

Schools Benefit From Cable TV Initiative

New educational programs on cable television and the investment by Paragon Cable of Portland is bringing area students to the information superhighway.

Paragon has invested more than \$60,000 in a national Cable in the Classroom program. The company also provides free cable service to 158 Portland area schools, public and private, to utilize the educational programs carried on cable.

Cable in the Classroom is the industry's \$300 million public

service initiative to enrich education. Each month, over 525 hours of non-commercial, high-quality educational programming is available to schools and homes with cable.

"We are fortunate to have Paragon Cable be an active partner with our educational system," said Portland Mayor Vera Katz.

People have changed the way they watch cable TV, according to Jonene Zinne, Paragon's public affairs coordinator.

Cable TV is no longer seen as a

way to baby sit children, but as a way to teach them. This program gives students an opportunity to begin their journey on the information superhighway through cable," Zinne said.

Before the advent of cable and the video cassette recorder, teachers struggled with the limitations of using television. The TV controlled the teacher. Programs could only be used when they aired. Now, teachers are in control. They can use as little or as much of the cable programs as they need to motivate their students and enrich their lesson plans.

Sherrill Whittemore Appointed As Director Of Portland's 9-1-1 Center

On Friday, January 27th, Portland City Commissioner Earl Blumenauer appointed Sherrill Whittemore permanent director of Portland's Bureau of Emergency Communications (BOEC). Ms. Whittemore has been serving as the interim director since May, 1994.

Commissioner Earl Blumenauer who oversees the Bureau of Emergency Communication, credited Whittemore with making critical improvements to 911 service since taking over last year. "I am extreme-

ly pleased with the accomplishments Sherrill has made over the past eight months. Call answering times have improved dramatically and important efficiencies have been made to fire, police and EMS dispatching. Under Sherrill's leadership, I expect to provide Portland area residents the best 911 service in the nation," Blumenauer emphasized.

Ms. Whittemore was chosen from among 17 candidates recruited nationally. "This position is the linchpin to providing safe-

ty to our citizens as well as public safety personnel. We must make sure we hire the very best. I was extremely pleased with the strong field of candidates, yet Sherrill's exceptional leadership during her tenure as interim director put her at the top of the list."

Ms. Whittemore was recommended unanimously by an independent interview panel and has received high marks from BOEC user groups.

TCI's "Electronic Field Trip" Promotion Raises Over \$4,600

TCI raised \$4,600 for Beaverton and Portland School Districts during their recent "Electronic Field Trip" consumer promotion. Customers who signed up for cable or added to their service during the cable operator's Fall campaign received a lower-priced installation and TCI donated up to \$5 for each installation to the local school districts.


As part of the campaign, one teacher earned a grant from the Portland School District to attend the J.C. Sparkman Center for Educational Technology. The center is one of the leading technology education facilities in the United States, offering individualized courses in state-of-the-art tools and instructional applications for the classroom.

TCI's donations were also used toward the purchase of six TVs and VCRs for the school districts. Teachers can record and use commercial

free educational programming resources and data services provided free of charge by the TCI Education Project.

Both the Portland and Beaverton School districts benefitted from the donation. Glen Rutherford, Principal of Terra Linda Elementary School stated: "We have received a huge boost from TCI's recent promotion. As technology becomes the standard for modern education, we become hard pressed to gather the tools to take advantage of the resources available. TCI has come through with much-needed equipment."

Bill Tierney, TCI's General Manger stated: "I wish to thank Principal Glen Rutherford, his staff and the various educational organization and media who rallied in support of this cause. We were thrilled to see the response from our customers, as well."



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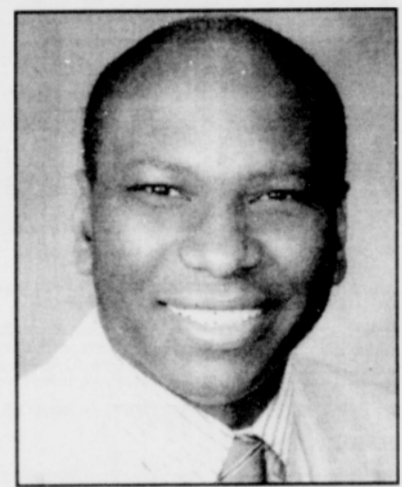
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West Pontiac Offers Urban League 50 Year Anniversary Incentive Program

Clarence Larkins has a deal for you -- and the Urban League. Larkins is a salesman at Weston Pontiac in Gresham, the largest Pontiac dealer in the five Western states. Clarence is a longtime Urban League member who would like to give something back to the League in its 50th Anniversary Year.

From now until December 31, 1995 Clarence will donate \$50 to the Urban League of Portland to any Urban League member who mentions the League when they purchase a care from Clarence.

Weston Pontiac Buick GMC is a family-owned dealership located at 22555 SE Stark St. in Gresham. Weston is the #1 deal-



Clarence Larkins

ed #1 in customer service satisfaction. Weston offers more than seven acres of new and used cars and trucks.

