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## **Vol.12 n.38 October 11th 1984 Supplement**

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## TUTOR'S GUIDE

The primary objective of *The ADVANCER* is to fulfill a basic part of the reading, motivational, comprehension enhancement and ego strengthening needs of our young and older adults not presently in any formalized public school system. Its secondary purpose is to serve as excellent supplemental reading for the large number of young people in public (and other) formalized schools where such help is indicated.

This new learning enhancement tool is being put together on a volunteer basis (there are no paid staff either nationally or locally in AOIP) by experienced professionals who often have varying views concerning how (level-wise) such students should be approached. Since many of you, too have opinions as reading specialists, we welcome your comments and would appreciate greatly your suggestions. Also, we invite—and urgently need—articles for inclusion in *The ADVANCER*. Each article must include a set of questions for use in our Tutor's Guide.

Since we may have to combine similar articles and significantly edit others, we feel it is best to maintain a policy of no credits. The objective of all of us is to do what we can to eliminate the awesomeness of illiteracy wherever it exists.

### General Guidelines

This guide is primarily designed to arouse and maintain motivation in the student by continuously highlighting those elements in these articles which focus on issues of major concern to them; address their ego strengthening needs and sense of self; and convey productive alternatives to preconceived notions and ways of thinking that have hindered us from maximizing our potential.

This orientation can help make the necessary mechanical process that follows more meaningful and acceptable to the

student—something that he/she can see as making sense and helpful to them. Accordingly, we suggest that you:

(1) Motivate student interest by introducing difficult words in each article with a discussion. If a chalkboard, easel or chart paper is available, write them before or as they are used in context.

(2) Guide the reading of each article by posing questions using words in the text. If necessary, take a sentence at a time. As the student progresses, you can take a paragraph at a time.

(3) Teach one skill after each article.

(4) Have student re-read to put the skill word taught back into context.

For this issue, you might concentrate thusly:

**CARLOTTA, THE LIBRARY ASSISTANT**—Ask: Where does Carlotta work? What is the circulation area? Name three (3) duties of the library volunteers. What does it take to make a good library assistant? Why does Carlotta take courses at the Community College?

Skill: Vowels like a in cat, e in ten, i in is and u in cup are called *short sounds*. How many *short sounds* of a, e, i and u can you find in the story on page 1? Write them in your notebook.

**MAKING A LIVING: AFRICAN STYLE**—Ask: What advice did the villager want? Why is it the man's duty to give his tribesmen money and food? Do you think this is a good custom? What conflicts are Africans often faced with? How many Africans in Black Africa are farmers?

**THERE IS NO COUNTRY LIKE MEXICO**—Ask: How many Mexicans are White? Who are they? How many

Mexicans are Black? Where do they live? What are Mestizos? How many Mexicans are in this group? Why were Mexicans ashamed of their Indian heritage? Are you proud of your heritage?

**THE GREAT DEPRESSION**—Ask: What was "Black Thursday"? How many people were out of work in 1931? How many people were out of work in 1932? How many people were out of work in 1933? Why did Jim sell apples on the street? How much did he make if he sold all of his apples? Why couldn't the cities and towns feed the unemployed? Do you know anyone who lived during the Great Depression? Ask them how they survived.

Skill: Look for words with the short sound of a, e, i and u in this story. Copy the words in your notebook. Find other words in your newspaper. Cut out the words and paste them in your notebook. Practice saying these sounds before a mirror when you are combing your hair, putting on makeup, brushing your teeth, shaving, etc.

**DRUGS AND YOU**—Ask: What keeps people from sleeping? Why do people need sleep? Why are barbiturates called "downers"? What are sleeping pills?

Skill: Look for words with the *long sound* of a, e, i and o. Remember the long vowels say their name. Write all the words you find in your notebook. Practice saying these words in front of the mirror. Notice how your mouth looks as you say them.

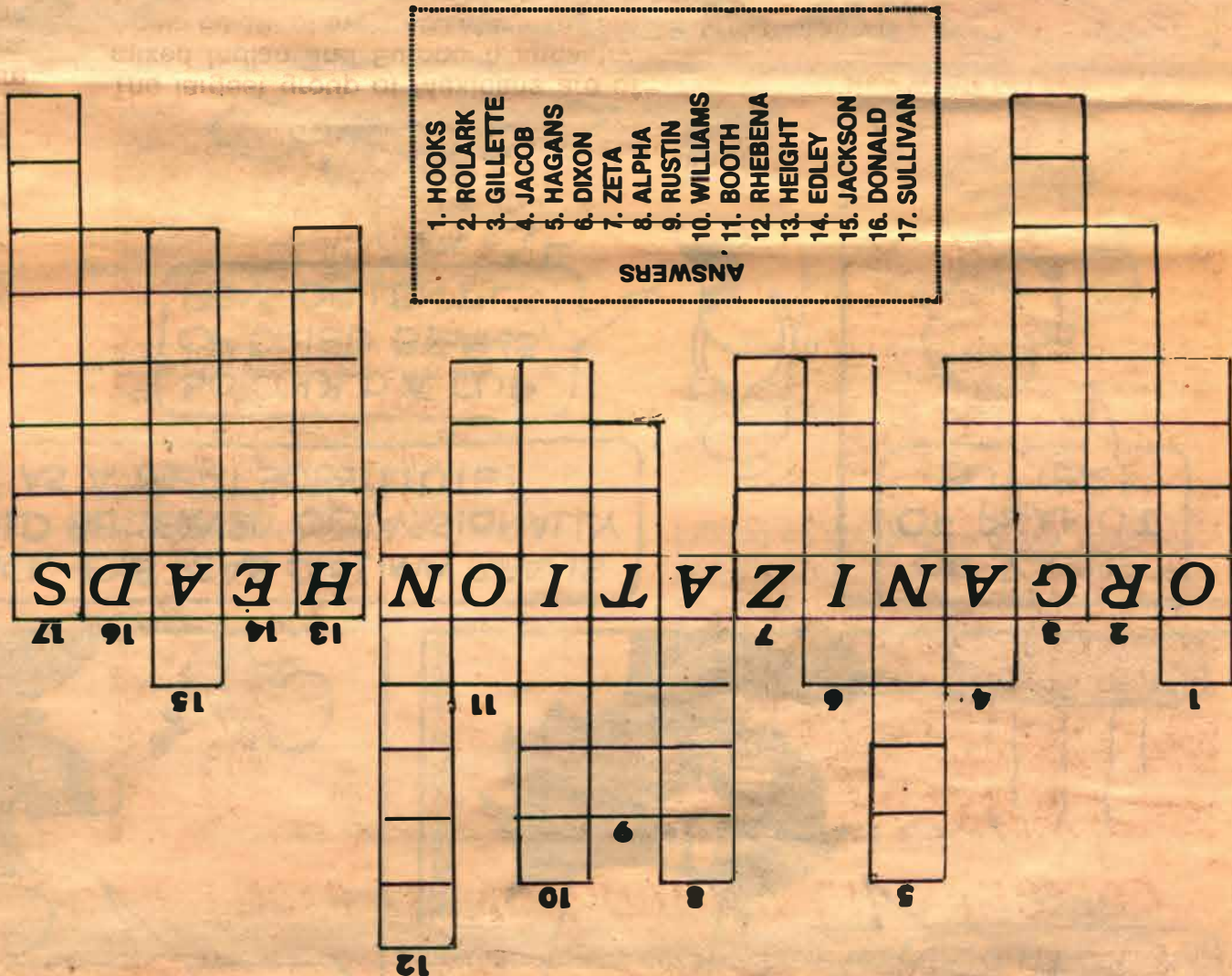
**WAYS OF EXPLORING SPACE**—Ask: Where is the biggest telescope in the world located? What is a light-year? Write on the board the number of miles this telescope can see out into space. What is an astronomer? What is a dish? Where is the 1,000-foot dish located?

Skill: Complete the forms of these verbs: I see, you \_\_\_\_\_, he (she, it) \_\_\_\_\_, we \_\_\_\_\_, you \_\_\_\_\_, they \_\_\_\_\_. I mean, you \_\_\_\_\_, he (she, it) \_\_\_\_\_, we \_\_\_\_\_, you \_\_\_\_\_, they \_\_\_\_\_. I made, you \_\_\_\_\_, he (she, it) \_\_\_\_\_, we \_\_\_\_\_, you \_\_\_\_\_, they \_\_\_\_\_.

*We can advance and overcome—if we try!*

1. Benjamin L. \_\_\_\_\_ is executive director of the National Association for the Advancement of Colored People (NAACP).  
2. Calvin W. \_\_\_\_\_ is president of the United Black Fund of America.  
3. Frankie \_\_\_\_\_ is president of the National Association of Negro Business and Professional Women's Clubs.  
4. John E. \_\_\_\_\_ is president of the National Urban League.  
5. Theodore B. \_\_\_\_\_, Jr., former president of the National Business League.  
6. Rep. Julian C. \_\_\_\_\_ is chairman of the Congressional Black Caucus.  
7. Dr. Edith V. Francis is president of Phi Beta Sorority.  
8. Ozell Sutton is president of Kappa Alpha Fraternity.  
9. Bayard \_\_\_\_\_ is chairman of the A. Phillip Randolph Institute.  
10. Charles T. \_\_\_\_\_ is president of the Booker T. Washington Foundation.  
11. William H. \_\_\_\_\_ is president of 100 Black Men.  
12. T. Castleberry is president of the National Association of University Women (NAUW).  
13. Dorothy I. \_\_\_\_\_ is president of the National Council of Negro Women (NCNW).  
14. Christopher F. \_\_\_\_\_ is president of the United Negro College Fund (UNCF).  
15. Rev. Jesse L. \_\_\_\_\_ is president of Operation PUSH (People United to Save Humanity).  
16. The Hon. \_\_\_\_\_ Tucker is president of the National Black Caucus of Local Elected Officials.  
17. Dr. Leon H. \_\_\_\_\_ is the founder and chairman of the Opportunities Industrialization Centers of America (OIC).

### Black ORGANIZATION HEADS



**"WE ARE SOMEBODY" CORNER**







# OUR HISPANIC NEIGHBORS



VOLUME 2 NUMBER 37

Mexico is not an imitation of Spain or England or France. Mexico is not an imitation of the United States. The history of Mexico is the story of a **conquered** people who would not accept their conquered condition as permanent. "It will not be like this forever," they said to themselves.

About 30 out of every 100 Mexicans are **pure-blooded** Indians. They belong to more than 50 Indian tribes. Each tribe has its own language and customs. Some of these Indians still speak the old languages and live in the same part of the country where their ancestors lived for hundreds of years.

Maya (my'-uh) Indians still live in the Yucatan Peninsula. Zapotec (zah'-puh-tek) Indians still live in the Oaxaca (Wah-hah'-kah) Valley in southern Mexico. Otomi (o-tuh'-mee) Indians are among the poorest in Mexico. They still live on the very dry Central Plateau.

