

Anheuser-Busch, Inc., Fetes NNPA During Annual Mid-Winter Conference



ANHEUSER-BUSCH, INC., SALUTES THE NNPA--Henry H. Brown (far left), vice president, marketing development and affairs, Anheuser-Busch, Inc., and Stephen J. Burrows (far right), vice president, Department of Consumer Awareness and Education, Anheuser-Busch, Inc., recently hosted the National Newspaper Publishers Association during their annual Mid-Winter Conference in Riverside, California. Also present in the picture are Tom Watkins (second from left), NNPA president-elect; and Jane Woods, publisher, St. Louis Sentinel.

LOS ANGELES--Members of the National Newspaper Publishers Association were urged to support protection of the freedom of speech, as well as other rights in an address delivered during their annual Mid-Winter Conference in Riverside, California.

The occasion was the NNPA Presidential Dinner--hosted by Henry H. Brown, vice president for marketing development and affairs, Anheuser-Busch, Inc.--and the speaker was Stephen J. Burrows, vice president for the Department of Consumer Awareness and Education, Anheuser-Busch, Inc.

In his speech, Burrows discussed how the current social climate is affecting the way Anheuser-Busch and Black newspapers operate within their respective industries.

"We have found that the American people understand intuitively that responsible drinking is a normal and acceptable part of our social fabric," said Burrows. "Nevertheless, we have seen in recent months a disturbing trend not only among members of the anti-alcohol movement, but also among some members of the news media to associate all drinking--not just abusive drink-

ing, but all drinking--with drug abuse.

"This kind of emotional rhetoric is not just wrong... it's dangerous. Yes, we are proud of our product... proud of the way we produce and market it... and proud of the tens of millions of consumers who drink it responsibly. And while we share the concern of all caring members of our society over drunk driving and alcohol abuse, we reject as counter-productive strategies that purport to deal with alcohol abuse by trampling the rights of responsible beer drinkers."

Burrows talked about A-B's "Know When to Say When" media campaign as evidence of the company's commitment to educating the public about alcohol abuse. He also mentioned some of the corporation's other responsible drinking programs, such as "Family Talk About Drinking"; T.I.P.S.; "Alert Cab"; and A-B's sponsorship of S.A.D.D. (Students Against Driving Drunk).

"There is a lot of good news coming out of programs like these," said Burrows. "And the best news is that these efforts and others are working."

"Unfortunately, however, that kind of progress and commitment is not good enough

for many critics of our industries. Increasingly, both our industry and your industry have come under attack from special interest groups that are not anti-alcohol abuse... but rather anti-drinking. Their so-called solutions do not focus on education, but on restriction and prohibition, prohibiting advertising, marketing activity and sponsorships.

"Schemes like this will do absolutely nothing to deter alcohol abuse," said Burrows. "We ask you, the members of the NNPA, to join us in a positive team effort to support alcohol awareness and education programs. We also ask you to speak out against the activist special interest groups who would trample our rights to market and consumers' and readers' rights to enjoy responsibly."

"You have a unique and powerful voice. Use it. Not only in your editorial columns, but also through direct communication with leaders in your communities, with your elected representatives in Washington, and with the very groups that attack us. Working together, we will continue to make a positive impact on the problems of alcohol abuse and protect our rights."

Hatfield Announces Boost in Oregon Anti-Drug Fund

Senator Mark O. Hatfield announced March 6th, that Oregon will receive a nearly three-fold increase over last year in anti-drug funds from the federal Department of Justice.

Three states, including Oregon, will receive a total of \$20.8 million in funds for law enforcement efforts from the federal Department of Justice. Oregon's share of the anti-drug funds will be \$2,769,000, Hatfield said. The other states to be awarded funds are Minnesota and Virginia.

The increased drug funding resulted from a bi-partisan anti-drug package negotiated by Hatfield and Senator Robert C. Byrd, D-West Virginia last fall. Byrd had

"I worked hard to negotiate a settlement last fall that resulted in a substantial increase for both drug enforcement and drug treatment programs nationwide," Hatfield said. "I'm pleased that Oregon is getting its fair share. Make no mistake about it, this is a war and our law enforcement agencies need the tools to fight it!" initially proposed a plan calling for \$2.2 billion in additional spending over and above President Bush's \$7.9 billion anti-drug plan. Hatfield was selected as the lead republican negotiator to work out an agreement between the White House and the Democrats and, after a week of talks, the two sides eventually agreed on a spending increase of \$900 million.

The \$4.7 million formula grant represents a 215% increase over the state's award of \$1.5 million in fiscal year 1989 and will be funneled directly to the Office of Oregon's Criminal Justice Coordinator in Salem. (Contact: Robert Jackson (503) 378-4123).

Oregon is expected to use half of its award to support multi-jurisdictional task forces that promote state, local, and federal cooperation in the war on drugs. The state will also provide support for projects combining law enforcement, corrections, and court programs, including mandatory drug counseling for parolees and probationers.

Hatfield Announces OMSI Grant

The proposed Oregon Museum of Science and Industry complex on the east bank of the Willamette River received a major boost today with the help of a \$1 million grant from the federal Economic Development Administration, Senator Mark Hatfield announced today.

Hatfield, who was instrumental in pushing for the grant, was informed today by Mr. James Perry, acting Assistant Secretary of Commerce for the EDA, that the OMSI grant had been approved. The money will be used for demolition of existing buildings on the 18.5-acre site, which was donated by Portland General Electric, to make way for the construction of a new 200,000 square-foot OMSI building.

"This grant is a positive demonstration that the new and vastly improved OMSI facility will be a reality," Hatfield said.

