

MINORITY STUDENTS TO GET ENGINEERING INTRO AT PSU

An estimated 25 Northwest minority high school seniors are scheduled to attend a special minority Introduction to Engineering (MITE) Summer Institute Monday, Aug. 6-Friday, Aug. 17 at Portland State University.

Co-sponsored by PSU and the American Society of Civil Engineers (ASCE), the pilot program encourages students from under-represented groups to enter the engineering field, in an effort to offset the increasingly serious shortage of technically trained people which America now faces.

While at Portland State, the students will meet with working engineers (who are potential role models) in area industries, design consultants, members of federal agencies and professional societies as well as academicians. Field trips to local construction sites, engineering facilities and industrial research centers will be conducted in addition to daily classroom presentations.

The students have been chosen from candidates nominated by their school advisors, and about half will stay with host families of engineering professionals.

Institute discussion areas include environmental and wood product issues, high-tech electronics, traffic control planning, earthquake design for skyscrapers, as well as international engineering topics. Sites to be visited include the Port of Portland, Boeing of Portland, the U.S. Weather Service operations center, the Bonneville Lock and Dam Project, the Oregon Department of Transportation's Testing Laboratory in Salem, the Hewlett-Packard plant and the Bonneville Power Administration's Ross Complex in Vancouver, Wash., the Weyerhaeuser Fibre Plant in Longview, Wash., the ESCO Corp. and Freightliner, Inc. facilities in Portland, as well as the Unified Sewerage Agency's Rockwood treatment facility in Hillsboro.

Students also will operate computer-aided design and word-processing equipment located in laboratories at PSU's School of Engineering and Applied Science. This will be part of work on small group design projects which will be judged later during a design competition.

Each evening, PSU engineering students will coach the high school students during preparation of the small-group design projects. The projects will be judged for technical merit Friday, Aug. 17, with awards to be presented by PSU Dean of Engineering Chik Erzurumlu and Mark Borquist, president of the Oregon Section of ASCE.

MCDONALD'S OFFERS UP "SECOND CHANCE"

The positive role McDonald's plays in the community is the focus of a new "reputation" commercial created by Burrell Advertising. The :30 television commercial, titled "Second Chance," will air on network, syndicated and cable television beginning July 6, 1990.

"We wanted to underscore McDonald's philosophy of giving something back to the community it serves by providing employment opportunities to black youth," said Anna Morris, Executive Vice President, Chief Creative Officer for Burrell Advertising.

By focusing on one young man's increased self-esteem and sense of responsibility, "Second Chance" depicts McDonald's commitment to youth. McDonald's hires one of every 15 first-time employees in the United States. As the largest employer of black youth in America, McDonald's provides the first opportunity for many to practice discipline, responsibility, and teamwork in the workplace.

"Blacks who are between 16 and 19 years old have a 29.4% unemployment rate, versus 15.5% for that age group overall," said Sylvia Dabney, Staff Director, Special marketing at McDonald's. "This commercial conveys McDonald's commitment to addressing this social issue by providing work alternatives for black teenagers." The spot opens on a young black man as he leaves his apartment building. As he walks through his inner city neighborhood, we hear two women in voice-overs wondering where he's going. Along the way the youth says no to hanging out with his friends and stops to help a woman with her shopping cart. "I heard he got a job...Looks like responsibility has been good for him," says one woman. "Hmph, now that you mention it, there is something different about him" responds the other woman.

The woman continues, "Well, I'm just glad somebody believed in him enough to give him a chance." As she speaks the viewer sees that his destination was his job at McDonald's.

Burrell Advertising's creative team included Michelle McKinney, Associate Creative Director, and Andy Eason, Producer.

Burrell Advertising's Inc. also develops and implements advertising programs targeting special market segments for such major U.S. companies as Ford Motor Company, Coca-Cola U.S.A., Procter and Gamble, The Stroh Brewery, Brown-Forman Beverage Company and First Chicago Renaissance Banking Services.

MORRISON CENTER AND P.S.U. COLLABORATE

TO INCREASE NUMBER OF ETHNIC MINORITY SOCIAL WORKERS

In an effort to do something about the shortage of ethnic minority social workers in Oregon, one of the state's largest nonprofit mental health agencies for children and families has established a social work minority student scholarship program. In its 1990-91 pilot year, Morrison Center will offer a \$6,000 scholarship to an ethnic minority student enrolled in Portland State University's Graduate School of Social Work. In return, the student will participate in a supervised clinical or administrative practicum in one of the Center's treatment programs.

According to Morrison Center's executive director, Dr. Orin Bolstad, "The purpose of the scholarship is two-fold. We want to improve multi-cultural competency within our agency and increase the number of ethnic minority social workers in Oregon."

P.S.U. is the only university in the state to offer a Master of Social Work (M.S.W.) degree. Other organizations with scholarship programs for minority social work students are Mt. Hood Community Mental Health in Gresham and the Children's Services Division. Morrison Center's scholarship will be awarded later this month.

