

# Education

## Recognizing Excellence of The UNCF

### The Advertising Council, Inc.

The Advertising Council is a private, nonprofit organization which has been the leading producer of public service communications programs in the United States since 1942. The Council supports campaigns that benefit children, families and communities. The communications programs are national in scope and have generated strong, measurable results. Ad Council campaigns, such as "Friends Don't Let Friends Drive Drunk," "Take A Bite Out Of Crime," and "A Mind Is A Terrible Thing To Waste," have helped to save lives and resources, to educate the public about issues and concerns of the day, and to make America a healthier country to live in.

Since creating the category of public service advertisements (PSA's) in 1942, the Ad Council has played an increasingly critical role in our changing society. The Council was founded to rally support for the World War II related efforts. The



Ruth Wooden-President & CEO of The Advertising Council.

Council produced PSA campaigns that raise \$35 billion in War Bonds, encouraged the planting of 50 million Victory Gardens, and recruited 2 million women into the job force through the powerful symbol, "Rosie the

Riveter."

In 1947, the President asked the Council to continue as a peacetime non-government public service organization to help solve the most pressing social issues of the day.

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### Linda D. Nolen Educator

Linda Daughertry Nolen was born in Kingston, NC., Sand Hill township on December 13, 1947. She attended Savannah Consolidated High School in the Savannah Section of Kingston, NC, from 1st to 12th grades, in the segregated south. After moving to New York, Linda attended Brooklyn College; received her M.A. from New York University and earned 30 credits above her masters at City University of New York. After attending Teachers College working toward a Ph.D. in supervision and administration, Linda took more courses at City University toward her license as an assistant principal. "As long as there is strength in my body," she says, "I'll be working to help young boys and girls toward a higher goal."

For over 25 years Mrs. Nolen has been volunteering and working with youngsters. A member of the IAC/UNCF, and former secretary of the IAC, Mrs. Nolen was a phone-a-thon volunteer with the late Mr. William Clayborne. S

She is currently teaching social



Linda D. Nolen-Educator.

studies at JHS 113, The Ronald Edmonds Learning Center, District 13, Brooklyn. Linda has taught life science, earth science, guidance, special education, home & careers, been a mentor for new teachers, UNCF Coordinator in her school and Coordi-

nator of the sub-school for the Academy of Performing Arts. Linda's class was once adopted by former Mayor Edward I. Koch, under the direction of Viola Abbott, former Coordinator and Dr. Hall, former principal.

## Assistance Available for Educational and Environmental Projects

Northwest Service Academy (NWSA) Metro Center needs community partners to host AmeriCorps Members in Fall 1998. This year, Members placed in non-profit organizations and schools will serve over 90,000 hours in total, addressing tremendous environmental and educational need. NWSA/AmeriCorps Members help start new projects or enhance ongoing efforts such as tutoring, restoration projects and volunteer coordination. Selected com-

munity partners designate the projects, and Members create results.

NWSA will place 60 Members to serve nearly full-time August 1998-July 1999 in the Portland and Southwest Washington area. To become a Partner, organizations need to meet NWSA criteria and submit an application for placement. Schools and government agencies with environmental or educational projects. Applications are available by calling NWSA Metro Center at 503-872-2844 and are due on April 10, 1998.

## Teachers Face Higher Expectations

Strict standards for teacher evaluation and expectation saw its first impact tonight as the Portland Public School Board decided which teachers would continue to work for the district and which ones faced greater scrutiny over the next year. More than 3500 teachers received contract renewal notices under the "880" program. Senate Bill 880 was passed by the 1997 legislature to give school districts more flexibility in dealing with teachers and administrative contracts. "880" allows for

two year contracts based on an evaluation system created by the school district. Teachers who do not meet certain standards can be placed on "programs of assistance." They are told that at this point their contract has not been renewed for the next year. But they may, with significant work, reach those standards that are clearly identified by the district, but if they do not, they will no longer be working for the Portland Public Schools.

19 teachers initially identified by

administrators decided to resign and move to other careers. Other chose retirement rather than take on a plan of assistance.

39 teachers will receive renewal notices that indicate that there are concerns about their teaching for reasons such as inadequate classroom management, poor preparation and delivery, etc. Their progress over the next year will be evaluated to assure improvement or they will be placed on a plan of assistance.

## Become a Professional Childbirth Assistant



- help increase women's comfort in labor
- help women avoid unnecessary cesareans
- earn income for you and your family

Portland training:  
May 15-17, 1998  
Contact: Emily Bernhardt,  
(503) 827-4329

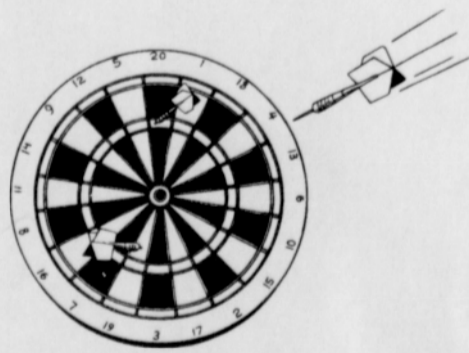
ASSOCIATION OF LABOR ASSISTANTS & CHILDBIRTH EDUCATORS  
PO Box 382724 • Cambridge, MA 02238

### KNOW YOUR LOTTERY

# DO YOU KNOW HOW LOTTERY PROFITS ARE ALLOCATED?



A. Rock, Paper, Scissors



B. Dart Throw



C. Coin Flip



D. The People of Oregon

Luck has absolutely nothing to do with it. Instead, it's up to the people to decide. In 1984, Oregonians voted overwhelmingly to establish a state lottery, with profits directed to enhance economic development within our borders. In 1995, you voted again this time to allow Lottery profits to help a public education system in need.

Who decides which specific programs and projects get Lottery funding?

That's the job of our voter-elected state legislature, whose decisions have distributed over \$1.6 billion in Lottery profits since our inception.

Want to find out more? We invite you to visit our web site at [www.oregonlottery.org](http://www.oregonlottery.org). If you have any questions, please e-mail us at [lottery.webcenter@state.or.us](mailto:lottery.webcenter@state.or.us). Or drop us a line at Post Office Box 12649, Salem, Oregon 97309. The Oregon Lottery. It does good things for Oregon.

