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McDonald's Launches The Industry's First Infomercial With "The Mac Report"

New Program-Length Advertisement Highlights

McDonald's Commitment to the Black Community

McDonald's announced another industry "first" with "The Mac Report," a new 30-minute infomercial that shows the company is serving up more than just hamburgers.

"The Mac Report" is unique in that it is the first non-product oriented infomercial targeting Black consumers, with a debut scheduled for Black Entertainment Television (BET) on July 17 at 7:30 p.m. (EST).

Produced in a news magazine format, the program looks behind the "Golden Arches" to present a menu of community initiatives supported by McDonald's, its franchisees and Ronald McDonald Children's Charities. The show spotlights the system's commitment to education, economic development and community relations - particularly in the Black community.

"We're excited about "The Mac Report" because the program-length format allows some of our finest franchisees to touch American viewers the way they've touched the lives of people in their respective communities," said Sandy Silver, assistant vice president/marketing, McDonald's Corporation.

"The infomercial focuses on 14 franchisees who live McDonald's philosophy of community involvement - and their's are stories representative of McDonald's franchisees around the world."

From Harlem to Hollywood, McDonald's franchisees play starring roles not only in their communities but in "The Mac Report" as well. Segments of the program showcase franchisees who are making a difference in the lives of Black youth, their families and communities.

During the telecast, viewers will get a glimpse of individual franchisee education initiatives; the community relations activities of inner-city Black franchisees in Los Angeles and New York; and the vast employment opportunities available at the fast food chain.

"The Mac Report" also looks at McDonald's national initiatives including: Ronald McDonald Children's Charities, which has awarded more than \$64 million in grants to non-profit organizations benefiting children.

Ronald McDonald House, a "home-away-from-home" for families of seriously ill children who are undergoing treatment at nearby hospitals.

McDonald's Gospelfest, local fundraisers underwritten by McDonald's restaurants annually.

"McDonald's Black History Makers of tomorrow," an education program saluting high school students for their scholarship, leadership, community service and ability to impact Black history.

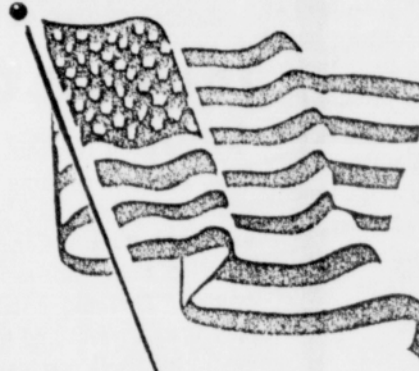
McDonald's "Salute to the Tuskegee Airmen," a new travelling exhibit and educational video recognizing the unsung Black heroes of World War II.

McDonald's is the leading foodservice retailer in the global marketplace, with more than 9,000 restaurants in the United States. About 80 percent of McDonald's restaurant businesses are locally owned and operated by independent entrepreneurs.

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Energy Department Publishes Guidelines For Small Business

The Department of Energy (DOE) has announced guidelines to facilitate and encourage the transfer of technology developed in its laboratories and facilities to small business.

The guidelines, published in the June 14 Federal Register, identify specific points of contact at DOE Headquarters, regional operations offices, program offices, and laboratories, who can guide small businesses through the technology transfer programs at these locations.

DOE's Office of Technology Transfer Utilization, which published the guidelines, will serve as a focal point for DOE's small business technology transfer activities. Due to the financial limitations of many small businesses to travel and to research opportunities for partnership with DOE, working with DOE's small business contacts within the agency, and, in particular, identifying local and regional contact pits, can provide a great benefit to many small firms.

Companies interested in obtaining a copy of the guidelines can contact Sandy Glatt, Small Business Coordinator, Office of Technology Utilization, Department of Energy, at 202/586-5388.

SCHOOLS OUT Watch Out For CHILDREN

Don't You Believe Me? This Is The Last Reading List

As soon as I announce the final article of a series in which the readers have shown great interest, here comes a rash of relevant goodies from near and afar. I'm determined that this is the final, absolute closeout of the summer book list -- I know that you are anxious to move on to those new areas of both specific and general information that the Portland Observer provides in more depth than anyone else.

Just arrived is a comprehensive catalog of educational and cultural materials addressing the principal minority groups of America -- Black, Hispanic, Native American, Asian. Obtain a free catalog (MP3, June 1993-May 1994, "Catalog of Books By And About People of Color"). The Highsmith Co. Inc., W5527 Highway 106, P.O. Box 800, Fort Atkinson, Wisconsin 53538-0800 or call 1-800-558-2110.

All ages and curriculum approaches are represented here, texts to icons, posters to postcards. And there are artists, musicians, heroes, inventors, authors and great leaders. Especially attractive are the kits displayed in color like the "Indian Crafts" or the "Kwanzaa Kit" with a wooden candle holder, set of seven colored candles, bamboo mat, poster and book. All schools and organizations should find these materials useful in our culturally diverse society.

Two ministers who inspected my library a few years ago suggested several items with which I should ac-

quaint readers. First, they cite two books that "are sure to gain the interest of Bible readers who 'really get into things'". 101 Bible Secrets That Christians Do Not Know by Dr. Ernest L. Martin. And by the same author, Secrets Of Golgotha: The Forgotten History Of Christ's Crucifixion ("Recently uncovered biblical and historical evidence shows that Jesus was crucified on a 'Tree' and buried and resurrected on the 'Mount of Olives', just east of Jerusalem").

Either book is \$14.95 with shipping and handling at \$3.00 per volume. Order from The Center For Biblical Studies, 408 South Pasadena Ave., Suite 4, Dept. BAR, Pasadena CA, 91105 (Make checks payable to "CBS Bookstore"). Two very handy biblical references with both conventional and 'biblical verse' indexes are by the noted Isaac Asimov, Asimov's Guide To The Bible: Old Testament and Asimov's Guide To The Bible: New Testament. Order through your favorite local bookstore though 'Looking Glass' tells me the "Old Testament Guide" (only) is out of print. Try second-hand stores. Another popular and useful book is A History Of The Jews, by Paul Johnson. (Harper & Row, 1987).

Because so much ancient African history is intertwined with the Bible and Judea, an invaluable reference book on my shelf is Smith's Bible Dictionary by William Smith, Revised and Edited by F.N. and M.A. Peloubet (Thomas Nelson Publishers, 1986).

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