Ten out of every 100 Mexicans are White. They have European ancestors. Some of them are **descendants** of the Spanish conquerors, who came to Mexico in 1519. These Spanish conquerors ruled Mexico for 300 years. Other White Mexicans belong to Spanish families. They fled from Spain during the **Civil War** in that country during the 1930's.

About one in every 100 Mexicans is Black. They are descendants of Africans who were brought to Mexico as slaves by the Spanish conquerors. They live mostly in Veracruz and Acapulco.

## There Is No Country Like Mexico



The largest group of Mexicans are of mixed Indian and European ancestry. About 60 out of every 100 Mexicans are **Mestizos** (mes-tee'-zos). Mestizo is a Spanish word for mixed.

At one time many Mexicans were ashamed of their Indian **heritage**. This attitude came from the Spaniards who looked down on all dark-skinned people. The Indians were treated as slaves.

This attitude has been changing since more people learned about the wonderful Indian **civilizations** that existed hundreds of years before the Spaniards came to Mexico.

### New Words to Learn

**CIVIL WAR** (siv'-ul wahr)—n. A war between sections or groups of the same country.

**CIVILIZATION** (siv-uh-luh-zay'-shun)—n. The stage in the progress of human beings when they are no longer savages and when arts, sciences, government, etc. are developed.

**CONQUERED** (kong'-kured)—adj. Gained by using force; defeated.

**DESCENDANT** (de-sen'-dunt)—n. A person who comes from a particular group of ancestors.

**HERITAGE** (her'-uh-tij)—n. Something that is handed down from earlier generations or from the past.

**IMITATION** (im-uh-ta'-shun)—n. A copy or likeness; made to look like something better; not real.

**PURE-BLOODED** (pyoor-bluded)—adj. Not mixed with anything else.

## The Tumbleweeds





# MED '84 MINORITY ENTERPRISE building America's future today



MINORITY ENTERPRISE DEVELOPMENT WEEK  
OCTOBER 7-13

## Telethon promotes minority business

By LARRY HICKS  
Sun Staff Writer

It doesn't entirely fit the profile of a traditional telethon. There will be no breathtaking beauties dancing across the stage and no heart-stopping Las Vegas production numbers.

Organizers of this telethon are all business.

In fact, business is what the Minority Procurement Telethon is all about. The four-hour telethon is aimed at linking minority businesses with large corporations and will be broadcast at 7:30 p.m. Oct. 9 on public television station KVCR, Channel 24.

Telethon organizers are touting the program as the first of its kind and as a model for the nation.

"The purpose of the telethon is to match qualified minority businesses with major corporations and large businesses in the Inland Empire that normally contract for goods and services," said Frances Grice, executive director of Operation Second Chance, a job training and economic development agency.

"It is also designed to create more awareness of the successes, problems and concerns of the minority business community," Grice said.

The telethon was Grice's idea.

"Last year when meeting with national media directors from the Minority Business Development Agency of the U.S. Department of Commerce . . . they talked about the importance of using telecommunications, the printed medium as well as the television medium," said Grice, who sits on the Minority Business Development Agency board.

"One of the things we've been trying to do is acquaint minority business to the need to get some exposure."

Exposing minority-owned businesses to a wider audience serves two purposes, Grice said.

"One is to expand the . . . awareness of what positive contributions have been made (by minority businesses) to the total community."

And, "we hope that the exposure will let people know that we have qualified professional minority business people in the community."

Minority businesses should be used in the "master plan" for overall development in the Inland Empire to create jobs at the neighborhood level, Grice said.

"I guess I'm emphasizing neighborhood level because . . . most of our minority businesses are located right in the neighborhood . . . where the largest unemployment is."

Grice stressed that the telethon is not attempting to set up a quota system for minority businesses.

"We're giving them exposure to opportunities, but they have to be competitive," she said.

Developing opportunities for economic growth is the theme of the telethon.

The program will feature various small businesses offering services, and larger firms promoting work for their smaller counterparts.

Large companies that require goods and services will make a commitment to give a minority business the opportunity to bid on that contract. They will call in during the telethon, and volunteers answering the phones will accept the information, passing it along to be announced on the air as a particular opportunity.

**'A**merica's growth and prosperity depend on the full participation of all its citizens. If we as a Nation are to remain the world's leader in innovation, technology and productivity, we must ensure that all Americans are involved in our economic progress."

—President Reagan, in proclamation honoring Minority Enterprise Week

Minority firms will be contacted to bid on the job.

No business opportunity is out of reach for the telethon, said Keith Lee, the program coordinator.

Home remodeling, plumbing, electrical work and computer repairs will be among the opportunities offered during the four-hour program.

"We encourage homeowners who want a driveway put in to call," Lee said. "Any corporation that wants a tilt-up building should call."

"From the driveway to the tilt-up, we will find someone to do the job," he said.

It will cost about \$80,000 to produce the telethon, Lee said. Most of the cost is being defrayed by various businesses.

Response to the telethon has been tremendous, Lee said.

About 250 minority businesses were expected to sign up for the program in advance, he said.

Telethon organizers have set a "conservative" goal of securing 250 business opportunities equaling about \$4 million in contracts for the program. They want to go beyond that figure, however.

The program will feature some elements of a traditional telethon, including Hollywood stars and volunteers to answer phones.

Actor Charlton Heston is scheduled to deliver a taped message. There is a possibility that President Reagan will also appear in a taped segment.

Other government officials scheduled to appear on tape are Secretary of Commerce Malcolm Baldrige and James Richardson Gonzales, national director of the Minority Business Enterprise Development Agency.

The telethon may not rival a Jerry Lewis production for its pure entertainment value, but it will have about 15 acts from the San Bernardino-Riverside area and Los Angeles, including actor Raymond St. Jacques.

There will be flashes to a "scoreboard" to show the rising number of job opportunities.

Mayors from 13 Inland Empire cities are scheduled to appear on the program — live and on tape, Lee said. Also appearing on tape will be San Bernardino County Supervisors Cal McElwain and Robert L. Hammock and Riverside County Supervisors Norton Younglove, Patricia Larson and Kay Cenicerros.

The broadcast will reach 450,000 households with an estimated 1 million viewers.

Truman Jacques, KCBS-TV talk show host, will conduct the program. Organizers said they will have no problem filling the four-hour time slot.

"We have about 7½ to 8 hours of programming to put into four hours," said Tim Dickey, the telethon producer. "But as my father used to say, it's better to have it that way than the other way."

The telethon is being held in conjunction with Minority Enterprise Development Week, a national observance, from Oct. 7-13. President Ronald Reagan proclaimed the week to recognize the contributions of minority businesses to the country's economic growth.

"America's growth and prosperity depend on the full participation of all its citizens," said Reagan in proclaiming minority business week. "If we as a nation are to remain the world's leader in innovation, technology and productivity, we must ensure that all Americans are involved in our economic progress," he said.

"The fulfillment of this challenge has become more realistic today, because of the significant contributions of minority American entrepreneurs to our economy," said the President.

Grice said the telethon could not be a reality if not for the cooperation between the public and private sector.

"The production of this pilot program is the finest example of the government, private sector organizations and corporations working together with minority businesses for a common purpose in reaching for a cooperative goal," Grice said.

"Even though the community has, through the endeavors of OSC and other, become more aware of the contribution that minority businesses have made, the challenge, however, remains to build upon the foundation of exposure which has been laid," said Grice.

A steering committee was formed in August 1983 to produce the telethon. Members were responsible for setting guidelines for the project, determining the appropriate approach and selecting the telethon management staff. It was determined that the telethon would be produced as a community effort and no one organization would be responsible for the total effort.

In addition to the Minority Business Development Agency in Washington and OSC, sponsors include:

Assemblywoman Gwen Moore, Buenavision Cable TV, CBS-TV, California Cable Television Association, Continental Telephone, Department of Defense Audio Visual Agency, Foundation for Community Service Cable, General Telephone, Group W Cable Inc., KHJ-TV, KTLA-TV, KVCR-TV, Metromedia Television and Neo Productions.

In addition to those supporters, other program sponsors are: the National Association for the Advancement of Colored People, National Association of Cable Programmers, National Association of Minority Contractors, Pacific Bell, Public Utilities Commission, San Bernardino County Cable Coordination, San Bernardino County Economic Development Commission, TRW, U.S. Air Force Aerospace Audiovisual Service and the U.S. Department of Housing and Urban Development.

In addition to Channel 24, the telethon will be covered on other cable television outlets, Lee said. TV Guide was scheduled to list the program in its magazine, he said.



## Minority Enterprise Development Week, 1984

By the President of the United States of America

### A Proclamation

America's growth and prosperity depend on the full participation of all its citizens. If we as a Nation are to remain the world's leader in innovation, technology and productivity, we must ensure that all Americans are involved in our economic progress.

The fulfillment of this challenge has become more realistic today, because of the significant contributions of minority-owned businesses reveal the true meaning of entrepreneurship. They have emerged as a dynamic force in the marketplace, bringing innovative products and services to our economy, and constituting the principal source for jobs and training for thousands of American workers.

As we enter an era of greatly expanded opportunities in economic growth and development, it is appropriate that we encourage minority business owners by recognizing their tremendous contributions toward the continued economic development of our nation.

NOW, THEREFORE, I, RONALD REAGAN, President of the United States of America, do hereby proclaim the week of October 7 through October 13, 1984, as Minority Enterprise Development Week, and I urge all Americans to join together with minority business enterprises of our Nation in appropriate observances.

IN WITNESS THEREOF, I have hereunto set my hand this nineteenth day of June, in the year of our Lord nineteen hundred and eighty-four, and of the Independence of the United States of America the two hundred and eighth.

*Ronald Reagan*

# MINORITY PROCUREMENT TELETHON

## Inside

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## Grice and her OSC behind the success of many S.B. area minority businesses

By LARRY HICKS  
Sun Staff Writer

SAN BERNARDINO — Frances J. Grice has a track record of helping other people develop track records.

As executive director of Operation Second Chance, Grice and her agency have helped about 725 small and minority-owned businesses in the Inland Empire obtain more than \$110 million in loans and job contracts since 1970.

OSC, as the organization is known, provides vocational and high-technology training to hundreds of disadvantaged and minority teenagers and young adults at its School of Opportunity at Highland and Western avenues. The agency has a successful job placement program.

When people talk about others who have had a strong impact on the well-being of Inland Empire's minority community, and particularly San Bernardino's West Side, one of the first names that usually pops up is Frances Grice, and her OSC.

"I just can't say enough about the agency and the help they've given us," said Don Griggs, co-owner of Irv Silver, a men's clothing store.

With stores in San Bernardino's Inland Center Mall and Riverside's Tyler Mall, the upscale Irv Silver's began in the early 1970s, thanks to a federally guaranteed loan coordinated by OSC, Griggs said.

"I believe it was in 1972 that we got the loan," Griggs recalled. "We were one of the first business loans that went through her (Grice's) company."

"We had pursued other (financing) avenues and we finally got word of Second Chance and what they were trying to do for minority businesses. We met with (OSC official) Wesley Jefferson and they put things together for us. We received tremendous support from them," said Griggs.