U-Bank Sponsors B.U.F. Workshop

The Black United Fund of Oregon is sponsoring a free workshop July 26, 1990 from 9:15-12:00 a.m. at the U.S. Bank, Martin Luther King Branch, 5505 N.E. Martin Luther King Boulevard. The workshop is entitled "Managing Non-Profits From a Business Perspective". The workshop will be facilitated by Baruti Artharee, President of Coast Janitorial. Mr. Artharee has over ten years of corporate management experience and strong leadership skills. The workshop is the seventh in an eight-part series sponsored by the Black United Fund on Developing a Diversified Fundraising Strategy. To RSVP or for additional information call Elizabeth Waters at 282-7973.

Charles Jordan to Address OAME

Charles Jordan, Director of the Bureau of Parks and Recreation for the City of Portland, will address the Oregon Association of Minority Entrepreneurs at their Coffee and Issues Forum on July 27 at 7:00 a.m. at the Memorial Coliseum, Weyerhaeuser Room.

Jordan will speak on the opportunities for minority entrepreneurs with the City of Portland's Bureaus of Parks and Recreation, including the upcoming renovation of Matt Dishman Center.

For more information, call Gisela Etheridge at 236-1190.

KBOO to Hold Fundraising Sale

From rock 'n roll classics, to country, to folk and rap, the KBOO Used Book and Record Sale has it all! If you can find time this Sunday between 9 a.m. and 3 p.m., head for the Pass Club, at the corner of S.E. Eighth and Ankeny, and check out the incredible assortment of new and used books, records, cassettes, as well as compact disks. The aisles will be brimming with cultural artifacts set out for browsing. All proceeds from the sale will benefit independent, non-commercial (c'mon, isn't it worth buying good tunes to escape advertisements on radio?), listener-sponsored radio, KBOO 90.7 FM.

Jesse Owens Stamp Released

At a OLYMPIAN time of uncertainty and violence, James Cleveland "Jesse" Owens stood up and spoke for the world. Not with words, but with athletic ability and determination. As 120,000 spectators, including Adolf Hitler, looked on, Owens won four gold medals in the 1936 Olympic Games.

Owens won the admiration of the world in the 1936 Berlin Summer Olympic Games. His victories in the long jump, the 100- and 200-meter runs, and the 4X100-meter relay refuted Adolf Hitler's assertion about arian superiority.

Jesse Owens is one of the great American athletes that often goes overlooked. With that in mind, the U.S. Postal Service is honoring five of America's greatest Olympians with commemorative stamps.

Along with Owens, the featured athletes include: Ray Ewry (long jump), Hazel Wightman (tennis), Eddie Eagan (only American gold medalist in two events), and Helene Madison (swimming).

The Postal Service released the yellow, red, and blue stamps July 6.

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N.U.L. Plans Nationwide Business Education for College Students

John E. Jacob, President and Chief Executive Officer of the National Urban League, announced today that September 15-October 15, 1990 has been designated as "Corporate Leadership/Black College Partnership Month".

In conjunction with the Executive Leadership Council, an association of high-ranking African-American corporate executives from the nation's largest companies, the League, through its Black Executive Exchange Program (BEEP), will educate students and faculty at selected Black colleges on the intricacies of current issues in business, industry, and government with emphasis on state-of-the-art executive planning, business strategies and decision making.

According to Mr. Jacob, "The members of the Council represent a unique and significant group whose commitment to the advancement of the total African-American community is displayed in their willingness to spend time with our young people about to enter the world of business."

The council members represent a wide range of corporations participating in industries from aerospace, retail marketing, and insurance to oil refining, automobile manufacturing and investment banking. Eighty-five percent of the Council members have achieved the level of vice president or better and have line responsibility for multi-million, and in some cases multi-billion, dollar budgets.

Chairman of the Council is

James G. Kaiser, Senior vice President and General Manager, Technical Products Division at Corning, Incorporated. Mr. Kaiser calls this new partnership with the Urban League "an important linkage of resources. Senior Black executives want to share their special insights and expertise with our young people and make a difference in their lives and in our future. Although many of us have been involved with the Urban League on a continuing basis, we are delighted to be able to work with the Urban League in this special project, which gives concentrated focus on encouraging students to seek corporate careers of stature and influence."

"Corporate Leadership/Black College Partnership Month" is a special project of the Black Executive Exchange Program, which during its 21-year history has involved more than 5,000 corporate volunteers in helping to prepare students at historically Black colleges and universities for the realities of the world of work through credit-bearing courses. The BEEP program has been chaired since 1981 by Dr. Jerome Bartow, Senior Vice President and Director of Administration, Hartford Insurance Group. Dr. Bartow is also a founding member of the Council and a member of its board of directors. For further information about BEEP and CLBCP month, please contact Renee DuJean, Director, Black Executive Exchange Program, National Urban League, Inc. 500 East 62nd St., New York, NY 11021 or (212) 310-9195.

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31701 (Mfr. #WWA8318GW)

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