

Taking A Trip On The Information Superhighway

BY PROF. MCKINLEY BURT

If you're stalled on the ramp of this worldwide electronic thoroughfare, take heart. Slowly, but surely, rational minds are plowing through all the reams of information and disinformation being released by phone, cable and television companies, and by advertising agencies or science fiction writers (the latter are close, though.) Clear, factual accounts are on the way.

Well, what's it all about? What's driving this massive, careening vehicle that seems to have the momentum of a runaway freight train? Already, there have been some deliveries on hyper-promises -- not many, but enough to suggest a fantastic future of interactive transactions from shopping, bank-

ing and entertainment to conferences, education, research and book procurement. (A single strand of fiber-optic cable can transmit the contents of the entire "Encyclopedia Britannica" every second. And of course, can be placed on a single CD-ROM disk.)

As I wrote here last year, I am already utilizing some of the technologies made available by the superhighway. But to make it understandable how this can be done with my presently limited equipment, (the technology scenario is changing so fast, I put off ordering that 486/50 computer.) let us go back to the beginning of my interaction with this so-called "new" technology. That would be in 1959-60 when I attended IBM school in Beverly Hills, Calif., along

with several other accountants at a major discount house, I was replaced by a computer (great incentive to further your education.)

Returning to Oregon in 1963 and employed in the accounting department of a multinational aluminum company, I became fascinated with the early, but sophisticated, electronic systems industry was using for communications and controls in globe-girdling networks. At Harvey/Martin Marietta our interactive system connected The Dalles, Oregon plant with docks in Portland, manufacturing facilities in Torrance, Calif., a central computer in the same place, more docks in San Diego, and bauxite mines in the West Indies and Africa.

It was this intensive on-the-job experience that enabled me, in 1966, to simulate this international INFORMATION HIGHWAY with on-on-line equipment right in a junior high school classroom of The Dalles School District -- a National Science Foundation award-winning presentation. So, you see, this so called new "Information Highway" is not a "new" thing at all. It is just faster and more efficient with the new "chips" switches and wires -- "nothing but the name of the game," and I know the game real well.

Those familiar with this scene will understand my statement about already utilizing superhighway techniques; sort of "hitchhiking"

until I decide on a computer, with a two-line phone service,

fax machine, modem and printer, there is more information to be retrieved from around the world than one person can possibly sort analyze and file in a reasonable time. With the phone company's computerized answering service on one of the lines, I have a very functional 24 hr. loop with contacts in Beaverton and Hillsboro.

These friends and fellow members of the 'Associated Oregon Industries' group are co-operating by interacting with libraries and networks I'm not yet equipped to deal with directly, then forwarding that information to me. This relationship came about as a result of a presentation I made to an industry group. Those 40 and under were astounded by my scenario of a 30-year-old "Information Highway" -- and above all, my role in it. Richard M.

Butrick, the president of our organization, is a chief executive with U.S. West, formerly "Pacific Northwest Bell," a prime participant in the original award-winning demonstration.

They were even more astounded to learn that, in 1969, the Portland School District had refused even to discuss with me a contract to install on-line computerized information highways in elementary school classrooms. This though I had a nationally acclaimed track record -- and a \$50,000 plant on S.E. 24th and Belmont with the latest IBM and reproduction equipment. Astonishment has turned into cooperation toward getting some modern systems into the "progressive" districts.

Next week: Using the Internet, a bibliography, using the Superhighway to create jobs.

More Mileage On That Information Superhighway

BY PROF. MCKINLEY BURT

Well, there is good news and bad news. First, there has been a good response to the series on where this new electronic world of interactive services and video entertainment is taking us. Secondly, it is apparent that a number of readers are extremely enthusiastic, but haven't thought things all the way through -- so I had better get on with it.

