



**P E R S P E C T I V E S**

By Professor McKinley Burt

**"Good Faith Efforts": There Are Some!**

For awhile there I thought I might be coming down too hard on some of our leaders and organizations who, embarrassingly, have not provided their black constituents with that level of competency in the communications and record-keeping interface delivered by many establishment organizations--who have had no more monies or membership to "play" with.

On the other hand, I will say that the top five black magazine publishers have demonstrated a more than "good faith" effort to utilize the most modern and efficient electronic systems available to service their readership. A thought may occur to you--if they don't perform their tasks in an effective manner, they will lose their subscribers and their business. Is this what is happening in the "social marketplace" where mem-

bership in some of our most hallowed organizations has either fallen dramatically, or has failed to increase proportionally with population? Has it become too difficult to deal with them--even locally?

We know for a fact from personal experience that many of our national black social organizations (and local) do not provide us with many of the contemporary amenities that are currently generated by computer and data processing systems: various acknowledgements, forms and advices for address changes, standard "change notices" for meetings, seminars and the like--not to mention "financial reports".

When I open my mail (or don't get any), the first thing I think is, man, even with my limited resources I do better than this. What in the heck is their excuse?

I reflect upon this lack of structure (caring?) when I visit the business section of the public library. I'm still trying to learn as much as possible about a difficult and increasingly technical world. But, here, you will find very few blacks--and on some given days, NONE AT ALL! What you will find there, in addition to the usual number of whites, is a host of energetic ethnics busily exploring, examining and assessing every facet of commerce and communication. Though busy pushing my own learning curve, I always find time to talk with people. The patrons range from students, housewives planning a business venture to successful executives and

owners from both the private and public sectors--all trying to increase the viability of their enterprise.

Now, given these FREE data banks of vital information found in every major city in the country, what, possibly, could be the excuse of those of us who are still failing to effectively communicate and interface in this modern world? Of equal moment is the growing trend in communications toward "enhancement of the image", GRAPHICS! As with our newspaper, the marketing presentation (advertisement or text) increasingly employs the computer to add eye-catching excitement to the presentation. Do you still get those dull so-so communications from your social organization, predicated upon interest upon loyalty--or upon long lists of names prefaced by so many PHDs you'd think you were dealing with a hospital.

We hope things get better. For the enhancement of my educational products, trademarks, packaging and so forth, I've engaged the services of a young graphic design firm that is making its mark. I can't afford not to--nor do I think that others can fail to do so. For the same reason I am upscaling my video presentations and shopping local independent television studios for the best-appointed facilities for tele-conference hookups, local or to Eastern School Districts. Again, readers who are determined to upscale their business operations should get down to that public library for a start.

**SENATE SUSTAINING CIVIL RIGHTS VETO**

The fact that the effort to override President Bush's veto of the Civil Rights Act of 1990 failed by only one vote, clearly indicates the overwhelming support he measure has in Congress.

This was a sad day for our nation and its professed principles. For the first time in our history an American President, vetoed a major civil rights bill, and Congress sustained that veto.

With our young men and women, many of them African American, at risk in the Persian Gulf; with our budget process in a shambles, and with David Duke undoubtedly gloating in the Senate gallery as he watched the vote, what type of message have we sent to the rest of the world that looks to us for moral leadership?

How ironic it is, that when the monumental civil rights acts of the 1960s were enacted, Southern Democrats were the principal stumbling blocks and many Republicans were on the side of right.

Now, all of the Democrats, from whatever state, voted for this civil rights act, while only 11 Republicans out of 45 chose to stand with fairness and justice.

We are disappointed, but this is far from being a closed issue. When the new Congress convenes in January, the Civil Rights Act will be back and so will we.

History has taught us that at times we must be patient, and in this instance we will mix patience with a fresh resolve to make this measure veto-proof in the next Congress.

We know that President Bush was ill served by those advisors who counseled him to veto this measure. They manufactured the myth that this was a quota bill, which it was not. In so doing, they were guilty of implying that this measure would benefit only blacks, when in truth the bill covered a wide spectrum of people, the majority of whom are women.

