



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

By Professor McKinley Burt

**The "Electronic Home" Concluded**

Well, let's see. As we come to the end of this series, I see we have covered a number of topics, all connected by a common thread--the "electronic interface", easily operated by the relatively unskilled. We have suggested such "new users" as the housewife, single parent and the neophyte business person. And it is a matter of important fact that many of these users are not so "new" any more.

Before proceeding any further, I am getting the impression from the number of interested callers that it might be well to consider the possibility of organizing a "club" of Northeast residents--those who are already involved in an "at home" office, and those who would like to be. It would be very helpful to have a vehicle to cover the exchange of information on techniques, equipment, marketing, and the like.

I am going to advance this idea to Mr. Cleo Franklin who begins a monthly column on the subject area right after the first of the year. As stated last week, this African American technician operates a computer/communications service right here in our community. Certainly, that service profile lends it

self to serious consideration: Maintenance, local area "networking", repair/installation, interfacing. Cooperative endeavor is going to be very essential to this community's welfare in these times of economic decline.

In anticipation of your growing interest in this field, let me acquaint you with some 'additional' material relevant to developing your potential (remember that you can obtain back issues of the Observer by stopping by our offices at 4747 N.E. Martin Luther King Blvd.) For instance, call 1-800-832-0100 to obtain the following useful booklet from U.S. West Communications: "Big Ideas For Small Business; a communications service guide". It's free!

Major chapter headings suggest that this is going to be a very, very valuable tool in your activities--whether your thrust is business, education, hobbies, or other inclinations. These read, "New ways to do today's business--New ways to manage your time--New ways to invest in business growth--How to talk to a small business expert". And there are some very special scenarios which may not have occurred to you: "Have you discovered the profits in FAX?" (I have); "Do you need to reach new customers?"; "How efficiently are you handling the calls you receive?";

In closing this series, let me refer you to a 'real world' activity of mine which began in one room of an apartment. It has expanded to 'two' rooms, but I am now reaching clients across the nation. My activity is about 'marketing' and it is a deliberate thrust to get around the racist barriers designed to prevent

the dissemination of documented black history (see this weeks' front page article and the two preceding upon the same subject, "More Attacks (and support): The Baseline Essays"). It takes a little time to reach this stage but you can do it. Just a little determination added.

The following excerpt from another article will serve to illustrate. I am referring to that necessary "networking" you should keep in mind. Here the visitors from the 1989 "Black Educators' national convention have been taken on a tour of the Beaverton Computer Co. that assists until I can get two other pieces of equipment in that "second room".

"I took them down to the computer room and showed them how my "business partner in education" had assisted me in assembling a "market profile" for the education districts in every one of those twenty urban centers of black population I listed in my book, "Black Inventors of America". I had on computer disk the name, address, phone/FAX number of every elementary, middle and high school (and ancillary special programs) in each of these cities. "Gradually, I am identifying correspondents in each area to provide change of status reports for the periodic batching through of updates."

They were impressed with what just one man could accomplish with a partner from industry and asked me for further ideas on developing this relationship.

Well, there we have it, marketing is the name of the game whether your thrust is social, commercial or whatever. I hope this series has been useful.



...And Justice For All  
by Angelique Sanders

**Yes, Portland, There Is a Santa Claus**

When asking people what Christmas means to them, I found a consensus of opinion that the holiday is being "ruined" for them through commercial overexploitation. I agree that Christmas has been overexploited in the marketplace: what I disagree with is the thought that that should wreck the holiday for them. True, most concede when I make that point, but when you don't have any money for gifts (the interviewees say), your friends look down on you. My thoughts are: friends are there when you're down and out; they are not oblivious to your difficulties, and a true friend would rather see you make it through financial difficulties without burdening you with the thought of a gift. If people close to you subtly snub you when you can't pour money on them during this season, consider finding friends who are more understanding! Christmas, to me, means nothing more or less than pure, unadulterated love, and self-expression of such.

As a child, I didn't believe in Santa Claus (due to a family that didn't celebrate). Upon leaving my home, I realized that Santa exists--in the form of love. (By the way, last year I got a lot harmlessly off my chest by actually sending off a letter to Santa Claus, addressed

simply to him at "North Pole", unstamp-ed, and signed "Angelique"--no return address, phone number, or last name, and dropped off at a neighborhood mailbox [as I didn't have a mailbox]. A few days later, I received a Christmas card responding to my letter...I no longer doubt the magic of Christmas.

I did not have to read about Northeast's two tragic murders that took place within two days: it was obvious in everyone in the community. On the bus, there was a type of strain to not think of the incidents. Everyone continued with their day-to-day business, functionally, at least: people read, people talked, people gazed thoughtlessly out the window; but in everyone's eyes, there hung a sadness, a repression...an inner knowledge...the knowledge that what happened to those two brothers could have happened to any of us.

And we will not forget this. Every time any of us hear the familiar sirens, police answering the call of death, we will know: there goes another brother or sister, taken by the evil vestiges of hatred.