"We were turned down several times and it got frustrating, but the Second Chance people kept our spirits up and stayed with us. When we got the loan they just didn't drop us. They continued to ask if we needed any assistance; they directed business our way," Griggs said.

"We live and die with them," said Grice of OSC relationships with the businesses it has helped. "Their success makes us successful."

Another entrepreneur helped by Grice was Lin Tang, owner of Bing's Famous Cathay Inn.

"They (OSC) were a very big help," said Tang recently. "My husband (now deceased) and I didn't have a lot of money to start. Operation Second Chance helped us get the necessary funds through the Small Business Administration."

"Without their help we may not have gotten into the business as fast as we had hoped," said Tang. "They made it a lot easier."

The oldest surviving Chinese restaurant here, Bing's has been in operation since 1940 and has passed through the hands of two families.

The restaurant was first operated by Bing Wong out of a house at 463 W. Highland Ave. He moved the restaurant to its present location at 949 W. Highland Ave in 1956.

Wong sold the business in 1974 to Tang's husband, Wei-Yen, a former chef and then owner of Tang's Pantry in Redlands.

The restaurant has a 250-seat capacity, and Tang said she plans to open a second restaurant sometime in the future. When she does she will look to Operation Second Chance for assistance, Tang said.

Grice's latest venture has been the promotion of minority businesses and building stronger financial relationships between them and large corporations.

An instrument used in achieving that goal is the Minority Procurement Telethon, to be broadcast on public television station KVCR, Channel 24.

The program will feature various small businesses offering services, and larger firms promoting work for their smaller counterparts.

Grice said the program, if successful, will serve as a model for similar broadcasts nationwide under the aegis of the Minority Business Development Agency of the U.S. Department of Commerce.

More importantly, Grice said, the telethon will serve as a vehicle to highlight the positive side of minority business.

"Usually all we heard before is minority businesses fail," Grice said. "This telethon will educate the community to show the positive effect they (minority businesses) do and could have."

Operation Second Chance was founded by Grice in April 1968 because of her concern and frustration at the apparent inability of many young people to find employment.

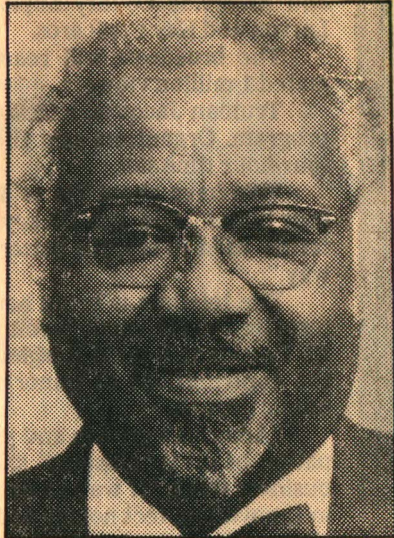
(Please see Grice, Page 7)



Frances Grice



Art Townsend



Sam Martin



Gloria M. Harrison



Hardy L. Brown



Gerald Bean

## Area newspapers team up to honor minority business

By LARRY HICKS  
Sun Staff Writer

SAN BERNARDINO — The marriage of The Sun and four ethnic newspapers in San Bernardino and Riverside counties to produce two special sections honoring and promoting minority business was not a match made in heaven.

The publications always have been competitive and often critical of one another.

But for the second consecutive year the "majority" press has joined with the "minority" press in an effort to spotlight and promote a goal of greater economic wealth and independence for minorities.

The "team" includes black community newspapers Precinct Reporter, American News and Black Voice News, the Hispanic newspaper El Chicano and The Sun.

Three of the ethnic newspapers are located on San Bernardino's West Side. El Chicano operates out of Colton. All publish once a week.

The five newspapers' latest effort is the publication of a special section, of which this story is a part, on the innovative Minority Procurement Telethon broadcast Oct. 9 on public television station KVCR, Channel 24.

The telethon is running in conjunction with Minority Enterprise Development, a national observance from Oct. 7-13.

Sun Editor Wayne Sargent said the papers have learned they can disagree without being disagreeable.

"All of the newspapers in this joint venture publication are competitive with one another for advertising and for news," said Sargent. "That is proper."

"Each sometimes disagrees with the political and editorial position taken by another. And that is proper," he said.

"What all of us agree upon — and it is the reason a joint venture like this is possible — is that existing minority-owned and minority-operated private business is vital to the Inland Empire; further, that wider ownership and operation in the American private sector is vital to the progress of minorities, hence to all of society," Sargent continued.

"I am pleased that The Sun is part of the publication coalition for a second year. We intend to be part of it next year, too," he said.

The first joint effort by the five newspapers occurred last year with the publication of a tabloid called Saluting Minority Business. That special section won several honors including the "National Unity

Award" given by Lincoln University in Jefferson City, Mo.

That award is the most prestigious given by a black institution to media. The local newspaper coalition won out over such publications as Newsweek magazine and the Detroit Free Press.

The concept of merging the efforts of The Sun and the four minority newspapers to pay tribute to local businesses owned and operated by minorities was that of Frances Grice, executive director of Operation Second Chance.

"I think, number one, that the effort we put together in the tabloid last year was good," said Cheryl Brown, editor of the Black Voice News, which circulates primarily in Riverside County.

"I have taken it to (the) National Newspaper Publishers' convention who were impressed with it," she said.

Brown said "admittedly it (the tabloid) was a puff piece" that didn't deal with the harsher aspects of minority businesses' struggle for survival. "But it was still a good effort," she said.

"In the future, however, I'd like to see us have more substance that would look at some of the problems that we, as minority businesses, are faced with in our society," Brown said.

Despite their differences in the past, Brown said she had no reservations about working with The Sun on the tabloid last year.

"I was enthusiastic from the day Mary Marshall (advertising account executive at The Sun) mentioned it to me because I believe in working together," Brown said. "I saw it as an opportunity to improve the sad relationship The Sun has had with the minority community in the past."

Brown and her husband, Hardy, have owned the Black Voice News since 1980. The paper's average circulation is 5,000 copies, most of which are distributed in Riverside.

The Black Voice News has offices in both Riverside and San Bernardino.

Sam Martin, publisher of the American News, in the past has been a harsh critic of the The Sun, but in an interview recently Martin preferred to focus on his present relationship with the newspaper.

"The challenge of the day is the thing we're confronted with and we can't waste time in looking back as Lot's wife did," Martin said.

"As for the five newspapers coming together to produce the tabloid, it's one of best and greatest breakthroughs that has happened anywhere in the United States," said Martin. "It's efforts like this that enabled San Bernardino to be named an All American City."

The American News was founded in 1969 and has a circulation of

about 10,000, Martin said.

Minority newspapers are often looked at as leaders in their respective communities.

The emphasis in the four newspapers is on the positive aspect of the black and hispanic communities. Their objective is to be a voice for the minority communities they feel have been neglected in the past by the majority press.

The ethnic publications have seldom, if ever, shown a reluctance to criticize public officials they feel have wronged their communities.

On the West Side the Precinct Reporter, the American News and El Chicano have carried considerable influence over several council races in the black and hispanic neighborhoods.

The Precinct Reporter was founded in 1965, during the turbulent days of the civil rights movement.

The paper prints about 38,000 copies a week, said James Ceasar, advertising representative. The paper runs about 12 pages a week.

Publisher Art Townsend is a leading figure in the political and economic environment of the West Side. Some members of the black community have referred to him as "the godfather."

Townsend's relationship with The Sun has been a good one that dates back to the tenure of former Sun Publisher William Honeysett, who ran the daily from 1977 to April 1983.

In his paper's editorial columns Townsend has lauded The Sun for its 1980 study of minorities in San Bernardino County, called Skin Deep.

El Chicano, run by publisher and editor Gloria Macias, evolved 15 years ago from a government-sponsored college newspaper to one of the leading commercial publications with a focus on the Hispanic community.

With its close ties to the community, El Chicano is considered a bellwether in the local political scene. An endorsement from the paper is sought by minority and anglo politicians alike.

The newspaper's circulation is about 10,000, Macias said.



# Billy Davis, Raymond St. Jacques highlight telethon's entertainment

By LARRY HICKS  
Sun Staff Writer

Singing star Billy Davis Jr., who gained fame with the Fifth Dimension, and actor Raymond St. Jacques are among the celebrities appearing on the Minority Business Telethon on KVCR, Channel 24.

Also appearing will be actress Sheila Frazier.

Though the telethon's goal is to link minority-owned business with large corporations for job opportunities, organizers say they recognize the need for strong entertainment to maintain viewer interest in the program.

The telethon also will feature Lawrence "Blinky" Walden, a former resident of Riverside, who will perform along with other San Bernardino and Los Angeles area entertainers.

Walden will be bringing a review that includes his own production company and band. He recently returned from Atlanta where he appeared with pop singers Jean Carn and Geoffrey Osborne.

Walden lived in the Riverside area for 10 years before moving to Los Angeles to pursue an entertainment career. He worked at University Heights Middle School in Riverside as a counselor and taught African Art and Black History at the University of California, Riverside.

Walden also worked for the San Bernardino Westside Community Development Corporation.

Walden recently completed a three-year stint at Disneyland. He has performed with music stars Jim-

my Smith, Willie Bobo and Nancy Wilson.

St. Jacques has appeared in more than 15 motion pictures, including starring roles in "Cotton Comes to Harlem" and "Come Back Charleston Blues." He is currently playing a villain in the Charles Bronson crime film, "The Evil That Men Do."

He has made numerous guest appearances on popular television shows, including "Falcon Crest," "Matt Houston," "Love Boat," "Hart to Hart" and the "Fall Guy."

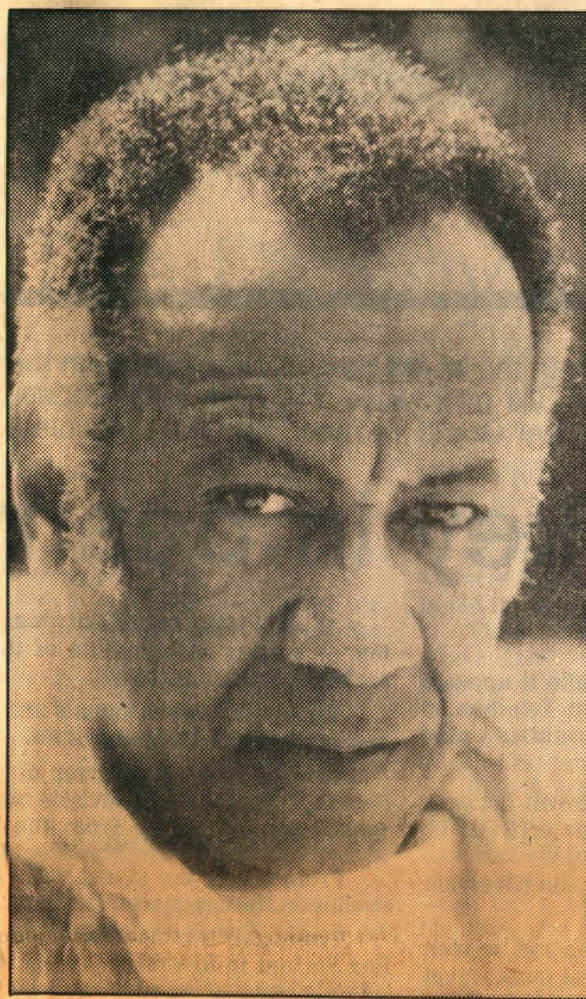
St. Jacques is developing a picture — he is the writer, director and producer — called "The Murrin," a story about an African warrior.