This is even more paradoxical given that every major black advisor counseled President Bush to sign the measure.

This was a bill that would protect the rights of all people in the workplace. It was a bill for all Americans. Its defeat must raise some doubt as to the Administration's commitment to live up to its pledge of "kinder, gentler" nation.

On behalf of the NAACP, I will be in immediate contact with a wide range of groups, to determine how best to express our outrage at the veto. Our discussions will most assuredly include the possibility of a major demonstration in Washington.

**A SBA/SCORE WORKSHOP ON HOW TO START YOUR OWN BUSINESS**

The U.S. Small Business Administration and the service corps of retired executives (SCORE) are jointly presenting "A Beginning Business Workshop" on Thursday, November 15, 1990 (8:30 am to 4:30 pm). It is especially recommended for those thinking of starting their own business, or those new in business. The workshop will be held at the World Trade Center Auditorium, (WTC II) 25 S.W. Salmon Avenue--downtown Portland. Pre-registration is required. Fee: \$20.00. Please Call (503) 326-5211.

The theme of the workshop is "Getting Started Right". It is taught by a lineup of practicing CPA's and Attorneys, business consultants and SBA staff. You get their input on success and failure factors, marketing, record keeping, making your business plan, sales promotion/advertising, point of sale selling, SBA loans, and selecting the right legal structure for your business. A question and answer period follows each presentation. Participants get a free business information kit.

Come learn with the experts at the least cost in time and money. You get the most useable information for getting started right.

**Dr. Manning Marable Along the Color Line The Crack Crisis: A War Against The Black Community**

More African-Americans will be the victims of the drug crisis in our cities in the next decade than the total number of Americans killed during the war in Vietnam. An epidemic of violence and death is literally wiping out an entire generation of young Black people. To understand this massive destruction of humanity, we have to understand the historical evolution of drugs in the Black community, and the political and social factors behind the crack crisis.

Before the 1970s, drugs such as heroin and marijuana had been widely available in the African-American community. No law enforcement pressure to check this traffic occurred, because its victims were not white or middle class. As cocaine was introduced and marketed, it evolved as the drug of choice for wealthier addicts, and soon became prevalent among upper class whites. By the early 1980s, most researchers estimated that the number of drug addicts in the U.S. was one half million. About 40 percent of this number were African-Americans.

The narcotics problem intensified with the introduction and marketing of the cocaine product "crack", which was created by the domestic and international drug cartels to reach lower income people. It was inexpensive to obtain, usually less than five dollars per "rock", smokable and an efficient method of cocaine consumption. Physically, its impact upon consumers was

highly addictive. Characteristics of habitual crack users include hyperactivity, paranoia, psychotic and extremely violent behavior. Crack addicts neglected family responsibilities, would steal property and money from neighbors and friends, or engage in overtly criminal activities, in order to maintain their crack dependency.

The full social costs of the crack explosion are still difficult to measure. The majority of cocaine consumers were middle class whites, not racial minorities. However, the consequences of drug dependency for the more privileged social classes are far less severe than for people of color. Health care programs for professionals routinely provide drug treatment facilities and programs, often on an outpatient basis, permitting recovering addicts to maintain their regular employment. The legal system emphasizes rehabilitation rather than punishment for white, middle class first offenders.

Conversely, the elaborate, paternalistic social infrastructure for the majority of whites ceases to exist for African-Americans, Latinos, and poor white people. Crack addiction to them means unemployment, the loss of one's savings and personal property, and social disruption. In New York City alone, for instance, there were only 35,000 residential treatment openings last year for an estimated 250,000 intravenous drug users in the city. Between 1986 and 1988, the number of newborn infants testing posi-

tive for drugs increased 400 percent; more than two thirds of New York City's child neglect and abuse reports involved adults who were drug users.

The most destructive byproduct of the crack crisis in the Black community, however, is violence. The marketing and distribution of crack cocaine was seized largely by urban youth gangs, which were attracted by the drug's high profitability. To ensure control over local markets, the gangs became aggressive, purchasing large amounts of weapons, eliminating potential rival gangs, recruiting children to sell drugs in school grounds to their peers.

