

Public Affairs Groups Hires New Staff

Pacific/West Communications Groups has promoted Ray Phelps to the position of senior vice president. Phelps, has been a long-time Oregon political, media and issues management strategist. He is well-known as a leader in land-use, transportation and education and is a respected expert in developing and coordinating major projects for government, private business and trade associations.

Kerry Dugan was hired as a new Management Associate.

The public affairs company has also added a number of new accounts to its client base, including the Oregon Association of Hospitals and Health Systems, the Oregon State



Ray Phelps

Building Trades Council and the Oregon Restaurant Association.

Free Vision Screenings Offered

School time is nearly upon us and again eye doctors are reminding children and their parents about the importance of identifying and correcting vision and eye health problems prior to or early in the school year.

According to Thomas Samson, O.D., an optometrist in the Pacific University College of Optometry's Infant/Pediatric Service, "The ability to see clearly at near and far is only one part of assuring full learning potential. In addition to clarity of vision, children and adults of all ages must have good overall eye health and the ability to coordinate and focus the eyes together. If any of these visual factors are hindered, the ability to see clearly and to efficiently process information can be significantly reduced." Dr. Samson notes that persons suffering from a visual or eye health disorder may experience difficulty when reading or writing. The result may be decreased school and occupational performance.

As a community service, the Pacific University Portland and Forest Grove Family Vision Centers are providing their annual program of

free vision screenings for children of all ages as well as infants six months and older and adults. Though they do no take the place of a complete vision examination, these screenings do provide important information about clarity of vision, eye health and eye coordination. Screenings may identify the presence of serious eye health and visual disorders and indicate the need for a thorough vision examination. They take about 20 minutes and do not cause discomfort. Dr. Samson says that many parents and educators of children frequently associate decreased classroom performance of a child with some type of learning disability. "What is often perceived as a lack of intelligence or reduced ability to learn may in fact be the result of a visual or eye health problem," he noted. "Once identified, many vision and eye health disorders can be easily corrected."

For scheduling free vision screenings and more information, please contact the Pacific University Portland Family Vision Center, 224-2323 or the Forest Grove Center, 357-5800.

Tyco's Multi-Cultural Dolls

Kenya, the beautiful hairstyling doll, an established success, is back for the holidays with all new fashions and hair play accessories and a new baby sister, Kiana.

Kenya features a unique hair play pattern familiar to African-American girls and their mothers, realistic facial features, and a choice of three distinct skin tones and hair colors. Consumer response to her has been so overwhelming that Kenya has been sold out at retail

early in past holiday seasons.

Kenya's astonishing success is based on the fact that she is not just another ethnic-looking doll, but more importantly, that she incorporates a play pattern that is basic to every African-American child.

"She brings a message of self-esteem that makes a positive impression on mothers and children alike," says Patti Lewis, Tyco's vice president of marketing, girls' toys.



(Above) Sparkle Pretty Kenya - Tyco's popular Kenya doll is set for a dazzling new year with the latest ethnic hair styles that beautifully coordinate with her exciting new outfit designed in African-inspired print. (Left) Baby Kiana, Kenya's Baby Little Sister - Tyco's successful Kenya doll now has a little sister that younger girls will love to get to know. They'll be able to create unique African-American hairstyles by braiding, twisting and styling Baby Kiana's beautiful curly hair with color-coordinating barrettes and fashion pony tail balls. The Hair Styling Guide makes creating fun hair styles easy to do.

PCC Milestone: Modem Classes For Fall

A new element in Portland Community College's distance education offerings will be introduced this fall.

Three classes will be delivered by modem to students' home computers, giving 24-hour access to instruction. Each credit course will be limited to 15 people in order to give maximum support to each student in these introductory offerings.

The new delivery method is a result of the work of an all-campus committee chaired by Ray Pirkil, PCC director of Distance Learning.

PCC is the first college in the Salem has been using this delivery method successfully for three years.) About 50 college across the country are offering courses by modem and

the experience of the most effective systems was synthesized in formulating the PCC delivery methods.

Ninety thousand homes in the metro Portland area now have computers, giving members of these households potential access to such courses. "This is a tremendous opportunity for PCC students," says Pirkil, making it possible to deliver courses directly into their homes.

Students taking modem-delivered classes will receive instruction by means of computer, mailings, computer discs and standard textbooks. The network allows students to work in groups, to interact individually with instructors, and to send and receive homework assign-

ments. According to Pirkil, the software is simple and easy to use and does not require a course in computer basics to operate. Orientation sessions will be held for all enrolled modem students to help them get started.

Modem delivery is possible with an IBM-type computer, a Hayes-compatible phone modem, and the appropriate software, which will be given to students who enroll in the fall term courses. An additional phone line in the home is not necessary and the technology is inexpensive and very simple to operate, Pirkil says.

Instruction delivered this way has the indirect effect of increasing

students' writing skills because they need to use writing as the principal communication method in modem-delivered classes. It also creates a learning environment that is cultural- and age-neutral.

The first three courses are Introduction to Business, General Medical Terminology and English Composition. For winter term, an Introduction to Computers course will be delivered by modem. The goal is to offer a minimum of 10 courses by fall 1995. Students will register for modem courses in the usual way.

The new technology is intended to benefit students in the Portland metro area.

The Portland Observer

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