

Jobs

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Americans was 13.6 percent. For Hispanics, it was 10.7 percent. Overall the rate is 8.3 percent.

Marc Morial, president and CEO of the National Urban League, says the league will be pushing an 8-point jobs plan to level the playing field for people of color. "Clearly, more must be done to ensure that our economy's rising tide lifts all boats." Morial says in an email. "That is why we are issuing a call for immediate national action around the education and job-training steps necessary to bring jobs back to communities most in need. Any serious discussion of job creation and economic opportunity must offer solutions for the obvious shortcomings of our current national approach to education, from early childhood education to adulthood and beyond. A broken national system of education and job training will continue to yield a broken economy."

The Urban League of Portland runs a workforce development program to combat the resulting poverty. Policy analyst Debra Lindsay says the basic plan for 2012 is to offer recruitment and careers assistance, along with job readiness training, skills upgrade classes, a job club and resume assistance.

Jobseekers can find the Urban League's job postings on Twitter, on their Facebook page or by going into the Urban League building at 10 N. Russell St., Portland, and looking at the job book. Also available at the office is access to computers and a career resource room.

"We're not like other public resources in that we don't put any limits on how long you can use our computers," Lindsay said. The only limit to how long you can use them is whether they're available and if someone else needs to use them."

With 59 percent of Oregon's job vacancies in Portland and the tri-county area, the report found the jobseekers to jobs ratio is slightly better in the city than in other parts of the state. Vacancies in the Portland Tri-County area were more likely to require previous experience, less likely to require a license or certificate, and more likely to be

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athletes, started taking filming seriously when coaches at Jefferson High School asked them to take videos of the team and opponents. Soon, individual players began asking for highlight tapes. Soon the two turned it into a business where players would submit footage and Lee and Stone would do the editing.

Stone says he saw the bigger picture of multimedia when he began to travel.

"I used to think we had a pretty large Black community here," he says. "If you've been out of state you've probably had people ask, 'They have Black people in Portland?' We wanted to branch out and show people parts of Portland that aren't seen."

The company provides video recording, video editing, photography, video tape digitization, promotion and marketing. They shoot everything from women's pregnancy photos to the Black History Game Nights hosted by the Journey to Freedom Project.

"We have a broad range of customers and clients," says Lee. "Also, if we come across a movement that we deem worthy we'll film it."

In addition to Lee and Stone, 503tv has three other members.

Roderick Edwards is the team's 'south correspondent' and works out of Salem. He is focused on building the client and fan base in the Salem and Eugene areas.

Andre Barber is the marketing director. According to their website, he brings fresh

History Makers



The 1st Annual Salute to Black History Makers recognized 10 of Portland's movers and shakers Monday night. Pictured, from left: Frank Taylor, co-owner of Portland Prime restaurant and the event founder; Larry Miller, general manager of the Portland Trail Blazers, honoree; jazz great Mel Brown, honoree; Robin Givens, actress and emcee; Bernie Foster, publisher of The Skanner News, honoree; former Sen. Avel Gordly, honoree; Multnomah County Commissioner Loretta Smith, honoree; Dr. Ernest Hartzog, honoree; former Sen. Margaret Carter, honoree; KGW anchor Brenda Braxton, emcee; Vesia Dewese Loving, legendary community activist and honoree; Michael Montgomery, US Bank executive and event sponsor; Pastor W.G. Hardy, honoree.

for temporary or seasonal jobs compared to other areas of the state.

The bad news for entry-level jobseekers and people who have been unsuccessful finding work in the past, is that employers are looking for work history.

"We found that about three-quarters of all job vacancies require previous experience," Johnson said. "So for any subgroup that has had more difficulty finding jobs in the past, they're going to find it very difficult to have previous experience to put on their resume."

Where were the jobs? The report showed that 19 percent were in health care and social services, the highest percentage in any one sector. Sales, administrative support and waste services each accounted for

about 14 percent of vacancies. Three specific occupations had more than 1,000 vacancies each: retail salesperson, heavy or tractor/trailer truck driver, and customer service representative.

The average wage for October 2011 job vacancies was \$16.58 per hour, although the report says, "wages varied drastically by occupation, education requirement, and licensure requirement. About 32 percent required education beyond high school, 32 percent required a license or certificate.

"For jobs that only required a high school education, the average hourly wage was less than \$15 per hour, compared to \$20.04 per hour for vacancies requiring an associate or vocational degree, \$28.05 per hour for a

bachelor's degree, and \$34.54 for a graduate degree. Nearly 60 percent of the jobs available offered a starting wage below \$15 per hour."

About 64 percent of the vacancies were for full-time positions, and 79 percent were for permanent jobs.

Almost half of all vacancies, 48 percent, were in small companies of less than 50 employees. Medium sized employers (50-249 employees) had 31 percent of the jobs and large companies (250+ employees) 21 percent. Large employers were more likely to be hiring for high-paying, full-time positions.



The minds behind 503tv are: (not pictured in order) co-creators Sadiki Stone and John Lee Jr.; Roderick Edwards, 'south correspondent' covering the Salem area; Andre Barber, marketing director and Malik Edwards, music manager.

ideas and concepts to the team and handles 503tv's promotional duties.

Lastly, Malik Edwards is the team's music manager. He is a Portland recording artist and childhood friend of the group who utilizes the city's music scene to help with 503tv projects.

According to Lee, 503tv helps to preserve many of the people and institutions that have been lost and pushed out by gentrification.

Both Lee and Stone grew up in Northeast Portland and have noticed the changes in

the area over the years, specifically the migration of Blacks who have been priced out of their homes.

Despite the tensions caused by the change in demographics, Stone says he wants to work with newcomers to the community as well.

"We want to reach out to the skateboarders and the hipsters," he says. "They are a part of what makes Portland what it is too."

The team is working on 503tv News, which is tentatively scheduled to begin in late April.

Lee says the goal is to produce a community based news program that capitalizes on 503tv's lack of outside influences and corporate sponsors.

"The nightly news programs have a slant," he says. "We want to report and tell it how it is."

503tv is utilizing social media to help spread the word of their business.

The team is using particularly aggressive techniques on their Facebook page. According to Lee, they are marketing female t-shirts by having all the women who model them use their modeling photos as profile pictures. He says this has made a statement, as well as helped sell merchandise and promote the photography hub of their business.

503tv even jumped into the "Sh*t People Say" meme frenzy with a "Sh*t People Say: Portland" YouTube video.

"I'm inspired every time I look on TV and see something that's well within our capabilities that's making the big bucks," says Lee. "That's what motivates us and helps us to keep growing our skill set."

Stone emphasizes the importance of fans and supporters to 503tv's success. He says the team doesn't turn anything down.

"A lot of people come to us with ideas," says Stone. "We just want to thank them and let them know we appreciate it. This is bigger than us."

To find out more about their services, go to www.503tv.com.