



Xavier McCleod, 3, was born with a condition that has left him in critical need of a kidney transplant.

Kidney Transplant Need Grows Critical

Finding a match proves difficult

BY VALERIE JAMES

When you first meet Xavier, you'd never know he's sick. He looks and acts like a typical rambunctious three-year-old boy, who likes to play football, basketball, baseball and jump off things.

However, Xavier suffers from chronic renal failure, due to a condition he was diagnosed with before he was born called Posterior Urethral Valves. This is an abnormality that affects only male infants and occurs in about one in 8,000 births. As a result, Xavier is in need of a new kidney.

My husband and I were heart broken to learn that we could not be living donors because we suffer from diabetes and high blood pressure. Xavier's name was placed on the organ transplant list Oct. 6, 2005 and he is still waiting for a match. As a parent, you do not under-

stand the severity of it all until you actually start to live through it. Xavier receives 10 hours of peritoneal dialysis each night to help keep him alive. He receives Epogen shots once a week to treat anemia (low red blood cells). He receives a growth hormone shot every night

donate in proportion to their share of the population, their need for transplants is much greater. African Americans, for example, are about 13 percent of the population, about 12 percent of donors, and about 23 percent of the kidney waiting list.

more likely and more timely when donors and potential recipients are members of the same ethnic background.

Minority patients may have to wait longer for matched kidneys and, therefore, may be sicker at time of transplant or die waiting. With more donated organs from minorities, finding a match will be quicker and the waiting time will be reduced.

Xavier's name has come up on the list, but each time someone else has come up as a perfect match for the kidney.

Many times when we are faced with a tragedy, the last thing on our mind is donating our loved ones' organs, but think what this would do for families like mine. You would be giving another family a very special gift. The gift of life!

To become an organ donor please visit donatelifenet.com. You should also make your wishes known to other family members.

Valerie James is from San Diego, Calif.

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to help stimulate growth. Xavier also requires daily tube feedings to provide needed nutrients to help obtain and maintain growth.

The rate of organ donation in minority communities does not keep pace with the number needing transplants. Although minorities

Successful transplantation is often enhanced by matching of organs between members of the same racial and ethnic group. Generally, people are genetically more similar to people of their own ethnicity or race than to people of other races. Therefore, matches are

Talkers Play to Narrow Audience

continued ▲ from Front

immediately threaten the conservative dominance of radio in a society that is becoming increasingly liberal.

"The public, not the FCC (Federal Communications Commission) stepped in and drew the line of tolerance, which is good," says McNamara. "He (Imus) didn't say anything illegal, but what he said was terribly inappropriate... Maybe that's a good thing that we are becoming racially sensitive in our remarks."

Standards of decency aside, the incident reveals the widening gap between an angry public and a radio industry unable to adjust its programming accordingly.

Last week, U.S. Rep. Carolyn Kilpatrick, chair of the Congressional Black Caucus, said the inequity of minority voices on the airwaves would only be resolved if the FCC changed its rules "to pro-

vide women and minorities with greater access to the media."

Kilpatrick may be getting to the root of the problem, but according to McNamara, it's not that radio station managers are run by a bunch of ultra-conservative bigwig owners unwilling to serve the public.

McNamara says, "KXL is not a dictatorship run by Tim McNamara. If that was the case, I'd be playing Van Morrison all the time." He also indicated he would personally favor more environmental programming.

But McNamara goes after what he calls the biggest prize in talk radio, a demographic of mostly upper income white males, age 35 to 64. To help meet that goal, he hires conservative commentators like Lars Larson, who continue to argue that the scientific evidence for global warming is thin.

McNamara says his hands are tied because of a system that sur-

veys 2,000 people to determine the ratings for a Portland metro area of two million.

The margin of error on such surveys is only the beginning of the problem. Higher income white people are more likely to receive and have time to fill out a survey, thereby skewing the market for advertising toward stations that reach these people.

"We have a format that appeals to one type of lifestyle and education level; that's what every station does," says McNamara. "That psychographic is conservative talk radio."

This explains why a progressive city like Portland has one liberal station out of six commercial conservative talk stations. But why can't radio producers target various kinds of listeners at the same time?

McNamara says it's because ratings suffer when different people come on to listen to two different

types of shows in a row.

"Arbitron tracks how long people listen," McNamara said. "I have to have some form of continuous information in the same forums that appeal to the audience we target."

The alternative for eclectic non-commercial stations is to beg listeners twice a year for support.

Cecil Prescod, who co-hosts the Monday morning "More Talk Radio" show on KBOO, says "the advantage is that a noncommercial radio station can see themselves with a different mission that's not driven by making more profit. With a diversity of music and talk programming, it can provide the opportunity for people to literally come off the street and share their message with the community."

The question that remains is whether Portland will take the lead in making sure diversity is widely represented on the air.

Waiting for Adoption

Child looks to the future

Naturally charming, Deanna is both playful and delightful. After some initial shyness with strangers, she warms up quickly and can soon be found smiling and laughing. On the cusp of turning 11 years old, Deanna desires greatly to find her adoptive family.



Deanna

Deanna positively sparkles when showered with the genuine, nurturing individualized attention. She is ready to be a family's shining star! Deanna has been working hard in counseling treatment in order to leave childhood trauma behind and move

forward into a healthier and happier place.

Deanna would adjust well to a loving household where she is

the youngest or only child and is able to receive significant adult attention. As she continues to heal with the support of caring adoptive parents, Deanna will blossom into the beautiful girl she is already becoming.

She is one of approximately 300 Oregon children available for adoption through the state, generally because of abuse and neglect.

For more information on the availability of this child or on how to become a foster or adoptive parent, contact the Special Needs Adoption Coalition at 503-542-2392 or DHS at 1-800-331-0503.

PROJECT NO: 11,195

BREWING JOBS IN NEWPORT.

There is a worldwide boom of microbrews. Many believe it started right here in Oregon and Lottery profits have played a part by supporting one of Oregon's original craft brewers, Rogue Ale. Launched in 1989 with five employees in an 800 sq. foot warehouse, Rogue Ale is now one of the largest breweries in the state. They are a cornerstone of the Newport economy, providing secure family-wage jobs that include health insurance and 401K plans. They operate four pubs and employ 200 Oregonians across the state. Theirs is a small business success story and the Lottery has been a key player in two important chapters.

Back in the early days, when Rogue Ale was a small upstart no bank would take a chance on, Lottery profits helped them expand their facility and gave them the clout they needed to get additional loans. Several years later, as Rogue Ale was ready to make another leap, the Lottery provided a grant to help market their products in Japan. Exports now account for 9% of sales and Rogue Ale is an inspiration to entrepreneurs - and revolutionaries - all over the world.

With the help of Lottery profits, Rogue Ale has become one of Oregon's leading producers of craft beer and a vital part of the microbrew industry which generates over \$2.25 billion dollars a year for the economy. Support for Oregon's small businesses is just one of the ways Oregon wins when Oregonians play. Lottery profits also go to education, watershed enhancement and parks across the state.

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Lottery games are based on chance and should be played for entertainment only.