Why, despite the allocation of billions of dollars, haven't law enforcement agencies made a real dent in the crack explosion? Maybe the answer to this question is so obvious that no one wants to admit it. The drug explosion could not occur in most cities without the participation of key elements of the white business, legal and criminal justice system. As of 1989, the drug economy within the U.S. was estimated at \$150 billion. Banks have been involved in laundering drug money; hundreds of white attorneys have become wealthy by defending drug dealers on a regular basis. The drug traffic has become a method of justifying police misconduct and routine violations of civil rights within the Black community. The drug explosion won't stop unless we examine its relationship with the most powerful elites of our society.

**Upcoming Community Events/Meetings**

- MEETINGS**
- November 12-Humboldt Neighborhood Association. 7:30 p.m., Humboldt School, 4906 N. Gantenbein.
  - November 12-Eliot Neighborhood Association. 7:00 p.m., Eliot Energy House, 3116 N. Williams.
  - November 20-Northeast Coalition of Neighborhoods. 7:00 p.m., King Facility, 4815 NE 7th.
  - November 26-Sabin Neighborhood Association. 7:30 p.m., Sabin School, 4013 NE 18th.

- November 27-King Improvement Association. 7:00 p.m., King Facility, 4815 NE 7th.
- November 29-Piedmont Neighborhood Association. 7:30 p.m., Holy Redeemer School, 127 N. Portland Blvd.
- November 29-Vernon Neighborhood Association. 7:30 p.m. Vernon School, 2044 NE Killingsworth.
- November 29-Grant Park Neighborhood Association. 7:30 p.m., Fernwood Middle School, 1915 NE 33rd.

**EVENT**

**PRINCE HALL GRAND CHAPTER O.E.S. BAKE SALE**

Masonic Hall 116 N.E. Russell St. Portland

Saturday, November 10, 1990.

From 10:00 am to 4:00 pm

Pound cakes, Coconut cakes, Sweet Potato pies, Lemon pies, E.T.C. Apple Pies and all kinds of breads

J.M. Hastings Chairperson.

**BPN Helps Unite Community with "First Friday" at Lyon's**

Black Professional Network is proud to bring to Portland First Friday, an opportunity for Portland's Black Community to come together after work and network with each other. This Friday, November second, first Friday will be held at Lyon's Restaurant, 1215 N.E. Martin Luther King, Jr. Blvd., from 5 to 7:30 p.m.

Come on down and meet your peers and bring plenty of business cards. Further, there will be special donation collection to benefit the Black United Fund of Oregon.

Remember, starting with the first Friday in November, every first Friday of the Month, will be Networking Night afterwork at Lyon's Restaurants.

**PDC**  
PORTLAND DEVELOPMENT COMMISSION

**Commission Meeting**

Date: November 14, 1990  
Place: Portland Building  
1120 SW Fifth Ave., 11th Fl.  
Portland, OR  
Time: 9:30 a.m.

Commission meetings are open to the public. A complete agenda is available at PDC. Call 796-5300.

PDC is the City of Portland's urban renewal and economic development agency.

**CREED OF THE BLACK PRESS**

The Black Press believes that America can best lead the world away from social and national antagonisms when it accords to every person, regardless of race, color, or creed, full human and legal rights. Hating no person, fearing no person, the Black Press strives to help every person in the firm belief that all are hurt as long as anyone is held back.

**PORTLAND OBSERVER**

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**Natural Gas Rates Drop**

The Oregon Public Utility Commission's approval of Northwest Natural Gas Company's rate decrease signals that residential and commercial natural gas rates are not subject to wild price increases and should remain stable for the foreseeable future.

Northwest Natural's residential rates dropped about 1.6 percent on Nov. 1, for a savings of about 68 cents per month for the average hearing customer. Commercial rates will decrease about 2.2 percent. The decrease is due to changes in the cost of natural gas and technical rate adjustments.

"The importance of this rare decrease is it demonstrates that natural gas prices continue to be stable," said Doug Yocom, spokesman for northwest Natural Gas. "There were some who thought natural gas would rise at the same rate as oil prices and that has not been the case."

