

NIKE, Z100 and The Blazers "Bust A Bucket" for Boys and Girls Clubs



"Bust a bucket! (who'da dunkit? Blazer duty dupe rsunkitslam'nggeezitkiller threesitgroup! 'getit! gotit! good!)"

Cookin' lyrics, mass hysterics and a whole lot of fun are in store in the latest song about the hottest team in the National Basketball Association's Western Conference, the Portland Trail Blazers.

Blazers players Jerome Kersey, Terry Porter, Kevin Duckworth, Buck Williams and Lamont Strothers have teamed up with NIKE, radio personalities Dan Clark and Tony Martinez of the Z100 Morning Zoo, Dan Reed of the Dan Reed Network and members of Nu Shooz and U.Krew to produce "Bust A Bucket," a cassette about the Trail Blazers and their high-flying brand of NBA basketball. The cassette will receive extensive airplay on Z100. The flip side of the cassette features a second play-off theme song, "Blazers Are In The House." NIKE has produced a "Bust A Bucket" tee-shirt to support the cassette project.

The cassette and tee-shirts can be purchased at NIKE Town and Blazers on Broadway in downtown Portland. The two products can also be purchased at NIKE's Portland Factory Store on Martin Luther King Blvd., the NIKE Airport Store, the NIKE Store in Eugene, the Red Hot and Rollin' kiosk at Clackamas Town Center and at merchandise stands at all Blazers home

games.

The cassette and tee-shirt are also available through mail order care of: Portland Trail Blazers, Catalog Department, 818 S.W. Broadway, Portland, OR 97205. A \$4 postage and handling payment must accompany all mail orders. The cassette sells for \$4 and the tee-shirt for \$15. Cassettes will also be available at record outlets throughout Oregon and southwest Washington.

Net proceeds from the sale of cassettes and tee-shirts will be donated to the Boys and Girls Clubs of Metropolitan Portland. The Boys and Girls Clubs of Portland are local affiliates of the Boys and Girls Clubs of America, working to help youth of all backgrounds, with targeted interest and concern for those from disadvantaged circumstances. The goal of the Boys and Girls Clubs is to help these youngsters to develop qualities needed to become responsible citizens and leaders.

"NIKE knows how to connect kids through sports, and so do the Boys and Girls Clubs, which is why we've chosen them for major support both locally and nationally for several years now," said Virginia Hensen, NIKE's public affairs director. "Kids need a place to go for recreation, but they get more than that at the Portland Clubs—they get the love and support of caring adults. It's great to work with the Blazers players and the talented crew at Z100, who really want to do something for these kids."

"Bust A Bucket" was the brain-storm of Z100's Clark and Martinez. Clark, Martinez, and Bob Lambie of NIKE wrote the lyrics on the title track.

"In the three years we have been working on these cassette projects I have never been as pleased as I am with 'Bust A Bucket'," said Martinez. "All the help we received from NIKE and Bob Lambie was terrific. The player participation was incredible. Those guys did a great job. Each year it just gets better and better."

Internationally renowned recording artist Dan Reed of the Dan Reed Network sings lead vocals on "Bust A Bucket." Reed, a Portland native, most recently opened for the Rolling Stones on their European tour. Tracey Harris of Portland's Nu Shooz sings lead vocals on "Blazers Are In The House." Also singing lead and background vocals on both songs was Hakim Muhammad and J. Mack of the Portland-based rap group U.Krew. Additional vocals were performed by the Trail Blazers players and Ebony Morris, Kiauna Nelson, Andy Holmes and Frank Yeggins of the Boys and Girls Clubs of Portland. John Smith of Nu Shooz contributed his composing and recording talents to the project. The project was engineered by John Chamberlain, who's most recent engineering credits include Michael Jackson's "Dangerous."

1992 Draft Speculation Begins

BY BILL BARBER

The NBA season has not even come to an end, yet fans are already talking about who might be picked up by the Portland Trail Blazers out of this year's draft. It happens every year, usually the day after the NCAA tournament.

First, fans discuss the players who have contracts expiring this season. Danny Ainge, Mark Bryant, Wayne Cooper, Robert Pack, and Ennis Whatley, are all on the list this year. Second, who is available in college?

The man who has his finger on the pulse of the draft situation is Blazer's Director of Player Personnel Brad Greenberg. He was a team scout in Portland for two years before taking that job. Greenberg completed the acquisition of Buck Williams and Danny Ainge and drafted Cliff Robinson and Alaa Abdelnaby. He was also the man that offered the chance of a lifetime to a kid who was totally overlooked in the draft...Robert Pack.

"You hope to find a player who is capable of becoming a 'top eight' guy," Greenberg said. "Someone who will be in the natural rotation, on a winning team. You can find guys who can make the roster; but you look for guys who can make an impact on a good team. You try to separate those guys who can play in the league from those who can contribute on a regular basis on a good team in the league. You have to evaluate the draft regardless of where you're picking. You have to evaluate which players could be legitimate prospects, who could make a difference, and who could still be available by the time it is your turn to pick. You also have to determine if it is necessary to move up

to get a player who may not be available later."