I can't, in the spirit of Christmas, end this week's column on that note, so here's an off-the-wall item to leave you with a smile: from the latest "Northwest Comic News", this was written by Lou Boyd: "You can get rid of bedbugs by putting cockroaches in your bed. You can get of cockroaches by putting toads in your bed. Life's like that. Just move."

I know that every year I've asked you for many things, but this year is different. This year, I looked around and found that I have everything I need and want, and that in past years I've had them, too--I just managed to look past them for other things.

The question arises, then: why am I writing to you? At first, I thought it was to question your existence. Then I realized, Santa is not a man in red with a beard: he is the one using environmentally-safe products and recycling; he is the man who put a dollar in the Salvation Army kettle; he is the clerk down the street who always double-bags my groceries. Yes, Portland, there is a Santa Claus. He could be you.

I wanted to write to tell you, I hope that you have a beautiful Christmas tree with many gifts; I hope many cards sit on your hearth; I hope that Mrs. Claus baked you a fine Christmas ham. Then I thought, no, every year people surround themselves with these things and laugh about what a great year it's been. This year I decided, instead of measuring my friendships by the size of the gifts, I'll carry my gifts and cards with me everywhere, in my heart. I also decided, instead of measuring how much I've made with how large a ham I've purchased, I thought I'd donate the money to a charity and have the best gift I could give myself: the knowledge that I've made an improvement. So Mrs. Claus: don't forego the ham for bread and water, but love Christmas for the sharing time it is, and not for the amount of materialistic happiness it can represent.

So, Santa, what I really want this year is not that new entertainment system, and it isn't a better job or a bigger house. I just want to see that what I have is ample and to always appreciate it.

Thanks, Santa.  
P.S. This year set my material gifts on the doorsteps of those who need them.  
Merry Christmas.  
Love,  
Angelique Sanders

**Vantage Point ... by Ron Daniels**

**Why African Americans Should Celebrate Kwanzaa**

From December 26 - January 1, many within the African American community will celebrate Kwanzaa. Created by the brilliant theoretician and leader Dr. Maulana Karenga in the late sixties, Kwanzaa, which means first fruits, is patterned after the traditional harvest celebrations in traditional African society. Based on Karenga's theory of Kawaia, the doctrine of tradition and reason, each of the seven days of Kwanzaa is centered around one of the principles of the Nguzo Saba - The Seven Principles of the Black value System: UMOJA - Unity; Kujichagulia - Self-Determination; UJIMA - Collective Work and Responsibility; UJAMAA - Cooperative Economics; NIA - Purpose; KUUMBA - Creativity; and IMANI - Faith.

Kwanzaa is an authentic African American inspired and created holiday. After more than two decades since its inception, Kwanzaa is celebrated by someone, somewhere in virtually every African American community in this country. There are television reports about Kwanzaa and the most popular African American magazines such as Essence, Ebony and Jet now regularly run feature stories on Kwanzaa. This is indeed a positive success story arising out of the Black Liberation Movement of the 60's

& 70's.

Despite Kwanzaa's apparent success, however, the holiday is still only celebrated by a minority in the African American community. Most Black folks kind of know about it, but it is certainly not a holiday which is deeply ingrained in the consciousness and practice of the majority of African Americans yet. Some people mistakenly see Kwanzaa as "Black Christmas" and others see it as a substitute for Christmas. In fact Kwanzaa is not Black Christmas and it is not a substitute for Christmas. Black people can celebrate Christmas and Kwanzaa.

Kwanzaa, however, as an African American holiday is exclusively devoted to the celebration of ourselves as African people, our history and culture. It is centered around a set of principles - Unity, Self-Determination, Collective Work and Responsibility, Cooperative Economics, Purpose, Creative and Faith which African Americans need to learn, study and practice for our collective survival and development as a people.

As Dr. Karenga has said so many times, "culture is the key crisis in Black life". African Americans, by and large, still lack knowledge of self and kind. We are still afflicted by an insidious self-hatred rooted in the legacy of slav-

ery, Euro-centric "mis-education" cultural aggression and the persistence of racism and white domination as a continuing reality of American culture and life. Our lack of serious and unrelenting devotion to self and kind - the African American and pan-african family - is major impediment to our progress as a people.

African American holidays, therefore, are imperative, for they allow us to focus on ourselves and our liberation for a change. Kwanzaa is designed to be just such an occasion. And though it has a serious purpose, Kwanzaa need not be dull and drab. Indeed, in keeping with our traditional and popular cultures, Kwanzaa should be colorful, festive and a source of comfort and enjoyment. Kwanzaa should provide both information, inspiration and celebration.

But most of all Kwanzaa should commit us to us! African Americans cannot build and sustain viable cultural, educational, economic and political institutions dedicated to our development and progress unless we first affirm ourselves. We must embrace the proposition that as Africans in America, we must be the primary agents of our own liberation. That's why African Americans should celebrate Kwanzaa.

**The Essays!**  
*continued from front page*

ACT, CIVIL RIGHTS ACT, FAIR EMPLOYMENT ACT, SBA, MINORITY SET-ASIDE CONTRACTS. As for today's Egyptian population, we duly note that Hollywood selected a quite black African American to play the role of Anwar Sadat, chief of the Egyptian state. What kind of fools do these alleged academics suppose the American public to be?

