

Black Shopping Network Joins TV Super Highway

A new home shopping network for the black consumer is being launched for the interactive cable TV market. The service, called Blackbook II, is being provided by Blackbook International Business and Entertainment Reference Guide, a 26 year publication.

The network is being billed as an exciting and innovative way for advertisers to reach African American consumers.

As African Americans have very selective tastes, desiring only the best and willing to pay premium prices, this superhighway directly to the black consumer will offer products of high appeal to African Americans and other affluent consumers, company officials said.

Blackbook II will showcase products that are more in line with what African Americans spend their money on while giving individual consumers the opportunity to shop in their home or office, while offering, at a glance, quality, upscale merchandise and service. This home shopping network offers individuals the comfort,



Cheryl D. Evans

control and convenience to shop for family, friends and associates at their leisure, any time, any place in the world, 24-hours a day, seven days a week, 365 days a year. Named as president of the newly created division is Cheryl D. Evans who will oversee all activities related to the Blackbook II Holiday Shopping Network and well as its sister publication.

Portland YouthBuild '94

Portland YouthBuild '94 will employ and train 10 young men, ages 18 to 21, for five months while they construct a new home in Northeast Portland.

Community members and agency representatives celebrated the start of the new construction training and empowerment program Monday. The workers were presented with tool belts and supporters were given tours of a completed home similar in design to the Portland YouthBuild '94 home.

The construction site is at 1257 N.E. Highland, four blocks north of Killingsworth.

The project is the first step in an effort to develop a full scale, year-round YouthBuild program in the Portland area. Sponsors include the Portland Bureau of Housing and Community Development, Portland Habitat For Humanity, Oregon Outreach, Portland House of Umoja and the Multnomah County Youth Employment and Empowerment Project.

Deidre Vone Randale has been crowned Junior Miss America Queen for Multnomah County. The 17-year-old Lincoln High School graduate earned the Nathan Family Scholarship for a black student. She plans to attend Portland State University in the fall and major in marketing, later pursuing a career in cosmetology. Raised in Portland, she previously attended Applegate Elementary School and Ockley Green Middle School in North Portland.

Randale has been a volunteer with the AMA Headstart Program through the John Jackson Center. She was on the dance team in high school and participated in the annual Martin Luther King Jr. "I Have A Dream" dance. She was also a member of many high school clubs.

Her parents are Deena Randale West and Charlie West.



Deidre Vone Randale wears the crown and sash of Junior Miss America for Multnomah County.

What's The Big Deal About Science & Technology?

BY PROF. MCKINLEY BURT

It really ain't no biggie, except that so many of us allow ourselves to be brainwashed out of our common sense. And 'mother wit' by hucksters, politicians and contemporary alchemists. Not to mention the sly ones who have parlayed into a fortune their skill in manipulating Latin and Greek prefixes and suffixes. You know much more than led to think.

That is, much of the time what seems to be a formidable and organized set of technical information - yielding only to the most brilliant of scientific minds - turns out to be nothing more than a set of rules for naming a bunch of obvious characteristics. Things that you or anyone had always noticed, but had no name for or perhaps needed - except in the case of small children who in the case of sex organs, are known to develop classification schemes that would do justice to Linnaeus (a famous botanist who developed the scheme for plants.)

Those who have gone to school to become a medical secretary or dental assistant can attest to much of this. And I say these things to preface an examination of the current concern about skyrocketing applications of technology, and how ill-prepared are some segments of our society; the poor, the miseducated, women and minorities. I can best start with experiences of my own which are drawn not only from conventional childhood, then student learning experiences, but from that special interaction a writer has with his readers.

There are attentive readers who call or write to ask, "what is your authority for that or the other statement? ...what is your background in the relevant discipline? ...I thought your thing was history?" ...and in the case of some, it is "how dare you depart from the narrow niche to which I have assigned you!" How fortunate it is in the case of the "Black Inventors of America," of whom I have co-written so much, that so many of them were unaware of their academic and vocational limitations. America's 'Industrial Revolution' would never have gotten off the ground had they any idea.

Now, I don't want to bore anyone by talking about the past but 'our' situation is getting more critical everyday -- and, daily, we are getting new parents and new disabilities in the education system. So again, I

point out that what has been lost in the learning process between my generation and this one is the key to understanding a defective pedagogy. And to understanding how it is that I write confidently about technology - though not a scientist - as do many of the contributors to the nation's media; note the attributions of the many science and technology articles submitted by free-lance writers.

What it is about is something as simple as being able to read, write and comprehend well ...to have firmly ingrained habits of concentration and discipline which permit the necessary attention (and enjoyment) of research. So, facing the dawning and painful realization that there ain't gonna be no "Year 2000 Pinnacle" for American students "who will lead the world" in the areas of math, science and technology, many of us will desperately need a 'fall-back' position. And much motivational input.

What I am going to do for the balance of this three-part series, is describe how that "superior-to-today's" early education of mine enabled me (and many others) to escalate on-the-job learning experiences into technical education that is on a par with many universities (when that self-tutelage is guided and structured by that early input I have mentioned). And for those without this background, I should inform of the daily interaction with the representatives of the manufacturers of equipment and instruments; scientists, technicians and other experts. And the tremendous libraries of texts and operating manuals.

Also, I will update the continuing and productive exchange with teachers I met several years ago in

Salem when Vera Katz invited me to the legislative hearings she sponsored on "Teacher Competency." I'm going to take you on an interesting trip through plant and labs.



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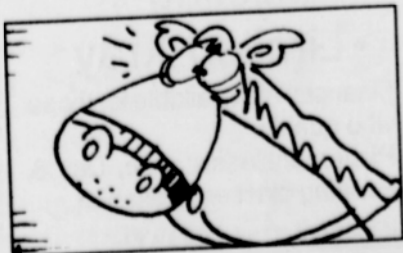
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