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THANK YOU FOR READING
THE PORTLAND OBSERVER

perspectives

by Professor McKinley Burt

What's Sporting About Sports?

Last Friday morning, ABC Television featured one of those 15-minute quickies on a subject which by any reasonable standard would require an hour or more of intense discussion; in actuality, a three-part series of in-depth analysis would be more like it—not to be, of course.

The subject, "The almost total exclusion of blacks from managerial positions in professional sports." Before we go any further, let me comment on another almost total exclusion. In none of these allegedly "liberal" discussions of the rampant and pervasive prejudice against African Americans in management positions, do we have anyone forthcoming with the basic economic fact that "Sports" in this country is a hundred-billion dollar industry built upon "millions" of black bodies that "pull the wagon, but do not drive it."

Before you quarrel with that "million bodies" figure, consider that we are not just talking about the few "premier athletes" with big salaries or the few "million dollar niggers" as baseball club owner Marjorie Schott described several employees (about 700 in all, baseball, football and basketball). But, mind you, we must include that gigantic "free, farm team operation" composed of over a thousand colleges which process (and miseducate) tens of thousands of hopeful and naive black youths aiming for the Pros each year—for only a few slots (breeding farms).

Our taxes, contributions and tuitions go to support this gigantic ma-

chine—but that is not the beginning of the matter, is it? From elementary school through high school, each year, millions of African American children neglect home-work and study periods for the playground and sandlots, serving their frantic, media-driven preoccupation with a professional sport's career. I wish there were some way to quantify the resulting attrition in grade levels, SAT scores, and in terms of drop-outs, truancies and ensuing gang involvement. I'm not saying that all go this way, but the horrendous pressures are there. Kids do not think in terms of the statistical realities. Do you?

I'm going to get back to that "ABC Management Quickie", but, first, let me point out several other key economic facts. It is equally obvious that it is the "Black Body Machine" that directly or indirectly drives billions in capital formation manifested in stadiums and adjoining real estate, franchises, television network properties, sports equipment manufacturers and distributors, the profits of public carriers like airlines and bus companies, ticket vendors, concessionaires and you name them. That old rascal, Marjorie Schott, could better have described her employees as "Billion" dollar African Americans.

And I should have included in all that black generation of incalculable wealth, the salaries of sports writers in both T.V. and print media, studio and satellite technicians, remote teams, film processors and other personnel involved

in some of the most lucrative and well paid jobs in American industry--In a most racially exclusive industry. But let us return to Friday's 15 minute ABC "quickie."

The panel consisted of an ABC news commentator, not known as exactly a guru of sports, and three guests, one white and two blacks. The former was a director of a "think tank," the director of the "Center For The Study of Sports In Society." The blacks were the head of an association of black athletes and Benjamin Hooks of the NAACP. As I have said, the program was of short duration and absolutely controlled by the newsmen who was quick to interrupt whenever the guests seemed about to make a critical point. He was usually about the "millionaire black athletes," as though that settled the matter about opportunities for African Americans in the field of sports.

Nobody mentioned (was allowed to) the "real" money generators I have listed here. However, the head of the black athletes association made the telling point that there wasn't a single black team doctor I all of professional sports. Generally, the entire farce was in the mode of sport's writers and historians who always fail to mention that it was the guts and perseverance (and cash) of a black St. Louis Cardinal baseball player who went to court and won the "Free Agent" concept for all the baseball players. How many hundreds of millions has that produced? How soon they forget.

Introducing A New Psychology

I want to recommend a wonderful book to you, called *The Myth of Psychology*. Its author is Fred Newman, who in addition to being a brilliant political strategist, is the founder of a new, drug-free clinical psychology called social therapy. I am proud to be among his students, and a practitioner of this new psychology.

Why do we need a new psychology? Because the old one is anti-human, non-developmental, and has lost whatever relevance it may once have had to the lives of ordinary people. It doesn't work for most people, and it does a great deal of harm to many—in particular to people of color, to poor people, and to women. On the first page of his book Dr. Newman quotes from a book by Hussein Abdulahi Bulhan called *Frantz Fanon and the Psychology of Oppression*: "The dominant psychology is founded and imbued with the outlook that...the Euro-American world view is the only or best world view...and [that] the experiences of white, middle-class males are the only or most valid experiences in the world."

The dominant, mythical psychology relates to human beings as objects to be changed. It sometime succeeds in changing people (or at least in getting rid of their symptoms, or the "signs" of their problems) through the use of chemicals, behavior modification, electroshock and various other forms of coercion. But we pay a terrible price when we treat people as things -- we dehumanize them.

