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Targeted Advertising To African-Americans Played Role In Democratic Victory



President-Elect Bill Clinton shares a few moments with Valerie Graves, Sr. Vice President Creative Director, UniWorld Group, Inc., who created successful TV and radio advertisements for his campaign and the Democratic Party.

Targeted commercials were a vital part of the advertising effort fielded by the successful Democratic candidates in 1992. "In a campaign where the strategy was not to reach out to so-called 'special interest' groups, targeted communications helped reaffirm the traditional connection between the Democratic Party and the African-American community," says Byron Lewis, Chairman and CEO, UniWorld Group, Inc.

Radio commercials carrying basketball superstar Magic Johnson's endorsements of Bill Clinton and the Democratic Party, created by UniWorld's Sr. Vice President Creative Director Valerie Graves, were aired widely during the final weeks of the campaign, and a television spot shot on the streets of New York's Harlem was a fixture on cable's Black Entertainment Television.

"I consider the targeted effort my most rewarding contribution to the process," said Graves, who also shot general market commercials with Hollywood director Michael Apted, producer of the mega-hit, *Bram Stoker's Dracula*. "Creating advertising that has particular relevance to African-Americans pays special dividends for those who are wise enough to take advantage of it. This time, the Democratic candidates were. Contrary to the fears of many, African-American voters did not stay home on election day, and I have to believe the advertising played some role in that," said Ms. Graves.

Up-and-coming young African-American director Steven Conner directed the hard-hitting TV spot, while producer Bernard Drayton of 4/4 Productions and, composer Rex Rideout created the original score.

**VIEW FROM
HHS**
by
Louis W. Sullivan, M.D.



Can violence be treated as a public health problem? Are there public health techniques which can be used to help us prevent violence before it happens?

Over the past decade, community leaders and public health agencies have increasingly been asking these questions. And their answer today is—yes, we should try applying public health approaches to help prevent violence... but, we must take care that all such efforts involve community partnership. Indeed, community initiative and leadership are the keys to success for any violence prevention effort.

What do I mean by public health techniques to help prevent violence? I mean a step-by-step approach, the classic method that is used to confront other widespread health problems:

1) *Study the problem scientifically and in detail to understand it better.* Who is most affected by violence? When, where, and why does it occur? In truth, we know little today about the many factors which might explain our high level of violence in America.

2) *Identify the factors which put individuals at risk.* As we understand more about the causes of violence, we should be able to pinpoint specific factors which put an individual at risk of being either a victim or a perpetrator of violence.

One very important research need is to understand why so many individuals survive difficult conditions and avoid violence, while some others succumb to violent behaviors.

3) *Identify "intervention" points.* "Intervention" is the public health goal—the action that can be taken to prevent injury or disease. But "interventions" to prevent violence cannot be the same kind used for many other health conditions.

For example, vaccination is the intervention that prevents many diseases. But there is no vaccine against violence, nor can there ever be. We cannot look to drugs or medical treatments to solve the problem of violence.

Instead, we must use broader approaches, which fit the problem and the need. Some examples include:

• *Mentoring*—providing one-on-one contact between model adults and young people at risk of violence;

• *Family counseling*—providing help to the entire family when potential problems are seen in one family member;

• *Skills training*—teaching individuals, especially young people, the social skills of resolving disputes without recourse to violence.

Of course, the problem of violence is not going to be solved by public health or social service programs alone. Violence arises from frustration and hopelessness, and a whole range of social factors are involved: economics (including poverty, unemployment), discrimination, lack of opportunity, education and cultural examples, including media portrayals.

But public health approaches can help—if they are handled correctly. That means:

First, we must examine violence comprehensively. Violence is not confined to homicide. It includes child abuse, sexual assault, spousal battering, elder abuse and indeed suicide. We are learning that the perpetrators of violence are often those who were themselves previously the victims of violence. We need to understand violence in its entirety.

Second, we must not let the study or prevention of violence be contaminated by racial stereotypes. Violence is a problem of humankind, not of one race or another.

Third, and most important, we must put communities in the driver's seat of violence prevention. No effort to confront and reduce violence can have any chance of success unless it is understood by the community, supported by the community, and indeed led by the community. The best programs today for preventing violence started not at the federal or state levels, but in cities, towns and neighborhoods.