He has performed in Shakespearean festivals in San Diego, New York and Connecticut.

Davis was the lead singer of the pop group the Fifth Dimension, most remembered for the hit, "Up, Up and Away." He later left the group to form a successful singing duo with his wife, Marilyn McCoo, also a former Fifth Dimension member.

Also appearing on the telethon will be actress, singer and dancer Leslie Bee Burroughs and Walden's band, Eureka, featuring Dale Akins (bass), Land Richards (drummer), Jewett Bostick (guitar) and James Polk (keyboards). Classical magician Lawrence Lessner will perform as will Walden's three-member female backup group, The Blinkettes.

There will a Michael Jackson look-alike, the singing duo of Julie and Robin, comedian Antonio Rafael, impersonators of the famous Motown group The Supremes, and a mariachi band.



Raymond St. Jacques



Blinky Walden

EXECUTIVE DEPARTMENT  
STATE OF CALIFORNIA



A PROCLAMATION  
by the Governor of the State of California

WHEREAS, the future of this state is dependent upon the growth of our economy and the resourcefulness of our citizens; and

WHEREAS, minorities and women have aided significantly toward the improvement of our future through their contributions in California; and

WHEREAS, it is essential that all segments of our society be given the opportunity to contribute to our economic productivity and the betterment of their lives; and

WHEREAS, the State of California has made a commitment to increase minority and women-owned business participation in our future; and

WHEREAS, state government can assist in providing the stimulus for expanded participation by minorities and women in the economic system;

NOW, THEREFORE, I, GEORGE DEUKMEJIAN, Governor of the State of California, do hereby proclaim the week of October 7 through October 13, 1984 as California Minority Enterprise Development Week.



IN WITNESS WHEREOF I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 29th day of August 1984

*George Deukmejian*  
Governor of California

ATTEST:  
*March Fong Eu*  
Secretary of State  
by *John F. ...*  
Deputy Secretary of State

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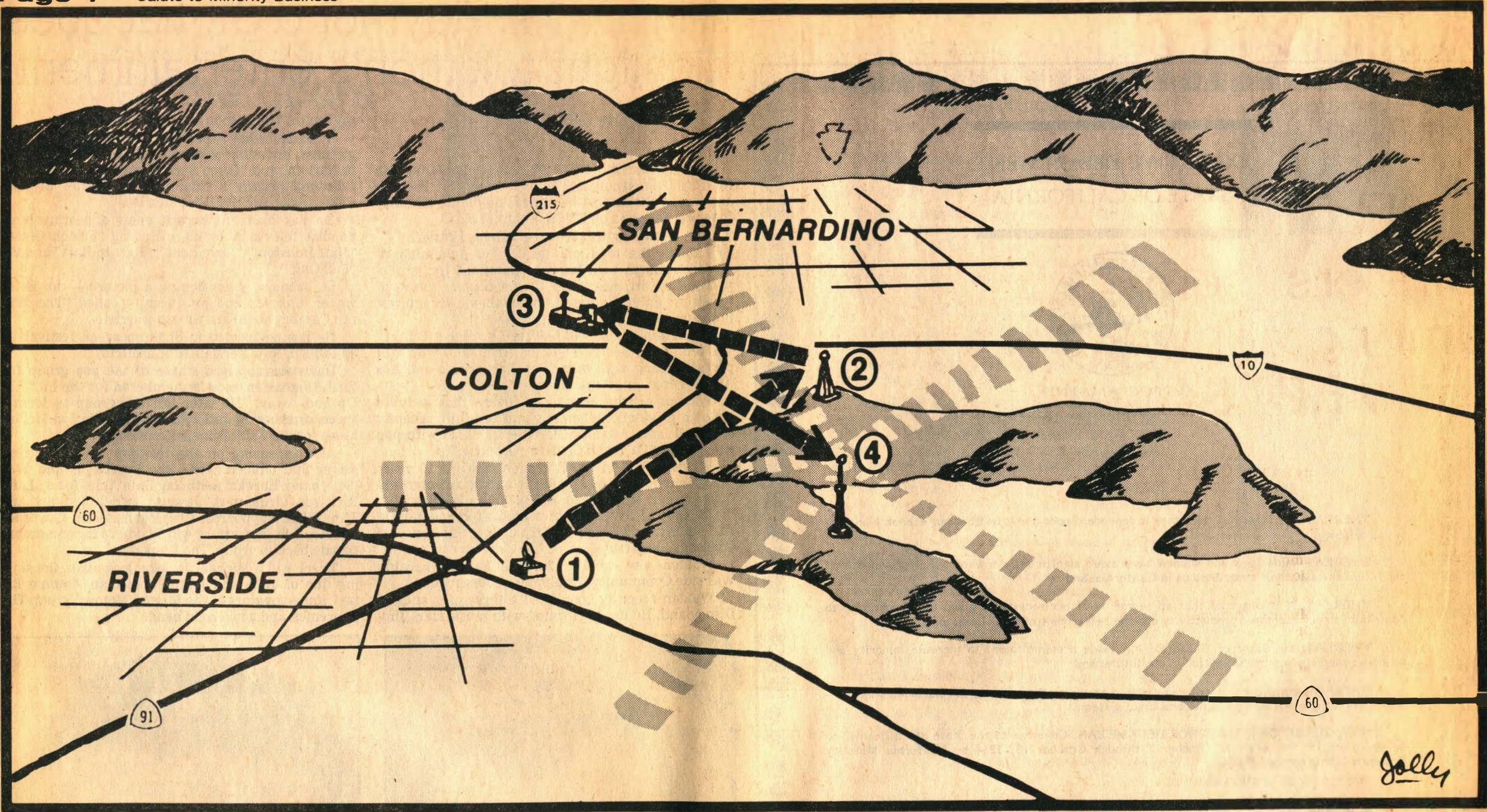
A master plan for the replacement of the current Hospital, constructed in 1958, is presently being finalized. In addition, a major new Professional Office Complex is being planned for the same area. The Hospital has been successful in attracting private funding for the construction of this Office Complex. These significant facility development plans will not only better serve the Inland Empire's health care needs, but will also strongly stimulate the business and enterprise development in the minority communities of the West Side.

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**All Minority Enterprises During This Special Week**





Staff illustration by Ken Jolly

In order to be received in homes throughout the Inland Empire, the signal from the Minority Procurement Telethon will travel via microwave (1) from Neo Productions in Riverside to (2) Blue Mountain near Grand Terrace; from Blue Mountain

to (3) KVCR-TV studios in San Bernardino, then from KVCR to its transmitter at Box Springs (4). The signal is sent out at the transmitter to be picked up throughout the two-county area.

# Cooperation key in beaming TV signal to viewers

By RICK BURNHAM  
Sun Business Editor

SAN BERNARDINO — Nothing, it seems, is easy. While it appears that beaming the signal from the Minority Procurement Telethon to thousands of viewers in San Bernardino and Riverside counties would be relatively easy, it isn't.

What did turn out to be easy was the cooperation shown between area telephone companies, production people and other officials involved in bringing the show into the homes of thousands of viewers.

The studio used for the telethon is at Neo Productions in Riverside — large enough to handle this type of production.

But in order for a show to originate from that location and be seen by thousands of viewers in the two-county area, the signal must travel from Riverside to San Bernardino, then back to the Riverside area for transmission to viewers throughout the Inland Empire.

Added to that complexity was what turned out to be a minor problem — getting coordination of the microwave transmissions through area telephone companies.

While microwave signals are a type of radio signal, they are sent and received via telephone lines.

According to Lou Warren of KVCR-TV and Keith Lee at Operation Second Chance, the television signal for the telethon will be transmitted via microwave from the Neo Productions studio on Chicago Avenue in Riverside to Blue Mountain near Grand Terrace.

From there, the signal will be sent via microwave to KVCR-TV's studios on the campus at San Bernardino Valley Community College.

The signal travels from KVCR back to the station's transmitter at Box Springs in Riverside County, again via microwave. From there, the signal is beamed out to area viewers.

Neo Productions, Blue Mountain and the Box Springs transmitter

are all within the realm of Pacific Bell. KVCR's studio is located within General Telephone's service area.

"Originally, the Department of Defense Audio-Visual agency at Norton Air Force Base was going to handle the transmission," said General Telephone spokesman Kevin Laverty. "But they were unable to do it, so we and Pacific Bell got together to take care of the situation."

Although unrelated to the microwave signal problem, Continental Telephone Co. — which provides telephone service in the High Desert and other areas of the county — also has volunteered its help for the telethon by lending some of its personnel for publicity and promotion, officials said.

While Neo Productions' studio will be large enough to meet telethon needs, the show will be directed and produced from a truck parked outside — much in the same way the national networks televise from remote locations, according to telethon producer Tim Dickey.

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# MINORITY PROCUREMENT TELETHON

## Dinners, seminars among activities for MED '84 week

By RICK BURNHAM  
Sun Business Editor

SAN BERNARDINO — For the San Bernardino area, it's a four-hour telethon. For Washington, D.C., a three-day seminar on business development. For many communities, it's recognition ceremonies, special dinners, and proclamations by mayors, city councils and governors.

Special events of one kind or another are being held in many communities to celebrate Minority Enterprise Development Week, says Collingwood Harris, director of MED '84 in Washington, D.C.

The week is designed to recognize the more than 600,000 minority entrepreneurs across the country.

In Washington, the selection of the Minority Entrepreneur of the Year will be made from a field of 12 business owners who were nominated by the estimated 110 Minority Enterprise Business Centers to regional competitions. Regional winners then become eligible for the Entrepreneur of the Year award and several other honors.

The Small Business Administration also nominated business owners for the award competition, Harris said.

"Many, if not all of the Minority Business Development Centers are conducting minority business award ceremonies," Harris said. "And proclamations honoring minority business and Minority Enterprise Development Week have been passed by councils, mayors and governors almost everywhere."

This is the second year the special week has been designated to honor minority business, said Harris.

The three-day seminar in Washington will provide assistance on capital development to an estimated 300 participants, including minority entrepreneurs and individuals connected with MBD centers across the country (no representatives from Operation Second Chance are attending).

Seminar topics will include exporting and international trade, how to compete for federal projects and selling to the government.

In addition, the MBDA is sponsoring a national public service advertising campaign that promotes the success of the nation's minority-owned businesses.