By contrast, social therapy helps people to see themselves and to per-

form as who they really are--active participants in transforming the conditions of their lives.

In other words, human beings--as individuals and as a species--are not objects of change; we are ourselves changers. We have the capacity to alter the conditions that produce pathological responses ("symptoms") such as abuse, depression, loneliness, sexual dysfunction and the whole gamut of social and emotional problems that beset people in our society. In fact, the capacity to shape the environments that shape us--families, communities, workplaces, countries, the world--is what makes us human. (Other species can only adapt to their environments, not transform them.)

That is what makes social therapy radical, and humanistic. It is radical because it helps people to change the conditions of their lives, rather than adapt to them. It is humanistic because it helps people to rediscover, and re-ignite, this fundamentally and uniquely human capacity.

In the '60s Black psychology and feminist psychology sprang up as the result of efforts to cleanse the dominant psychology of its most flagrant biases against people of color and women. But in attempting to reform the old psychology they were actually trying to fit in, or adapt, to a scientific method that was more relevant to the movement of stars and atoms than to the highly complex and unique nature of human beings. For the last 20 years Dr. Newman and his colleagues have been working to create a new science

that is specific to our species. That is what social therapy is, and you can read about it in *The Myth of Psychology* (available from Castillo International, the publisher). Not surprisingly, social therapy has not been embraced with open arms by the gatekeepers who guard the doors of the dominant psychology; it doesn't fit in with the prevailing view--the ideology--of middle-class white male supremacy which Hussein Bulhan described so precisely. Those who produce ideas that do fit in with that world view get the grants and the jobs and the interviews on TV; those who challenge the official attitude are dismissed as crackpots and relegated to the fringe, regardless of how useful their work may be. (In the '60s the Black Panthers had by far the best drug program in the country, but methadone--a legal substitute for heroin which kept so-called addicts permanently dependent, and kept many doctors and administrators permanently employed in the drug industry--got accepted.) It is politics (bad politics), and not what's good for people, that determines which ideas can get a public hearing.

I am committed to bringing Dr. Newman's discoveries to the attention of those many helping professionals who deeply help their patients and clients but can't because they lack the scientific tolls to do so, and are "burning out" because of it. There are more productive and decent ways to deal with people's problems than the dominant psychology dreams about. It's time we all woke up.

CIVIL RIGHTS JOURNAL

By Benjamin F. Chavis, Jr.

Hopes, Aspirations And Struggles For 1993

For the vast majority of the more than thirty million African Americans who live in the United States, 1993 represents more than just a "new" year. For many in the African American community this is the "year of relief" from twelve consecutive years of racially motivated economic exploitation, brutality, and disillusionment in the national context, of an Administration in Washington that just did not genuinely care about the socioeconomic condition of the community.

This is not intended to lay blame on Presidents Reagan and Bush for all of the ills and problems resident in people of color communities in the nation. It is important, however, to candidly say that the failure of the White House to set a clear moral tone against the steady rise in overt racist behavior in most of the major institutions of this society during the last twelve years, is an abhorrent reality that should be challenged by the incoming Clinton Administration.

Thus, we begin this year with a sense of renewed hope. It is a hope that our nation will accelerate toward becoming and welcoming the transition into a truly multiracial and multicultural society where justice, prosperity, and

happiness are no longer mitigated by race and skin color. But we know this hope will only become realized when the destructive forces of racism are exposed and eradicated.

One thing is absolutely clear: "We must continue to struggle for justice on all fronts simultaneously with relentless vigor and steadfastness of faith." 1993 is the year of renewed struggle for economic justice, racial justice, social justice, and environmental justice.

Our hopes and aspirations must be articulated in a manner that gives voice to those who are most oppressed in this nation and throughout the world. The immorality of human exploitation and degradation requires a stronger challenge and bolder national effort than the challenges and efforts made during the 1960's. The disparities and inequities of this society demand an urgent revitalized "Civil Rights Movement."

We have to move beyond just describing the problems. We have to even move beyond just analyzing the problems that beset our communities. 1993 has to be a year of effective action in terms of the formulation of public policies and the building of sound economic development programs at the community level. A priority has to be

placed on youth leadership development in all academic disciplines and vocations.

The national call to invest in America must be re-translated to investing in communities in ways that help communities become self-empowered with a sustainable economic base. Job training must be toward business ownership with the ultimate goal of overall community development. Thus, public education must receive renewed support by all levels of government as well as support from the private sector.

