

# Swimming With Sharks! How Virtual Reality Works

BY PROF. MCKINLEY BURT

These actually are the two titles of some excellent material for your reading list. I've combined them into a heading for this article because the two concepts seem to address the current economic rat race in a very realistic and unromantic manner.

The first book, "Swimming With Sharks," Harvey McKay, \$6.95, is about how to preserve one's socio-economic life and limb in a world of predators. I developed some rather realistic metaphors in a coffee house discussion with some former students; "think about Albina as the old 'Ethiopian Sea' and that you have some rather voracious creatures circling your life raft."

That statement elicited a bit of

laughter because it was in reference to a time in my Black History class when I was having difficulty documenting that today's so-called "Persian Gulf" was known by the ancients as the "Ethiopian Sea" just as the Atlanta was known as the "Ethiopian Ocean."

This had seemed a perfectly natural state of affairs to ancient historians and cartographers since at the time these bodies of water were surrounded by or adjacent to lands of black cultures and people, in races who navigated these seas and who conducted commerce and military Campaigns all over the areas. The Greeks even adopted the pantheon of gods and goddesses of many of these peoples.

When other faculty (white) vehemently denied these facts while my students were in their classes, I felt I had my reputation to protect. I promptly got in touch with my correspondents at Cambridge University in England, the Vatican Scientific Translations in Cairo, Egypt.

With a month I was able to provide photocopies of ancient maps of these oceans with their African appellations--as well as citations to the few American publications bold enough to print these facts. You can guess what happened when my students hit these other instructors with the facts. For months afterwards when I entered the Portland State University faculty cafeteria, there was a sudden silence before the chatter and

clatter began again. You don't what you have to.

The second book, "How Virtual Reality Works," by Joshua Eddings, about \$15.00, is the best I've found to date on these new adventures in Cyberspace where you can put on this strange headgear--and have adventures 'where you ain't'. This well written and illustrated manual published by Ziff-Davis Press gives very precise definitions: "Virtual Reality (VR) is the use of computers and other special hardware and software to simulate an alternate world."

What is real, of course, are the many very practical applications of virtual reality; most of us being familiar with the television documentaries which show airline pilots being trained

under conditions simulating real planes and airspace. Now, we see surgeons simulating operations, rescue workers 'responding' to disasters, architects 'walking through' buildings they have de-signed, and, of course, kids playing all sorts of games.

But what was really interesting at this little coffee house conclave was the increasing number of people who are coming around to my early way of thinking about the world being a stage--and that one had better 'read' the actors and props as well as the media. One woman offered, "You have to check out the 'real' virtual reality which is what goes on all the time." It would sure help in Al-

bina today.

Speaking of reality, let me be quite clear about the business model I cited in last week's article, "Let The Games Begin." The full name of the organization from which I obtained the information on how to set up a finance company for the used car dealers on Union Avenue, was the "National Association of Automobile Finance Companies (in 1949).

This is important because I always emphasized to business students that there was a wealth of experienced-based information (not virtual) to be obtained from the 'trade associations' of those people actually involved from day-to-day. The public library has books which list thousands of them; try "Gales."

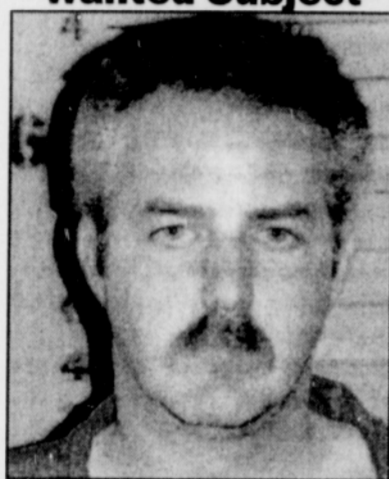
## Crime Stoppers

### Wanted Subject

Investigators from the Clark County, Washington Sheriff's Office, in cooperation with Crime Stoppers, are asking for your help in locating Dennis Keith Smith. An arrest warrant is on file charging Smith in the disappearance of a Vancouver, Washington, woman.

Shortly before midnight on November 11, 1995, Smith left Omar's restaurant and lounge in Orchards, Washington, with Carolyn Killably. Killably's car was later located in the parking lot of the restaurant. No one has seen Killably since.

When questioned shortly after the disappearance, Smith admitted leaving with Killably, but claimed that she was dragged off by an



Suspect: Dennis Smith

unknown stranger who also assaulted him.

Detectives are handling the case as a homicide, and an arrest warrant has been issued charging Smith with Murder in the First Degree.

Dennis Keith Smith is described as a 34-year-old white male, with a date of birth of February 19, 1962. Smith is 6'3" tall, weighs 220 pounds, with blue eyes and graying brown hair. Smith has tattoos covering both arms.

Crime Stoppers is offering a cash reward of up to \$1,000 for information, reported to Crime Stoppers, which leads to an arrest in this case or any unsolved felony crime, and you need not give your name. Call Crime Stoppers at (503) 823-HELP.

