

SPORTS

Winners Selected In Northwest Sportswriter Challenge

Phillip McGowan (Clackamas High School), Deena Manning (Grants Pass High School) and Reagan DeMas (Barlow High School) were selected as grand prize winners in the second annual Northwest High School Sportswriter challenge, sponsored by The Oregonian and the Portland Trail Blazers. The program is designed to recognize the top sportswriter in high schools throughout the Oregon and southwest Washington.

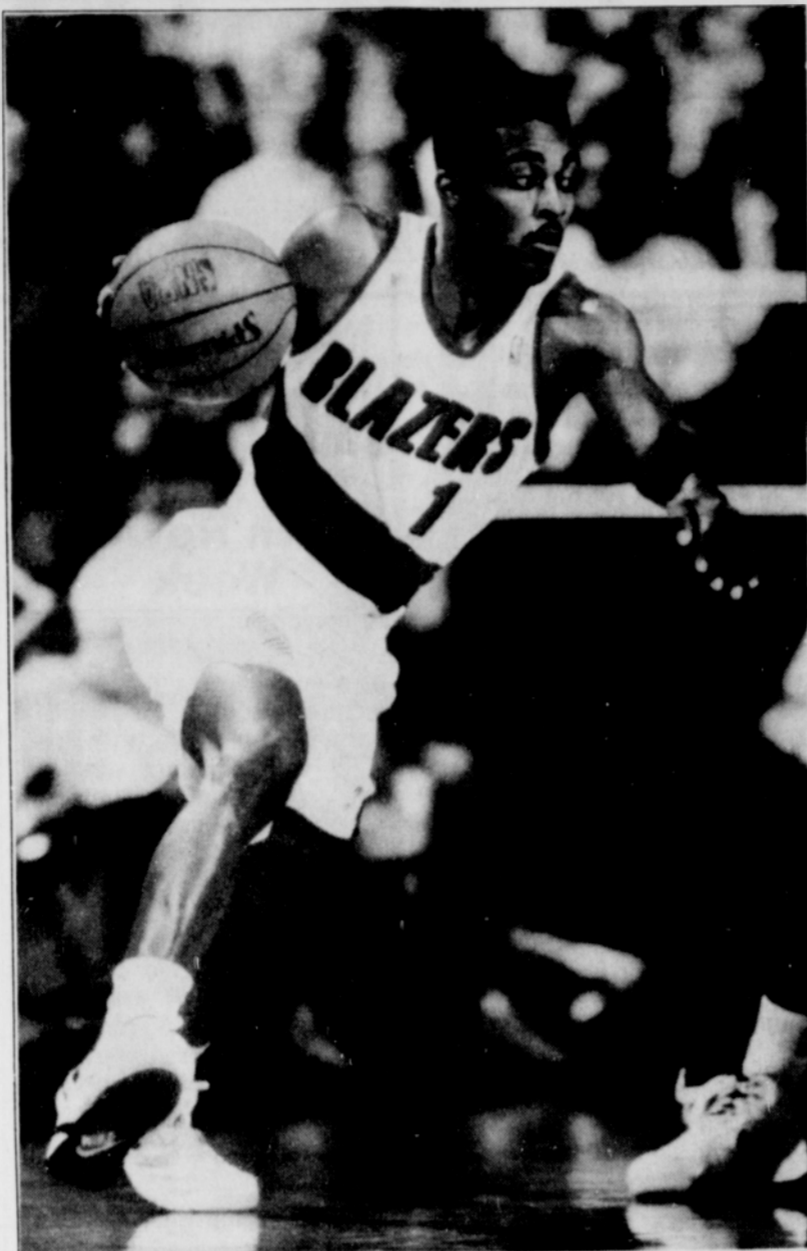
During the recently-concluded high school basketball season, students had the opportunity to report on one of their local games. Each school submitted its winning article to The Oregonian sports department staff, which judged the entries, selected finalists and three grand prize winners.

All participants will receive recognition for their efforts in the form of an engraved plaque. The finalists will receive a \$100 U.S. saving Bond and a \$50 gift certificate for "The official Blazers Merchandise Catalog" and the Blazers on Broadway store. In addition, the grand prize winners received an expense-paid trip to Portland and attended the Blazers' game

with Minnesota on Sunday, April 11, where they had the opportunity to meet with NBA writers, and members of the Portland Trail Blazers.

"The intent of this program is to encourage high school students to pursue their interests in a journalism career," said John Lashway, director of sports communications for the Blazers. "We hope that by giving them the unique opportunity for a behind-the-scenes look at professional sportswriter in action, they will have a better appreciation for a possible writing career. The three writers who were judged the best have earned an experience they will value for years to come."

DeMas was also honored as a grand prize winner in last year's Sportswriter Challenge. Manning is a first time winner but is the second from Grants Pass High School to be honored. The other finalists included: Ember Adair Limbeck (Scio High School), Ryan Halvorsen (Ione High School), Todd Wesslen (Emerald Junior Academ), Frett MCKee (Roosevelt High School), Tony Kiedrowski (Canby Union High School) and Alex Pond (Yamhill-Carlton High School).



