

OPINION

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Youth Overexposed to Alcohol

The marketing of alcohol in African-American communities has stirred national controversy in the past. Now, the Center on Alcohol Marketing and Youth at Georgetown University has released the first systematic review of alcohol advertising directed to African Americans.

"African-American communities across the country have been increasingly concerned that the alcohol industry views our children as just another marketplace," said Reverend Jesse Brown, executive director of the National Association of African Americans for Positive Imagery. "The Center's report will give African-American communities the information they need to help our youth grow up safe and healthy."

In auditing the exposure of African-American youth, ages 12 to 20, to alcohol advertising in magazines and on television and radio in 2002, the Center found that alcohol advertising was placed on the television programs most popular with African-American youth.

Alcohol advertisers spent \$11.7 million in 2002 to place ads on all 15 of the programs most popular with African-American youth, including *Bernie Mac*, *The Simpsons*, *King of the Hill*, *My Wife and Kids*, and *The Wonderful World of Disney*.

Compared to non-African-

American youth, African-American youth saw 66 percent more beer and ale advertising and 81 percent more distilled spirits advertising in magazines in 2002, and 45 percent more advertising for "low-alcohol refreshers."

"This report clearly shows that African-American youth are being overexposed to alcohol advertising," said David Jernigan, research director for the Center. "In previous reports, we found significant overexposure of all youth to alcohol advertising in magazines and on television and radio. This new report gives parents of African-American youth cause for concern."

Roadblocks to Justice

Bush and Congress attack poor children and working families

BY MARIAN WRIGHT EDELMAN

So many Americans have been preoccupied with the war in Iraq, the war on terrorism, and their struggles to hold on to or get a job in this period of economic downturn, that they are unaware of the other war underway that will affect everybody living in America for decades to come.

It is the Bush administration's and Congress' radical war on poor children and working families, which will dismantle the role of government as we know it in meeting the needs of the poor, the young, the disabled, and working families. It is an unprecedented, across-the-board assault, which seeks to starve the federal government of resources to meet our children's needs.

Providing massive tax cuts to the rich in 2001 and 2003 while dismantling child investments like Head Start, health care, child care, and education will leave millions of children behind. And the reckless tax cuts enacted by Congress in 2003 and signed by President Bush



Marian Wright Edelman

last month amidst economic downturn and growing deficits will provide nothing to millions of families, including a majority of Black and Latino children. However, these children will disproportionately suffer from callous and huge bud-

income children in hard working civilian and military families.

In an unjust, callous last minute act, help to families with incomes between \$10,500 and \$26,600 was eliminated. Yet every millionaire will get a \$93,500 tax break this year.

After a huge public outcry, this flagrantly unjust action was swiftly corrected by the Senate by a vote of 94-2 without adding to the deficit. The House should do the same immediately.

Yet House leaders are putting up roadblocks and trying to give still more tax breaks to higher income families by insisting on a \$82 billion bill to correct a \$3.5 billion injustice.

Poor children in working families should not be held hostage to more political shenanigans. Quick action is essential to help excluded low-income families.

I hope the White House and Congressional leaders will correct the gross injustice denying hard-working families like these child tax credit refunds while lavishing hundreds of billions of dollars on millionaires.

The White House and the House of Representatives should see that the Senate version of the child tax credit is passed now so that families who need help most will get it without further enriching families who need help least.

Marian Wright Edelman is president and founder of the Children's Defense Fund.

Providing massive tax cuts to the rich in 2001 and 2003 while dismantling child investments like Head Start, health care, child care, and education will leave millions of children behind.

You Owe It To Yourself!