The bottom line is that the hopes, aspirations and struggles for 1993 are similar in content to the immediate past years, but the real difference is there now appears to be a new opportunity to express our hopes and dreams with a sense that there will be more receptive ears in Washington with the Clinton Administration. Yes, expectations are high. Some will argue that expectations are too high to possibly have a chance of being fulfilled.

We say, "We will make our demands known, we will share our dreams and hopes, and we will fight with renewed determination to achieve racial and economic justice by all means necessary!"

Dear Editor:

Much blame is heaped upon Congress for their failure to solve the serious problems facing this country, especially widespread unemployment and the high cost of living, including the high cost of medical care.

Many people feel this failure is the result of congressmen and senators spending too much time and effort taking care of the concerns of special interest groups who contribute to their campaign funds to get them elected.

Therefore many people would like to see stricter limits on the amount of money which special interest groups can give to a candidate.

More Black Pioneers In Health Care

Continued from front page

first to prove the efficacy of the antibiotic "Aureomycin" in human tests and the same with another, "Terramycin." Between 1948 and 1952 Wright published thirty papers on his research with what were becoming known to the world as "wonder drugs."

Long before that, though, Dr. Wright had entered the U.S. Army Medical Corp, and it was here that he changed the treatment of "Smallpox" throughout the world. He introduced the "intraderma" method of vaccination for the disease, injecting into the skin, not through it. These seminal, pioneering contributions to medicine are just a part of his total, inspired advancements in the field. Turning to cancer research, he published 15 key papers on his precedent setting investigations of such drugs as terroterene, triethylene melamine, folic acid and hormones as cancer-fighting therapies. Together with the aid of his daughter, Dr. Jane Wright, he pioneered today's

chemo-therapy in the treatment of cancer.

But, that is not nearly all of his thoroughly documented and prolific work. As Police Surgeon for the city of New York, Dr. Wright specialized in surgery associated with head injuries and fractures. He devised a neck brace for fractures of the neck that is still in use today. He invented a special blade plate for the surgical treatment of fractures about the knee joint, still in use today, especially in sports medicine. He also wrote the key chapter on "head injuries" for the standard medical text on such injuries (scudder's); Just some of his 89 scientific publications.

Isn't it just sickening that the medical and pharmaceutical fraternities and industries have avoided publicity and acknowledgements of this great man in their reams of publications and institutional advertising? And the same for the corridors of medical texts as well? Had he

been a notorious criminal (or well-known comedian), both the public and our children would know all about him--and the fact that he was a black man (like Willie Horton, or say Uncle Ben! or Aunt Jemima! Amos and Andy! Step'n Fetchit!

Trying to get Africa to recognize the true talents of African Americans--not just those perverted to secure economic survival--is still like trying to walk up a "down" escalator. But we cannot cease in our efforts to guide and motivate our children, or to effectively direct our own goals and ambitions. Don't waste the foundation our fathers have laid down for US Remember that when it comes to medical science it was Africans who taught the Greeks--from organization and delineations of the disciplines and professions to eye surgery, C-Sections, gastronomic remedies and skull fractures. See "Magic, myth and Medicine" by Dr. Atkinson at your public library.

Cellular One To Donate Money On Behalf Of Subscribers Cellular Long Distance Charges Help Children

Every long distance call made by a Cellular One subscriber through the month of December will result in a 25 cent donation to the children's wards of four Oregon hospitals.

Cellular One of Oregon and SW Washington anticipates raising about \$40,000.00 to benefit children through donations to Doernbecher Children's Hospital-Portland, Sacred Heart General Hospital-Eugene, Rouge Valley Medical Center-Medford and St. Charles Medical Center-Bend. Last year, Doernbecher Children's Hospital received \$30,050.00 from Cellular

One's holiday giving program. The contribution to the hospital went toward the purchase of a neonatal monitor.

"Our holiday giving program is a means for our customers and employees to help children throughout Oregon. The program is also a way for Cellular One to say thanks to our subscribers and our community for being very good to us," said Rich Begert, General Manager of Cellular One for Oregon and SW Washington. The program is in its fourth year.

Volunteers from Cellular One will

visit children in the pediatric wards of the four hospitals during the holidays. The children will be able to call Santa Claus or friends and relatives on portable cellular phones. Santa Claus will be answering the calls from the Cellular One Service Center in Bend.

Cellular One of Oregon and SW Washington is a wholly-owned subsidiary of McCaw Cellular communications, the leading cellular communications provider in the United States. Cellular One employs over 265 people, managing operations throughout Oregon and SW Washington.

The Portland Observer encourages our readers to write letters to the editor in response to any articles we publish.