

MALCOLM X where do we go from here?

For the Record

Some unfortunate communications mistakes were made which Act III deeply regrets.

- Steps have been taken with community leaders, the press and Warner Bros. to make sure that it doesn't happen again.

There was nothing racial in offering The Fox Theatre; rather, a sincere desire to accommodate the greatest number of people during the first week of the run.

We regret not having brought the community into the discussion with Warner Bros. Warner and Act III got into a dispute and as a consequence sufficient consideration was not given to the movie going public.

Act III will be happy to play "Malcolm X" at the Lloyd Theatre as early as the picture is released to us. At this time the film is scheduled to open on December 2, 1992.

- Since being informed of community concerns in late 1991, Act III has shown 94% of all black-oriented films released in 1992 at our Lloyd theatres. As a base of comparison only 57% of all films released in 1992 have opened at our Lloyd theatres.

We have been made aware of a lingering perception among the African-American community that black-oriented films were not being played at our Lloyd Theatres.

The recent facts give no credence to such a perception, and we had no awareness of such a perception. The lack of awareness on our part certainly contributed to the present mis-understanding.

We regret that perceptions have created a divisive issue in our community and that a cloud was cast over the opening of "Malcolm X."

We hope you agree with us and with Spike Lee's spokesman who stated that "the film maker (Spike Lee) is satisfied a controversy here in Portland over the showing of his new film has been resolved."

-- KXL Radio 11-12-92

ACT III
THEATRES

Forget Act III Act Black

BY JIMI JOHNSON

In the wake of Act III's refusal to show Spike Lee's film Malcolm X at the Lloyd Cinemas and the Lloyd Mall, many folks in the African American Community have called for a boycott of all Act III theatres. After hearing threats of a boycott, the managers at Act III decided to release the film at Lloyd Cinema during its national debut on November 18th. However, the damage has already been done.

Act III Cinemas has a history of insulting African Americans and the Northeast Community in general when their managers pick and choose which movies they deem are appropriate to be shown in our community.

As an African American citizen living in Portland, I believe it's time we stopped asking white owned theatres, shipping malls, grocery stores and educational facilities for equal and fair treatment. These institutions have failed to understand and respect the needs of the African American Community since the Emancipation Proclamation. As long as we depend on white run institutions to look out for our needs we'll be insulted time and time again.

Act III's actions and insensitivity should come as no surprise to the African American Community. However, until there are some drastic policy changes in the way Act III does business with the African American Community our dollars should be directed elsewhere. We also must create an alternative were there would be little need to go to Act III theatres to watch a movie. We have the resources right here in this community to own and operate Cinemas such as Act III. By doing so, we'll give young African Americans opportunities for employment, entertainment and the knowledge that they can own and operate high profile businesses.

These theatres can also be used as a training ground for a future generation of talented Black writers, actors, producers and filmmakers. This will be a place where young Black energy

can flow in a positive manner.

In the spirit of Malcolm X and others before him, Black Nationalism, Black Enterprise, Cultural and Educational awareness and Spiritual awakening are the only solutions for African Americans to grow and flourish in this foreign land.

The merchants of this city/country have shown us in many ways that they are not interested in what the African American Community thinks as long as we buy their products. Commercials are constantly aired on television that insults the African American Community. However, as long as the community buys the products the insensitive marketing strategy is ignored by Madison Avenue.

Conversely, Act III Cinemas believes that there is no reason to be sensitive to the needs of the African American Community because we will spend our money in their theatres no matter how bad we are treated. And the sad fact is that history have shown them to be correct most of the time. We must demand fair treatment from Act III, Act IV, Act V and any other Act (place) where we spend our dollars.

If Malcolm were alive today, I believe he'd say "To Hell With Act III, We Need To Act-up And Get Busy Creating A Future For Our Young People. To Hell With Begging The Whiteman For Anything Because We Can And Must Do For Ourselves". "The Best Thing Young African Americans Could Do Is Go To The Library And Read My Autobiography. Go To The Library And Read Anything Because Knowledge Is Power And The Key To Your Success".

