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BY HUGH B. PRICE,
PRESIDENT OF THE NATIONAL URBAN LEAGUE

I was on the path to become an educator, but the Civil Rights movement and affirmative action opened doors to opportunities I hadn't ever known existed. That is when I decided to go into business.

So, Joyce Roche, president and chief operating officer of Carson, Inc., the hair and facial care products company, tells Black Enterprise magazine in its current issue's look at 26 topflight black businesswomen.

Her discovery of her aptitude for business and her success at it aren't unusual among the generation of African Americans which has grown up during and after the civil rights years.

As a group and as individuals, they've risen higher in the ranks of American business than any African

American ever before.

They run their own businesses, or wield significant authority in multi-million-dollar companies. They guide the production of material goods, such as shows, cosmetic products, and food. They oversee billions of dollars in investments.

They are success stories--because, as they themselves recognize, in the early and middle decades of this century Black America challenged White America with a prophecy that, in the words of a Sam Cook hit song, A change is gonna come.

Black enterprise magazine has been chronicling some of the benefits of that change for more than a quarter century.

And those benefits are also on display this month in Fortune magazine. You'll be able to spot it easily on the newsstand. It's the one with

perspectives Another Sojourn Into Science: Next Generation

The most favorable response to the idea of "Junior Science Clubs" is most appreciated. There is nothing like a concept whose time has come (again) and there is no reason why such useful and educational projects should be the province of only certain income and social groups; worked well 60 years ago!

Also appreciated are public acknowledgments of one's contributions and successful endeavors to bring about change. Its not at all about a personal element of praise or approbation, but serves as a mechanism that could generate even more support from industry or the public at large.

I have reference to the very thoughtful birthday greeting published in a May edition of The Portland Observer by Mr. Herman Grimes, President, Coast Industries. Thank you very much for this gracious acknowledgment by a former student: "...congratulations on making significant contributions to the

lives of many African Americans." One needs that kind of attribution in order to 'keep-on-keepin'-on! I need a lot more birthdays to implement these youth projects.

But, let me say this as well. Thanks to executives like you, Mr. Grimes, and the industries you manage, those of us who are about motivating minorities and women into the 21st century of technology are receiving the support we need to do our job. And in particular let me convey the community's congratulation to Coast Industries for the important economic asset it has been to us over the decades - and beyond that, the role model par excellence; again, thank you! Speaking further on the role of industry, it was interesting that one of the white parents whose electronic plant employer is, as I am, a member of the "Associated Oregon Industries," had to reassure a black parent in the



BY PROFESSOR MCKINLEY BURT

youth science club sponsors group. "No, Mr. Burt is not in the industry organization because he wants to be a 'big shot' or because he thinks that big yearly membership fee is a badge of prestige." (Whites have also expressed this).

The engineer went on to explain that not only did I gain entrance into a proactive communications network involving scientists, engineers and technicians at the cutting-edge of space-age technology, but received generous offers of time, materials and 'executive loan' to aid the youth science projects. And as for those 'big membership dues' I'm sure he made that back at the first seminar he did at the Greenwood Inn -- or for subsequent Lion's Club luncheon presentations on 'Black Inventors' ...all probably spent on your kids."

Sometimes it gets exasperating out here but that goes with the game. I

thought, how many times have I explained that with the very first national Science Foundation award-winning computer demonstration in the Dalles Oregon, I was calling on the engineers and technicians in my 'Toastmasters Club' (1966). And that there was the same type of interaction and support for my Belmont St. operation (1969, '70).

It was there that I brought in the local manager of the Associated Press news bureau to advise me on updating my earlier concept where I put The Dalles, Oregon classroom online with the aluminum plant, Bonneville Power, the Bureau of Standards, Tektronix, Torrance California, Adrian, Michigan rolling mills and bauxite facilities in the West Indies. And today, where my new designs incorporate even more advanced communications concept, I have access to the professionals who work with Satellites, Global Positioning and the like. Well, it looks like 'mathematics' will have to come next week. Sorry about that.