Dick Hannah

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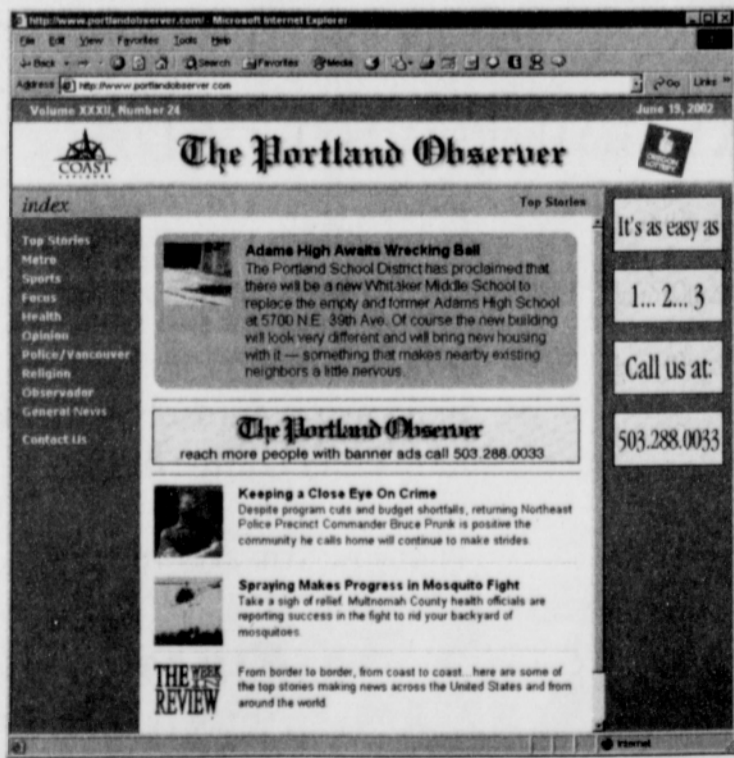
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Letters To The Editor

Police Action was Inhumane

Editor's note: The following is an open letter delivered to Multnomah County District Attorney Michael D. Schruck by the Eastside Democratic Club with copies to local elected officials in protest of the May 5 police shooting of Kendra James.

Dear Mr. Schruck:
The Eastside Democratic Club joins the chorus of voices in protest over the recent shooting of

Kendra James. We are outraged by police brutality and inhumane treatment towards bleeding victims. We demand a change in police training and procedure to reduce violent interaction.

We will continue to be in contact with your office as well as that of Mayor Katz until such change is enacted. Forthcoming will be a list of suggestions from the membership of the Eastside Democratic

Club.

The Eastside Democratic Club meets the first Tuesday of every month at Nature's on Northeast 15th and Fremont, providing a forum for local, state, national and international issues. We believe in the democratic process for open discussion and debate with the best interests of the citizens of Portland and Multnomah County in mind.

Fund Oregon's Vital Services

Some Legislators, in particular Sen. Avel Gordly are now talking about the Legislature's constitutional responsibility to provide the revenue necessary to run our state effectively.

Yes! I hope that the Legislature will stop this short-sighted slashing and return to reasonable discussions about what is important to Oregonians and how to fund it. A prime example would be tobacco prevention. Oregonians know it is a smart investment to keep kids from smoking and to help tobacco users quit. Voters have acted responsibly, twice voting for an effective, cost saving tobacco prevention program and providing the revenue to fund it via cigarette taxes.

Earlier this year, the legislature broke faith with the voters and moved the money for tobacco pre-

vention to general fund, even though the tobacco industry continues to spend millions of dollars to target our communities.

I thank Sen. Gordly for her clear thinking in these hard economic times and encourage the Legislature to listen to voters and fully fund tobacco prevention.

Debbie Kaufman
Northeast Portland

Low-Cost Medical Help Welcome

My 72-year-old father recently learned he has osteoporosis. We both took advantage of a low-cost bone scan clinic offered by Dr. Will Harden in southwest Portland.

I learned that my bone mass is only slightly less than average for a woman my age. However, my

father's results were much more dramatic.

The good news is he can change his diet and do more exercise to help turn his condition around. Because there is a genetic aspect to osteoporosis, I will also be watching my diet to make sure I take enough

calcium.

I want to thank Dr. Harden for making low cost bone density Dexa scans available. These tests are an important first step to prevention of osteoporosis.

Ivonne Lopez-Romana
Portland

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