The special promotions will appear throughout the week in print and broadcast messages seen in the country's 100 leading markets.

The public awareness campaign — which is costing the MBDA an estimated \$125,000 to produce — describes minority-owned businesses as a dynamic force, providing innovative products and services to the nation's economy and providing jobs for thousands.

In addition to the nation's top markets, the messages also will appear in those areas with high minority populations, Harris said.



Staff photo by Gary Voth

Minority Procurement Telethon producer Tim Dickey works on editing taped portions of the program.

## Producer Tim Dickey seeks area's sense of community through telethon

By RICK BURNHAM  
Sun Business Editor

SAN BERNARDINO — How would you keep as many as 1 million viewers interested in a four-hour local telethon?

That's the job freelance producer Tim Dickey took on when he was hired to put together the Minority Procurement Telethon for the San Bernardino-Riverside area.

"One of the problems you run into as far as telethons go is that you must make them entertaining, or you lose the audience," Dickey said.

"One of the things I perceived about the Inland Empire is that it tends to lose its identity being next to Los Angeles. I am trying to reach out and grasp that sense of community that I believe is out there in the average guy," Dickey said.

Dickey decided to use a mixture of live entertainment, taped segments on local minority-owned businesses, live interviews and other items to keep viewers tuned in.

He divided the four hours into eight half-hour segments. Telethon host Truman Jacques would fill about 10 minutes in each half-hour segment doing live interviews, Dickey said.

Another five to eight minutes would be used for live entertainment each half hour, along with pre-taped reports on specific minority businesses and reports updating the show's real purpose — to match qual-

ified minority businesses with those large businesses and corporations in the area that contract for jobs and services.

The program's purpose is to give small minority business valuable air time to offer their services, and larger firms requiring goods and services the opportunity to give a minority-owned business the chance to bid for those goods or services.

The two needs come together with the help of telethon volunteers, who answer telephones during the telethon and pass along information on job possibilities.

"We have a crew of about 25 people who put the show together, most of them volunteers," Dickey said. "There has been a huge amount of volunteer support from local businesses."

Dickey, who now lives in Tarzana, has been in television production since 1962.

He came to California in 1965, where he held engineer posts at both ABC and NBC for about five years.

He has worked for two nonprofit groups and done post production work for a number of industrial clients including Western Airlines, Carnation Co. and Hughes Industries.

Before coming to the San Bernardino area to produce the telethon, Dickey produced a three-day international teleconferencing seminar in Philadelphia. The seminar was sponsored by Intelsat, Comsat, AT&T and several other corporations and was seen on five continents, he said.

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# MBDA goal: Help minority business open the doors

By RICK BURNHAM  
Sun Business Editor

Helping minority entrepreneurs succeed in business has been the main goal of the Minority Business Development Agency since it was first created as an arm of the U.S. Department of Commerce 15 years ago.

Established in 1969 as the Office of Minority Business Enterprise, the MBDA's job is to promote and encourage minority business ownership by providing counseling and assistance to minority small business operators.

The agency was renamed in 1979 and has somewhat redirected its focus toward the support of larger minority firms in growth industries, says Collingwood Harris, director of the agency's Minority Enterprise Week — '84.

He described MBDA's programs as a mixture of assistance programs aimed toward small business and the larger firms.

"The focus is to try and get them (minority businesses) into high-tech, labor-intensive businesses," Harris said.

Each federal agency with substantial procurement or grantmaking authority is required to develop a minority business enterprise development plan each year. The plans are reviewed and made a part of programs operated by the MBDA and the Small Business Administration.

The MBDA also monitors the support of minority business in the public and private sectors and sponsors a national network of Minority Business Development Centers that offer management counseling to minority entrepreneurs.

San Bernardino's Operation Second Chance is one

Both the agency and the individual centers offer minority business owners assistance in marketing, accounting, personnel management and business training.

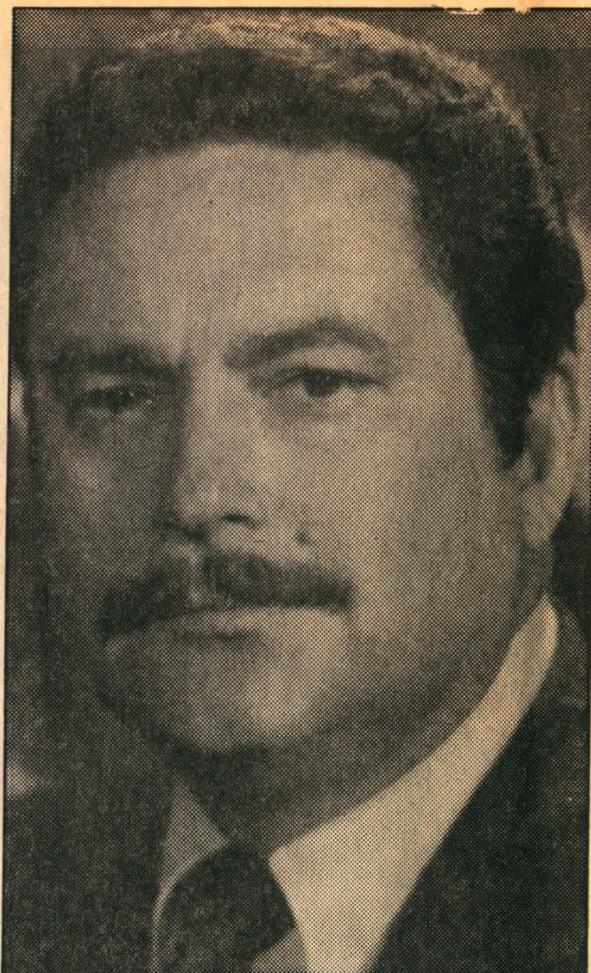
of the agency's estimated 110 centers.

The centers receive an average of \$150,000 annually from the MBDA, reporting back on the client services they render, Harris said.

Both the agency and the individual centers offer minority business owners assistance in marketing, accounting, personnel management and business training. Although the MBDA does not make loans (loans are available through the SBA), it does assist owners in obtaining government and private procurement contracts, and in preparing financial packages for submission to lenders.

Besides its role in providing loans to small minority-owned business, the SBA manages and supervises a number of programs specifically designed to assist socially and economically disadvantaged businesses through its Minority Small Business and Capital Ownership Development offices.

As of June 30, the MBDA and its centers had assisted 2,126 clients with business expansion, or 85 percent of the agency's goal of 2,500, Harris said. That business expansion had created 11,850 jobs as of June 30, well over the agency's goal of 7,600. New



James H. Richardson

business starts through June totaled 926, 37 percent of the MBDA's 1984 goal of 2,500. Jobs created by the new business starts were at 5,452 in June, still short of the 7,100 goal, Harris said.

In the West Coast region, of which the San Bernardino-Riverside area is a part, business expansions as of June 30 numbered 356, 73 percent of the goal of 489, Harris said. The expansions created 1,806 new jobs, more than double the 1984 goal of 695. New business starts totaled 110, 24 percent of the 450 goal; and resulted in 343 new jobs, or 52 percent of the 658 goal.

Taking over last February as director of the MBDA was James H. Richardson, who previously was the director of the Office of Regional Development for the state of Texas.

Richardson served as advisor to Texas Gov. William P. Clements Jr. on minority business development, and helped draft legislation creating opportunities for small and minority-owned business. He also headed a task force aimed at determining the impact of Mexico's peso devaluation on Texas border communities.

Richardson also served as deputy director of the governor's Office of Regional Development, where he was instrumental in the creation of 15 development corporations. He also participated in talks between Mexico and U.S. governors on commerce and industrial financing issues.

Richardson was a business finance consultant for the Texas Industrial Commission, served with the commission's Office of Minority Business Enterprise for five years, and supervised the approval of \$30 million in SBA loans to small and minority-owned businesses in Texas.

From 1970 to 1973, he was deputy director and chief of operations for the Laredo Webb County Community Action Agency in Laredo, Texas, and was an assistant vice president of the International Bank of Commerce of Laredo from 1966 to 1969.

He holds a degree in economics and finance from St. Mary's University in San Antonio, Texas.

# Concern for job opportunities makes Jacques ideal as emcee

By LARRY HICKS  
Sun Staff Writer

Truman Jacques won't be just another pretty face on the the minority business telethon on KVCR, Channel 24.

True, the telethon organizers think the Los Angeles talk show host is eloquent and handsome and will help retain viewer interest in the program, but Jacques' selection as the telethon host goes beyond mere cosmetics.

"He's always been an advocate of economic and employment opportunities for everyone," said Frances Grice, telethon originator and a long-time friend of Jacques. "Even with CBS his shows are geared toward education and awareness of shows like ours," she said.

Though he is better known as the host of two weekly television shows, "Interface" and "Today's Religion," both on KCBS, Channel 2, Jacques has had an extensive career in social and economic programs for the poor and disadvantaged.

In fact, some of his first visits to San Bernardino were as a volunteer consultant for a state social services program in the 1960s, he said.

The social service center was similar to one Jacques helped establish in Watts, where residents could deal with their needs — jobs, disability insurance, vocational rehabilitation — under one roof.

Jacques has also worked with the state Employment Development Department and Los Angeles Chamber of Commerce's management council for merit employment, training and research.

Jacques has served as master of ceremonies for many events in San Bernardino, including the Black Athletes Hall of Fame banquet, the new Ramada Hotel groundbreaking and Operation Second Chance School of Opportunity student graduations.

He helped San Bernardino city put together its successful presentation for the 1976 All-America City competition. The city won first place that year in the annual contest sponsored by the National Municipal League.

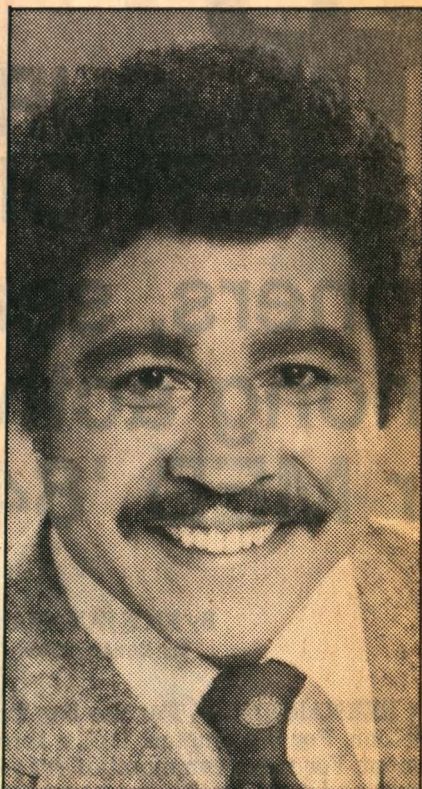
"We kind of adopted him and he kind of adopted us," said Grice of Jacques' relationship with the city.

Jacques said one of the features that has attracted him to San Bernardino is the apparent access that all its citizens have to all levels of the city's society.

"It appears here that the channels of communication are open much, much more than in many other cities," Jacques said.