Civil Rights Journal: unmasking the violence

BY BERNICE POWELL JACKSON

It must have been 16 or 17 years ago, but I remember it like it was last month. I was sitting in a women's prison in New York State, listening to women testify to the Governor's Commission on Domestic Violence. The women, all sentenced to long prison terms of 15 years to life, told their stories and how domestic violence had been a part of their lives.

Some had only known lives filled with violence from their childhood; others had experienced it only as adults. One woman recalled her experience as a child of riding in the ambulance with her battered mother, only to be ignored in the waiting room by all and not knowing if her mother would live or die. Another told of thinking that domestic violence was a part of marriage -- that was what she had grown up with and what she had come to expect as an adult. All of these women had been convicted of murdering their spouses when they could no longer take the abuse themselves or when they

watched their children being abused.

I remember driving that same evening to my mother's in Washington, D.C. through a hurricane which threatened the east coast and saying the words, with a new understanding, there but for the grace of God, go I. None of us chooses the family we are born into and some of us are born into families where domestic violence is a part of life.

Domestic violence is a term which is too often unspoken in the African American community. That may be true in other communities of color as well, but I now it is true in my own. To talk about it, some believe, only widens the gap between black men and black women. To talk about it, some believe, is airing our dirty laundry in public and somehow weakens our community's unity. To talk about it, some believe, means telling of the horrors done by fathers, brothers, uncles and husbands and destroys families.

But the reality is that not talking about domestic violence in our community does all those negative things as well. Not talking about domestic violence ensures that the gap be-

tween men and women widens even more as women are forced to believe that they are less valuable than our men. Not talking about domestic violence undermines our community's unity even more because a superficial and flawed unity is no unity at all. Not talking about domestic violence guarantees the destruction of a family, not just for one generation, but for generations to come.

Unfortunately, the black church too often has also participated in the silence around domestic violence. Too often the black church has even condoned such behavior, counseling women to stay in abusive relationships. However, a new national project, The Black Church and Domestic Violence Task force, located in Seattle, is ending the silence and beginning the dialogue and action. The African American Initiative of Men Stopping Violence, based in Atlanta, works with African American men who have been barterers.

Locally, black churches, mosques and community organizations are taking action. For instance, the Open Arms Ministry, a holistic approach to dealing with domestic violence,

was begun two years ago by the Zion Hill Missionary Baptist Church in Rochester, NY. In Chicago a Domestic Violence Advocacy/Care Ministry trains church leaders on domestic violence and Trinity United Church of Christ has a special ministry for battered women and children. Several years ago in Washington, D.C. Rev. Imagine Stewart began the House of imagine to shelter and minister to battered and homeless women and children.

We must end the silence about the sin and the crime of domestic violence in the African American community. We must reach out to help those women and those men who are caught up in this horrible and terrifying cycle of violence. We cannot afford for future generations to be torn apart because we have tolerated it.

(For more information, write the Black Church and Domestic Violence Task Force, Center for the Prevention of Sexual and Domestic Violence, 936 N. 34th St., Suite 200, Seattle, WA 98103 or call them at (206) 634-1903 or e-mail them at cpsdv@cpsdv.seanet.com.)

To Be Equal: Promise and Change

the striking gatefold cover of African-American entrepreneurs behind the words: "The New Black Power."

What is that power? It's the freedom to achieve for one's self, and contribute to improving the society, to the best of one's ability, unencumbered by racist laws or customs which have the force of law.

In other words, the new black power is just the old striving for achievement, success, independence, financial security--and something more intangible that these things produce: the sense of being a full-fledged participant in American society.

What makes the achievements of this generation of African American entrepreneurs so important is that they show that the pathways into the centers of power (and wealth) in American business are significantly more open than they used to be.

It's our responsibility to ensure that in the future the trails they and the generation of black entrepreneurs who came before them have blazed is filled with individuals as supremely well-prepared as they were.