To take part in the program, just drop by and ask for Clarence. If he is out, another salesperson can help you. Mention your Urban League membership and after your purchase, a \$50 check will be sent to the League.

The Urban League extends its thanks to Clarence and to Weston Pontiac (an Urban League business member) for this generous program. It's a great way to wish the League a Happy Anniversary! For more information, contact Clarence at 665-2166 or 255-3840.

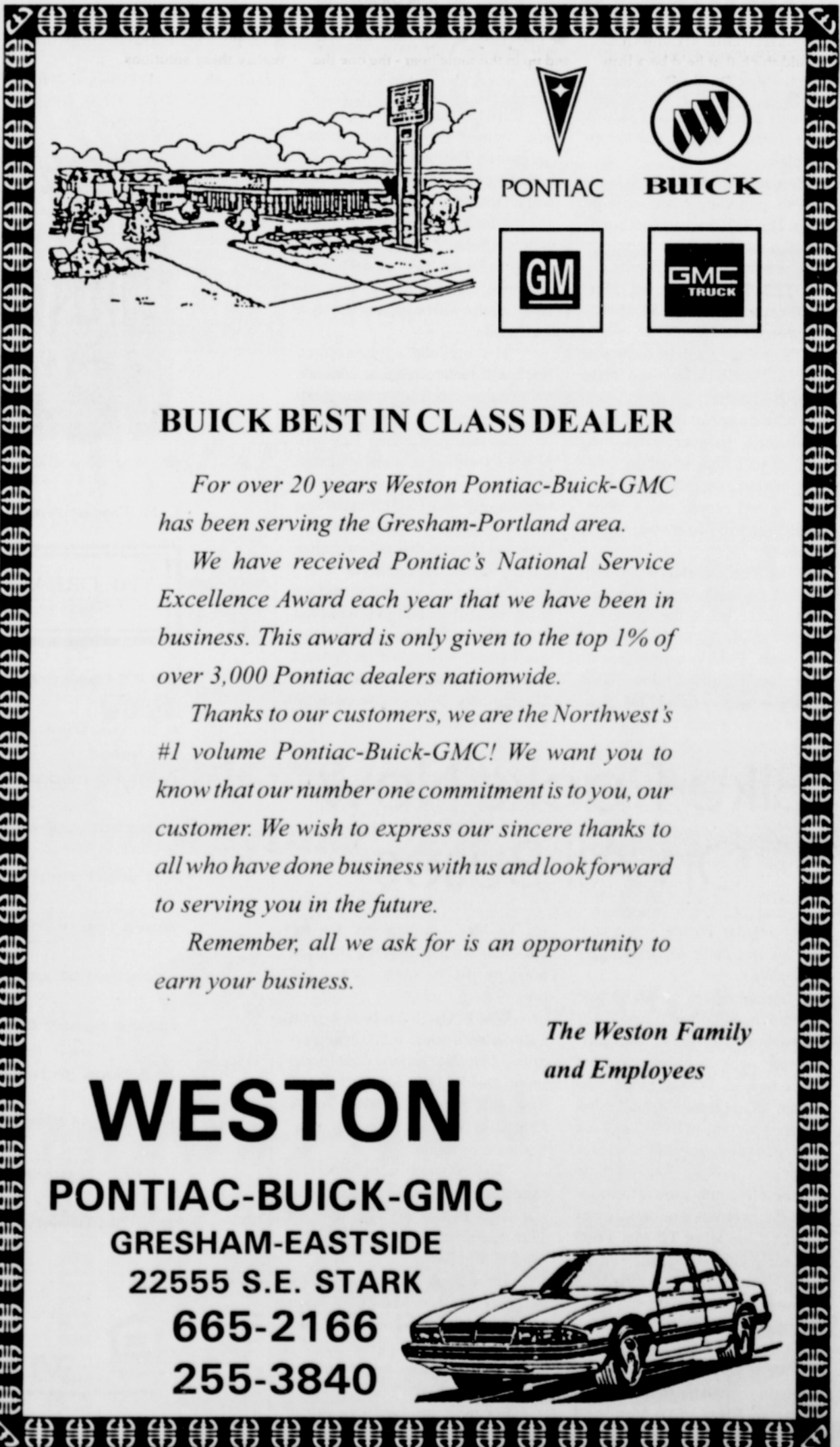


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Announcing a New Hazardous Waste Disposal Option

Businesses that qualify as Conditionally Exempt Generators (CEGs) have a new hazardous waste disposal option.

Metro now accepts hazardous waste from CEG businesses and organizations by appointment. To participate, you must complete a hazardous waste inventory and certify that you are registered as a CEG. Disposal fees range from \$2.90 to \$13 per gallon.

For an application packet or more information, call Metro Recycling Information at 234-3000.