He used the All-America City award as an example of this. "People from many, many walks of life were instrumental in making that presentation," he said.

One of the highlights of his relationship with San Bernardino has been the growth of Operation Second Chance from a small job referral outfit to a successful job training and economic development agency, Jacques said. He was also proud to see the erection of a statue of slain civil rights



Truman Jacques

leader Martin Luther King in front of City Hall, he said.

Jacques currently hosts "Today's Religion," a program that examines the role of religion in current events, and "Interface," another discussion program, which brings together opposing viewpoints on such topics as abortion, school integration, the nuclear arms race and toxic waste dump sites.

Jacques said "Religion Today" has the higher viewership of the programs.

His television career spans 16 years and has involved 10 series.


In addition to his talk show host duties, Jacques is associate producer of the weekly public affairs program, "At Issue," hosted by KCBS weekend anchorman David Garcia. He is also associate producer for "L.A. Kids," a weekly children's program.

A native of Louisiana, Jacques moved to Los Angeles 22 years ago. He received a bachelor's degree in communications magna cum laude from Pepperdine University and a master's degree in public communications from the same institution.

Minorities have made progress in the struggle for equality, and there are opportunities available to them out there, Jacques said.

"The changes are there and they're real," he said. "We have more elected black officials, and corporations are beginning to open their doors to minorities on their staffs and in their board rooms.

"It's the duty of any and everybody to constantly remind ourselves and others of those changes and take advantage of them. We will be the losers if we don't," he said.



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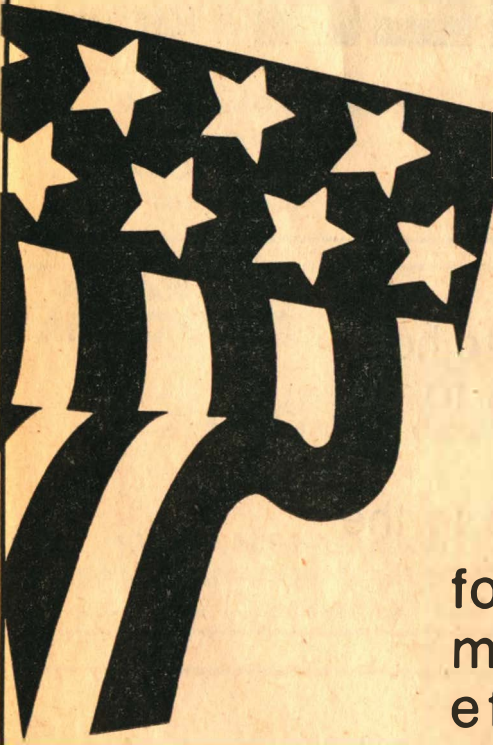


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# Grice

(Continued from Page 2)

To attack the problem, OSC initiated a job placement program for these kinds of young men and women.

Soon the agency expanded to job training with its School of Opportunity, founded in 1972, and Advanced Technology Institute. OSC also focused on economic development for local businesses through federal Small Business Administration-backed loans and its Minority Business Development Center.

The school's curriculum includes clerical and secretarial programs. In 1979 the scope of the School of Opportunity dramatically changed.

With the depressing effects of increasing industrial plant closures and unemployment in the Inland Empire, OSC began a program for training in developing areas of technology, OSC officials said.

The Advanced Technology Institute provides training in drafting, electronics, computer technology, word processing and wastewater plant occupations.

‘Usually all we heard before is minority businesses fail. This telethon will educate the community to show the positive effect they (minority businesses) do and could have.’

Helping minority businesses get started and grow is the specialty of OSC's Business Development Center.

Over the years the development center has assisted more than 5,000 clients in management and technical assistance services. The agency has secured over 360 business loans exceeding \$50 million.

It has secured more than 450 procurement contracts for clients totaling more than \$60 million. OSC has conducted more than 170 workshops, seminars and training courses with over 13,500 attendees. More than 105 new businesses throughout the Inland Empire were established with the help of OSC.

Grice, 51, grew up in Detroit and there worked as a nurse, a profession she continued when she arrived in San Bernardino in 1962.

Not long after she founded OSC, Grice got involved with school desegregation efforts. She was one of eight parents who filed suit against the San Bernardino City Unified School District in 1972 to bring about integration.

She has been a strong advocate for the minority community.

One example of that came in October 1979 when OSC helped negotiate an agreement to insure that minority contractors would receive at least 10 percent of the work on the \$123 million Daggett Solar Power Plant — an experimental effort at massive generation of electricity through solar power in the San Bernardino County desert.

“It wasn't a set aside (quota),” Grice stressed when recalling her involvement in helping minority firms get jobs at the Daggett project. “They actually bid on the jobs. I guess we got a little more than the 10 percent (of the jobs),” she said.

“Solar Daggett was just a spinoff in getting them (minority businesses) involved in the regenerating of energy. So we got a lot of people involved with that and now they're moving to other areas.

“But otherwise they would have never had a track record. And everybody else would have had a track record but our people. And now they have a track record, too, in doing that, and that's one of the things that's really good about it.

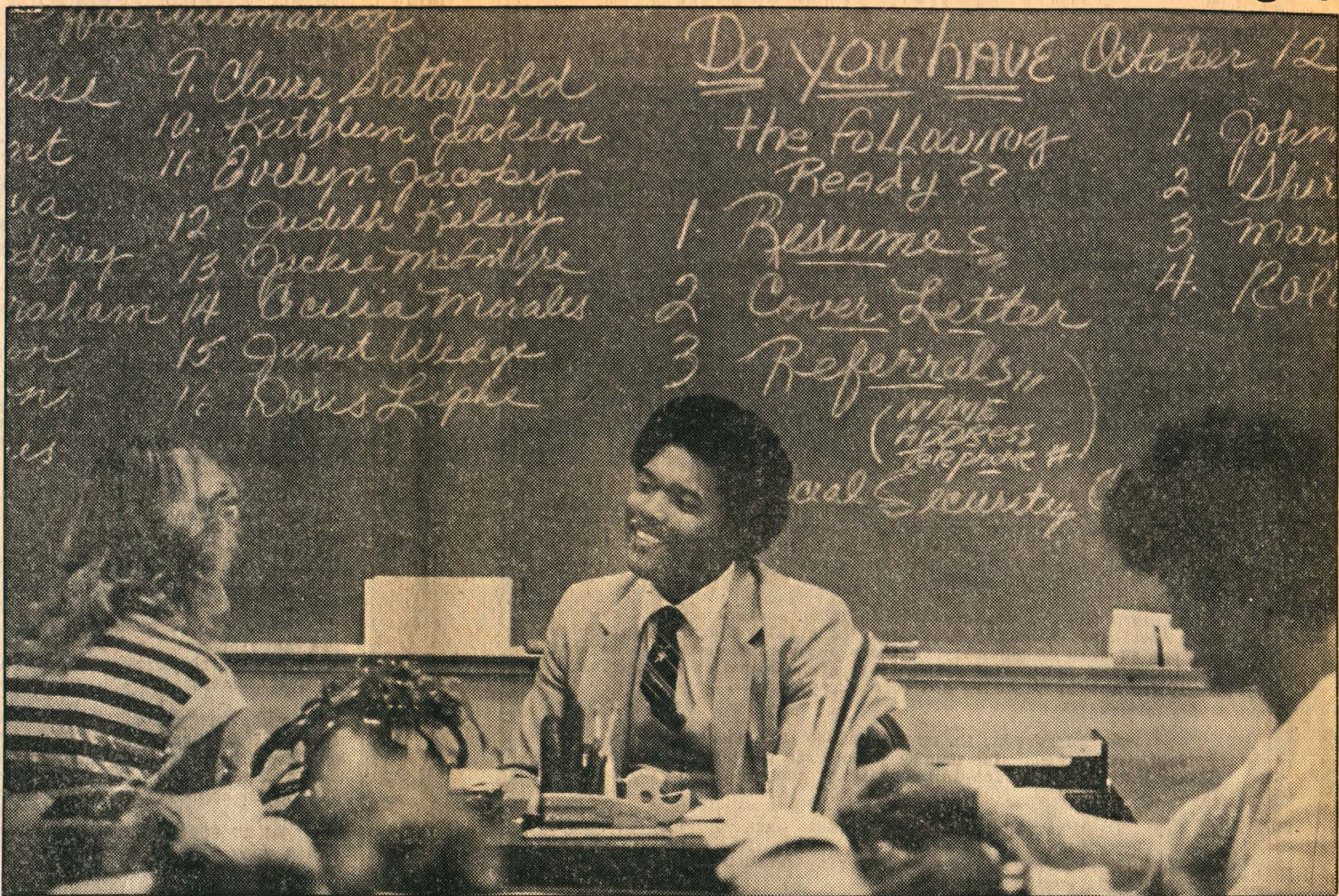
“Since the Solar Daggett project, Bechtel (Corporation) has a cool water, coal gasification project (near the Daggett site) and some of those contractors went to work there,” she said.

The accomplishments of Grice and OSC have not gone unnoticed.

In 1981, Grice was selected minority business advocate of the year by the Small Business Administration. With the honor came a chance to meet President Reagan along with other small business advocates at a reception in the White House rose garden.

“From the ghetto to the White House is a mighty long way,” Grice was once quoted as saying.

Every year the SBA honors people, who are judged by a group of their peers on the agency's state and national advisory councils, for their efforts on behalf of small businesses and community causes.



Photos by Mike Fender



Thomas Taylor, director of student affairs, talks with a student in typing class (above), while Robert Simmons works at his drafting table. Operation Second Chance, through its School of Opportunity, gives minority teenagers and young adults the chance to learn job skills through vocational and high-technology training.

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County of Riverside

PROCLAMATION

WHEREAS, President Ronald Reagan has designated the week of October 7 - 13, 1984, as Minority Enterprise Development Week to honor the many valuable contributions minority businessmen and business-women make to our economy, and

WHEREAS, minority enterprises have made significant contributions to our national as well as world economic well-being and have been involved with innovative products and services in the market place, create jobs, and provide training activities, and

WHEREAS, a healthy, growing economy is fundamental to creating the opportunity for the formation and growth of minority-owned business, greater economic independence for all minority Americans will best be achieved through increased opportunities for private employment and business ownership, and

WHEREAS, business ownership is an aspiration held by many Americans, minority Americans share fully in this aspiration and the success of minority business enterprise demonstrates that hard work and individual determination can serve as a powerful force for social mobility and economic progress,

NOW, THEREFORE, BE IT PROCLAIMED that the Board of Supervisors of Riverside County joins with the President of the United States of America in proclaiming the week of October 7-12, 1984, as

NATIONAL MINORITY BUSINESS WEEK

and further recognizes the many minority-owned businesses throughout Riverside County.

