

Community Media Director Brings Passion to Job

Values public's right to be heard

The new executive director of Portland Community Media stands for. "We connect to communities and values one's right to be heard," Sylvia McDaniel said.



Sylvia McDaniel fights for public access on Cable TV.

She will report to the group's board of directors.

A large percentage of Portland Community Media's funding comes from the city's general fund.

The organization also provides media production services, community development for nonprofits, web media and youth media education. PCM has over 150 volunteer producers and is the only Portland area television channel that broadcasts uninterrupted meetings of Portland City Council, the Multnomah County Commission and the Oregon State Legislature. Additionally, the PCM production team produces civic and public affairs programs.

McDaniel said she values integrity, fairness, diversity and "ethical" journalism, which is why she also feels that community media is the right place

for her. Over the past 20 years, she has worked for nonprofit, government and private sectors, including public and broadcast television. She has served in the administration of the mayor's office in Kent, Wash.; headed marketing programs for Pike Place Market in downtown Seattle; and locally at the Garlington Center.

McDaniel was CEO of her own consulting business, as well as a talent agency. She left Portland in 1997, after Rotary International chose her to serve as an ambassadorial scholar in London.

She has a Bachelors degree in business and communications from Concordia University and an Associate degree in general studies emphasizing broadcast journalism from Portland Community College.

Persuaded Crusade "A Community Event"

Aug 16, 2008 12pm to 5pm
731 N Mason St Portland OR

Entertainment, food, games, and more

Sponsored by
House of Prayer for All Nations, Inc Youth Dept

Tige McSwain, Youth Director • 503.880.5972
Jamila Allen, Event Co-ordinator • 971.275.6589



If your idea of fashion is a pair of blue jeans, a sweatshirt and high top work boots; and your perfect day includes spending time outside, then a career as an operating engineer is a dream come true. Life is too short not to pursue your passion.

Tonya Smith, Operating Engineer Local 701

McDaniel was recently hired to oversee the organization which manages six public access channels on Cable TV.

Buying from Minority Vendors Corporations urged to increase 'supplier diversity'

(AP)--Corporations should make a greater effort to buy goods and services from black vendors, the National Association for the Advancement of Colored People said in a new report.

Forty-three companies took part in the civil rights organization's annual report card on corporate America's financial relationship with the black community, which was released last month at the group's national convention in Cincinnati.

The NAACP report card indicated improvement in scores within each industry surveyed, but more progress is needed — especially in the area of supplier diversity, said Dennis Courtland Hayes, NAACP interim president and chief executive officer.

"Corporations spend millions of dollars each year purchasing goods and services," he said. "We believe that corpo-

rations should make a greater effort to include African-American vendors when acquiring goods and services."

The survey measures the automotive, financial services, telecommunications, general merchandising and lodging in-

put an estimated \$700 billion into the American economy annually.

Hayes said the NAACP's report card is not meant to point fingers or to punish corporations.

"It's to encourage us all

It's to encourage us all together to work toward what we all see as important — that being equal opportunity for all and making sure that the black community sees the result of their patronage of these organizations.

— Dennis Courtland Hayes,
NAACP interim president and chief executive officer

industries. It tracks employment, marketing and communications, charitable giving, supplier diversity and one industry-specific area for each company and for each industry.

The NAACP said blacks

together to work toward what we all see as important — that being equal opportunity for all and making sure that the black community sees the result of their patronage of these organizations," Hayes said.

Multicultural Talent Showcase

After Mayor Tom Potter's week-long relocation to Jefferson High School last winter, a group of outstanding students applied for and received a Youth in Action grant from the city Portland to showcase and acknowledge the

cultural diversity in their community by hosting a multicultural talent show this September.

The students are seeking cultural performers to participate in the event. If you have or know of a youth group who

would like to share their artistic talents, contact The Youth Creators at the Northeast Coalition of Neighborhoods, 4815 N.E. Seventh Ave. or call 503-823-4113, or email youthcreators@yahoo.com. Auditions begin on Aug 23.

