

EDITORIAL

Editorial articles do not necessarily reflect or represent the views of The Portland Observer

The Portland Observer

(USPS 959-680) Established in 1970

Charles Washington
Publisher & Editor
 Gary Ann Taylor
Business Manager
 Micheal Leighton
Copy Editor
 Larry J. Jackson, Sr.
Director of Operation

Mark Washington
Distribution Manager
 Danny Bell,
 Yvonne Lerch
Account Executives
 Paul Neufeldt
 Jim Bennett
Production & Graphic Design

Contributing Writers:

Professor McKinley Burt, Lee Perlman,
 Neal Heilpern, Eugene Rashad

4747 NE Martin Luther King, Jr. Blvd.,
 Portland, Oregon 97211
 503-288-0033 • Fax 503-288-0015
 Email: Pdxobserv@aol.com

Deadline for all submitted materials:

Articles: Friday, 5:00 pm Ads: Monday, 12:00pm

POSTMASTER: Send Address Changes To: Portland Observer,
 P.O. Box 3137, Portland, OR 97208.

Periodicals postage paid at Portland, Oregon.

Subscriptions: \$30.00 per year

The Portland Observer welcomes freelance submissions. Manuscripts and photographs should be clearly labeled and will be returned if accompanied by a self-addressed envelope. All created design display ads become the sole property of the newspaper and cannot be used in other publications or personal usage without the written consent of the general manager, unless the client has purchased the composition of such ad. © 1996 THE PORTLAND OBSERVER. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR IN PART WITHOUT PERMISSION IS PROHIBITED.

The Portland Observer—Oregon's Oldest Multicultural Publication—is a member of the National Newspaper Association—Founded in 1885, and The National Advertising Representative Amalgamated Publishers, Inc., New York, NY, and The West Coast Black Publishers Association • Serving Portland and Vancouver.

SUBSCRIBE TO The Portland Observer

The Portland Observer can be sent directly to your home for only \$30.00 per year. Please fill out, enclose check or money order, and mail to:

SUBSCRIPTIONS

THE PORTLAND OBSERVER; PO BOX 3137
 PORTLAND, OREGON 97208

Name: _____
 Address: _____
 City, State: _____
 Zip-Code: _____

THANK YOU FOR READING THE PORTLAND OBSERVER

Pity the Consumer - Black and White

BY DR. LENORA FULANI

Take the latest controversy over the stunningly talented golfer Tiger Woods.

Within hours after he had won the Masters Tournament, television commentators were debating the "meaning" of his triumph and of the public enthusiasm for it. On CNN's Capitol Gang, the Sunday night weekly political affairs talk show, Tiger's extraordinary performance was the big topic. Several commentators proclaimed that Wood's enormous popularity - which crossed racial lines - was an indicator that America was truly a "meritocracy" where talent, drive and accomplishment were revered and "trumped" race. Suddenly Tiger Woods was no longer a golfer, nor a Black golfer, nor an incredibly famous and popular Black golfer. He was a symbol of what these political pundits - all of whom

are white - are selling to the American people: That's the notion that America, deep down inside, is color blind. And that it should be.

Of course the salesmanship did not stop there. By the day after the last round of the Masters, the Black radio talk show phone lines were buzzing with commentary about Tiger Woods. Some were insistent that a most important feature of Tiger's game is that he is Black. There was criticism of Woods' seeming unwillingness to emphasize with his African American identity. The message was that Tiger and America were acting colorblind. And they shouldn't, because that denies racism.

This national dialogue on golf contains the two most pervasive sales pitches on race. For the white "salespeople," there is no racism. It's bad for business. For the Black "salespeople," there is only racism.

In last week's Rainbow/PUSH articles, we raised the possibility of Reverend Jackson running for President in 2000. We've gotten a lot of good feedback in the past few days - it's nice to hear from so many old friends!

Given this interest, we thought it might be useful to reconsider our own history, in the present political context.

The pundit consensus is that the current front-runners are Vice-President Al Gore and House Minority Leader Dick Gephardt. They are also keeping an eye on former Senator Bill Bradley, while giving lip-service to Senators John Kerry, Jay Rockefeller, Dianne Feinstein & Paul Wellstone.

(By the way, Paul, the road to Des Moines runs through Chicago...If you've got time to chat with E.J., you've got time to call JJ!)

Given how Jesse is being ignored by the pundits, there would seem to be a certain amount of media amnesia here - after all, we've been down this road once or twice before.

*Jackson beat Gore & Gephardt 9 years ago, running second only to Dukakis.

*In 1988, Jesse Jackson won 7 million votes, more than twice as

RAINBOW PUSH COALITION

Born To Run

many as Senator Gore's 3.1 million, and five times as many as Rep. Gephardt's 1.4 million.

*Jackson '88 carried 13 primaries & caucuses - AL, GA, LA, MS, VA on Super Tuesday (winning the most votes that day!); that wonderful victory in MI: DC, Puerto Rico & the Virgin Islands; and caucuses in AK, DE, SC & VT.

