



THE LOCKER ROOM

WHY WE MUST WIN THE NIKE BOYCOTT

VANTAGE POINT

By: Ron Daniels

A few weeks ago Operation PUSH (People United to Serve Humanity) was forced to call a nationwide boycott of the Nike Inc., after Nike arrogantly refused to enter into discussions with PUSH about Nike's policy towards African Americans. Nike is America's leading athletic shoe wear corp. with 2.4 billion in retail sales in 1989. By some estimates African Americans account for some 30%-40% of Nike gym shoe sales. Rev. Tyrone Crider, Executive Director of PUSH, legitimately sought to ask the Nike Corp. the right question. What do African Americans get back in return for purchasing more than 200 million dollars worth of Nike gym shoes each year.

As we approach the 21st century, African Americans can ill afford to spend their dollars with businesses and corporations which do not respect Black people enough to provide a fair share of return back to the African American community. And fair share does not mean tokenism, symbolism or lucrative contracts for an elite few stars and luminaries whose job it is to induce Black people to buy even more of a particular corporation's product. It's time out for being economic chumps. It's time to play economic hardball.

While Black people comprise 30-40% of Nike's retail sales of gym shoes,

Nike does not have a single African American on its Board of Directors and no Black Vice-Presidents. Nike does not deposit monies in Black banks, use Black advertising agencies, or Black law firms. Nike does not place any of its high powered Michael Jordan, Bo Jackson, Magic Johnson, or Spike Lee ads with Black owned newspapers or magazines. And while Nike claims to allocate 75% of its \$10 million dollars philanthropic budget to minority programs, with no Black Vice Presidents and no Black board members, there is no one in a key position within Nike's structure to shape the character and quality of Nike's Corporate gifts and donations.

Nike's attitude is also a major problem. The top officers of Nike responded to PUSH with a how dare you question us or challenge us attitude. In fact Nike sought to demean the credibility and reputation of PUSH by demanding that PUSH answer a series of insulting questions. Imagine a national civil rights organization with the longstanding record of PUSH being asked to answer questions like these: Date and state of incorporation; available biographical information on PUSH officers and Board of Directors; agenda and minutes of PUSH Board of Directors meetings during fiscal years 1988, 1989, and 1990; list of corporations and individuals contributing more than \$500.00 to PUSH during

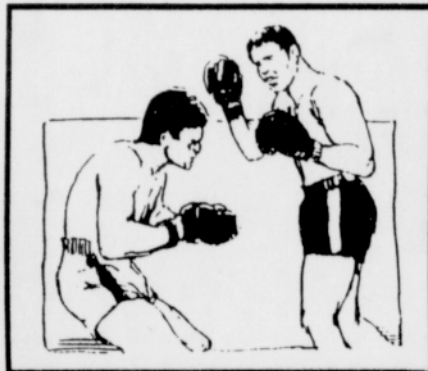
fiscal years 1988, 1989, and 1990.

This unbelievable arrogance is like calling PUSH and the national African American community a "boy". My sense is that this kind of arrogance and disregard for African Americans and the Black Nation is pervasive in white corporate America. Fortunately there is one prescription which can cure this kind of disrespectful attitude and policies of neglect quickly—without black dollars, white corporations like Nike can quickly learn to respect us, respond to our demand that they reinvest a fair share of the profits earned from Black consumers back into the Black community.

As of this writing Nike is already surfacing affirmative action plans, goals and timetables which it supposedly has had on the table for some time. What has been revealed and/or promised thus far is woefully inadequate in light of the demands being pressed on behalf of Black people by PUSH. Nike must sign a written covenant with PUSH which outlines how all of the demand on the table will be met. Until that time, Black people should intensify the boycott of Nike. Once a corporate giant like Nike falls into line it will send a clear message to the rest of Corporate America that African Americans want a fair share of return for our consumer dollars and we intend to get it!



A HELPING HAND — It's a long way from Harlem to Central Florida, but the Harlem Globetrotters look right at home on New York Street, part of the backstage tour at the Disney-MGM Studios theme park. Former NFL great Lynn Swann gets some basketball tips from members of the team during taping of an upcoming Globetrotters television special at the park. Swann is part of the announcing team calling the action of two games played Saturday, Sept. 8 in front of the Chinese theatre at the Disney-MGM Studios Theme Park. The program will be broadcast in January on ABC-TV's "Wide World of Sports." (Copyright THE WALT DISNEY COMPANY 1990) 1989P7



PSU takes giant step on field and in stands

by AARON FENTRESS

Portland State has taken yet another step towards greatness. Just when you thought the Viking football program had reached a peak they accomplish something else. 17,798 fans attended the Vikings' annual regular season clash with Texas A & I. A crowd head coach Pokey Allen has been dreaming of for a long time. Now the Vikings have finally arrived.

