to deal with that. The good news is, so will members of all the other cultures."

Most people, Lewis said, are most comfortable among people like themselves.

"But you have to be prepared to develop relationship," he said. "You can learn amazing things about what's really going on in the company by playing golf or racquetball, or just being sociable after work."

More than 300 black business students and guests attended the two-day session on "The Black Professional: Positioning Ourselves For Global Success In The 1990's."

To demonstrate the growth of international business, Lewis told the students that when he joined Philip Morris in 1967, the company had operations in 11 foreign countries "but they generated such a negligible part of our revenues we didn't even break them out in our annual report."

Lewis said: "We now have operations all over the world, and they're generating roughly 31 percent of our total revenues and they are the fastest growing parts of our business."

Lewis noted, in addition, that Philip Morris recently received commitments for \$19-billion to complete the recent acquisition of Kraft, Inc. Foreign banks represented 69 percent or \$8.3-billion of the financial commitment, Lewis said, including 14 banks in Japan, eight in Germany, four each in Canada and France, three each in Switzerland and the United Kingdom, two each in the Netherlands and Belgium, and one each in Australia and Austria.

Lewis complimented the students for their successes, noting, "you had to be good to get this far. You are people who can make a difference."

He also cautioned them to remember that "you owe people. Not those who went before you, like me. You owe your brothers and sisters who'll be following after you. It's not enough to achieve success -- you have to leverage it for those behind you."

(Contact: T. Johnson (212) 686-4711)

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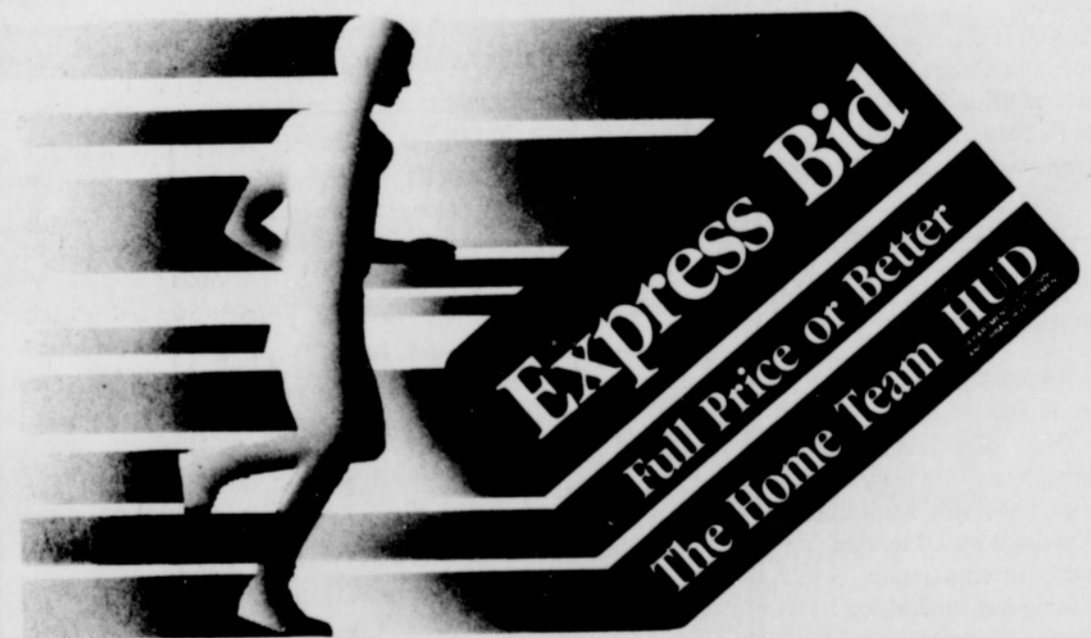


SPECIAL TRANSPORTATION GRANTS AVAILABLE

Guidebooks and applications for the 1989 Elderly and Handicapped Capital Assistance program are now available from the Oregon Public Transit Division. The program offers grants to private non-profit organizations for equipment used to provide transportation services for elderly or disabled people.

The division will award \$501,108 in grants this year. Last year, 17 out of 42 applicants shared \$504,418 in program funds.

"The grants can be used to buy modified vans, buses, wheelchair lifts and other transportation-related equipment," said Stephen Fosdick, special transportation coordinator for the division. "The grants provide up to 80 percent of the purchase price. Applicants must provide the balance. Funds are available only to areas where existing services are either insufficient, unavailable or inappropriate," Fosdick said.



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