"The new OMSI facility is destined to become one of the country's outstanding science and technology education centers. For the Portland community, and for the hundreds of groups in Oregon who will utilize this exciting complex, this grant is good news. I have no doubt that it will besomewhat the entire state will be proud of," Hatfield said.

The OMSI facility has a total project cost of about \$30 million, with existing commitments totaling \$16 million.

In addition to pushing for the \$1 million grant, Senator Hatfield has recently sponsored national legislation to promote math, science, and engineering education--for which technology centers like OMSI may be eligible to receive further federal assistance.

Help Plan the State's Biggest Celebration-- The Oregon Convention Center Grand Opening

The Oregon Convention Center will be opening in September 1990 and the grand opening event planners would like to get your ideas about what to do during the multi-day celebration.

Northwest Strategies, Inc. has been hired by the Metropolitan Exposition Recreation Commission (MERC) to plan and manage the grand opening events of the \$85 million center located in northeast Portland.

"We'd like to know what kind of ideas people have for a grand opening and we want to know what they'd like to see as part of this celebration," said Mindy Leek, the project's manager.

To sample public opinion about the opening, Northwest Strategies, Inc., along with members of the MERC's opening steering committee, will hold a series of four public meetings the week of March 12-16. The following are the meetings' dates, times and places:

Council Chambers Metropolitan Service District, 2000 S.W. First Ave., Portland, 7-9 p.m., Monday, March 12.

Council Chambers Gresham City Hall, 501 N.E. Hood, Gresham, 7-9 p.m., Wednesday, March 14.

Beaverton Courtroom, 4950 S.W. Hall, Beaverton, 7-9 p.m., Tuesday, March 13.

Cafeteria, Milwaukie Junior High, 2300 S.W. Harrison, Milwaukie, 7-9 p.m., Thursday, March 15.

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6th Annual Conference of the Oregon Multicultural Education Association Held March 30-31

The Sixth Annual Conference of the Oregon Multicultural Education Association has taken as its theme "We the People: Strength in Diversity." The conference is open to all and will be held at the Monarch Motor Hotel on March 30th and 31st, 1990.

Friday, the conference will open with a welcoming address from Don Tank, the new Superintendent of Oregon City Public Schools. The keynote address will be given Friday noon by Gary Howard, founder and Executive Director of Project Reach, a multicultural resource development and teacher training program in the Seattle area. He will be presenting his program, "We the People."

Friday evening the Awards Banquet will be opened by Dr. John Erickson, newly appointed Oregon State Superintendent of Instruction, who will focus on the necessity

of multicultural education in Oregon. The highlight of the evening will be the address from the keynote speaker, Jean Childs Young, educator, writer, child advocate, and the wife of the former U.S. Ambassador to the U.N. and two-term mayor of Atlanta, Georgia, Andrew Young.

Workshops will be conducted on both Friday and Saturday. Saturday's luncheon will feature a moment for appreciation of classroom teachers. The concluding session will be a lively presentation by Stephen Saffron, renowned educator, professor, humorist, motivator and the Director of American Indian Programs.

For further information about the conference or to obtain registration materials, call Dapo Sobomehin, president of OMEA, at 230-2378, or Robin Butterfield, Vice President, at 323-7123 or 323-1378, or write P.O. Box 40749, Portland, OR 97240.



OUTSTANDING!!--Michele Y. Mumford, (right), Specialist, College Relations, Philip Morris Companies, Inc., accepts the Outstanding Corporate Performance award for the company from Pamela Brown, (left). The presentation was made during the recent Columbia University Black Business Students Association's 10th Anniversary MBA Conference's gala at the Vista Hotel in New York City. With Ms. Brown, the Manager of Corporate Relations for the conference, is Deborah Coffield the conference Chairperson. Philip Morris was a major sponsor for the weekend meeting that carried the theme: "Black Empowerment 1990: Strategies for Strengthening Our Community from Within." Speakers included Dr. Alvin Poussaint, Associate Professor of Psychiatry at Harvard Medical School and television consultant to "The Cosby Show" and "A Different World," and Dr. Mary Schmidt Campbell, New York City Commissioner of Cultural Affairs.

Pope & Talbot Announces Plan to Sell Oregon Timberlands

Pope & Talbot, Inc., announced that it is implementing a plan to sell or trade its remaining Oregon timberlands. About 37,000 acres are involved, with the timberlands being in several parcels located in the Willamette Valley between Portland and Oakridge.

The timberlands contain second-growth timber of various ages. Sale in 1989 of the Company's Oakridge sawmill made retention

of the lands unnecessary. Sale or trade of the properties are contemplated over the next two years. Market value of the timberlands is estimated to be \$30-40 million.

Pope & Talbot, Inc., is a publicly-held, Portland, Oregon-based, pulp and wood products company traded on the NYSE. Pope & Talbot was founded in 1849 and has operations throughout the United States and in Canada.

CORRECTION

Last week's issue contained an article entitled "Seattle Points Toward Future With Kemp"--that mistakenly did not credit staff writer Ulysses Tucker, Jr.

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***Writing Classes are also available at Cascade Campus. Check your PCC Spring Schedule for more information.

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EXCEPTIONAL EXPO '90

The ARC-Multnomah and co-sponsors Portland Public Schools, Multnomah Education Service District and Multnomah Special Olympics present a resource fair of services and information for individuals with developmental disabilities and their families.

April 6, 1990
4 to 8 p.m.

Whitaker Middle School
5700 N.E. 39th

Call Myra or Elaine at ARC-M, 223-7279 for more information or to volunteer.