WALT ABRAHAM, 1st DISTRICT

WALTER DUNLAP, 2nd DISTRICT

KAY CENICEROS, 3rd DISTRICT

PATRICIA A. LARSON, 4th DISTRICT

NORTON YOUNGLOVE, 5th DISTRICT

1984

CELEBRATION

OF

MINORITY BUSINESS

County of San Bernardino

RESOLUTION

By unanimous consent of the Board of Supervisors, the following resolution is adopted:

WHEREAS, America's growth and prosperity depends on the full participation of all of its citizens. If we as a Nation are to remain the world's leader in innovation, technology and productivity, we must ensure that all Americans are involved in our economic progress; and

WHEREAS, fulfillment of this challenge has become more realistic today due to significant contributions of minority American entrepreneurs to our economy; this county's many minority-owned businesses reveal the true meaning of entrepreneurship; emerging as a dynamic force in the marketplace; bringing innovative products and services to our economy; constituting the principal source for jobs and training for many workers; and

WHEREAS, as we enter an era of greatly expanded opportunities in economic growth and development, it is appropriate that we encourage minority business owners by recognizing their tremendous contributions toward the continued economic development of our County;

NOW, THEREFORE, BE IT RESOLVED that the Board of Supervisors of the County of San Bernardino, State of California, hereby proclaims the week of October 7 through October 13, 1984, as MINORITY ENTERPRISE DEVELOPMENT WEEK, urging all residents of San Bernardino County to join together with the minority business enterprises of our Nation in appropriate observance.

BE IT FURTHER RESOLVED that this resolution be noted in the minutes of this Board and a copy presented to GERALD HANSON on behalf of the Minority Procurement Telethon Committee.

DATED: August 27, 1984

JOHN JOYNER

CAL McELWAIN

BARBARA CRAM RIORDAN

ROBERT O. TOWNSEND

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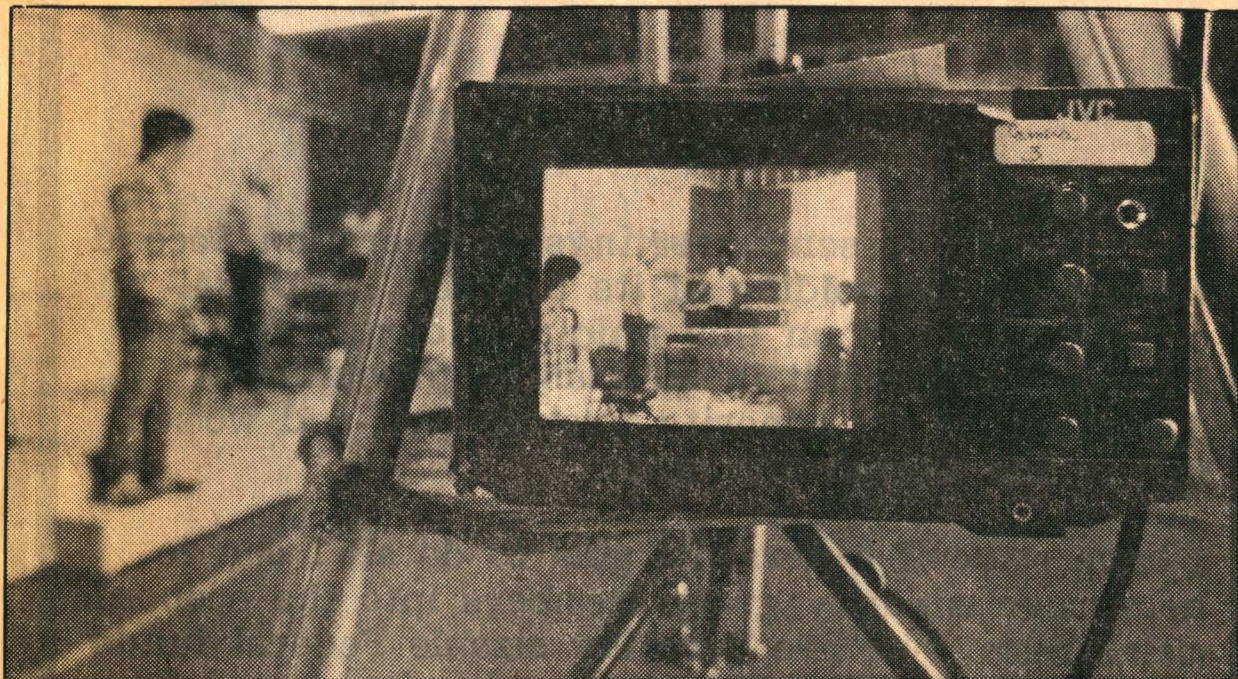
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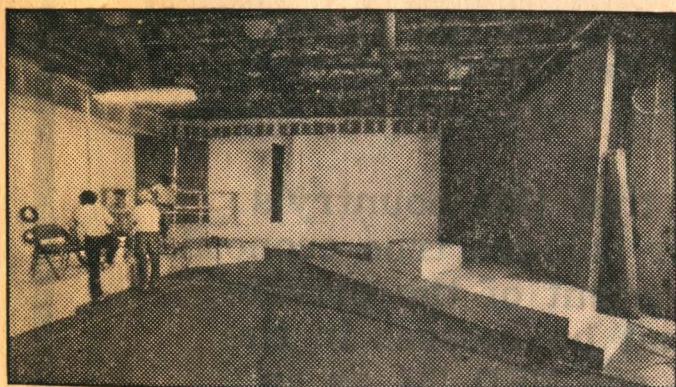
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# '10 seconds to air...'



A television monitor shows the action while crew works.



Personnel discuss final set construction.

More than 25 volunteers are helping make the Minority Procurement Telethon a reality by assisting in creating the studio sets for the production.

A lot of effort goes into building and painting the various sets, creating signs and other visuals, setting up equipment, and planning a four-hour television production.

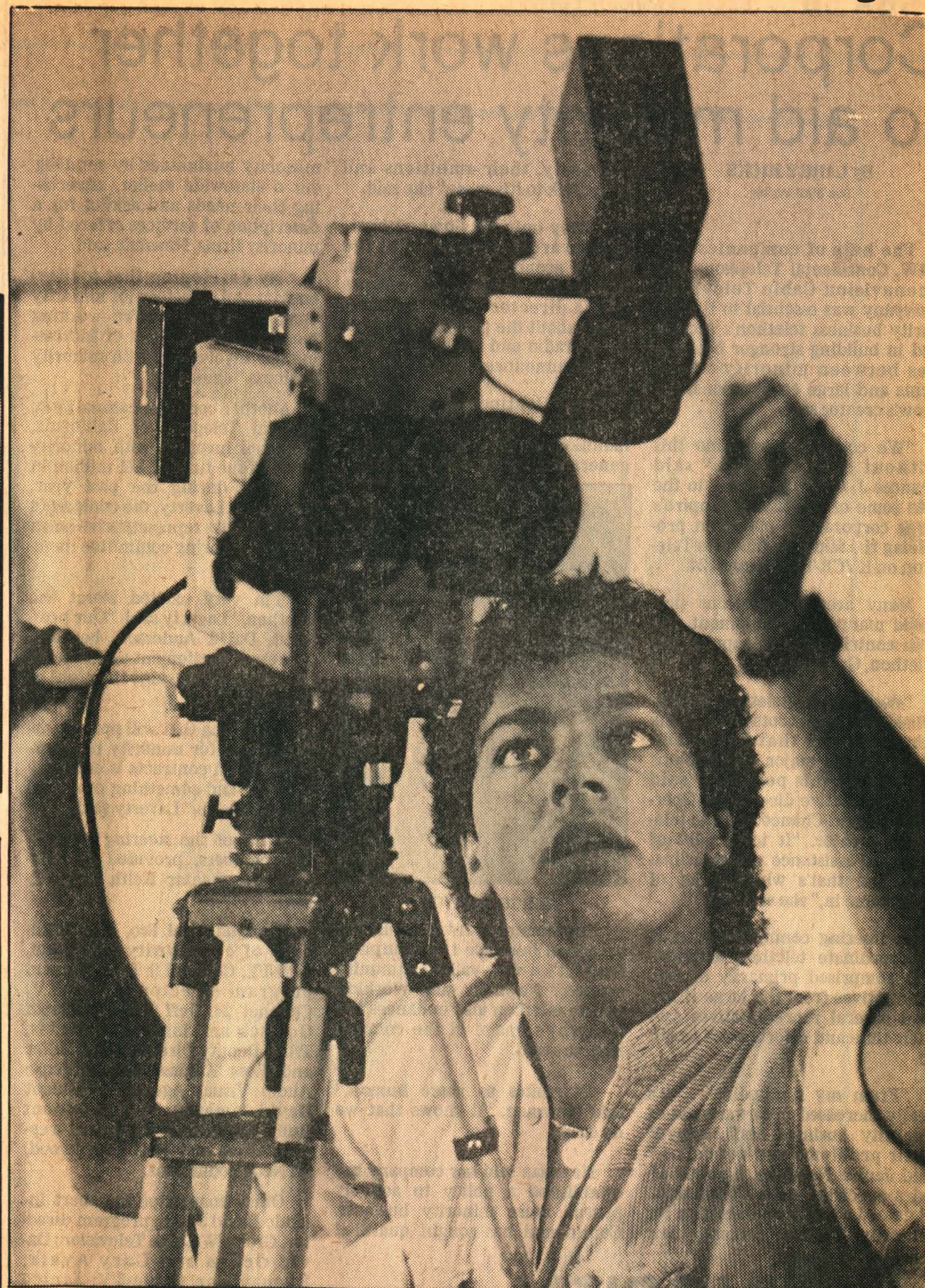
The telethon is the first of its kind in the nation, and others will be watching to see how successful the Inland Empire's effort will be in bringing minority business and large corporations together.

"It's an idea whose time has come," said Truman Jacques, who will be the telethon's host. "I've participated in other telethons, and never before have I heard anyone say that this kind of concept could work," he said.

"The challenge is upon the producer to make it informative and entertaining to hold an audience. And the challenge is upon the audience to give it a chance," Jacques said.

