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LIFE IN THE PORTLAND METROPOLITAN AREA

The Portland Observer

"Power Smart"

Northern Exposure's Barry Corbin To Help Portland General Electric Customers



Northern Exposure's Barry Corbin will help Portland General Electric (PGE) kick-off Power Smart, one of PGE's most comprehensive marketing programs to date.

Corbin will be featured in three, 30-second television commercials and four 30-second radio spots.

Power Smart is an informational

program which helps PGE customers select energy efficient products and use energy wisely. The Oregon-based utility has teamed up with more than 100 area stores to label products as Power Smart choices.

"Corbin's character on the show is humorous, engaging, intelligent, honest and direct," said PGE Ad

Manager Nick Malliris. "All the qualities we were looking for in a spokesperson. He displays a respect and admiration for things environmental, yet represents a balanced approach to the issues."

The TV and radio spots which will begin airing the week of September 20 were conceived and written in-house. The Portland-based Schmidt/Westerdahl Group provided creative production and media assistance and Gary Noren Productions of Seattle served as television producer.

"Most people will probably remember the Frank Zappa campaign we did two years ago," said Power Smart Manager Francesca Carozza. "The message there was more of a 'doing without' philosophy. What we've found since, is that while customers want to be energy efficient, they don't want to give up the comfort and convenience of electricity."

"Our customers want a simple method for choosing the most energy efficient product and that's where Power Smart comes in. Crozza continued. "It is a real 'doing with' way

of looking at energy efficiency. We felt Barry Corbin could better help us deliver this more balanced approach while hitting a similar target audience."

Perhaps Corbin himself summed up his participation in the campaign best in a taped interview on the set of the TV spots. "If we all don't, all of us, start thinking about conserving - not only energy but all our resources - we're going to be in bad trouble. We're going to saddle our children and grandchildren with a lot of problems that they didn't make and they don't deserve to be saddled with. That's one of my main interests in this particular campaign - making people aware that they can save energy without frying in the summer and freezing in the winter. You can do all this, but you got to do it with some kind of common sense. I chose to do this campaign because it is something that I'm proud to have my name associated with."

The PGE Power Smart campaign will also include print advertising, point-of-purchase materials

and promotions. PGE is a publicly held electric utility serving 600,000 commercial, industrial and residential customers in the Portland area.

PGE has identified 31 products it will label as "Power Smart." In each of the 100 retailer locations, signs, shelf tags and other point-of-purchase materials will direct customers to the Power Smart product.

"It is a real win-win-win situation for the retailers for PGE and our customers," said Reiten. The customer will get more value for their energy dollar and help save our precious natural resources; through cooperative promotional programs we help drive customers into the retailers' stores; and, through the customer's use of Power Smart products, PGE takes major strides in meeting our energy efficiency goals."

PGE plans to meet about half of load growth over the next eight to ten years with energy efficiency measures and resources.

To identify the products for the Power Smart program, PGE developed five product categories and sepa-

rate criteria for qualifying products within those categories. Those categories include:

- Products with a material range of efficiency and which produce essentially the same result such as refrigerators and water heaters;
- Products contributing to the efficient use of other energy consuming products like insulation and showerheads;
- Products that can be installed to replace less efficient products and which offer improved technology or design features such as computers with sleep mode;
- Products that offer a more efficient alternative to other products in selected applications like compact fluorescent lamps and microwave ovens; and
- Products representing an application of electricity for improved productivity, comfort, environmental protection, safety or security such as electric lawn mowers.

In addition, PGE plans to celebrate National Energy Awareness Month (October) with many Power Smart special events and programs.

The Northwest Indian Child Welfare Association Receives Grant

The Northwest Indian Child Welfare Association (NWICWA) has received a three-year, \$396,735 grant from the Northwest Area Foundation to increase access to child welfare funds for American Indian tribes by educating tribal officials, informing state and federal policy makers, and changing current policies. This funding will help tribes develop and operate community-based services for their children and families. Currently, tribal communities have limited access to federal and state child welfare funding due to technical barriers.

Terry Cross, Executive Director of the NWICWA, described the grant as an exciting opportunity to identify and bring more funding to tribal communities. "Tribal governments have been working hard to increase the services to their children and families, and we are

glad to be in a position to help them with this effort."

Policies which affect the funding of Indian Children's programs are extremely complex, so much so that it is often hard to sort out the rules and regulations. As a result of this project, tribal governments will have better information about funding child welfare programs. Public officials will be more informed about the barriers which prevent Indian tribes from solving their own child welfare problems.

"Only in the last few years have most Indian tribes provided services to abused and neglected children on their reservations. Before that time, states or the Bureau of Indian Affairs provided the services, often with tragic results," Mr. Cross said.

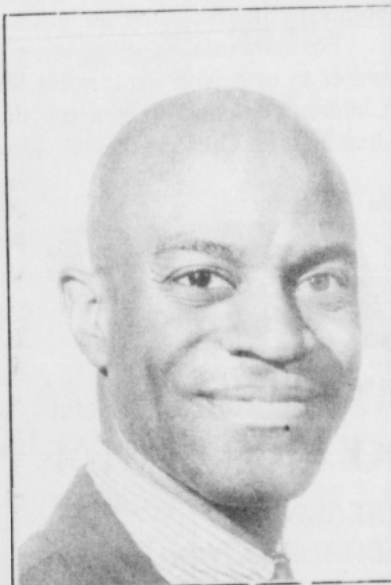
In 1978 the Indian Child Welfare Act enabled tribes to reassert

their right to protect their own children. However, federal programs which fund child welfare services at the state and county level were never amended to make funds available directly to tribes. "Access can be developed," said Cross, "and that is what this project is about."