*More Jesse Jackson supporters turned out for the 1988 caucuses than for any other candidate, including Dukakis.

*Jackson won the youth vote, and as a result carried the 18-44 vote.

*Jesse won 92% of African Americans.

*Jackson '88 split the self-identified liberals with Dukakis, 41-41%.

*Jackson won 1,218,5 delegate votes at the Atlanta Convention, the most ever received by a 2nd-place finisher in Democratic Party history.

(And what happened after Jackson ran so far ahead of Gore? First, Dukakis seriously considered Gore for vice-president, then ended up choosing Bentsen without telling Jesse. 4 years later, Clinton went out of his way to pick a fellow moderate, young, Southern, white male as his running mate. With the total approval of the press, Clinton took the candidate who had won 3.1 million votes over the one who had soundly beaten him with 7 million! Now that's affirmative action - elite style!)

Our main point here is, if and when Jesse decides to run for President in 2000, he's not exactly going to be intimidated by his two main opponents, both of whom he's already outrun.

And in today's America:

*with stagnant wages for working families;

*with our economic futures in the hands of Alan Greenspan and an

over-priced stock market;

*with NAFTA jobs flowing out overseas;

*with an increasing gap between rich & poor;

*with a welfare repeal that will leave millions of our poor with neither jobs nor safety net

*with the gap in public school funding leaving our kids in schools that are "separate and unequal;

*with our foreign policy held hostage to the demands of corporate commerce;

*with a prison-industrial complex that is swallowing up more and more of our young;

*with our political system clearly showing major signs of decay; and,

*with our cities in need of reconstruction - there is clearly room for an outsider, a prophet, a fighter for the common people.

As long as the politicians in Washington continue to pretend that all solutions are punitive, cheap, and driven by either the corporate elite or the radical right, our issues will grow in power.

The experts will say Jesse can't run again, for the 3rd time. But William Jennings Bryan did; Bob Dole did (and he's got 2 decades on Jesse!); and Ronald Reagan certainly did. Our time will come.

Business information you can trust, IV

Today's review of the "Dictionary of Occupational Titles" (DOT) is the fourth and final business information standard to be evaluated in this series.

Like last week's introduction to the "Standard Industrial Classification Manual," this too concerns innovative applications of a U.S. Government publication; and is also available at the downtown public library.

A. The latest edition (1991) includes standardized and comprehensive descriptions of job duties, related information for tens of thousands of occupations. B. Covers nearly all jobs in the U.S. economy. C. Groups occupations into systematic occupational classification structures based on interrelationships of job tasks and requirements. D. Designed as job placement tools to facilitate matching job requirements and worker skills.

I'm sure that many of you who read or have followed up on my description of the "Industrial Manual" already have perceived the possibility of useful interaction here. Clearly, you are on the right track, for beginning with page 1157 of this "Dictionary of Occupational Titles," there is a 210 page section, "Occu-

pational Titles arranged by "Industry Designation." It is easy to see why this guide is so important to the work of the State Employment Services and private agencies.

On the one hand you immediately are able to ascertain that there are scores of jobs you never knew existed within a type of industry you were quite familiar with. What a boon to the job seeker, whether a new graduate or someone who has worked in the particular field for some time, but was unaware of new applications of his skills in expanding industry class and technology.

But on the other hand, you may have been quite confident in the "skill and experience criteria" you employed to choose your new business enterprise. And then, in inspecting this "Occupational Dictionary" cross-reference, discover that, hey! there's a number of industry (commercial) profit center operations that fit right in with the skill bank I already possess. And with the space, tools, materials already projected. Are these good guides or what?

The operational logic of the "Dictionary" centers around a 9-digit "Occupational Code" assigned to each job, and in this occupational classification system, each set of

three digits has a purpose or meaning. The first three digits identify a particular occupational group; All occupations are clustered into nine broad categories; which in turn breakup into 82 occupationally specific advisors. Clearly, this dictionary closely corresponds with the Industrial Classification Manual for nine primary occupational goals: 1. Professional, Technical and Managerial. 2. Clerical and Sales. 3. Service. 4. Agricultural, Fishery, Forestry. 5. Processing. 6. Machines Trades. 7. Bench Work. 8. Structural. 9. Miscellaneous.

The middle three digits of this DOT occupational code further enable an employer, worker, job seeker or agent of social change to manipulate the system to his advantage. Additionally, every young person planning an educational agenda or job search should become adept at correlating the material in these two federal publications. This will prove

to be an education in itself; and greatly expand earning capacity.

To continue on, these middle three digits are the worker functions, ratings of the tasks performed in the occupation. Every job requires a worker to function in some degree in relation to data; people and things.

A separate digit expresses the worker's relationship to the groups. I have listed them below because this analysis of worker function was so useful that even today I meet former students who say this type of thinking "made it for me" either in terms of career or business. (The last three digits of the code or simply identification units are explained in the DOT guide).

DATA (4th digit) synthesizing, coordinating, analyzing, compiling, computing, copying, comparing. PEOPLE (5th digit) mentoring, negotiating, instructions, supervising, diverting, persuading, speaking-signaling, serving, talking instructions-helping. THINGS (6th digit) setting up, precision working, operating-controlling-driving-operating, manipulations, tending, feeding-offbearing, handling.