Northwest Natural's rates currently are as low as they were in 1982.

Since that time, rates have remained fairly flat, Yocom explained. The latest rate decrease is primarily due to the net impact of pipeline refunds, prior years' gas cost savings, and costs associated with the transition of the company's pipeline supplier to pen-access transportation since 1988.

Yocom said that the utility's new gas supply agreements will ensure low rates throughout the coming heating season.

**NEARLY ONE-THIRD OF ALL BLACK AMERICANS WHO DIED IN '87 WOULD HAVE SURVIVED IF THEY HAD SAME HEALTH CARE AS WHITES, NEW DATA REVEALS**

Nearly one-third of all black Americans who died in 1987 would have survived if they "lived under the same health conditions as whites," reveal new calculations done for AMERICAN HEALTH magazine working with the National Center For Health Statistics (NCHS).

Harold Freeman, M.D., who co-authored a study of black mortality rates in Harlem, agrees. He adds in a special report in the current (November) issue of AMERICAN HEALTH, "And that's on top of the fact that some of the white deaths shouldn't occur, because there are a lot of poor white people who are dying as well."

The following data, indicating the degree by which the death rate for blacks exceeds that of whites for several leading causes of death, was prepared by AMERICAN HEALTH working the NCHS:

Accidents...24%	higher
Stroke...82%	higher
Cancer...32%	higher
Diabetes...132%	higher
Heart Disease...38%	higher
Kidney failure...176%	higher
liver disease...77%	higher
Homicide/police...500%	higher

What's killing the black population in such numbers? The report notes the "hazards of drugs and violence take an awful toll on the young...The chief killer of young black men nationwide is gunfire. But these killers are more than matched by the fact that cancer, cardiovascular disease, diabetes and just about

every other disease you can think of hits blacks much harder than whites."

In addition to the great cost in human suffering, this "glaring failure in one part of our health care system ultimately affects the amount we all pay for medical care," states the special report. "A man with untreated hypertension who ends up on dialysis; a low-birth-weight baby placed in the neonatal intensive care unit; a woman with poorly controlled diabetes who becomes blind--all represent a great cost...in health care dollars."

Before you can look for solutions, states Dr. Freeman, the director of surgery for Harlem Hospital, "It's critical to separate the meaning of race, culture and class." He believes very little of the excess black mortality rate is due to genetic racial factors. However, he points out, "People of the same race tend to have a different diet, and a different tendency to seek medical help." Then there's class. "One-third of black Americans are poor, and one-third of Americans who are poor are black," says Freeman. "Poor people tend to be less educated, have higher unemployment, live in substandard conditions. Race is a factor, but the strongest indicator of high mortality and premature death is poverty."

Dr. Richard McMurray, chairman of the American medical Association (AMA) Council on Ethical and Judicial Affairs, notes, "Surveys of black Americans indicate that they feel they have more difficulty entering the health care system. We, as physicians, can do three

things: First, we can point out the disparity to our colleagues, and caution doctors to be aware of the problem. Second, we need to reform the Medicaid system, to ensure appropriate and necessary care for all. And third, the AMA is trying to design parameters of care for various specialties that will be applicable to all patients."

Dr. Uwe Reinhardt, a political economist at Princeton University's Woodrow Wilson School of Public and International Affairs, believes providing decent health care for all Americans "would be child's play. The AMA itself now becomes a growing surplus of physicians, and our hospitals run at an average occupancy rate of 65%. Thus, the needed real resources are already in place," and are largely financed by insured patients.

Dr. Lonnie Bristow, who was the first black president of the American Society of Internal Medicine and is now a trustee of the AMA, calls for "a three-pronged effort. We need more minority physicians, well trained, to provide health care in minority communities...The benefits of such a program are obvious. Second we need to improve efforts that strengthened minority families and communities. "Finally," he tells AMERICAN HEALTH, "we need to make health care more affordable for more Americans." The federal government, he believes, should extend Medicaid programs to cover all people below the poverty level.