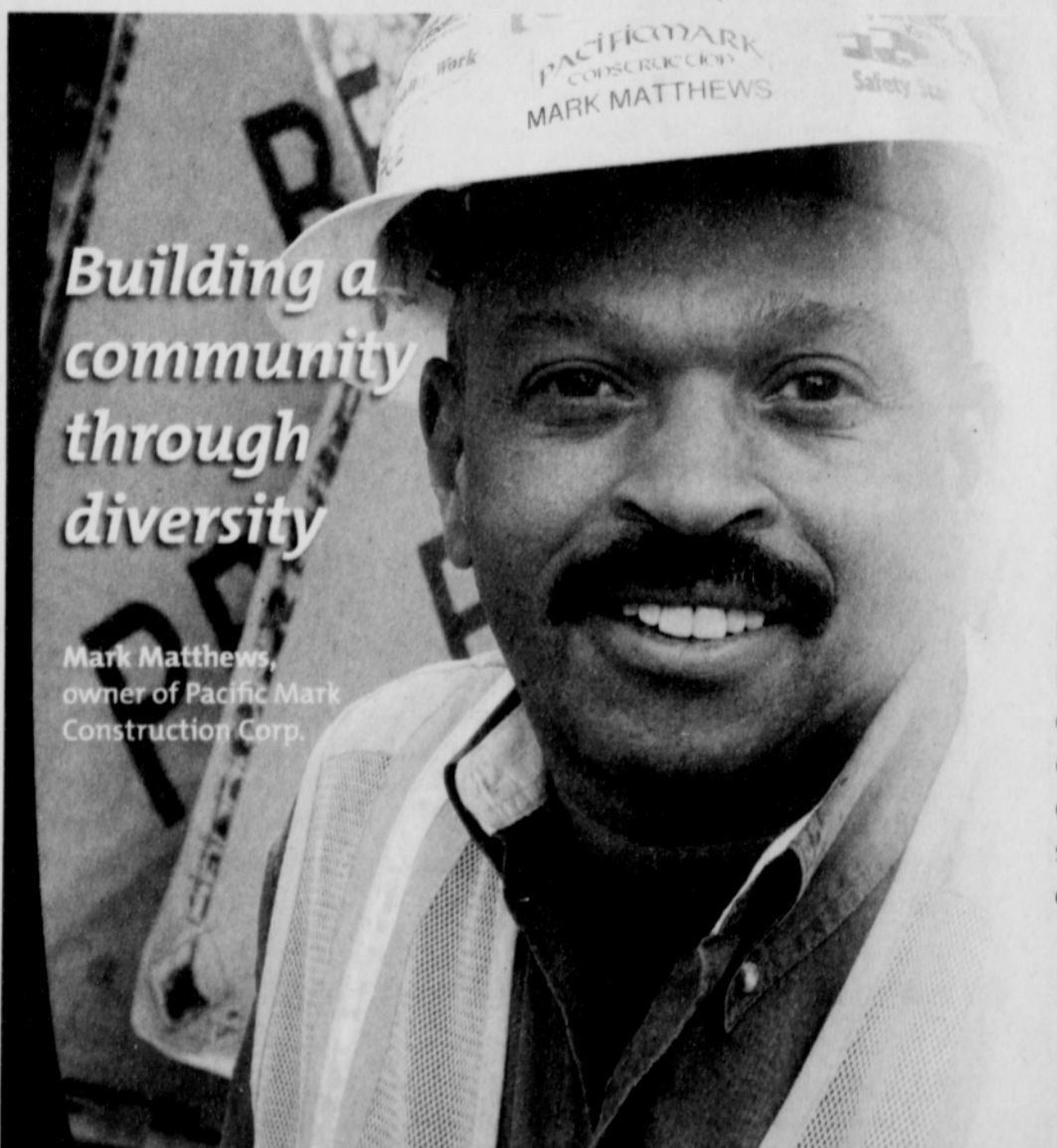


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Building a community through diversity

Mark Matthews,
owner of Pacific Mark
Construction Corp.

Pacific Mark Construction Corp

Through a TriMet mentorship program, Portland Mall subcontractor Mark Matthews of Pacific Mark Construction Corp has learned a great deal about project management. He's learned so much, in fact, that Pacific Mark Construction Corp is serving as the project manager for maintenance and upgrades to the east approach to the Steel Bridge.

Construction on MAX Light Rail service between downtown Portland and Clackamas County is underway and Mark Matthews joined TriMet's I-205/Portland Mall Light Rail Project, the highest visibility construction zone in the region.

Pacific Mark Construction Corp is part of TriMet's Disadvantaged Business Enterprise (DBE) program that creates opportunities and builds the capacity of state-certified DBE's as prime and subcontractors on TriMet's commuter and light rail projects. It is one of the first DBE subcontractors on a TriMet project to become the prime contractor on a major construction job.

TRIMET

More at trimet.org/dbe