As we move into the 21st century, we can no longer depend on a system of inequality to give justice to the African American people. We must demand justice and respect by creating economic opportunities in business, education and the political arena in order to control our own destiny.

Instead of Act III, we must Act Black!

Letters to the Editor

To The Editor:

The African-American leaders and people of the Portland, Oregon Community are faced with another opportunity to bring about a change in our community. Our community has a serious gang problem in general. This problem has also attacked and grown in other communities and cities! It's like a grapevine that has been allowed to germinate and develop into small vineyards. Just imagine, a neighborhood vineyard! Whether the apprehension is greater than the reality does not matter. The fact is that fear exists in our community. Yet, fear without knowledge can perpetuate ignorance, and ignorance can perpetuate racist patterns of thought.

We have all read, seen on television, or have been told by someone that we have a gang problem. The images that have so long depicted gang members is one of young African-American men with little education, aspirations or social values. This depiction is totally inaccurate: the assumption that the majority of young African-American men are affiliated with or members of gangs is stereotypical and unfounded. Observations reveal that gangs are not exclusive to African-Americans. In fact, statistics show that gang membership among Europeans, Asians and Hispanics are just as compelling as those that are portrayed by the media pertinent to

African-Americans.

Do African-Americans manufacture guns utilized to kill fellow human beings? Do African-Americans own major airlines and other transportation instruments utilized to traffic illegal drugs? No, African-Americans in the United States (U.S.) don't manufacture these products or own these services; we increase the owners (I.E., stockholders) return on investment by purchasing them.

Various communities have successfully and unsuccessfully attempted to win the war of equality. They have encouraged and supported small, medium and large corporations growth and operation within their boundaries. Sometimes never seeing a return on their investment. I believe that it is time that we demand a return on our investment as a community and as a people! To assume that screening "Malcolm X" a socially conscious movie depicting a strong, respected, dynamic and profound human being (who just happens to be an African-American) will insight violence and hatred is a fallacy, and based on a racist pattern of thought. It was this same pattern of thought that allowed Ballot Measure 9 to be voted upon. It is time that we put a stop to social and economic bigotry!

Act III Theatres "tolerates" our money but not our movies, now if that's not bigotry I don't know what is. It is

time we start using our collective buying power to bring about a change in our community. It is time that we the consumers demand what we want, and not accept what our capitalistic society says that we should have as a product or service. We live, generate income and spend money here-the U.S., and these businesses are located in our communities generating a profit from our markets, yet not supporting the communities they operate within via the appropriate commercial license. This is an insult to all people. It's time that we go back to boycotting businesses, products and services whose sole motivation is the deprivation of the environment or the culture in which they operate within in search of the maximization of the "almighty dollar." We the people have the right. In 1962, President John F. Kennedy, in a special message to Congress, outlined what he saw as the four rights of consumers:

1. The right to safety;
2. The right to be informed;
3. The right to choose;
4. The right to be heard."

It's time to exercise our rights before it's too late. I am in support of protest and boycotts targeted at the Act III theater chain.

Dennis Payne, II is a Youth Minister, and Community Activists. He resides in the N. E. Portland Area.

millionaires that could help us in this endeavor, even Spike Lee could help us.

When are we going to do something for ourselves. Lets show the people in the State of Oregon that the African American community are truly the descendants of the pyramid builders in Africa, and if you marvel over the pyramids, what will your reaction be when we get this theater going in the community.

Sincerely your Brother
Ahmad

To the Editor:

After reading a recent article in the Oregonian, I, as a young black individual, am utterly sickened by the whole MALCOLM X/ACT III Cinemas to insult our intelligence any longer with their poor excuses for not showing black interest films. I find it sadly disappointing that we as a community and as a race have bowed down and accepted the hand outs of a blatantly racist organization. I truly believe with a little unity we could do far more to bring to our community/neighborhood the movies that illustrate our daily struggle as a people.