Next Week: Some important and current career-education job and business data.

Hello Portland Black Community

Have you seen what is going on with the black men in your community? This thing that we call racketeering and Measure 11 is taking them away.

A group of Deputy District Attorneys are deciding their futures. They are the ones that are in their rooms with their donuts and coffee and with their ancestors race mentality and modern day "Let's lock those people up" attitude.

I know that there are some of you who would say that these black people are getting what they deserve. But please look closely at this racketeering and Measure 11 laws.

I know that it is aimed at putting the criminal away. I know that it is meant to protect the whole community. But please - do not let them direct it at the black man only!

Stand up community and say again, 'let my children go!' I know that the churches and the community activists will not or can not do anything to correct these problems.

So let's begin to do research on this problem. Let's begin to put people in the courtroom who will find the judges and district attorneys most active in the slaughter of young black men. Let's begin to work

closely with the public defenders to make sure that they don't play the game of "Let's Make A Deal!" Let's begin to get active in the community to get racketeering and Measure 11 laws revised so voters and community leaders can push politicians, judges, district attorneys and public defenders to do something about these laws that are aimed directly at the black man!

I know as an older black man I have found a lot of hope in one young black man who has been accused of racketeering. This young black man is a leader and is well-respected among the young blacks of the Portland black community area.

He has faced a lot of hardships. He has a lot of love from his grandmother who raised him. She has stood by him through his many life struggles.

This young man has taken from the bad things in his life and has turned them around. With his music he is in the process of opening a music studio in Portland. He is also

active with other business adventures.

Being an old black man who lost everything to drugs, my business, my family, my home, and on and on and on! Since 1992 I've been lost in the wilderness with drugs and other things to medicate my life of self-pity and my losses and to escape from being a lost black man!

This Measure 11 brought me to reality and also to God. I will not discuss my case or my religion. But I will tell you about this 25 year-old black man who is in here for racketeering. He make me feel like an "Old Uncle Tom" sellout, who has let the young black man down.

How could we not show our children how to protect themselves from the trickeries of this white society. They are the masters of camouflageing their hatred toward us.

We got so involved in making money, that all the doors got shut to the young black man. So he had to go out and fend for himself. In doing so, he became a "racketeer, a gang-banger and gang-related" and all the

other things associated with being a young black man.

Well let me tell you about this 25 year-old black man that I've come to know the last 3 months. He is facing a 25-year sentence.

We talk about all of the things he wants to do. He shows me pictures of his two children. He speaks real highly of his grandmother and claims to owe her his life. He is very active in his business, having already retained a business attorney and acquired all of the necessary equipment to run the business.

Now I know I could compare all the white cases of racketeering and Measure 11 to the black cases and you would be shocked. This is not directed at the white race.

But it is directed at the black community for not keeping an eye on this unjust society that we live in.

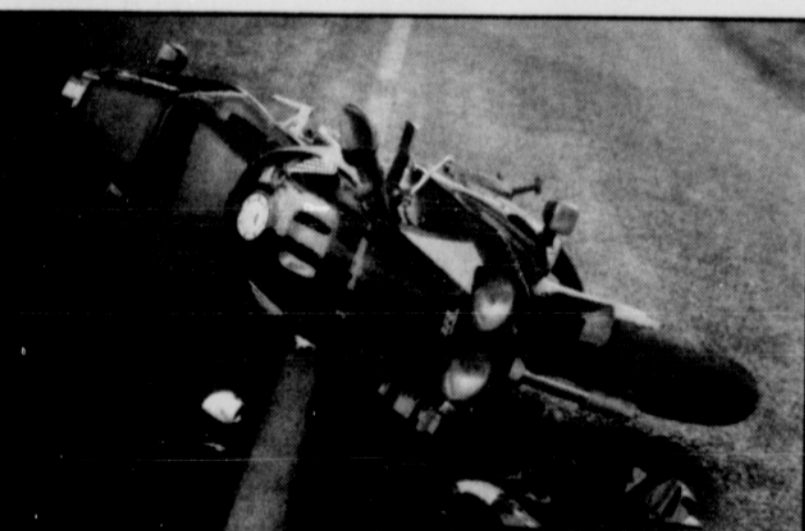
So don't blame the district attorney or the voters or the police department. They are only doing what we let them do!

May God be with you tonight. I hope you hear the cries from an old black man who is trying hard to right his wrong for his people.

Peace! Good-bye to racketeering and Measure 11!

Just let my people go!!
 --Larry Harrell, N.E. Portland

Letter To The Editor
 Send your letters to the Editor to:
 Editor, PO Box 3137, Portland, OR 97208



Drinking and riding crosses the line.

Even a little alcohol can affect your timing, balance and judgment. You might not even feel it, but its effect can be deadly—even if you just drink one.

Don't let alcohol bring you down. Don't drink and ride.

Ride Sober. The Way To Go.

Oregon Department of Transportation

