

# The Portland Observer 25¢

## THE WEEK IN REVIEW

### New Service System For Children And Families Becomes Law

Service to children and families in the department of Human Resources. It transfers certain duties and powers of the children's Services Division (CSD) to the new State Office. The New State Commission will be staffed by the former OCCYSC.

See related story on page A 2

### Saturday Academy

Saturday Academy operates in eight sites around Oregon in addition to the Portland area program. Seeking to serve motivated young people from all circumstances. The Academy provides scholarship funds to students for its activities requiring tuition.

See related story on page A 3.

### Elderly Citizens Lose \$32,000 In Bank Fraud Scheme

An 88 year old NE Portland man and his 86 year old wife reported losing \$7,000. Detectives also reported similar incident involving a 78 year old man who lost \$25,000. Senior citizens are targeted because they are generally viewed as having substantial sums of money.

See related story on page A 4

### PGE

PGE is seeking permission from Oregon Public Utility Commission to raise its residential and small farm customers prices an average of 7.9 percent. Under the proposed increase, PGE's average residential customers using 1,000 kilowatt-hours per month will pay \$53.33 an increase of about \$3.90 per month.

See related story on page B 4

### Red Cross Issues Yellow Alert For Type O Blood

According to Dr. Frans Petoom, Pacific Northwest Regional Blood Services Director, local O-negative blood use has been much higher than usual for the past two weeks. During the summer, traffic accidents typically increase.

See related story on Metro page section B

### Vancouver Mall Better Than Ever

Vancouver Mall's new food court on the Mall's second level seats 450 and features nine restaurants. A glass wall offers diners a spectacular view of Mt. Hood and skylights illuminate the dining area. Richard Karn of "Home Improvement" was special guest at new grand opening.

See related story on Page A 6

## Portland Stands Up For Diversity



Participants enjoying the Standup Portland Diversity Picnic at the Tom McCall Waterfront Park on Saturday, August 21. This was a day long affair which included a staging of a "Living Postcard to the World". The aerial picture of the Portland skyline is to be broadcast nationwide.

Photo by Greg Benton

## Robert C. Maynard Succumbs To Cancer

Robert C. Maynard, editor of The Oakland Tribune, died at his Oakland home after a long fight with cancer. He was 56.

Maynard, a charismatic leader who changed the face of American journalism, built a four-decade-long career on the cornerstones of editorial integrity, community involvement, improved education and the importance of the family.

He was co-founder of the Institute for Journalism Education, a non-profit corporation dedicated to expanding opportunities for minority journalists at the nation's newspapers. In the past 15 years, IJE has trained hundreds of America's journalists of color, more than any other organization.

In the 1980s, Maynard began a twice-weekly syndicated newspaper column, in which he transformed national and international issues into dinner table discussions of right and wrong. His views widely broadcast through regular appearance on This Week With David Brinkley and the MacNeil/Leherer Report.

He was a board member of the industry's most prestigious organizations, including the Pulitzer Prize and the American Society of Newspaper Editors. It was his lobbying in the 1970s that nudged the ASNE to adopt a goal of diversifying America's newsrooms by the year 2000. "This country cannot be the country we want it to be if its story is told by only one group of citizens. Our goal is to give all Americans front door access to the truth," he said in his public address to college students this May at The Freedom Forum, in Arlington, Va.

In 1979, Maynard took over as editor of The Oakland Tribune, which just a few years earlier had been labeled "Arguably the second worst newspaper in the United States." He bought the paper in 1983, taking the title of editor and president in the first management-leveraged buyout in U.S. newspaper history. By doing so, he became the first African American to own a major metropolitan newspaper. After a decade of ownership by Bob and Nancy Maynard, the newspaper had won

hundreds of awards for editorial excellence.

One media critic described the change: "The Tribune covers the Oakland area with more insight than does its wealthier competitors in nearby San Francisco and the suburbs, and the paper has become a kind of journalistic farm team for larger papers such as Los Angeles Times. The Tribune won a Pulitzer in 1990 for its photography during the Loma Prieta earthquake, and its coverage of the Oakland hills fire was nothing short of superb."

It was the earthquake and fire, combined with the national recession and a troubled city economy, that finally forced the Maynards to sell the Tribune in 1992. When the paper was sold, its most valuable assets were its loyal readers and advertisers, its scrappy editorial product and the most diverse newsroom of any major metropolitan newspaper in America.

"The Maynards devoted a decade of their lives to saving the newspaper when no one else would. They brought journalistic excellence and diversity to the newspaper unmatched in its previous century of publication," wrote competitor Dean Singleton in December 1992 after his MediaNews group purchased the Tribune. "Bob Maynard's journalistic talent and dedication are of course well-known. But he does not get the plaudits he deserves for business acumen. It is doubtful that the Oakland Tribune would be alive today if not for Bob's keen ability to maneuver through economic minefields day after day, year after year."

Maynard, the son of an immigrant from

Barbados who founded a New York moving company, dropped out of Brooklyn high school at the age of 16 to become a writer in Greenwich Village in the 1950s. He had a photographic memory, and mastered myriad subjects through reading and inquiry. Ultimately, he held eight honorary doctorates. "My credentials," he told a sister on the day he decided to quit school, "will be my work."

His early role models, writer Langston Hughes and Ernest Hemingway, later gave way to his hero, Dr. Martin Luther King. But he did not want people to follow his path away from formal education. "I say to young people last year. 'Autodidacts, self teaches, are of another age, I tell them. School today is imperative. All the same, my adventure suited me and served me well. My sister even agree. Grudgingly.'"

Maynard was most proud of the Elijah Parish Lovejoy award he received from Colby College in Maine. The national honor is named for the owner of an abolitionist newspaper in Alton Ill., who was killed by a pro-slavery mob in 1837. "You have rallied employees in the face of uncertainty and citizens in the aftermath of disaster, for the heart and soul of your adopted community the way Elijah Parish Lovejoy once did in his, with faith, nerve and a printing press," Colby president William R. Cotter said as he presented the award in

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Robert C. Maynard, charismatic journalist leader and editor of The Oakland Tribune

## Impoverished Children Receive School Clothing

An expected 2,500 Metro-area children will receive clothing and school supplies when the Low Income Families Emergency (L.I.F.E.) Center stages its eight annual back-to-school giveaway on August 28 from 10am to 3pm at Peninsula Park.

The event, co-sponsored by Children's World Learning Center, attempts to provide impoverished children with a three-day change of used, clean clothing and basic classroom supplies. Board members, employee and volunteers staff the giveaway.

Executive Director Charles Carter said that the event has grown from two to three hundred children in the first years to last year's giveaway to approximately 2,300 children.

Individuals, churches and corporations have donated clothing, school supplies and money to L.I.F.E. Center to assist in the giveaway.

"We can use more clothing, but this year we desperately need more school supplies for these kids," said board Vice-Chair Richard Rickel. "Every year we have to supplement any donated supplies with purchases."

Volunteer to help with the giveaway are still needed.

For 26 years L.I.F.E. Center has provided food, clothing and household items to Metro area residents on a work-for assistance basis.

For more information, contact Charles Carter at 284-6878.

### Health

#### Oregon's Health Plan: Are You Still With Us?

Under the plan, Oregonians with an income below the federal poverty level.

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### News

#### Legal Aid Series 15: Visitation Tips

It's a good idea for the custodial parent to keep school events from interfering with visitation...

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### Sports

#### Growing Old With Dignity

"It's better to be here in our own home together than to have to be

See Section B

### Entertainment

#### "Needful Things"

The best Stephen King film ever--Starts Friday, August 27th--A must see film.

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