Don't think I've forgotten the 19,000 fans at Civic stadium in 1987 to watch the Vikings do battle with Mankato state. And don't think I forgot the 20,000 fans cheering on the Vikings in 1988 against Texas A & I. Those are crowds worth remembering. But they were also playoff crowds. Fans simply jumping on the bandwagon of the only Oregon football program still playing in late November and early December. Fans with nothing better to do. The 17,000-plus at Civic Stadium last Saturday night were true Viking fans who showed up at Civic stadium while the Beavers and Ducks both played at home.

The significance of last weekend runs a lot deeper than the score. The Vikings did win 14-9 over the Javelinas but there had to be a sense of victory for the Vikings even before the opening kick-off.

After advancing all the way to the Division II national championship in 1987 the Vikings began the 1988 season with expectations of another run at the national title, and a run at bigger attendance. Head coach Pokey Allen boldly put up his pay check as a bet that the Vikings could draw an average of 10,000 fans a game. The Vikings cleared that mark but only by a few hundred.

During that 1988 season the Vikings played host to top ranked Texas A & I in what was sure to be a big draw. The only problem was that somebody forgot to tell the Viking fans. Only 6,885 showed up at Civic Stadium. The Vikings lost on the field, 29-22, as well as in the stands.

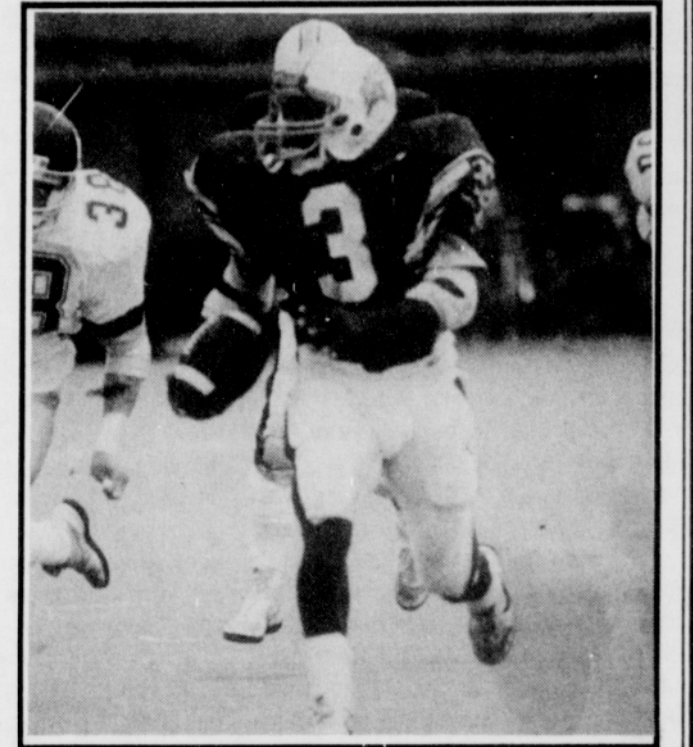
By the time the 1988 playoffs rolled around the fans came out. The Beavers and Ducks were done with their seasons making the Vikings the only football attraction in the state. Consequently 20,000-plus showed up for the Texas A & I re-match. The Vikings won 35-31.

For those Division I football fans who snicker at such numbers as 17,798, let me inform you. Oregon State only drew 17,272. The same OSU program with 90 scholarships to offer who lost to a Division I AA team in Montana with only 65 scholarships to offer. The same Montana who PSU has beaten twice in the last four years. The same Montana team who, along with the University of Idaho, refuses to play the Vikings in fear of losing to a Division II program.

To assume that PSU could actually beat OSU would be a little off base. But there's no denying the fact that Pokey and company are running a better program than the people down in Corvallis. Would you rather go 0-11 in the Pac-10 (a realistic projection for the Beavers this year) or be a national contender at the Division II level. I'm willing to bet that there are more Beavers who would rather be Vikings right now than visa-versa.

