

# EDITORIAL

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## The Portland Observer

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### House Votes For Lottery Warnings

The Oregon House of Representatives voted 44 to 15 in favor of HB 2968, which attaches warning statements to lottery advertising. The proposed law would affect all forms of advertising, including billboards, print media, and television and radio advertising.

The warning states "Lottery games are based on chance, should be played for entertainment only and should not be played for investment purposes." A shorter warning is to be used on billboards. The bill's chief sponsors are Representative Jeff Merkley (D-Portland) and Representative Bill Witt (R-Cedar Mill).

The bill also requires advertising to disclose the payout percentage of advertised games. The payout percent-

age is the amount returned to the player, on average, when the game is played.

Representative Merkley notes that "this bill is important because lottery advertising often tries to convey the impression that playing the lottery is 'all gain, no pain.' By providing players with the payout percentage, which is always less than \$1 for each \$1 wagered, and by stating that the lottery should not be played as an investment strategy, we are reminding players that there really isn't any way to beat the odds. Playing the lottery isn't an effective strategy for getting ahead in life. If this education campaign reduces the number of problem gamblers in our state by even one, it will be worth the effort."

Regarding Peace Keeping In The Balkans:

The United Nations Charter, Article 2.4, states that "All members shall refrain in their international relations from the threat or use of force against the territorial integrity or political independence of any state, or in any other manner inconsistent with the Purposes of the United Nations."

We believe the current NATO action in the Balkans is an act of aggression by member states of the Security Council and is in violation of Article 2.4 of the U.N. Charter.

The NATO bombing is an act of catastrophic environmental consequences.

There has been strong opposition in Belgrade which questions the legitimacy of Milosevic's election in 1996. There continues to be opposition to Milosevic; and now there is

increasing opposition to NATO's devastating bombing incidences which are contributing to the monumental misery of the Balkan people.

Therefore we urge the U.S. government to abide by the U.N. Charter, cease bombing the Balkans, and recognize the rights of those peoples to organize their opposition to their current political regime.

We also urge our federal administration to include non-government, peace organizations in the negotiation process with the purpose of establishing civilized order in the Balkans.

Cosigned,  
Cherie Holenstein, Patricia Hollingsworth, RoseMarie Opp, Jim Beyer, Pat Beyer, Rose Mary John, Barbara Davis, Anna Faro, George R. Morgan, Billy Walker, Liz Callison, Jody Robindotter, Tom Cropper, Dr. Steven Bailey

## A Whole New Category Of Heroes

By HUGH B. PRICE  
PRESIDENT, NATIONAL URBAN LEAGUE

In a couple of years the man completely in charge of one of America's largest companies—whose major product is an American icon—will be an African American.

That was the word delivered in late April from the Manhattan headquarters of The American Express Company. The international credit and charge-card giant, a most prestigious member of the Fortune 500, announced that Kenneth I. Chenault, currently its president and chief operating officer, will become chief executive in 2001.

When it occurs, Ken Chenault's promotion will make him a member of two very select groups.

One is chief executives of Fortune 500 companies. The second is far more exclusive: African-American CEOs of Fortune 500 companies. Currently, there's only one: Franklin D. Raines, head of the mortgage-financing concern Fannie Mae.

That Ken Chenault, who over the past two decades has built a reputation as an astute business leader, fully earned this future promotion goes with out saying. Or, it would if Chenault were not black.

But, if we still have to answer the "implicit question" that always attends black success outside the sports

arenas—yes, he (or she) is very qualified!—then, let's trumpet it loudly enough for all to hear.

Let's spread the word beyond the junior executive and middle-level manager ranks of corporate America. Let's spread it beyond the business schools and law schools and collegiate campuses.

Let's spread it even beyond the high schools. Let's get it down to the junior high schools and elementary schools, to the basketball courts and football and soccer and baseball fields; to the churches and community organizations; to the street corners (and yes, to the juvenile detention centers and prisons) and all the other places young people gather.

Let's be sure to tell them about the Ken Chenaults and the Franklin Raines, about someone like Ann Fudge, who's president of Maxwell House Coffee, and Emma Chappell, the president and founder of Philadelphia's United Bank of Philadelphia, and Roy Roberts, head of General Motors North American sales, service and marketing division.

And let's tell them about Earvin "Magic" Johnson, too. Not Magic Johnson the basketball superstar, but Magic Johnson, the businessman who is building a high-powered portfolio of business enterprises.

Let's make sure they understand what Magic said of himself in the

story of his business holdings in the current Black Enterprise magazine.

"Everyone looks at me and still sees basketball," he said. "But I run all my companies. People who don't know me may not believe that. But if they come in here and want to do some business, they'll find out fast enough."