Despite very little access to funding, existing, tribal child welfare programs show great promise. Where resources allow, tribes reportedly are providing effective services for lower cost than either state or federal agencies.

The Northwest Area Foundation, based in St. Paul, Minnesota, provided the grant that started NWICWA in 1983. This new grant will enhance NWICWA's capacity to address these important regional issues and improve the lives of Native American children over the long term.

DOC TITUS NAMED VICE PRESIDENT OF PLAYGROUND USA



Doc Titus Vice President Playground USA

Doc (cq) Titus has been named vice president of Playground USA, a year-round multisport and entertainment complex now under development in southeast Portland.

Titus also owns and operates Natural Ham Productions of Port-

land, a company that has designed and installed home theaters for Fred Meyer's, Incredible Universe and numerous private homes.

His previous business experience includes ownership of roller rinks; Razzles, a teen entertainment facility and The Playground, a sports bar, both of Salem; and The Dance Club, located at Tanasbourne Mall in Hillsboro.

He has also produced TV shows and commercials for Fox Television and is a specialist at staging large scale private parties.

Titus is a graduate of the University of Wisconsin with graduate work at Northwestern University.

Playground USA is currently converting the former 50,000 square foot Pay-N-Pak building at 5240 SE 82nd Avenue into an indoor sports facility with state-of-the-art electronics amusement and live entertainment, Titus said.

The project is scheduled for completion by mid-October.

Coats For Kids Drive On The Way

People cleaning their closets for fall can now put old coats to good use by participating in The Salvation Army's seventh annual Coats For Kids Drive, which will give your unwanted coats to children who could really use them this winter.

Used coats can be taken to any of the more than 40 participating dry cleaners in the Portland metropolitan area between October 1 and 31. The dry cleaners will collect, clean, press, bag and deliver the coats to The Salvation Army.

The Salvation Army will give the coats to low-income children through five family services offices, the Moore Street Community Center in North Portland and the Greenhouse Center for homeless teens. Coats of all sizes are needed.

The campaign is sponsored by the Oregon Dry Cleaners' Association, KXL radio and KATU television.

People wishing to donate a coat should look for the Coats For Kids sign in the windows of neighborhood cleaners or call The Salvation Army at 234-0825.

Join the Children's Celebration! Children's Day 1993

Legal Aid Series 20: Filing A Welfare Grievance

If you're on welfare, you probably have enough worries without dealing with hassles from the welfare department. Oregon law requires Adult and Family Services Division (AFS) to treat clients "in a courteous, fair and dignified manner." Whenever an AFS employee offends your dignity in any way, you have a right to file a grievance.

You should consider exercising that right if your worker calls you names or speaks rudely, gives you the "run around," asks you to provide information not required by law, fails to return your calls, does not take the time to answer your questions, doesn't tell you about benefits, or programs that could help you, intrudes on your private affairs or behaves dishonestly. You have a right to file a grievance at any time, but

it's best to do so as soon as possible after the incident.

Filing a grievance is a way to protest shoddy treatment and demand action from AFS employees. Even if not demanding specific action, you can let your worker know how to stand up for your rights by filing a grievance. You can also use this to seek a new worker. Although the operations manager is not required to give you one, he or she may do so if your worker has made mistakes or if there's a serious personality conflict. The purpose of a grievance is to improve treatment of people receiving welfare or food stamps.

To file a grievance, go to the reception area of your welfare office and get a grievance form, called "Adult and Family Services Wants Your Com-

ments" (Form 1508). If you can't find it, ask the receptionist. Fill it out and hand it back, keeping the dark yellow copy as a receipt.

The operations manager must get back to you within eight working hours of the time you file the grievance. If not satisfied after meeting with the operations manager, you have the right to meet with the branch manager within another eight working hours. If still not satisfied, you have the right to meet with the District Manager, the operations manager's boss, within 16 more working hours.

If the worker's supervisor fails to contact you within eight working hours, call the branch manager, leaving a message stating the time you filed your grievance. If there's still no response,

call the Northern Region office at 229-5174. You may also ask for a hearing.

When meeting with managers, it's a good idea to take someone with you while you calmly and clearly explain the problem. You might want to make some notes ahead of time and be sure to bring any proof of your claim, such as papers and names of witnesses. Give that information to the manager. If you don't understand something, ask for an explanation. You can also demand to see the law AFS relies on. If you're not sure whether the manager is right, tell him or her you want a second opinion, and call Legal Aid for advice. If the manager promises to investigate the matter, be sure to ask for a call back within a set time. If he or she fails to contact you, call the District Office. The man-

ager may agree that you're right. If so, ask what action will be taken and how soon the problem will be corrected.

If filing a grievance doesn't work, call Legal Aid's Welfare Rights Hotline at 241-4111. If you've asked for a hearing, we may be able to represent you. If there's no hearing, we can advise you about your rights and options. Remember, a hearing is different from a grievance. You should file a grievance when you feel you've been mistreated. You should ask for a hearing whenever your benefits are being reduced, denied or cut off. A hearing is like a trial at which the hearing officer (the judge) makes a decision after hearing both sides of the story. It often takes several weeks

to get a hearing, and longer before the "Final order" is mailed by the hearing officer. But if you ask for a hearing within 10 days of getting your notice, you can usually keep your benefits coming at the same amount until you get the hearing decision in the mail. If you feel you've been mistreated and your benefits are threatened, you can both file a grievance and ask for a hearing.

Multnomah County Legal Aid Service provides legal advice and representation to low-income people living in Multnomah County with welfare problems. Appointments may be made by calling our North/Northeast Community Law Office (on the Portland Community College Cascade Campus) at 295-9494.

Celebrate Diversity