

Oregon Campaign To End Childhood Hunger To Get Boost From Texaco

Texaco Donates Concert Tickets to Help Raise Food Donations

Fans can't buy tickets for the Kenny Rogers and Barbara Mandrell Concert at Portland Memorial Coliseum September 6, but they can see the show by helping hungry children and families in Portland.

Texaco is donating tickets remaining from its System 3 American Superstars Concert Ticket Giveaway to the Oregon Food Bank, which will offer tickets for food donations at four area Texaco stations on Wednesday, September 4 from 7 a.m. to 2 p.m., while tickets last. Fans will not be able to choose from available seats.

During that time, interested concert-goers may bring two bags of non-perishable food items in exchange for two concert tickets to donation points at Texaco stations located at 519 Northeast Broadway and Grand, 5524 S.E. 82nd and Foster, 17997 S.W. Lower Boones Ferry Road and 11850 S.W. Canyon Road. Fans are limited to two tickets per person.

Texaco's donation to the Oregon Food Bank coincides with this week's announcement by Governor Barbara Roberts declaring September "Childhood Hunger Awareness Month in Oregon," as part of the Oregon Food Bank's statewide Campaign to end Childhood Hunger. With the ticket donation, Texaco hopes to raise thousands of pounds of food to help benefit the nearly 200,000 hungry children—close to half the number of persons receiving emergency food assistance—in the state of Oregon.

Donated bags should contain at least five non-perishable food items. A typical bag might contain powdered milk, infant formula, canned tuna, meat, soups, fruits or vegetables; boxed

macaroni and cheese or pasta dinners; or other nutritious non-perishables such as peanut butter.

"By turning over the tickets from our giveaway to the Oregon Food Bank, we've given fans a chance to see an excellent show and provided some incentive for donations to the food bank in support of its extensive efforts to end childhood hunger," said John Price, Seattle division manager for Texaco Refining and Marketing Inc. "We hope our gift to the food bank also raises awareness for this critical statewide campaign."

Texaco is presenting Kenny Rogers and Barbara Mandrell in concert free to winners of the concert ticket giveaway by scratch-off game cards offered at area Texaco stations. (No purchase necessary.) Winning game cards must be redeemed by September 3, as listed in game rules on the card. Texaco will turn over tickets remaining after that date to the Oregon Food Bank.

Texaco also invites concert-goers to bring non-perishable food donations appropriate for children and their families to the concert. The Oregon Food Bank will have collection points at two major Coliseum entrances.

The Oregon Food Bank is a private, nonprofit organization serving 19 regional food banks throughout the state. In all, the Oregon Food Bank network collects and distributes food to nearly 600 social service agencies throughout Oregon and Clark County, Washington. Last year, Oregon Food Bank network agencies provided emergency food supplies to over 425,000 people, the equivalent of 14 percent of Oregon's total population.

Calling All Teens

National Teen Summit Searching for 150 Teenage Delegates

The 1991 National Teen Summit is currently accepting applications from high school students nationwide. Dedicated to the themes of volunteerism and youth empowerment, the National Teen Summit will be held November 7-11 in Princeton, New Jersey. Sponsors include Peterson's Guides, the careers, education, and information publishers; USAir; and Princeton Day School.

"The purpose of the National Teen Summit is to promote volunteerism among American youth and to give teenagers a forum in which to air opinions on some of the most pressing issues of the nineties," says Marian Salzman, president of BKG Youth. "During the course of the summit, students will work together to devise a blueprint for specific action plans that will be made available to interested high school educators and students across the country."