That's not cockiness. That's the confidence of someone who has committed himself to paying the dues necessary to be successful.

One can say that these African Americans, whether climbing the ladder within established corporations or striking out to build their own companies, are a whole new category of heroes we need to make sure become as well-known and as emulated within Black America as sports superstars.

But, of course, these achievers aren't really a "new" group among black Americans.

In fact, entrepreneurship has a storied history among Americans of African descent, whether one is speaking of a particular individual, like Madame C.J. Walker, who in the early 1900s built a beauty products empire that stretched across most of the United States and into South America, or communities, such as the Greenwood district of Tulsa, Oklahoma, called the Black Wall Street.

In the mid-1980s, Dr. Clifton R. Wharton Jr. became the first African American to head a Fortune 500 com-

pany when he became CEO of the massive teachers pension fund called TIAA-CREF.

Thus, what's "new" about all this is not only the visibility given to these achievements by African Americans, but the size of the cohort that is climbing the ranks behind them.

That's what Richard Parsons, president of the media conglomerate Time Warner, who is also black, meant when he said, "Of course, (Chenault's promotion) is significant, but these seeds were sown back in the 60's when Jim Crow laws were dismantled. Some of those flowers are starting to bloom now."

We need to emphasize both the storied past and the exciting present even more now if Black America is to be able to stand on its own in a new century in which economic strength promises to be of primary importance for individuals as well as nations.

And we need to emphasize it to our youth so they understand that the qualities for success in business—confidence in one's self, the discipline to learn, and a faith in the future—are really the same as the qualities for success in their schoolwork and in life itself.

If we succeed in getting that message across, then there's no doubt we'll soon be producing thousands more of whom we can say, "Yes, they are very qualified! For whatever endeavor they pursue."

### To The Editor

A group of us has listened to many hours of news reporting, analysis, interviews and talk show host discussions. It seems good progress has been made as to "How" but minimal progress as to "Why" the massacre in the Littleton, Colorado High School happened.

Access to guns, lack of peer, parental or authority response to early warning signals, movie and T.V. violence, the internet, taunts, bullying, etc., etc. —all have some validity but it seems to us, they are primarily manifest symptoms of a pervasive and much deeper cause which underlies all violence. It can be helpful to treat symptoms but the deeper cause must also be found if we hope to stop the cycles of violence.

One commentator, whose name we did not catch, pointed in the right direction when he suggested that young (or old) people who lash out with such inhuman butchery haven't a clue as to their own "Core Personality." Another way of saying it: they are totally unaware of their "True Nature." Such persons only sense or feel an internal conflict of discomfort and dis-ease.

When any of us, of any age, have little or no awareness of our true nature, in frustration we tend to invent one. The young turn to the rebellious "pop" culture for a model, for it is so available. The older of us turn to the traditional, habitual power cultures of wealth, fame, possessions, politics, celebrity status, etc., in an attempt to be "somebody." Even driving down the street in a Lexus feeds our hollow hubris. If this frustration, fed by pretense, is left unrelieved by truth, it intensifies into anger, rage, and hate for all, including self. In Eric Harris and Dylan Klebold the rage took the path of killing as many as possible, including self, for "everybody is a nothing" in their make-believe family.

This sense of "nothingness" is a bad habit that has been around for thousands of years. The physically weak and defeated people in all of history were often enslaved and perceived as of no value in themselves except as a possession of their "masters." Children born of impersonal or recreational sex are mostly unwanted. The consequence is that children very quickly translate this unwantedness into a fear that they are of no value—a terrible conflict with the unknown truth that is within them. Today's movie and T.V. star, sports celebrity, political elite and the like, all realize, at least subconsciously, that the image created in the minds of the often hysterical and "adoring" public is not real. The drug, alcohol and even suicide problem in so many of these people is clear evidence of the internal pressure between the real and

make-believe. They, and we all, want some real attention to reassure us of our value and to relieve our fears of "nothingness" or worse.

The angry young people in Colorado knew that they could get the attention of the whole world but they did not look beyond that, to see that the attention would be focused on the cruelty of their act, and not on their

real persons. So their violence, including suicide, was all for naught as far as their real selves were concerned. What a waste all around! If we who remain alive can see the true human nature more clearly, then we will be able to grow a little wiser through their horrible error.

Next, what could we see if we saw our real human nature more

clearly? "We are only human" is a phrase found in one form or another in most cultures of the world, implying there is something wrong or imperfect with being human. Implied also is that there is something good and even perfect out there somewhere. The "out there" is called by various names including God, **Continued on A7**

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