The federal government can support research and help share ideas. But if violence is to stop, our communities must continue to lead the way.

(Dr. Sullivan is U.S. secretary of health and human services.)

A Plan To Help Our Inner Cities

Continued from front page

any tax concessions that help localities help their inner cities. Yet federal tax incentives, though they alone won't create cost competitive production environments, are a vital part of any package to attract U.S. firms operating offshore or foreign firms looking for facilities in the U.S.

Energizing Inner City Economic Development

How can we energize competitive economic development in our inner cities? First, we must recognize that individual firms driving the development process will bring the best results. Second, we need top view our inner cities as developing countries, possessing human capital and surrounded by one of the most modern infrastructures and still the most desirable markets in the world. Third, we need to develop highly professional profiles, assets and liabilities, of inner cities. From these profiles will flow unique strategies and competitive positioning, which allows recruitment to these "Developing countries" of globally competitive companies.

Finally, highly professional, multilingual communications and follow up comprise the end stages of bringing competitive development to our long-atrophying inner cities. Market challenges facing firms will determine in the end the form of sustainable, truly competitive development flowing to our nation's inner cities.

The Wage Discrepancy

The wage environment of our inner cities can't match hourly wage structures of many competitor countries, which are about \$1.50 in Costa Rica, \$4.45 in Guatemala, \$1.15 in Haiti, \$8.85 in Dominican Republic, \$2.40 in Korea and \$.20 in Malaysia.

Employee productivity eventually will help to offset competitors' wage advantage. Initially, however, inner cities trying to attract globally competitive firms will need to explore other avenues to boost a firm's profitability. Besides federal tax breaks, City and state governments will need to examine such steps as: building factory shells tied to low-cost, long-term leases; providing day card, worker training, and some health coverage; leasing equipment; or giving up property or business taxes for awhile. It is important no initiatives violate our nation's existing trade agreements.

The ultimate objective is that competitive firms locating in an inner city import over time more competitive capital than the surrounding city expended to attract the firm in the first place.

Action That Will Work

1. The federal government can play a positive role by targeting for competitive development ten or so inner cities, by providing a share of funding and by making up with officials from the communities a board to oversee a time-defined effort top attract globally competitive firms and jobs.

Cities not contributing an agreed amount of funding would be excluded from the board and the initiative. One official from each funding city would represent his/her inner city on the board. A business person from each city, representing businesses financially supporting the development initiative, would also serve on the board.

Business representatives would form an executive committee and select a board chair person. Motions moving forward would need support of two-thirds of the board.

2. The board should select a small firm to create the strategies, competitively position the inner cities and carry out the recruitment, negotiations and placement of new firms. Incentive pay (for jobs created, for firms attracted, for payroll dollars, for crime reductions, etc.) would form the bulk of compensation. (No new bureaucracy here!)

3. The retained firm would be charged to undertake a highly focused, aggressive recruitment drive aimed at the world's top firms (most competitive, not necessarily the largest), which matched the need and assets of each inner city with the unique circumstances of target firms.

4. The federal government would create in Washington a small task force at an action-motivating level, possibly in alliance with an existing non-profit organization, to act as a resource arm for the development program.

5. Efforts undertaken for the ten targeted cities would be developed and packaged for standardized applications by other cities trying to bring competitive progress to their inner cities.

Time To End The Failures

For the most part, our nation's economic advances have failed to advance inner cities and their predominantly minority residents. A no-nonsense strategy for competitive economic development and top-notch implementation would bring to inner cities lasting results fairly quickly. Playing to the strengths of governments and the business community would optimize the roles of both, something rarely, if ever, accomplished.

A government and private coalition, driven by incentive and the marketplace, can bring to our nation's inner cities not headline development, but real competitive advancement tied to the changing needs of the global marketplace. It can bring unprecedented "spill-over" economic development benefitting entire regions.

Venerable Booker is a founder, Chairman and CEO of 23-year old American State Bank in Portland, Oregon's only Black-own full service financial institution. Gordon Studebaker is president of One Americas in Washington, D.C., a firm focusing on economic and business development.