Rod Strickland scored 25 points, plus 9 assists against his former teammates the San Antonio Spurs. The Blazers won 105 to 101.

Blazer Broadcasting To Air Third Prime Time Special

Blazer Broadcasting will recap the second half of the Trail Blazers 1992-93 regular season with its third prime time special of the year, "Blazer Trail. The Second Season." The 60-minute show will air Monday, April 26 at 8 p.m. on KGW-TV. The special can also be seen 8 p.m. in Bend on KTVZ and in the Medford area on TCI Cable. Blazer fans in the greater Eugene area will be able to catch the special at 7 p.m. on "Oregon's Fox," KLSR-TV.

The show, hosted by Bill Schonely, features game action highlights centering on how the Blazers fared since the NBA All-Star Game, plus a whole lot more.

Usually when you see Buck Williams he's flying for a rebound, but Buck's interest in flight and aviation goes way beyond the basketball court. A feature on Williams gives fans an up-close and personal look at the Blazers' power forward and his interest in airplanes.

Blazer president Harry Glickman, who was recently honored as Portland's First citizen, will be the subject of a

retrospective that highlights his illustrious 40-year career in sports promotion in Portland.

Blazer Broadcasting visits with one of the newest faces on the Trail Blazers' roster, Joe Wolf.

While basketball is this former number one draft pick's first love, viewers will find out why Wolf has such an interest in ice cream among other things.

The 1993 NBA Draft is just around the corner. Go behind the scenes with Brad Greenberg, the Blazers vice-president of player personnel, and Keith Drum, Blazers' scout, and see what goes into scouting the collegiate ranks. Watch the Blazers analyze college stars and "sleeper" prospects.

Mike Rice goes one-on-one with coach Rick Adelman as they take a look back at the second half of the regular season and a look forward to what the upcoming playoffs may hold for the Trail Blazers. Rice also pairs with Steve Jones as the two analysts dissect the last half of the regular season and preview what may be in store for the NBA Playoffs.



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Blacks In Media... And Bighouse - Short Changed

BY HAROLD BELL

Even with our disagreements George Solomon, sports editor of the Washington Post, admitted recently at the Annual Washington Post All-Met Luncheon, "Harold Bell is the most creative and talented talk show host in Washington, D.C."

My success has come despite the obstacles placed in my path by radio and television program directors who are responsible for the hiring and firing in this market. It came despite the newspaper editors who run their newsrooms with their Klu Klux Klan robes in one closet and their topcoats in another.

Lets take a look at the hiring practices of the American Sports media.

Of the 1,600 daily newspapers that operate in this country, there are only 2 Black sports editors working in their newsrooms. In the 38 cities where there are professional sports teams, there are no black editors. There may be 10 Black sports columnists today working at the 1,600 newsrooms. The difference between a sports columnist and a sports writer is that a columnist chooses their topics while a staff writer is given assignments. But even columnist often do stories "suggested" to them by their editors. Now remember, these are the same sports editors that force feed down the throats of the Black community, the Black Athlete as a role model and hero who collectly give absolutely nothing back to these same communities from which they came. Out of 780 sports writers in the country only 38 are Black. Beat writers are assigned to one team. They cover that team exclusively until otherwise reassigned.

Now get ready for an alarming statistic.

Of those 1,600 newspapers, 90 percent do not even have an African American in their sports department.

That's why when Washington Post sports editor George Solomon looked around for someone to cover the (predominantly black) CIAA Tournament in Richmond, Va., he could only come up with a White female sports writer. One who had no connection or association with the

CIAA and had no idea about the contributions and history of this gear conference, which by the way we're losing from our grip-but that is another story. Stay tuned.

The racist mentality of newsroom sports editors is just one obstacle for those of us who seek to make careers in the media.

We find ourselves limited to "Black market."

And advertising is a big headache.

Many of the nation's major advertisers have what is referred to in the media industry as a "no ethnic policy," which translates into a refusal by the company or corporation to place advertisements on Black oriented radio stations and newspapers. The net result of the policy is a loss of millions of dollars in revenue to Black media outlets across the nation. To show you how this practice works, a recent memorandum from Joseph A. Banks Clothiers instructed it's advertising agency not to place commercials on the following radio formats: Urban, Black, gospel, Black contemporary, Spanish and disco.

In a recent article written by Washington Post Sports columnist Tony Kornheiser, on the Life and Death of Tennis star Arthur Ashe, he wanted to know why Black men die so young? How about the weight of racism on their backs and stress on their minds.

The no ethnic policy is not limited to national chains.

According to complaints from several Black advertising executives, there are several malls in the Washington metropolitan area which refuse to place commercials in Black newspapers. It is a known fact that Black Americans are some of this country's biggest consumers. I find it ironic, but not surprising, that these advertisers don't mind us spending our money with their clients but refuse to reinvest and spend their money with Blacks.

Sports editors like the Washington Post's George Solomon have that same mentality. They allow us to do all the running and jumping, but very little of the coaching or reporting. So I understood George's reaction when I complained of how the article failed to

properly identify me and how another part of the story made Earl Monroe, Ted Blunt and myself sound like three niggers off the corner who majored in basket weaving and minored in athletics instead of portraying us as three college educated Black men who have made valuable contributions to our school, profession, and communities.