Caution and a bit of research are needed before you rush out to buy equipment (easily available), or change your lifestyle/job. It is almost certain that you have seen these glowing accounts on the tube, where company employees no longer have to buck traffic mornings and evenings, but perform their clerical tasks as home on their personal computer; all happily saving gas, repairs and childcare expense. Locally, we have seen employees in Portland companies happily completing their shifts in an idyllic setting in Bend, Oregon, next door to superb skiing or trout fishing.

Before you become giddy contemplating how the Industrial Revolution has reversed itself and is going to provide us all with a new, but joyous version of "Cottage Industry" (That was a long time ago when big city manufacturers used to deliver raw materials and small parts to the homes of low-skilled, poorly-educated rural folk. They were paid "piece work" to assemble, sew or fabricate items which the company

would collect each week. Even women and small children were caught up in the miserable system of exploitation and terrible working conditions.)

Today, there is a growing concern about technological inequities already appearing on the Information Highway. Several congressmen are extremely concerned about "the poor, the weak and the unwary who can be swallowed up on cyberspace." One senator speaks of an extreme where "well-healed executives tap away on their computers at poolside, while millions more toil away at home in 'electronic sweat shops' -- working in isolation at computer terminals at low wages and with NO BENEFITS (Like Temporary Services).

Others are concerned about ELECTRONIC RED-LINING! The giants of this new super-industry are already busy wir-

ing up the nation for new and sophisticated additions to the Information Superhighway -- will the affluent suburbs (which can be billed at higher rates) be severed first and better, while the poor and ethnic urban areas will be ignored or charged the same for poorer service?

In this respect, I have written here before about the difference in "junk mail" between Lake Oswego and the North-east innercity. I have always had friends in the suburbs who have forwarded me the "real information" on services, sales, business opportunities, governmental operations and the like. The "powers-that-be" don't waste their time and money on 'poor' census tracts.

These are the realities of this "new age," and why I began this series last week talking about the real-time, economically advantageous applications of this new art -- not about the

entertainment and interactive games and gossip vistas that lie ahead in uninterrupted splendor; we'll get to that next week as well as the bibliography I promised.

If you missed the first article, be sure to get a copy as you'll better understand the description of the following networking I'm doing. Just with my present equipment and not yet installing new acquisition, I'm doing wide-area interactive presentations to tens-of-thousands of people at a whack in several major urban centers, (from my living room office) KYOK in Houston, Texas, and other talk shows in Atlanta and D.C. I have some sharp sisters, experienced in marketing who are fast developing this vehicle for marketing my public appearances, publications and merchandise for African Technology: Electronic Baseline Essay going nationwide.



Gary Lowe (left) and Terry Lowe play the drums to back up student singers in a park gathering to offer youth alternatives to gang and drugs involvement. See story and related photo, Metro Page.

Dad's Oil Service

heating oils

Best Cash Prices

104 NE Russel
Portland, OR 97212
282-5111

Speedy
Service
Friendly
Call for Quote

SHAUDON'S RESTAURANT & LOUNGE

2731 N. KILLINGSWORTH &

DAILY SPECIALS

GREELEY 285-4144

OPEN 7 DAYS A WEEK
11:00 AM TO 2:00 AM

THIS AD GOOD FOR 2 DINNERS
FOR \$10.75

AD MUST ACCOMPANY ORDER
GOOD THROUGH JULY 31, 1994
OUR DINING AREA IS SMOKE FREE
WE OFFER DISCOUNTS TO SENIOR CITIZENS
HANDICAP ACCESSIBLE
ONE COUPON PER CUSTOMER