I am ashamed that we are not doing all that we can do to help ourselves. I am secure we all know by now that nothing is going to be given to us, and that we will have to keep pushing and making personal sacrifices until our needs, not to mention our wants, as a people are met. I surely hope there are not any of us out there who still believe in the American way (it doesn't exist), for we have been labeled Afro-Americans, in other words not quite white, only tolerated. If we are not going to come together as a people and support one another in business, family, community and in love who is going to rescue us. If we do not look out for each other no one else will see us, because no matter how light or dark our skin is we are invisible, disposable. I do believe we need to come together and earn our

respect, demand it. If that means renting a commercial bus or two to see to it that our youth get to the movies that celebrate the black culture then do it. It is terribly important for our youth to see themselves/their race in the lime light, to have role models, to have hope. What do you think Malcolm would have done, how about Martin. Will we let it just remain a dream or will we begin to make it become reality.

It is about time for another uproar, it is time to stand up for our rights. I am enraged that we as a people continue to coast on the graces our forefather begot us. The Rodney King thing was not enough we need peaceful, organized, demonstrations in order to bring about positive change and we need them now. I personally want to challenge our community and our community leaders to come together and demand change. I do not mean a boycott that lasts for a week, what I mean is a boycott that lasts until change follows. ACT III Cinemas would have us believe that if we took away our support it would not hurt them bit, that simply is not true. I frequent the Lloyd Cinemas myself and I see many black faces every time I am there. If ACT III Cinemas does not want their establishment to be a black community theater, then take it out of our community.

Although the problem manifested in the bookings at Lloyd Cinemas, the problem began in the heart of the man-

agement of all of ACT III Cinemas and therefore we should boycott all ACT III Cinemas. I have noticed that ACT III Cinemas is even beginning to segregate the blacks and whites by playing predominantly black interest films in the Lloyd Mall Cinemas, and the predominantly white interest films in the Lloyd Cinemas across the street. I have also noticed, and I am sure you have too, that Lloyd Mall Cinemas are inferior to the Lloyd Cinemas across the street. I am afraid this second class citizen treatment cannot be tolerated any longer. I plan to boycott all ACT III Cinemas myself, even if a film comes out that I really want to view and ACT II Cinemas are the only ones in town showing the film. I think the rest of the black community needs to begin sacrificing in the same manner until we get the respect our dollars earn us, after all our money is green too.

I cannot, in good conscience, allow this issue to die, it simply must be addressed. If we let this one slide we let our future slide, this isn't about a movie it is about respect. It is about human rights. It is about segregation. It is about racism, and I guarantee you it will not stop here. Our forefathers fought hard to get us where we are today, let's not allow the process to begin regressing. WE should continue forward until we are respected as a people.

Respectfully,
Brandi Williams

Letter to the Editor:

I am writing this letter in response to cinema III not showing the film Malcolm X on opening day.

There is a group of African Americans here in Portland that is tired of the so-called African American leadership always begging, crying, and boycotting white businesses for their decisions.

Why not use this stage as an opportunity to buy, lease, or rent a building in our community to show Malcolm X or any African American movie that we

desire to show.

Asians, Hispanics, and other ethnic groups in this city have theaters, restaurants, and other decent places to socialize. They have yet to cry and beg white people for good treatment. They have pooled their resources, gone out and purchased those wants and needs.

Black man, stop crying and stop begging people for those things you are able to provide for yourselves. It is a shame, that we have African American basketball players in this city who are

Coalition Of Black Men / Act III Press Conference Statement:

We as Black Men are tired of the African-American Community being insulted by Act III and believe that we should not economically support any Act III Theater.

This issue goes back to a year ago when representatives from the Urban League and the Black United Front met with Act III. At this time Act III agreed to end it's practice of not

screening controversial films with black themes. This practice has continued up to the present day with the failure to show the film Malcolm X at it's Lloyd Cinemas or Lloyd Mall Cinemas.

We therefore ask that members of the Black Community and our friends and supporters not attend film showing at any Act III Theaters until their

policies are changed to include the showings of Black films in our Northeast community.

Furthermore in reference to the showing of Malcolm X. We encourage Act III in their efforts to chance their policies and open up their doors at no charge to members of our community at their first Lloyd Center Theaters showing of Malcolm X.