

Tubman cont'd from pg 1

Black, heavily gentrified Northeast Portland neighborhoods. Surveys are anonymous.

"This is much more than about a physical building," Guerrero said at a Thursday-morning press conference in SEI's auditorium. "This is about establishing and supporting a thriving school community."

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"This is a key landmark with a history of betrayal," said Tony Hopson, SEI's founder and CEO. Hopson and Guerrero sat on a panel alongside Albina Head Start director and longtime education activist Ron Herndon, as well as the Rev. Dr. Leroy Haynes of the Albina Ministerial Alliance and Joe McFerrin, president of Portland Opportunities Industrialization Center.

In October, the school district's plan to reopen the historically Black middle school — which closed in 2012 — appeared to have hit a snag as school board members voiced concerns about environmental hazards in the area. Hopson noted the previous promise that Tubman would reopen in 2017 led to the closure of SEI Academy.

Albina Head Start director and longtime education activist Ron Herndon said the environmental concerns are not new. The Tubman site is near the intersection of North Flint and Russell, uphill from Interstate-5.

"The same arguments

you hear now came up then," Herndon said. "Can't you come up with a new fake?"

He added that if officials are concerned about air quality, they need to test the air near Lincoln and Benson Polytechnic High Schools as well. Benson is situated in Northeast Portland near I-84; I-405 runs through southwest Portland near Lincoln High School.

"I'm just as concerned about those little kids," Herndon said.

Guerrero said the site would need to be assessed thoroughly, but also that he had so far seen nothing in the records that should further delay the school's reopening.

Herndon offered a brief history of the middle school, which opened in the early 1980s as a reaction to the perverse effects of school desegregation. In the 1980s, Black students were bussed from Northeast Portland to 32 different schools around the metropolitan area. The long distance from home made it hard for Black students to participate in extracurricular activities; White schools opened preschools and accelerated programs Black children couldn't access.

While some of the arguments for and against reopening the school continue, he said, one thing is different: Guerrero's engagement.

Guerrero, a former deputy superintendent from San Francisco, was hired in August and started his job Oct. 1.

"We hope today's press conference will be a celebration of what will be, not a continuation of what has been," Hopson said.

Exhibit cont'd from pg 1

was happening on the national stage.

Nevertheless, through the dedicated efforts of volunteers, the Pioneers have composed a regional portrait of the struggle towards equality from various archives, private collections, and personal and public stories. The result is a larger cultural and legal context of discrimination and displacement at that time.

"It's important to point out that the photo work in (the exhibit) is really of Oregon's time and Oregon people," said Black Pioneers president Willie Richardson, who noted many civil rights movement retrospectives focus on southern states. "You're going to be looking at your hometown folks who were activists."

A new Black identity

In the 1960s, Black culture went through tremendous change, giving rise to a new sense of Black identity with Afro-centric style. So part of the

fun of the exhibit, the Pioneers told *The Skanner*, is seeing how the some of the movers and shakers of Oregon communities — including Portland State pro-

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fessor Darrell Millner and education advocates Ron Herndon and Joyce Harris — looked back then.

"I think one of our lessons learned from prior exhibits is that because there is so much material, and so much to say, that you tend to want to say it all," said Carr. "And yet in an exhibit, you have to find that balance between saying it and showing it — or having



PHOTO BY SUSAN FRIED

Seattle Black Panthers

One of the original founders of the Seattle Black Panthers, Aaron Dixon, points out another member of the Seattle Chapter to Kathleen Cleaver, the former Oakland Black Panther Party Central Committee communications secretary during the Seattle Chapter of the Black Panther Party's 50th Anniversary fundraiser Nov. 18 at the Ruins. The event was held to raise money for the 50th Anniversary Celebration of Seattle's Black Panther Chapter, to take place April, 2018. The fundraiser also featured a welcome by Aaron Dixon, spoken word performances by several poets — including activists Nikkita Oliver and Jerrel Davis — and a performance by the Septimus Band.

Grace cont'd from pg 1

tions is no, do I want to spend my time or my money with this company?

"I think knowledge is power and when you understand what your power is, hopefully you make different choices and for me the civic and social justice," Grace said. "It's about not being afraid to say, 'I support companies that support me.'"

Grace is the senior vice president of U.S. strategic community alliances and consumer engagement at Nielsen, a market research firm best known for measuring television ratings.

She will be the keynote speaker at The Skanner Foundation's Martin Luther King, Jr. Day Breakfast, which takes place from 8:30 a.m. to 10:30 a.m. at the Red Lion Hotel on the River on Hayden Island.

Grace has been with Nielsen for 13 years, and for the past seven years has overseen the production of a report on Black consumers.

The most recent report, "Af-

frican American Women: Our Science, Her Magic," hones in on the consumption habits of Black women. The title is a nod to the hashtag campaign #blackgirlmagic, a social media campaign about celebrating Black women's

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accomplishments and ideas.

The report focuses in part on the social media habits of Black women.

Not only are Black women more likely to use social media, Grace said, they use it for a wide variety of purposes.

"We are 86 percent more likely to spend five hours or more on social media platforms. We don't just use social media to look at cat

videos. We use it to galvanize and share opinions," she said.

Black women's purchasing habits also influence people in their own communities — 47 percent say people come to them for advice on purchasing decisions — and trends and styles that become popular with Black women tend to influence trends among other demographics and ethnicities.

Nielsen's 2011 report on Black consumers was the first to hone in on a specific racial demographic. Since then, the company has begun producing reports on Asian and Hispanic consumers as well.

While Nielsen reports are prepared for businesses who want to understand demographic trends and how best to advertise to their target audiences, Grace said she also wants to help consumers understand their own buying power and think more carefully when making purchasing decisions.

"When you don't stop to think about your collective power it's a missed opportunity," Grace said.

people experience it."

In addition to rare photographs of the movement's key players, "Racing to Change" includes artifacts, captions and quotes in place of heavy texts, as well as interactive components, including a chance for visitors to act out scenes from the Sidney Poitier classic film, "A Raisin in the Sun."

Students as catalysts for change

Visitors can also experience a mock dormitory room — decorated with posters of Black Power icons and various paraphernalia of the era — to get a sense of what a college campus might look like back then.

"A lot of what was going on then was centered on college campuses, so you're looking at eastern Oregon, southern Oregon, that's where the action was taking place," said Carr. "The more research we did, the more we found how important young people were as a catalyst for that across the state."



PHOTO BY HUGH ACKROYD (B. 1913)

NAACP picketing City Hall. Sept. 30, 1963

Carr herself was actively involved in the civil rights movement in Los Angeles, where she attended a small private college.

Read the full story at TheSkanner.com