

# Arts & ENTERTAINMENT

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## The Portland Observer

# Minority Business

### Corporate Special Rates

President Ronald Regan established Minority Enterprise Development Week in a statement on December 17, 1982. It is celebrated a full week in the first part of October. Our challenge today is to enhance the ability of minority Americans to participate in the market economy and to achieve greater economic independence. We are indebted to minority entrepreneurs for their contributions to our economic well being. They bring innovative products and services to the marketplace, create jobs and provide training to thousands of workers.

The Nation is undergoing the most difficult economic times in decades. With the high price of gas and a national economic down-trend, we are facing are most challenging times in America. However it is up to our small business communities to be able to aid in the recovery.

Minority Americans share in the aspiration to have the opportunity of business ownership. Every year the number of minority business ownership has increased representing the hope for opportunity. It is important to look at how minority businesses have added to Oregon's economy and its growth in the global market. *The Portland Observer* recognizes the contributions every year of disadvantaged, women-owned, minority and small emerging businesses with its Minority Business Special Edition to provide information and profile local minority business.

Please join us in this year special on September 30th, 2015. The deadline for advertisements and will be, September 26th, 2014 and for editorial submissions it will be September 23rd, 2015.

<p>20 units (10" wide x 13.75" tall)</p>	<p>10 units (10" wide x 6.5" tall)</p>	<p>8 units (5.95" wide x 13.75" tall)</p>	<p>6 units (5.95" wide x 6.5" tall)</p>
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"Straight Outta Compton," the biopic about the rap group N.W.A. was number one at the box office last week.

## 'Compton' No. 1 in Movie Debut

### Rappers story resonates with public

(AP) - The boys from Compton smashed opening weekend expectations.

Universal's N.W.A. biopic earned an astonishing \$56.1 million in its debut, according to studio estimates Sunday.

Director F. Gary Gray's well-received film charts the formation and rise of the influential rap group. It cost just \$29 million to produce.

N.W.A. members Dr. Dre and Ice Cube served as producers on the film, which has Ice Cube's real son O'Shea Jackson Jr. playing his father. Dr. Dre also released the companion piece "Compton," - his first new album in 16 years.

Nick Carpou, Universal's president of domestic distribution, said they were "elated" with the results. Univer-

sal had previously predicted a very conservative \$25 to \$30 million opening.

"It really struck a chord with audiences. It's a story that is resonating right now," said Paul Dergarabedian, Rentrak's senior media analyst. "It was one of those records that was an important work and a very important expression of a particular viewpoint. To this day, that album has so much power."

Beyond the fandom around N.W.A. and the timeliness of the themes, Universal also launched a clever marketing campaign around the film, "Straight Outta Somewhere," which allows social media users to insert photos in the iconic "Straight Outta Compton" album cover and write in a hometown of their choosing.

There have been over 5.4 million downloads to date and it trended No. 1 across Facebook, Twitter and Instagram for two days in a row.