That's why the Urban League movement has taken as its theme for this year, and for our annual conference, which begins August 3, "Economic Power: The next Civil Rights Frontier."

We want to underscore as strongly as possible that one's ability to fully participate in the society has become crucially dependent on one's ability to contribute to its economic vitality.

As Myron F. Robinson, the president of the Urban League of Greater Cleveland says, "our job for the twenty-first century is to strengthen our economic base through the creation of business owners and entre-

preneurs ... We must no longer be satisfied watching in awe, from a distance as others play the game..."

Robinson and his colleagues led our National Economic Development Summit held in Cleveland in late May. Attended by officials of local, regional, national and fortune 500 companies, its purpose was to inform more minorities about franchising supplier and distributor opportunities--and to show American business there's a whole pool of talent they need to tap into.

In late June, our Black Executive Exchange Program held its 28th annual conference in Atlanta. Supported by corporate and individual contributions, this effort recruits business executives and government officials to teach as Visiting Professors at Historically Black Colleges and Universities. Its objective is to give students a keener

sense of what the world of business and government requires by introducing them to men and women who can serve as mentors. Not incidentally, BEEP has also helped more than 120 companies and government agencies recruit a more diverse and more talented workforce.

These and other concerted efforts must continue to be made, for it's clear that, even as we celebrate current successes, African Americans have a very long climb to economic self-sufficiency ahead of them. Nor should we pretend that subtle and overt discrimination has disappeared from any of the levels of the American workplace.

But we should take heart. For, what the Black Enterprise and Fortune Magazines articles underscore is that the climb is being made with great fervor by these entrepreneurs and many more like them. Their successes enable us to carry into the future that wonderful prophecy of the past: a change is gonna come.

This Way for Black Empowerment

What is the Solution to Political Corruption? The American People

BY DR. LENORA FULANI

For the last several weeks, the U.S. Senate has been conducting hearings into the financing of the 1996 presidential campaigns.

While these hearings are being used by both parties to try to gain an advantage over one another, they nonetheless grow out of the very intense public concern with political corruption and with the influence of big money in politics.

Many of the political commentators and journalists covering the hearings have already stated that nothing is going to be done; that nothing will

be done about political corruption, about the extent to which democracy has been subverted; that nothing can be done about the fact that so many people in the country are alienated from and distrustful of government. They say that nothing will be done. But, I disagree. I think they're wrong. Because something is being done. It's the grassroots movement for political reform. That movement is called the Reform Party. We're what's being done.

We have some very serious problems in America. There are serious issues of poverty and joblessness and

an educational system in deep, deep trouble. We have racial antagonisms and profound misunderstandings between different communities. These problems are not new. And they must, of course, be addressed. That is our issue -- that's the Reform Party's issue. We have got to turn our attention to the fact that we have a political system, a system of governance and policy making that doesn't sufficiently work to solve problems.

No small part of this problem -- the problem of not being able to solve our problems -- is due to the excessive loyalty that most politi-

cians have to their parties rather than to the people. It is this kind of partisanship -- putting party interests above the interests of the people of this country -- that must be addressed.

There are Americans across this country -- rich and poor, business people and civil servants, people from the Black community, the Latino community, the Asian community, the white community, the gay community -- who want to come together and find real solutions. These Americans are finding that the two major parties have not served us as well as

they should in this regard, because they place such a premium on loyalty to the party rather than loyalty to the people. And so we have created a new political mechanism, a new party that will not play one constituency off against another, but will instead find ways to bring people in to the process through term limits, campaign finance reform, opening up the ballot and promoting inclusion and

participation at every level of the political process!

Only in its infancy, the Reform Party is already made up of diverse people. At the same time, though, we are not so diverse as we might think. For we are all Americans.

Our loyalty is to our communities and to our country and to one another. And with that, we can solve any problem.



Letter To The Editor

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