Student leaders, including Kathryn Alexander, daughter of U.S. Secretary of Education Lamar Alexander, of Washington, D.C.; Bryan Thanner of Reisterstown, Maryland; Meraiah Foley of Portland, Oregon; and Peter Heeger of Princeton, New Jersey, are planning the content of the second annual summit. In a letter to their peers, they wrote: "By participating in this project, you can help us to define the teens of today. You can also help us confront

issues facing the world and decide how we, as teens, can solve these problems. Though a major theme of this year's summit is volunteerism, you don't need to be an active volunteer to apply. We're looking for students with a variety of priorities, viewpoints, and interests. We strongly encourage you to apply even if you're not a straight-A student or a school leader. All we ask is a commitment to the summit's goals."

Each day of the summit will feature workshops on such topics as activism and current events, the environment, world peace, censorship, illiteracy, teen peer pressure, racism and discrimination, global competition, and "future shock." Government and corporate leaders, celebrities, and committed activists will serve as keynote speakers and as members of various discussion panels.

A total of 150 students and twenty educators from around the country will participate in the National Teen Summit. Delegates will be chosen by a committee of their peers—chaired by Princeton University freshman Alexandra Marrufo, a delegate to the 1990 summit—and will be selected on the basis of application answers and a personal essay.

To request applications or further information, please call BKG Youth at 1-800-772-5001.

The Minority Television Project Channel 32 KMTP-TV

Otis McGee, president and general manager of The Minority Television Project (MTP), announced that KMTP-TV began broadcasting from Sutro Tower in San Francisco on Saturday, Aug. 31. KMTP-TV is only the second African-American controlled public television station in the country -- the other is WHMM, operated by Howard University since 1980 in Washington.

The Minority Television Project was formed in 1983 by a group of minority professionals concerned about the lack of quality, multicultural programming in the Bay Area. On Aug. 1, 1983, MTP launched an eight-year legal effort with the Federal Communications Commission (FCC) to gain control of channel 32, at that time operated by KQED, a PBS affiliate in the Bay Area. In April of this year, KQED informed the FCC that it would cease operating Channel 32 on Aug. 30, and turn the station over to MTP.

Earlier this month, the San Francisco Redevelopment Agency, in an unprecedented move, approved a \$500,000 grant to the Minority Television Project Inc.

KMTP-TV's mission is to offer programming that reflects the lifestyles, cultures and concerns of the 2.3 million African-Americans, Asians, Latinos and other minorities who reside in the Bay Area. As a minority-controlled, multicultural oriented station, KMTP-TV will offer programs produced by members of the Bay Area's multicultural communities, and by national and international independent producers on subjects of interest to multi-ethnic audiences. KMTP-TV will also air select programs from PBS.

Otis McGee, Jr., president and general manager, is presently managing partner of Alexander, Millner & McGee, California's largest minority-owned law firm. Adam C. Powell, III, station manager, has over two decades of experience in local and national broadcasting, including positions with CBS and Westinghouse Broadcasting. John Douglas, broadcasting consultant to KMTP-TV, is founder, president and chief executive officer of Douglas Broadcasting Inc., a Palo Alto, Calif.-based radio broadcast group created by the \$24 million leveraged buyout of three California radio stations.

Survey Gets The Scoop On Portland Ice Cream Trends



When you hear someone sneaking a scoop of ice cream in the middle of the night, who do you suppose it is? Well it's not little Johnnie or Janie as you might suspect. According to a recent survey, it's probably Mom or Dad caught red-handed with the scoop.

In fact, the "BREYERS Gets The Portland Scoop" survey found that 43 percent of Portland adult females, and 40 percent of adult males, are the ones who can't resist America's favorite dessert. Kids trailed Mom and Dad, with 29 percent of those surveyed reporting youngsters as the biggest ice cream fans of the household. "Most adults have a weakness for ice cream they don't like to admit. It doesn't surprise me Portland adults are bigger ice cream fans than the kids," said Steve Bellach, BREYERS product manager.

The survey was conducted to profile Portland's ice cream trends as part of BREYERS ice cream's 125th anniversary, celebrating more than a century since William Breyer handcranked his first batch.

The survey found Portland residents eat ice cream just about any time of day. A few scoops for an evening snack, however, froze out the competition as Portland's favorite time of day for ice cream, according to almost one half of local residents.