When comparing the level of play between PSU and the Beavers one has to look no further than a player like PSU running back Curtis Delgado. Delgado has proven without a doubt that he has Division I skills. But not Division I size. Big time schools passed on Delgado because of his 5'5" frame. Now most are regretting that oversight. Delgado can flat out play and probably has more talent than most 6'1" Division I running backs. A program like OSU's could use a Delgado.

The Vikings possess a few other players who fit the same bill as Delgado. Players long on heart and short on talent. Players long on talent but short on size. Players who simply play the game. And have proven that it's not where you play but how you play. So for you football fans who are tired of watching the Beavers loose and don't want to travel to Eugene, look no further than down town Portland. The Vikings may not be Division I. But they are winners.



Delgado exemplifies the PSU spirit

Place your advertisement in the
Portland Observer
Office# (503) 288-0033
Fax# (503) 288-0015

SELL YOUR HOME

Without Bank Financing

1/3 of the Homes on the market will qualify for Bank financing.

1/3 will require some repair and is financiaible.

1/3 won't qualify under any circumstances.

75% of the Homes in inner N/NE Portland will fall into the last two categories. Let us show you how to avoid the hassles. Call today for a free market analysis.

Century 21

KIMBERLEE HENRIKSON
SALES ASSOCIATE
RES: (503) 289-2471

ROSE MARIE DAVIS
SALES ASSOCIATE
RES: (503) 281-8976

Each Office is Independently Owned and Operated

AVOID

HOME BUYING AND REMODELING MISTAKES NOW!!

Protect yourself against BIG LOSSES and COSTLY REPAIRS.

- FAULTY PLUMBING
- ROOFING PROBLEMS
- FOUNDATION PROBLEMS
- ELECTRICAL PROBLEMS

Have an inspection made before purchase or remodeling.

LEVI RUSSELL
HOUSING REHABILITATION SPECIALIST
HOME INSPECTOR

2025 N.E. BRYANT

PORTLAND, OREGON 97211



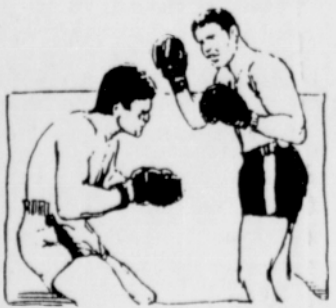
CALL: 289-3648

CORDELL PROMOTIONS

presents
36 Rounds of

PROFESSIONAL BOXING

September 29, 1990



10 ROUNDS - LIGHTWEIGHTS
BILLY MARTINEZ
Albany, Oregon
VS.
MANUEL ARCE
Reno, NV

***** ALSO FEATURING *****

- | | | |
|--------------------------------------|---|--------------------------------------|
| KENNY CARSON
Salem, OR | FLYWEIGHTS
VS.
8 Rounds | LUCIANO REYES
Caldwell, ID |
| CLAYTON HIRES
Portland, OR | MIDDLEWEIGHTS
VS.
6 Rounds | JERRY WARD
Reno, NV |
| BLAIR DANIALS
Portland, OR | JUNIOR WELTERWEIGHT
VS.
4 Rounds | TO BE ANNOUNCED |
| JOHN COZAD
Salem, OR | HEAVYWEIGHT
VS.
4 Rounds | TO BE ANNOUNCED |
| MARK EMERY
Salem, OR | JUNIOR MIDDLEWEIGHT
VS.
4 Rounds | TO BE ANNOUNCED |



ALL TICKETS SUBJECT TO AGENCY CONFERENCE CHARGE
and Niecey's Restaurant & Lounge
5700 N.E. Martin Luther King, Jr. Blvd.

Doors Open At 6:00PM
Fights at 8:00PM
Ringside Tickets \$25.00
General Admission \$15.00
For Information Call 249-1893

PORTLAND ARMORY • 10,000 N.E. 33rd Drive (South of Marine Drive)

Wigland

One of the Northwest Largest Wig Displays
Wigs and Hairpieces For all Nationalities

EVA GABOR
NAOMI SIMS
RENEE OF PARIS

Synthetic & Human Hair
For Braiding & Weaving

Mon - Fr. 10 a.m. - 6 p.m.
Saturday 10 - 5:30 pm

Near Lloyd Center
284-1664
1105
N.E. Broadway

