

Michael Jordan Speak Out On Basketball And Gangs . . .

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truths, wisdom, and a couple of autographs. Whether this event or encounter with "Air" will help to change a decadent lifestyle or put him on the right track is another story. Time will tell.

"They have to learn something more positive than gang activities," said a very serious Jordan. "I understand what a gang might provide for an individual who might not have a lot of friends or support. A gang provides comradery. I think that it's the wrong type of comradery we want our kids to be involved in. If we look at television, day in and day out, we see all the bad news surrounding gangs. If you're going to be in a gang, let it be something positive like an educational gang. Look for something productive and positive, set goals for yourself, and then strive for those goals. Be it education or athletics, let it be something positive."

Born Michael Jeffery Jordan on February 17, 1963, "Air" was the third overall draft pick by the Bulls in 1984. His resume since: Rookie of the Year, 1985; Pivotal Player Award, 1985, 1989; All-NBA first team, 1987-89; Slam Dunk Champion, 1987-88; MVP, 1988; All-Star Game MVP, 1988; Defensive Player of the Year, 1988; Scoring Champion, 1987-89; and lastly, Jordan is the only player other than Wilt Chamberlain to score 3,000 points in a (1987) season. Still, the big one eludes him, the NBA title.

"I've achieved just about every individual honor possible," he said in a post-game interview while preparing for the Warriors. "Now, I want to win a league championship. That's what it's all about."

The game against Golden State marked for the first time in basketball history, that both leading scorers for Olympic Gold Medal-

winning teams competed head to head in an NBA game. Sarunas Marciulionis, the top scorer for the '88 Olympic Team champions received a taste of "Air" on national television this past Sunday. Jordan led the 1984 USA team in scoring and to a gold medal.

Currently, Jordan is leading the NBA in scoring and the Bulls in assists/steals. He has scored on 50+ points in one game this season, over 40+ four times, and over 30 points six times.

With the addition of draft picks B.J. Armstrong, Stacy King, and Jeff Sanders--Jordan is hoping that the scoring load will not be his primary responsibility.

"We have a real competitive team," he said. A graduate of the University of North Carolina with a degree in Geography, Jordan's approximate income looks like a MBA graduate from the Harvard School of Business. His annual income is close to \$8 million. That includes \$2.25 million in the 1989-90 season from his new eight year, \$25.75 million contract with the Bulls and \$5 million from assorted endorsement contracts with companies like Wilson Sporting Goods, Coke, Wheaties, NIKE, McDonald's and Chevrolet to name a few.

When question about his friendships with superstar filmmaker/director "Spike" Lee and whether or not (rumor has it) he has been tabbed to play a superhero in an upcoming film by Lee, Jordan could only smile.

"Spike, is a real good friend of mine," he said. "He came to Nike after he did his first movie with the shoes (Air Jordan) in it. He had some ideas for some commercials. He approached NIKE and NIKE came to me and asked me how I would feel about working with Spike. I said that it would be a thrill and looked forward to it. Once we got to-

gether everything seemed to click from that point on. I admire his work, what he represents to our race, and the goals he has for his own life. He's really a deep individual and very intelligent."

What about the movie rumor? "Spike hasn't spoke to me about any parts in his movies and it's just a rumor right now. In fact, it's the first I've heard of it. I've never really considered acting as something that I would want to do. It's a different challenge and a different type of entertainment. Who knows, it may be something that I might have to consider once I approach the situation."

Whether he knows it or not, Jordan is already a "superhero" in America. Night in and night out, touching the hearts of youngsters. He consistently dazzles the crowds with his highwire act and gravity defying dunks. After a steal and breakaway slam in the victory over Golden State, one fan stood up and shouted, "that was three seconds ref," in the air that is . . .

When questioned about being a designated role model for young people, the articulate Jordan said that it was fun.

"I love the role," he said. "I feel an obligation to give something back. To be a role model is a method of giving something back and hopefully, I can set a good example, give good advice, and help our young people face some of the problems in society . . ."

Next Week: A quick follow up with the young gang member and some more personal notes gang member and some more personal notes about "Air" Jordan, a class act and quality human being. . . Worst job in the NBA, Jack Haley of the Bulls has a locker next to Jordan. Haley: "The reporters crowd me, set on my shoes, and push me out of the way just to get close to Michael. Everyone wants to talk with him. . . Sometimes, I have to protect him. . ." Jordan: "Jack's my main man . . ."

Cash Career Awards Escalate In Miss Black America Pageant



Helen Moore of American Airlines, congratulates Paula Gwynn, Miss Black America withy round trip tickets to Europe.

J. Morris Anderson, who has produced the Miss Black America Pageant for the last 21 years, said "The Miss Black America Pageant had reached a new plateau in terms of offering cash awards and prizes to the thousands of talented women who compete in the event each year."

The Miss Black America Pageant was founded in 1968 and has been aired on National Television ever since as a means of providing a stage, a microphone and a platform for the performance of the Black Woman's talent, and the airing of her views.

"However, this year," Anderson said from his Philadelphia offices "Sponsors have commenced to adding fortune to the fame which the Miss Black America Pageant has amassed for the last twenty-one years."

Anderson said, One of the high points of his career as the head of the Miss Black America Pageant was to welcome Luster Hair Products as a major sponsor of the pageant this year. Luster products donated \$10,000, in cash prizes to be split among the winners of the swim suit, talent and

projection competition, the 1st, 2nd, 3rd runners-up and Miss Black America. In addition to offering prizes to the contestants, Luster Products purchased 3 minutes of Commercial Time on the Miss Black America Pageant TV Special which is being aired on the Black America Syndicated Commercial Television Network culminating during Black History Month. Check local listings for air dates.

"I am proud of the fact that Luster Products made a real commitment to the thousands of contestants who enter the Miss Black America Pageant annually. Its the first time a Black Company has stepped forward with such vim and vigor," Anderson said.

Jory Luster, Vice President of Luster Products said, "there can only be one major Black Pageant in America, therefore we must stand behind this one and make it the best that it can be."

Anderson also praised American Airlines for assuming a sponsorship role in this year's pageant in addition to providing two round trips to and location in Europe in which the winning contestant chooses to travel.

Contestants wishing to enter the MBA Pageant for 1990 may write P.O. Box 25668, Philadelphia, PA 19144, or call (215) 844-8874.

Gov. Goldschmidt Selects Interim Chief To Replace Duncan

Gov. Neil Goldschmidt announced today that he had selected John Erickson, superintendent of the Lincoln County School District, to fulfill the remainder of Vern Duncan's term as Superintendent of Public Instruction.

Erickson, 44, of Newport, has served

as superintendent of Lincoln County School District since 1985. The District encompasses about 1,100 square miles and provides education to 6,200 students in 18 schools.

From 1981 to 1985 he was superintendent of the Stayton Elementary School District. He worked as director of curricu-

lum and instruction for Coquille Public Schools from 1979 to 1981. Between 1967 and 1975 Erickson taught English at South Salem and Sprague High Schools in Salem.

Goldschmidt praised Erickson's experience and accomplishments in the field of education, noting he is "recognized in and outside education circles as a proven and respected leader."

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