## Low-income families receive surplus food

Community Basket, a new program sponsored by Oregon Food Bank in the N/NE neighborhoods, is a volunteer run membership program.

Community Basket will provide its members with informational services concerning nutrition, job opportunities, community projects, parenting, self-help information and various community programs, on a monthly basis. Members also receive a bonus package of food and non-food items once a month.

By paying a \$15 annual fee or a \$5 quarterly fee (every four months) members will receive a newsletter with

information and community services and a bonus bag(s) of food and non-food items once a month. The first fifteen members to join will get \$5 off the annual membership charge for the first year.

To qualify, household income guidelines must be met (185% of poverty level) and a proof of address showing that you live in Multnomah County is needed. Anyone who qualifies for any other services: W.I.C., food stamps, Head Start, etc., will certainly qualify for Community Basket.

Each site will have a volunteer coordinator responsible for scheduling volunteer shifts, arranging home deliveries, supervising the site, and re-bagging food. Anyone interested in volunteering can call Khalil Edwards at 282-0555 for more information.

Beginning August 1st and the first Thursday of every month following, individuals and families in the N/NE neighborhoods can register at the following time and place and receive their first newsletter and bonus bag(s) of food: August 1, 1996 (1st Thursday of each month) 12:00 pm to 3:00 pm, and will be held at Child's Path, 3808 N. Williams Portland, Ore 97227.

Therapeutic marijuana isn't one of them.

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## USA Today Endorses Medical Marijuana

USA Today, the nation's most widely read daily newspaper, has endorsed access to medical marijuana. The endorsement stemmed from a USA Today editorial entitled "Anti-drug focus keeps marijuana from the ill" and came just two days after the newspaper featured a major article on a California ballot initiative that would allow seriously ill patients to use marijuana as a therapeutic agent with a doctor's recommendation.

Calling marijuana "one of the least toxic medical compounds in the world," the editorial cited both marijuana's relative safety when compared to other legal drugs and medicines and decades of scientific and anecdotal research maintaining its medical efficacy.

"It is entirely possible to fight the drug war without harming innocent civilians in the process," concluded the USA Today. "But lawmakers must be careful to choose the right battles.

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## Portland's Old Town Drug-Free Zone

According to a report titled "Police Bureau gets federal grant" in the July 11 Oregonian (p.B2), "A grant totaling more than \$1.8 million" will include "\$300,000 on Operation North Star, an effort to eliminate street drug dealing in Old Town and on the transit mall."

City officials continually trumpet how the "Drug-Free Zone" in

Old Town and downtown. (The economic laws of prohibition mean that invariably, the dealers offer cocaine or heroin, but never pot.) Do you think \$300,000 will eliminate drugs from Old Town or downtown? So far, by driving a lot of dealers out of Old Town, The police have only spread the trade to the nearby transit mall. That \$300,000 will lead to tens

of millions of dollars in court and incarceration costs for the city, county, state and federal government while providing a price support to the vast majority of more discreet dealers who escape arrest or enter the trade in the future. More people will be attracted to the drug trade, more people will be introduced to drugs, and the results will be entirely counterproductive.

Would more people use these drugs if they were available to adults through licensed medical practitioners? An evening report by Portland's NBC affiliate, KGW Northwest NewsChannel 8, on Tuesday, July 16, reported that one local agency dealing with heroin abusers had seen its caseload increase from 100-plus to 900-plus in the past year. That would suggest current policies couldn't do much worse. One would think there would certainly be a lot fewer profit-motivated people selling such drugs if they were placed back under the control of the medical profession.

## Top Sports Marketers Court UO Students

Look behind the scenes at Oregon's top sports venues this summer and you'll find more than a dozen students and graduates of the University of Oregon's Warsaw Sports Marketing Center on the job.

"The Warsaw Center is the hottest program at the UO," says Adam Borgens who snagged a paid internship this summer with Team Northwest Racing in Portland.

Other Warsaw Center graduates are working behind the scenes for the Portland Trail Blazers, Mt. Bachelor Ski and Summer Resort, the United States Basketball Academy, the National Basketball Association and the 1996 Summer Olympics in Atlanta.

Portland's fledgling Women's Basketball Association franchise began looking at Warsaw Center students for summer internships after General Manager Linda Weston sat in on a student presentation of a marketing plan proposal for her new team.

Five Warsaw Center students are working for the NIKE World Masters Games, helping to promote the event that is expected to draw 25,000 to Oregon in the summer of 1998. "The Warsaw Center candidates knocked our socks off," says Laurie Bloch, director of administration for the NIKE World Masters Games. "They were prepared, poised and well versed in what we do. Their resumes were superior to those of other applicants and their presentations were even better."

That isn't idle talk. Bloch asked some of the Warsaw Center interns to come back next year. She also invited graduates to extend their summer internships to a full year.

"We need their energy and intelligence," says Bloch. "We want to develop the best young set of sports managers in the Pacific Northwest. We found them at the Warsaw Center."

What give UO students the edge in the competition for sports marketing jobs? Maybe it's preparation. Students start with solid course work in professional business prac-

tices at the Charles H. Lundquist College of Business, then spend a year concentrating on the ins and outs of sports marketing at the Warsaw Center.