Midnight also was a popular time to dive into the ice cream carton. An estimated 39,000 locals prefer ice cream at midnight over any other time of day.

When it comes to good old-fashioned ice cream, Portlanders are pretty traditional. Vanilla, chocolate and

strawberry won top vote for the flavors Portlanders would stack on a triple decker cone. "Folks in Portland may like to try something new now and then, but we've found they never forget the basics," said Bellach.

Portland residents also proved traditionalists in how they top off ice cream. Thirty percent named chocolate syrup their favorite topping, followed by hot fudge, cited by 28 percent of those surveyed, and butterscotch, cited 13 percent.

As far as what goes into the ice cream, locals demand pure, all-natural ingredients. In fact, 82 percent said this was an important element in selecting ice cream. "People in Portland are very selective about the purity of what goes into their food," said Bellach. "We are too. That's a big reason why we continue to make BREYERS ice cream with all-natural ingredients."

In Portland, ice cream often is associated with special ice cream at birthday, graduation and wedding parties. Another twelve percent said it's best with family and friends. And ice cream is also a great cure for a sweet tooth, according to nine percent of Portlanders, who report they eat ice cream to satisfy a craving.

Portland may have a reputation for soggy weather, but when the sun comes out and the temperature rises, a lot of folks eat ice cream to cool off. Seventeen percent said a cool scoop is a sure way to beat the heat.

BREYERS products are made by the Frozen Products Group of Kraft General Foods, Inc. Headquartered in Glenview, Ill., Kraft General Foods is the multinational food business of Philip Morris Companies, Inc.

Saturday, September 7, 1991—1 PM to 6 PM
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Nick's Lunchbox Deli, 816 N. Russell.



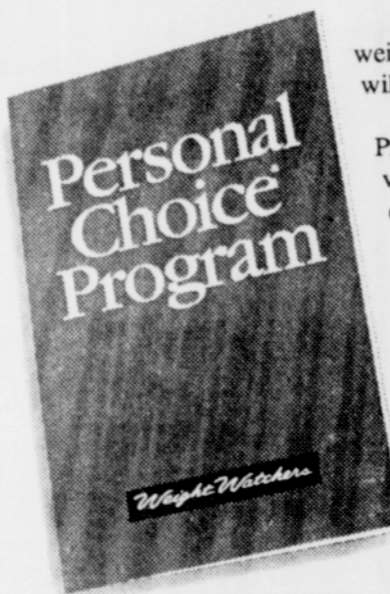
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NORTH PORTLAND

Rivergate Community Church
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Tues. 7:00 p.m.

University of Portland
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Columbia Hall
(Enter from Portsmouth)
Wed. 5:00 p.m.

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Nike Annual Meeting

Nike Inc. will convene its annual meeting on Monday, September 16, at 10 a.m. at the new Nike World Headquarters here. The annual meeting will be preceded by a press and analysts' conference call with Chairman and CEO Philip Knight, President Dick Donahue and Vice President and General Manager Tom Clarke, from 7 a.m. to 8 a.m. the same morning and a press conference for journalists attending the annual meeting, at 9 a.m.

Members of the press who plan to attend the press conference and annual meeting are asked to contact Nike Public Relations by Thursday, September 5, so that invitations can be mailed out. Admission to the annual meeting will be by invitation only.

Journalists who wish to participate in the conference call will be notified of the 800 number and call-in procedures by Friday, September 6.

At the annual meeting Nike officers are expected to announce results from the first quarter 1992 fiscal year (the quarter ending August 31), and to discuss results from the most recent full fiscal year, FY91, ending May 31, 1991, which saw Nike's sales rise 34 percent, to \$3,004 billion, and net income rise 18 percent, to \$287 million.

Nike Inc., headquartered in Beaverton, Oregon, is the number one sports and fitness company in the world.

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