Brad Greenberg sees about 100 college games a year. "Keith Drum, the Trail Blazer's scout, who lives in Chapel Hill, NC, also sees about 130 college games a year. Bucky Buckwalter and Geoff Petrie also get out to see some games late in the season. We also go to the All-Star Games because you get to see a lot of the best players compete against each other."

The Blazer's player evaluation system is a study in state-of-the-art computerized sophistication. It is not simply stat sheets on points, assists and rebounds. The Blazers rate the prospects on a one to five scale. Here is a sample of some of the questions: Does he have court awareness? Is he fundamentally sound? Is he a team oriented player? Is he a mentally tough player? Can he handle the ball versus pressure? Does he have good vision with the ball? Is he active and aware on defense? Does he deflect or steal passes? Can he bother a ball handler full court? Can he contain his man in the scoring area?

You would have to agree that the Trail Blazers are looking for some rather specific answers to several hundred questions. It is not just a shot in the dark guess when it comes time to make their choice in the draft. The fact is, Brad Greenberg says, "We may see a player more than 15 times during his college career. It isn't all just scoring, or average points per game. It is a combination of things. Skill level in a lot of areas of the game, intangibles, feel for the game. Physical attributes are very important because it is a very physical league. If a guy can't run or jump but he can shoot real well he is not going to be able to

compete."

"We try to not only paint the picture of a player in regards to narrative offensive-defensive comments to project the guy, we also try to grade him in as many areas as we can," Greenberg offered. "We grade him as to how we feel he will do in the NBA level. Does he have the ability to play in the NBA ... Will he be able to break into the starting rotation on a successful team within a three year period?" They can look into their computer database for a ranking of all the players by position. They can also select a group of questions like: NBA potential, physical attributes, shooting and scoring, intangibles like mental attitude toward the game, offensive skills as a scorer, offensive skills as a play maker, defensive potential rebounding. Then they double-check every single question of the players prioritized in that group out of the hundreds of prospects on file. It is a big job but it doesn't stop there. The Blazer player personnel people also put together a player profile that will address a player's athletic history, an off-court profile, a history of his injuries, and comments of sources who are familiar with the player. "We try to get a feel for these prospects as players and as people," said Greenberg.

"You try to find enough good players that you like, then you hope one of them is still there when it is your pick. Then you may get a call right before you pick from another club that wants to make a deal. You have to be ready for any eventuality," concluded Greenberg. It looks like all the professionals are not necessarily playing on the court. Some of them are competing on a computer.

Labor Commissioner, Civil Rights Groups to Decry Hate and Bigotry in Oregon

Labor Commissioner Mary Wendy Roberts, head of the state's civil rights agency, invited area civil rights groups to join her for a news conference at Ecumenical Ministries on Tuesday, April 7 to decry hate and bigotry in Oregon, and to announce a Civil Rights Forum scheduled for later this month.

In January, Commissioner Roberts sounded a call to minority groups to wage a war against a "coalition of hate." As an example, Roberts referred to the prospect of a David Duke presidential campaign in the state that would find followers among those who are prejudiced against minority groups. "Duke is a symptom of a very ugly disease affecting our country," says Roberts. "We can't wait another minute to stand together and let our opposition to all hate and bigotry be known."

Commissioner Roberts' Advisory Council on Civil rights will also announce a Forum on Civil Rights that will help them set a civil rights agenda for the next decade.

Among those joining Roberts for the news conference were Rodney Page, Ecumenical Ministries (Chair of the Advisory Council); Barbara Hernandez, Northwest Regional Educational Laboratory; Dr. Darryl Tukufu, Urban League; Lori Wimmer, Commission on Women; Amazones Olivilla, Commission on Black Affairs; Ed Washington, NAACP; Chinh Lieu, International Refugee Center of Oregon; Luis Machorro, Metropolitan Human Relations Commission; Keeston Lowrey, Right to Privacy; Sharon Hill, Phoenix Rising and Raleigh Lewis, Civil Rights Division Administrator.

Miller Reserve Now Available in Oregon

Consumers in Oregon and eight other states now can enjoy the all-barley draft-beer taste of Miller Reserve and Miller Reserve Light as Miller Brewing Company expands distribution of the above-premium beers.

In addition to Oregon, the Cold-Filtered™ beers are available in Alaska, California, Colorado, Minnesota, Nevada, northern Illinois, Washington and Wisconsin.

Test-marketing of Miller Reserve began in May 1990 in select markets, and Reserve Light was added in late 1990. The test markets were expanded to include Denver; Knoxville, Tenn.; and Santa Barbara, Calif.; in mid 1991. Chicago and Minneapolis were added last fall with Reserve on tap, and bottles and cans became available in these two markets in March.