That part of the story read as follows: "On the night of Gaines's last home game however, his ex-players didn't wait for an invite. They strode into the room to be with Gaines." And it was very emotional," said Bell. "Earl and me and another guy who's now a city councilman in Wilmington, Delaware, we were all standing there saying, "Dang," we never knew Big Daddy could cry. My vocabulary may not be that extensive but it's not limited to words like "Dang." Although I've never used that word in my life, Ms. Howard attributed that word to me in her column.

She also failed to identify former Winston-Salem Basketball All-American Ted Blunt as a Wilmington, Delaware city councilman, and when I asked George Solomon about how the article was written, he attributed my objections to ego. Evidently, Mr. Solomon never met a Black man with self esteem.

His attitude suggests the prevailing view of not just the Washington Post but the majority of news organizations in this country. It is, indeed, a sad commentary on the White media around the country. Who think Black folks should be thankful that their names are in the paper.

In all the years I have been associated with Mr. Solomon there is one visible flaw that always seems to surface in our conversations--he likes to lump all Black folks together. Unfortunately his mind set is no different from the owners of the NFL, NBA, and major league baseball teams.

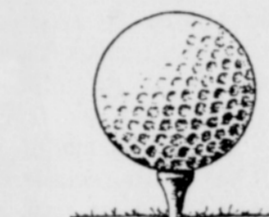
And with this kind of attitude is it any wonder that the Black media in general, and great Black men like Clarence "Bighouse" Gaines in particular, have never been able to get something that they been long overdue--RESPECT.

Harold Bell writes for The New Observer in Washington, D.C.

The Portland Observer

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Trail Blazers Scholarship Winners Announced

For local high school seniors have been awarded \$2,000 scholarships by the Portland Trail Blazers. Yolanda Domond (Benson High School, Portland), Edward Boyda (Wilson High School, Portland), Mackenzie Frost (Taft High School, Lincoln City) and Scott Kocher (Corvallis High School, Corvallis) were the recipients of the scholarships.

Selection was based on a letter of recommendation from a faculty member, an essay of 500 words or less on the subject "The Importance of a College Education," appropriate SAT and ACT scores and high school transcripts. Over 800 students competed for the four scholarships.

For the past 134 years, the Trail Blazers and the National Basketball Association have teamed to offer four scholarships to students in Oregon and southwest Washington. This year, the NBA will be making a donation on behalf of its 27 member teams to the National Teachers Re-

cruitment Program. The Blazers, however, will continue their commitment to the special scholarship program. The scholarships may be used at any accredited four-year college or two-year community or junior college.

Applications were reviewed by a special selection committee that included former Trail Blazer player Lloyd Neal, Professor Arleigh Dodson of Lewis and Clark College, former Assistant Superintendent of Portland Public Schools Dr. Ernest Hartzog (retired), Oregon sports columnist George Pasero, Trail Blazers' former Vice President of Public Affairs George Rickles (retired) and Blazers' Administrative Assistant Sandy Chisholm.

Domond, Boyda, Frost and Kocher will be recognized during pre-game ceremonies at the Trail Blazers versus Golden State Warriors game on Tuesday, April 20 at Memorial Coliseum.

Portland Trail Blazers Present: "Straight Shooting"-A Photo Project Matching At-Risk Youth With Professional Photographers

(Portland Art Museum to stage exhibit; Portland Community College to provide curriculum.)

"Straight Shooting," a project that will put cameras and the knowledge of their use into the hands of at-risk, gang-affected youth, gets underway this month. The project is designed to cultivate a mentor-protégé relationship between professional photographers and these at-risk youth, providing them with positive role-models. The photographs will send a powerful message to the community while providing youth with a positive and empowering learning experience.

Funded by the Portland Trail Blazers and other community businesses and organizations, the project is being coordinated by the Oregon Children and Youth Services Commission, the state's largest advocacy group for young people, in cooperation with Metropolitan Events of Portland.

Portland Community College is providing classrooms, darkroom facilities and supplies at its Sylvania campus, where instructor Richard Kraft will teach the young people the basics of photography. The Portland Art Museum will exhibit the photographs in June.

Twenty gang-affected youth, ages 14-21, have been selected from the Tri-county area that includes Clackamas, Washington and Multnomah Counties. Participants have been paired with 20 professional photographers from the region, who will act as mentors, working with youth in their classroom activities and on-location shoots.

"This is a remarkable opportunity for the youth, the mentors and our community at-large," says Merri

Souther Wyatt, chair of the Oregon Children and Youth Services Commission. "It will afford us all a valuable means of learning about a part of our community we need to better understand."

Funding for the project has been assisted through efforts of volunteer members of the Clackamas County Youth Development Council, the Clackamas County Youth Gang Task Force, and the Washington County Children and Youth Service Commission.

"The efforts of these volunteers calls for applause," said Souther Wyatt. "They have created new partnerships within the business and public sectors on behalf of young people. Hopefully, this first year will serve as a pilot project that can be applied in other regions of the state where there is gang involvement."