

DIVERSITY

Affirmative Action Versus Diversity

Are concerns about minorities and women lowering a white man's chances of getting a job the result of government-mandated affirmative action? Not necessarily. They could be the result of private-company policies, which have no relation to the federal program or any court-ordered hiring plan. Affirmative-action plans are required only at government institutions and companies that do at least \$50,000 worth of business with the federal government and have at least 50 employees.

Other companies may be subject to court-ordered hiring plans if they have a history of discrimination.

But, at many large corporations, affirmative-action hiring is self-imposed. Though they raise many of the same questions as affirmative action, these hiring policies are not mandated by the government or regulated by any federal agency. Some are casual, informal goals. Others are as carefully structured as any federally run program.

Because private hiring policies

are not part of the public sector, they are not publicly debated. These informal, affirmative-action-style policies face less scrutiny and fewer challenges than the federal policies under review.

Many companies say the controversy over affirmative action has had no effect on their plans. Diversity programs will continue, they say, because it's good business.

Affirmative action is a touchy subject, even at the level of private business.

Some Central Florida companies did not return repeated calls about their affirmative-action policies. Others were eager to talk about their philosophies but shy about disclosing the details of carrying them out. They mentioned the possibility of offending certain employees by discussing the number of whites, blacks, Hispanics and females in various jobs.

It's easy to understand their hesitation. The debate over government affirmative action has been emotion-

al and divisive, dredging up the history of race relations and assertions of discrimination. Self-imposed hiring policies have so far avoided attention.

There's also the troublesome corporate track record. For all the pride some companies take in their hiring policies, most admit to having few black, Hispanic or female employees in top jobs.

"Progress has been disappointingly slow," said a federal commissioner appointed by former President

Bush to study the corporate "glass ceiling." The Federal Glass Ceiling Commission issued its report in March, based on research papers, surveys, hearings and focus groups.

Moreover, the downsizing of corporate America has raised concerns that companies are taking a step backward in hiring women and minorities. Fewer jobs mean fewer opportunities to hire and promote. Downsizing also threatens to unseat

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Video Promotes Portland's Diversity

A new video production to promote Portland as a multi-cultural convention destination has been made by Roy Jay of Portland and his Oregon Convention and Visitors Services Network.

The sales tool was unveiled at a recent luncheon of the Portland area's Tri-County Lodging Association held at the Shilo Inns, Airport Suites Hotel.

The impressive, six minute video promotes Portland as a destination for ethnic minority conventions and meetings. The production was applauded by area hotel managers and hospitality sales representatives.

The video features many people of color and spotlights some of Portland's attractions and facilities. It will be used to help convince travel and business meeting planners to choose the Rose City for future conventions, Jay said.

Overall, the country's ethnic convention and tourism market is valued at over \$30 billion annually.

The video will also be featured in September at the Oregon Convention Center's fifth anniversary celebration.



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t o g e t h e r



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COORDINATED BY THE VOLUNTEER CENTER

SUNDAY AUGUST 6, 1995
5K RUN-9:00 am • 5K and 2K WALK-8:45 am
WATERFRONT PARK, PORTLAND, OREGON


On August 6, 1995, the third annual HUMAN RACE will take place at Waterfront Park! The HUMAN RACE is a community fund-raising event for non-profit community service organizations throughout Oregon. Presented by Electric Lightwave, Inc. and sponsored by Willamette Week, The HUMAN RACE is coordinated by The Volunteer Center and is our area's only fund-raiser with a mission to benefit any tax-exempt community service organization that wishes to raise funds. It's a fun way to get involved and make a difference in your community. It's a terrific way to support the services and needs of organizations who strive to support us!

This event is different than most other runs and walks because there's no one beneficiary... you participate for the non-profit organization of your choice and you'll collect the pledge donations for that same non-profit.

WHETHER YOU WALK OR RUN, YOU'RE SURE TO HAVE A GOOD TIME, AND YOU'LL BE SUPPORTING YOUR LOCAL COMMUNITY.

We'll have breakfast foods, music, entertainment and a raffle. Top pledge collectors will win fabulous prizes including getaway packages from Mt. Bachelor Village, Skamania Lodge, The Resort at the Mountain, a Romance Package from The Hotel Vintage Plaza, and a \$150 gift certificate from G.J. Joe's.

FOR MORE INFORMATION AND A PLEDGE SHEET CALL THE VOLUNTEER CENTER AT 222-1355



ELECTRIC LIGHTWAVE The Volunteer Center **Willamette Week**

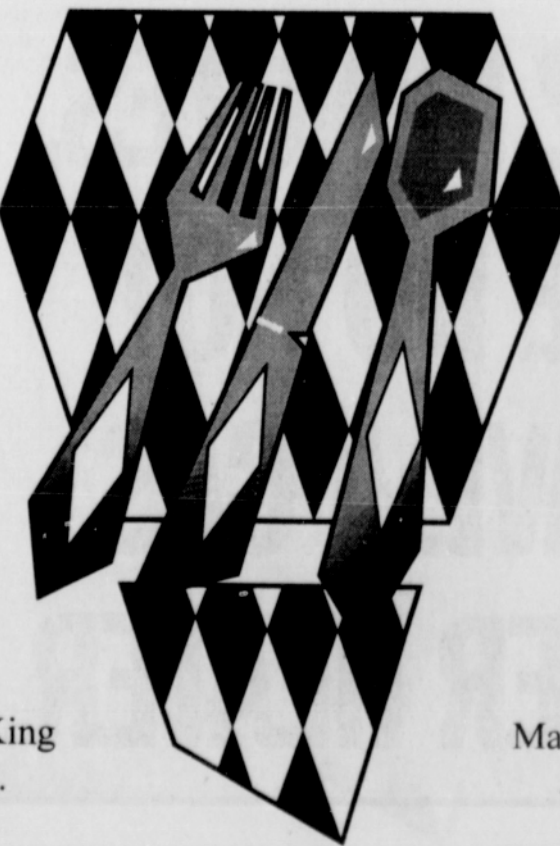
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