"During the nearly two years of test-market experience, we were told by beer drinkers they really enjoy the all-barley taste of Miller Reserve and Miller Reserve Light," said Jeff Rea, new products development director.

"The Reserve brands offer a distinct point of difference for consumers as compared to established brands in the above-premium category. We feel Reserve and Reserve Light afford us a great opportunity in this market segment," he said.

As evidence of its distinctive flavor, Miller Reserve Light was a medalist at the 1990 Great American Beer Festival in Denver.

Even its packaging conveys the uniqueness of the beers. In 1990, Miller added 20 perfectly contoured facets to the traditional long-neck bottle and also developed a faceted can.

Miller created a distinctive gold-and-black label for the bottle, resulting in a dramatic product presentation that won the Clear Choice Award from the Glass Packaging Institute and Packaging magazine in 1991. When combined with a high-sided six-pack carrier for the bottles, these design elements offer a complete package that has the look and feel of elegance.

Miller's innovative blend of the old and new is reinforced in Miller Reserve's advertising theme: "Beer as rich in taste as it is in history." Television, outdoor advertising and point-of-sale material will support the brands.

Miller is a wholly owned subsidiary of Philip Morris Companies, Inc. Principal beer brands include Miller Lite, Miller Genuine Draft, Miller Genuine Draft Light, Miller High Life, Lowenbrau, Magnum, Meister Brau and Milwaukee's Best. Miller also produces Sharp's, a non-alcohol brew.

'We Are Family Celebration'

The family of today is different from the family in which many of us grew. Today two working parents, grandmothers raising their grandchildren, single parents, and step-families all comprise what is known as today's families. For many, a family member may not even be a blood relative. One's family may even be friends, which have embraced us as human beings or teammates with whom we interact on a regular basis. A family member is the person or group of persons who believe in you as a whole individual and support your whole being, spirit and soul.

These were some of the thoughts which brought together a group of citizens to celebrate children and their families. Great Start looked at what made a family strong and realized that it included the following—health, identification, recreation, recognition and safety. We realized that we were speaking of redefining "family," "at-risk" and "success." We know we need to recognize and to incorporate the value of inter-generational relationships.

As with anything with a purpose, values needed to be thought through. In keeping with the true purpose of Family Week Celebration the following values evolved. First, and foremost, children and their families are primary in this celebration. And second, all activities associated with the celebration are to be volunteer driven and heartfelt.

Their vision is simple: We envision a week of celebration which encompasses a focus by the community and the media on the many different kinds of families. There will be a "contest" for children to describe their family either in writing or by drawing. All children will be declared a first place winner and their names will appear in the Oregonian. The art work created by our children will be exhibited throughout Multnomah County. There will be neighborhood parades led by children. We will have a major family celebration at Peninsula Park and other selected parks or neighborhoods. They envision businesses becoming aware of the value of families, and schools and neighborhood associations celebrating that value. They envision resources being coordinated in such a way as to maximize the experience and well-being of all families in Multnomah County.

In the year 2000, Great start envisions an extended family which has evolved from the coming together of people of many different cultures and races to support, accept and nurture one another. What they hope to do is plant the seeds today which will enable us, and prepare our children, to meet our present and future societal demands.

The Theme: **We Are Family.** The Vision: **A better today and tomorrow for our children and their families.**

They ask you to join us in this celebration.

6TH ANNUAL

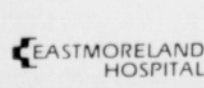
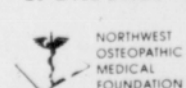
Kid Safe

At KID SAFE, children have serious fun learning safety skills that might help save a life. Hands-on classes in: CPR; Babysitting; Fire Safety; First Aid; Poison Prevention; Making Emergency Calls; Electrical Safety; Traffic Safety; Drug & Alcohol Awareness; & Personal Safety.

Call 293-6675

Space is limited. Call by 4/8/92. Lunch available for \$5.00. Children 9 and under must be accompanied by an adult.

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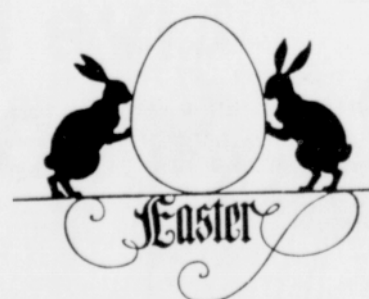


3 LOCATIONS:

- Mount Scott Elementary School 11201 SE Stevens Road
- Oakley Green Middle School 6031 N. Montana
- Reedwood Friends Church 2901 SE Steele

The 1992 People's Rose Festival

May 29th- Friday, Lloyd Center- Coronation of the Rose Queen
May 30th- Saturday
Fun Run and Starlight Parade (Peace Festival weekend)
June 3rd- Wednesday
Junior Parade, Hollywood District (ships arrive)
June 6th- Saturday
Rose Parade



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