Networking is another key. The center regularly brings in top professional such as Gary Jacobus, National Football League senior director, and Reggie Williams, Walt Disney World Sports vice president, to share their real-world experience with students.

"We felt from the beginning that the placement of students in jobs was a critical part of what the Warsaw Center is about," says director Michael Richey. "We're not operating from an ivory tower here. We're preparing students for real jobs in the competitive world of sports marketing."

Richey attributes much of the Warsaw Center's success to its location within a college of business and to its blend of traditional academics and full-time instructors drawn directly from the sports marketing world.

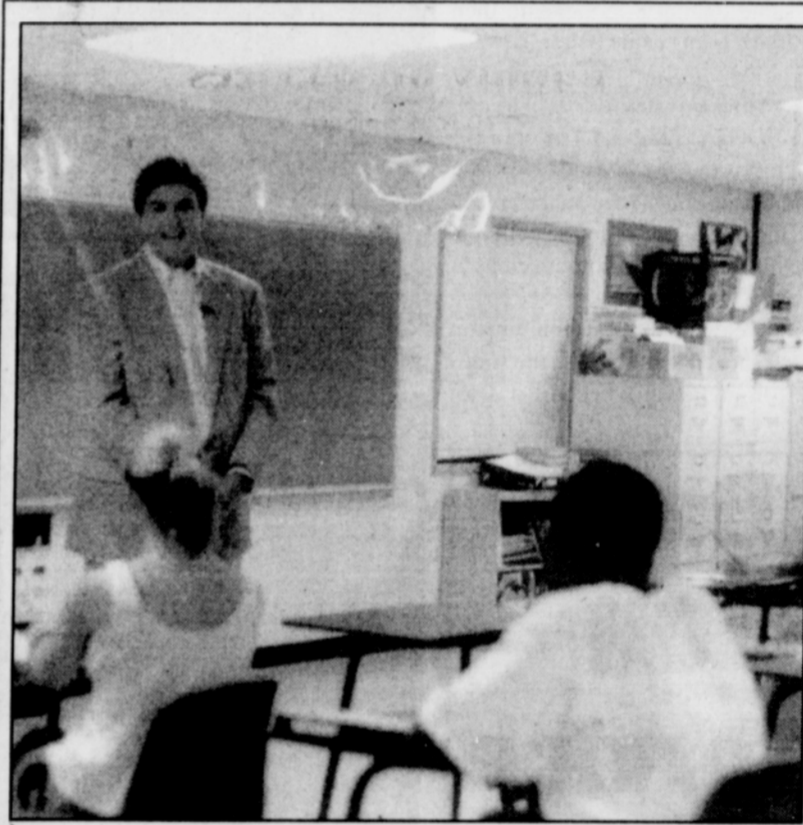
With courses in sponsorship, licensing, sports marketing communications and sports marketing law, the Warsaw Center has aggressively sought to inspire its students to seek employment in a growing industry estimated to produce more than \$150 billion a year in U.S. revenues.

It's a formula that's paid off in dream jobs for students. Warsaw graduate Julie Fields will work this summer on event management for the 1998 NIKE World Masters Games.

"This is an unbelievable opportunity. I want to specialize in event management and here I am working on the world's largest event of its kind," enthuses Fields.

Christie Wise, a journalism major, came to the UO because of the sports marketing program.

"The Warsaw Center is the best sports marketing center in the country," says Wise, who graduated from the UO in June and reported for work with the Portland Trail Blazers in



*Denny Smith's campaign tour for the Senate seat vacated by Mark Hatfield, stops at the Albina Youth Opportunity School.*

## State workers union ballots delayed

Continued from Metro

"This is the first time ever any side had gained control of a significant number of ballots and delivered them to the ERB," Stiteler said.

Spence said OPEU is still analyzing what its next step is. However, the election now comes down to the ERB's ruling on the 61 ballots.

"There will be a hearing conducted," Stiteler said. He doesn't know when it will be. Arguments for and against unionization vary.

"I've seen too many things happen to too many people," Miles said. "We need someone to go to bat for us."

Spence said the management's argument against unionization focuses on the management's ability to look out for the worker and "do the right thing" for them.

If the election ends in favor of unionization, Spence sees many advantages workers will earn. "They'll have the ability to collectively bargain for wages and benefits, and have

a voice in their workplace on a variety of issues," Spence said.

With unionization, negotiations between workers and management become more structured, Cooper said, "but, you're never sure you get your money's worth when paying union dues."

This is the court workers' closest election yet, which can be attributed to many causes.

"There was Measure 8, a less than satisfactory change of management, cutting back of personnel, overload-

ing of current personnel and no raise in the past three and a half years," Miles said.

The OPEU is a 60-year-old organization. It represents a wide variety of workers, from white to blue collar, Spence said. The 22,000 workers in the union mirror the state's minority representation.

The court workers are different. "(Minority representation) is amazingly small," Amy Stear, OPEU's Director of External Organizing, said. "I was surprised."



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