FARM RAISED CATFISH, CRAB CAKES
PRAWN FETTUCINNI, CLAM STEAKS

ALSO FEATURING LIVE
BLUES MUSIC FRI-SUN
9:30PM TO 2:00AM

- JUNE 3,4..... STAPLE BROTHERS
- JUNE 5..... ZACHARIOS & THE BLUE DEVILS
- JUNE 6..... MICHAEL COOPER
- JUNE 10..... NORMAN SYLVESTER
- JUNE 11,12.... KITA & THE FAMILY JEWELS
- JUNE 13..... ZACHARIOS & THE BLUE DEVILS
- JUNE 14..... LLOYD ALLEN BAND
- JUNE 17,18.... SOUL SYNDICATE
- JUNE 19,20.... LLOYD ALLEN BAND
- JUNE 21..... ZACHARIOS & THE BLUE DEVILS
- JUNE 24..... NORMAN SYLVESTER
- JUNE 25..... KITA & THE FAMILY JEWELS
- JUNE 26,27.... MICHAEL COOPER
- JUNE 28..... SOUL SYNDICATE

Visit Director Of Prison Programs

The Portland Branch office of the NAACP will hold the second of two community meetings designed to address the alleged racism and discrimination within the Oregon Department of Corrections. The meeting is Saturday, June 25, 1994, 4:00pm at Bethel A.M.E. Church, 5828 NE 8th Avenue.

Mr. LeRoy Mobley, National NAACP Director of Prison Projects will be the guest speaker at this public forum. The NAACP is working with the Oregon Department of Corrections to have on-site NAACP offices at Correction facility for the NAACP Prison Reform Program.

NAACP Prison Reform Program

The Attica riots provided a sobering reminder that "correctional institutions: do not cure criminals but only embitter and destroy the people they are meant to help. American prisons are perhaps the major breeder of crime; two-thirds of those committed return. Another sad fact is that black prison populations are considerably larger than in the general population. The NAACP has launched a program to provide assistance to inmates and exinmates. Prison branches have been established to give hope and to encourage inmates to participate in the education and training programs provided Oregon NAACP branches are planning to implement this program in partnership with the Oregon Depart-

Fabric Depot

THE LARGEST, MOST COMPLETE RETAIL FABRIC STORE IN THE WEST

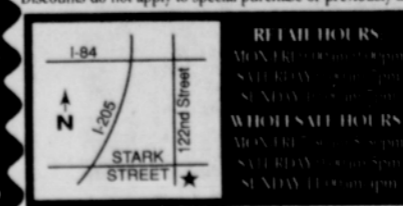
JUNE 21, THROUGH JULY 5, 1994
DUE TO A GREAT RESPONSE AND
BY POPULAR REQUEST, WE ARE
EXTENDING THIS SALE FOR
TWO MORE WEEKS.

40% OFF ALL FABRIC

LIMITED TO STOCK ON HAND.
DOES NOT APPLY TO INTERFACING
40% DISCOUNT DOES NOT APPLY
TO SPECIAL PURCHASES OR PREVIOUSLY
DISCOUNTED OR MARKED-DOWN ITEMS

BE SURE TO CHECK OUR STORE FOR "MANAGER'S SPECIALS"
Discounts do not apply to special purchase or previously discounted or marked down items 6/21 thru 7/5/94

RETAIL - WHOLESALE
Plenty of FREE PARKING
CARS • BUSES • RVs
700 S.E. 122nd Ave.
Portland, OR
252-9530



Garlington Award Recipient

Continued from Metro

S.E.I. Jacket. This young lady has had perfect attendance for the past two years. She will attend Benson in the fall in their Technical Program.

I present to you the first Garlington Award Recipient for the year 1994, Joy Lisa Kelly

Joy Lisa Kelly would like to thank Mr. Allen her S.E.I. teacher and the S.E.I. family and her teachers Mrs. McArthur and Mrs. Ellenz from Whitaker Middle School.

She attends Emmanuel Temple Fall Gospel Pentecostal Church. Bishop AA Wells Pastor, parents Elder Lawrence Kelly, and Min. Rosetta Kelly.

Joy Lisa has two sisters Janice Stephens, and Christina Kelly, and a loving nephew Ja Quante Stephens, godparents Elder Perry Palmer and Evang. Mandel Palmer. Joy would like to give special thanks to her aunt Lonnie Jenkins.