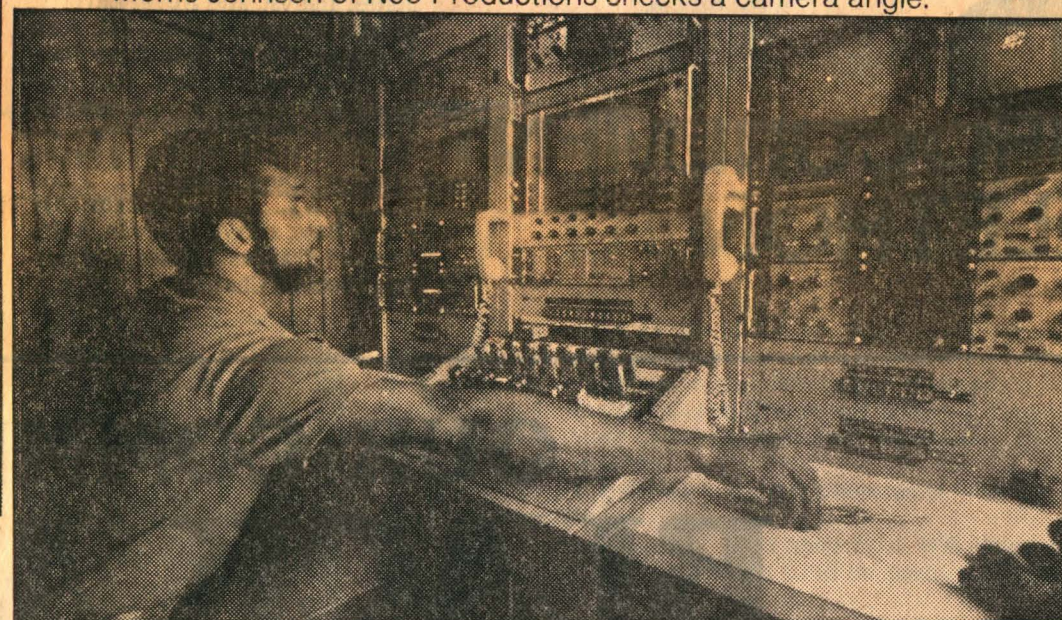


Joe Gomez of Pacific Bell hoists tripod to roof of Neo Productions



Photos by Ron London

Morris Johnson of Neo Productions checks a camera angle.



Al Rogers of Pacific Bell adjusts transmission equipment.

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**KAISER PERMANENTE MEDICAL CARE PROGRAM**



# Corporations work together to aid minority entrepreneurs

By LARRY HICKS  
Sun Staff Writer

The help of companies like TRW, Continental Telephone and Buenvision Cable Television Company was essential to the minority business telethon's success and in building stronger business ties between minority-owned firms and large corporations, the show's creator said.

"We couldn't have done this without their support," said Frances J. Grice, referring to the role some of the Inland Empire's large corporations played in producing the Minority Business Telethon on KVCN-TV, Channel 24.

Many area corporations provided manpower, equipment and cash contributions to support the telethon, Grice said.

"Because this (telethon) is (produced) at a grass roots level . . . the contributions that have been made by the major corporations have made this possible," said Grice, executive director of Operation Second Chance and the telethon's creator. "It took a lot of technical assistance and coordination, and that's where a lot of them came in," she said.

A steering committee formed to coordinate telethon activities was comprised primarily of representatives from the large firms. And several representatives said their time and efforts were worth it.

"From my standpoint . . . it's really increased my awareness of minority business and some of their problems and concerns," said Janice Newman, a public affairs specialist with Continental. "I gained a better appreciation for minority business owners, their

ingenuity, their ambitions and their stick-to-itiveness," she said.

"They (minority-owned businesses) are contributing to the overall economy," said Newman, who as the steering committee's media director wrote press releases about the program and produced radio and television public service announcements.

Some Continental employees volunteered to work the telethon, manning telephones and lending general assistance, Newman said.



Janice Newman

Continental is involved in the telethon because the company feels "it's a very valid community service," Newman said. Working on the telethon also enhances the company's image in the community, she said.

"It makes us more human," said Newman. "It shows that we do care."

Newman said her company has established a policy to actively pursue more minority business. Continental has sought qualified

minority businesses by sending out a statewide mailer, advertising their needs and asking for a description of services offered by minority firms, Newman said.

"By developing that (policy) booklet and directory (of minority vendors) we feel we're working more toward our goal of increasing our involvement with minority business," she said.

Another communications firm, General Telephone of California, has been involved with minority firms to the tune of \$11 million in contracts during the past year, said Kevin Lavery, the company's public affairs representative and a telethon steering committee member.

"I'm very excited about the telethon," Lavery said. "Our president, David Anderson, has also expressed excitement and is delivering a taped message the night of the show."

"Anything that will provide opportunities for minority businesses to bid on contracts is certainly in order and something our company supports," Lavery said.

A list of the steering committee members, provided by telethon coordinator Keith Lee, follows.

Fernando Del Rio, vice president of community relations, KHJ-TV, Channel 9; Lew Warren, program director, KVCN-TV, Channel 24; Jeff Smink, Martin Goetsch and Ishmeal Paredes, TRW; Deputy Director Glen Miller and Ross Adkins, both Defense Audio Visual Agency; President David Jameson, Vice President Rudy Barth and marketing representative and Paul Greenwood, all Neo Productions.

Other committee members include David Jones, program director, Group W Cable Television; David Ochoa and Gary Ayala, Buenvision Cable TV; Janice Newman, public affairs specialist, Continental Telephone; Dean Jones, analyst, and Kevin Lavery, public affairs, both GTE; Ann Wassman, Pacific Bell; Jerry Hanson, cable coordinator, San Bernardino County; Hattie Bickmore, Minority Business Development Agency; Mark Duff and Steve Acheson, both Aerospace Audio Visual Agency at Norton Air Force Base; and Al Simpson, Keith Lee and Frances J. Grice, all Operation Second Chance.

THE WHITE HOUSE  
WASHINGTON

October 5, 1984

I am pleased to send greetings to Operation Second Chance on the holding of its telethon, MED '84. I congratulate you on this unique undertaking, and I hope it will result in substantial procurement opportunities for minority businessmen and women in the San Bernardino area.

I have made it a personal goal to do all I can to help move minority group members into the economic mainstream. We are devoting sizable Federal funds towards that end. This year, minority-owned firms will receive \$5 billion in Federal contracts and sub-contracts. Over the next three years, Federal procurement for minority firms will rise to the highest level in history.

However, I do not think that this country's minority citizens can ever achieve true economic parity without the involvement of the private sector. Thus, I hope that businesses in the San Bernardino area will see MED '84 as an opportunity to seek out and hire qualified minority contractors.

You have my best wishes for every success.

*Ronald Reagan*

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- Make additional corporate contributions to Black organizations and colleges.
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The highlights of our covenant are the result of our many meetings and negotiations with national and regional Black organizations. We are pledging ourselves to a program over the next five years that could reach a value of \$325 million.

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*Adolph Coors*

Peter Coors

**Coors**





# LEARNING IS FUN



## Good Citizens Know About the Issues that Affect Their Lives The Great Depression

October 29, 1929 is the day the **stockmarket** crashed. That day is called "Black Thursday." Some stock shares (equal parts into which the ownership of a business is divided) that had been worth \$100 could be bought for \$3.

Many factories, mines and businesses closed. Thousands of workers were fired overnight. By the spring of 1931, 8 million Americans were out of work.

By 1932 more than 14 million Americans were unemployed. In those days most of the workers were men. They were the only **breadwinners** in their families. One in four workers was out of work. One man out of work meant that a family of five or more persons went hungry.

By 1933 the number of unemployed was almost 20 million people. Thousands of men took to the road as **hobos**.

The Great Depression affected the lives of everybody in the United States. Many banks had to close their doors because the people who had borrowed money could not pay it back. Thousands of people lost all of their life's savings.

Thousands of bank employees lost their jobs when the banks closed. Jim Jackson was a bank guard. He lost his job when the bank closed. He became one of the hundreds of apple sellers on the streets of New York City. Even in the rain or snow, Jim and the other men stood on street corners selling apples

for 5¢ apiece.

Jim bought a box of 72 apples for \$2.25. Brown paper bags cost 10¢ a package. He paid 10¢ for his bus fare. If he sold all of his apples during the 10 to 14 hours he stood on the street, he made \$1.15. If he couldn't sell his apples, his family didn't eat.

Many cities and towns set up breadlines and soup kitchens for the unemployed and their families. But there were so many starving people to feed, the cities and towns ran out of bread and soup. For the first time, the United States had large numbers of people who were starving because they could not find work.

(Next: The New Deal)



## BE HEALTHY

### Drugs and You

Don't depend on your friends to tell you about drugs. Depend on the facts. Learn the facts in *The ADVANCER*.

#### The Depressants—

From the beginning of time, people have looked for a safe "sleeping potion." Sleep is just as necessary for life as food.

*Alcohol* and *opium* were the first drugs used to make people sleep. But both of these drugs make harmful changes in the body.

Early in the 20th century the *barbiturates* (bar-bich'-ur-lts) were discovered. Barbiturates are called "downers" because they make people drowsy or put them to sleep.

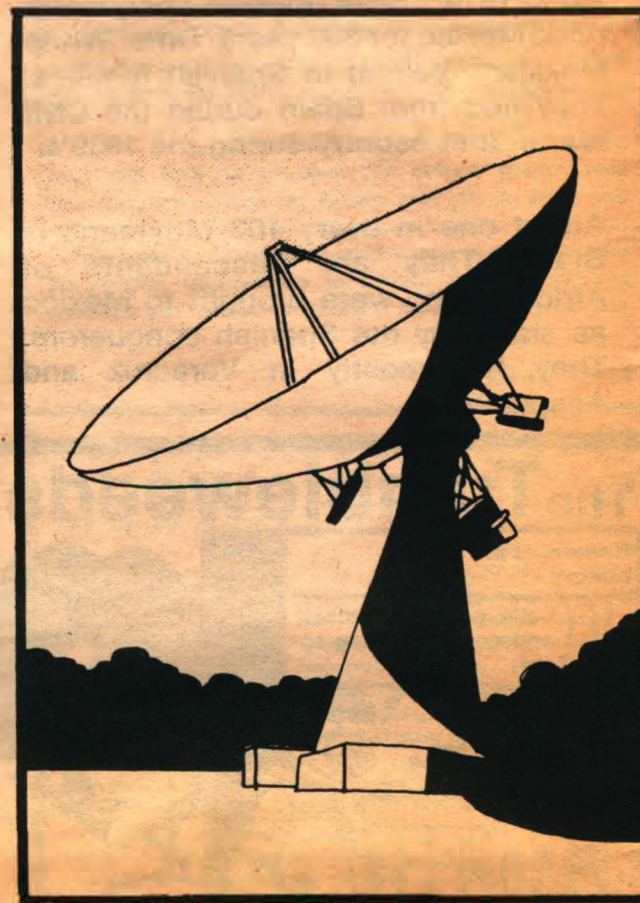
Sleeping pills are barbiturates. They work faster than others. Sleeping pills come in many sizes, shapes and colors. They are *prescription drugs*. They must be ordered by a doctor.

## SCIENCE

### Ways of Exploring Space

Scientists use instruments called *telescopes* to look at the sun, planets and stars. The biggest telescope in the world is on Mt. Palomar in California. It has a mirror that measures 200 inches across. It can see out into space a distance of 2 billion light-years. A light-year is the distance that light travels in one year. It is about 6 trillion (6,000,000,000,000) miles. That means that the telescope can see 12,000,000,000,000,000,000 miles.

Scientists that study the stars, planets and other heavenly bodies are called *astronomers*. They also use giant radio antennas to study the stars. These radio antennas are called *dishes*. Some radio antennas are hundreds of feet across. The National Aeronautics and Space Administration (NASA) has a 250-foot dish at Galstone, California. At Arecibo, Puerto Rico, there is a 1,000-foot dish. Some of these dishes can "see" out into space a distance of 8 billion light-years.



(Next: How Rockets Work)