Again, from the reader's column we have:

"There is plenty of evidence to support the claim that a systematic re-writing of history to purge classical Greek civilization of all traces of Semitic and Egyptian influence began around 1800. Though it remains controversial, the case is well-documented in Martin Bernal's "Black Athena", published in 1987 by the Rutgers University Press.

"...What gave 19th century scholars the right to decide they knew better than the ancient Greek writers, almost all of whom agree on the seminal importance of Egyptian and Semitic influences on their own culture?

"...Your presentation of this important subject seemed to me unsympathetic to the current efforts to revise our historical view. It read as if the whole idea of African history was not to be taken seriously.

"...You seem to think that university professors, whom you quote uncritically in support of the Aryan view, are unbiased, objective sources of information. It was, after all, the academic community that enthusiastically produces the Aryan historical model. There are few who are as practiced and sophisticated in institutionalizing their biases as academic scholars."

My own research of the seminal African contribution continues. This includes the so-called Middle East "Cradle of Civilization". Never mind that the ancients reported differently, and that today's Persian Gulf was accurately and pointedly described by them and put on their maps as the "Ethiopian Sea". Over the years I had hundreds of Middle Eastern students in my University classes and many were far blacker and frizzled hair than most of the Northeast Community. This provided me with an excellent opportunity to get at the truths of this on the eastern shore of the Red Sea (Western Saudi Arabia--the Biblical land of Punt to which black queen Hatshepsut and the Pharaohs sent many expeditions).

A former Saudi student whose master thesis I supervised for the business department has recently opened up a whole new vista for historical documentation, sending back here several packages by air freight. His these was on the development of an auto and plane-leasing firm owned by he and his father to include the Lear Jet Franchise. It was done and this clout meant being able to get the information from university and "ARAMCO" historians I was unable to get on my own. These foreign students of mine have proven to be priceless resources in many lands.

In closing this series I will remark that these detractors of Black history can be defeated, but it takes a lot of work and commitment. And the truth has to be sold to a confused America. See my "Perspectives" column on page two, where I advance the cause for using electronic technology for educational marketing as well as commerce.

**"Merry Christmas for the Children"**  
**A Holiday Celebration for African American foster Care and Adoptive Children**

One Church, One Child of Oregon, Pacific Power and KBMS-1480 will be sponsoring a community wide toy drive, December 17-21, 1990.

The toys will be given to African-American children in foster care and adoptive homes during a special holiday celebration on December 22, 1990.

Unwrapped toys for children, ages 1 year to 12 years of age can be brought to One Church, One Child, 5806 N. Albina, Pacific Power, 3535 N.E. 15th and KBMS-1480, 510 SW 3rd.

We invite you to share in the spirit of giving and to help strengthen African-American families. For more information, call 285-7634 or 222-1491.

**Implied Consent Suspensions Increase**

Nearly 2,700 drivers received notices of license suspension in October under Oregon's implied consent law. This figure represents a 9 percent increase over 1989.

The implied consent law allows police officers to request breath tests of any person arrested for driving under the influence of intoxicants (DUI). Drivers arrested for DUI who refuse to take or who fail the breath test receive a suspension notice and are issued a citation for the criminal offense of DUI.

Of the 2,687 implied consent notices issued in October, 516 were given to drivers who refused a breath test and 2,171 were to drivers who failed the breath test.

**Community Sponsors Homeless Women and Children for Christmas**

Every year, concerned members of the community "sponsor" residents of the West Women's and Children's Shelter for Christmas. This year, the need is greater than ever for such giving.

The West, has recently become a program of the Salvation Army's Recovery Road. Its previous parent agency, Burnside Community Council ceased operation earlier this year. The West is home to nearly 60 women and children. The program offers food, shelter, and many support services to its residents.

In an attempt to provide a joyous Christmas for all, the West offers "sponsorship" as a means of funneling the community's generosity. Families are available for sponsorship, as well as single women who do not have children or do not have custody of their children. Residents write wish lists from which donors may choose items to give their sponsor.

To sponsor a family or single woman, please call the West at 224-7718. We depend on the generosity of the community at Christmas time and throughout the year.

**Needy Kids Receive Christmas Cheer**

For the sixth year, Santa Claus will bring a little holiday joy to some 95 children and their families who are part of the Children's Program of Mental Health Services West. The kids, many of whom are homeless or who live at the West Women's Hotel, will be treated to a special meal and holiday party hosted by Portland General Electric Co. (PGE) employees on the Mezzanine Level of Two World Trade Center, 25 S.W. Salmon St., Portland, Dec. 19, from 3 p.m. to 6:00 p.m. (with photo opportunities between 3 p.m. and 3:30 p.m.).

The festivities will include a visit by Santa Claus and Mrs. Claus, games, gifts, and holiday cheer. PGE employees have donated clothes for the families and have collected or bought children's toys.

Note: Due to the sensitive nature of many of these families' situations, not all children and parents can be photographed. Those who can be safely photographed will be wearing a special button.

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