

HEAR & KNOW

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SMALL BIZ REFLECTS DIVERSITY OF WORKFORCE

Small-business ownership is beginning to mirror the U.S. workforce's diversity more accurately. According to a recent study by the Small Business Administration (SBA), people of color now own 15 percent of this country's small businesses – twice as many as in 1982. "This study really shows there is a great potential for people of color to join the mainstream of the American business community," says Ying Lowrey, the study's author.

Among the report's significant findings:

The minority-owned businesses most likely to survive are those in the service industries. The likeliest reason for this, says Lowrey, is that startup costs tend to be lower than those of goods-producing industries.

10 INTERVIEW QUESTIONS THAT ARE OUT OF BOUNDS

Here are some questions that should raise red flags as well as some inquiries that are relevant to an interview, according to www.WetFeet Inc, an online recruitment solutions provider.

1. "What's your race?"
2. "What is your national origin?"
3. "What is your maiden name?"

4. "How old are you?"
5. "Do you have any disabilities?"
6. "What is your religion?"
7. "Have you ever been arrested?"
8. "What type of military discharge did you receive?"
9. "Have you ever filed for bankruptcy?"
10. "Do you belong to any organizations?"

DRIVING INTO THE SUNSET

At least 10 automotive nameplates, including famous ones such as the Chevrolet Camaro, Pontiac Firebird, Lincoln Continental and Cadillac Eldorado are going out of production after the 2002 model year - a number so high even an auto analyst and a classic car magazine editor call this an unusual period, according to a story in MSN Carpoint.

These are the 10 whose demise is near:

Cadillac Eldorado
Chevrolet Camaro
Chevrolet Prizm
Chrysler Prowler
Lincoln Blackwood
Lincoln Continental
Mercury Cougar
Oldsmobile Intrigue
Pontiac Firebird
Suzuki Esteem

100 TOP CARDIOVASCULAR HOSPITALS

Nine of the top 100 Cardiovascular Hospitals are located in Florida, according to the latest list



compiled by Solucient, a provider of health care information. Seven are based in Michigan and six are found in Minnesota. The hospitals are rated based on their focus on excellence in cardiovascular, ICU, stroke, and orthopedic services.

Solucient, based in Evanston, Ill., is the name of the company formed by the merger of HCIA-Sachs and HBS International (HBSI). It is the nation's leading provider of strategic information, market intelligence and analysis to the health-care industry. For more information, [click here](#).

BUSH UNVEILING HOME OWNERSHIP PROGRAM

President Bush is setting a goal of increasing minority home ownership by 5.5 million before the end of the decade, in part through grants to help poor families make down payments. The president laid out a vision of ways to help African-American and Latino families obtain their own homes by eliminating or easing the barriers now keeping many out of the housing market. After touring a model mixed-income housing complex in Atlanta, the president planned to say in a speech that while government can help, it cannot on its own close a serious and persistent "home ownership gap." He called on the real estate and mortgage-finance industries to join the effort to achieve "at least 5.5 million new minority home owners before the end of the decade."

NBC TO PROMOTE FALL SHOWS ON HAND-HELDS

NBC has found a novel way to promote its fall lineup for the small screen -- by previewing its new prime-time shows on the very, very small screen. The General Electric Co.-owned broadcaster has teamed up with San Francisco-based multimedia software company Mazingo Network to feed video clips of

five new NBC shows directly to hand-held computer devices. NBC said it represents the first time that a major television network can easily deliver video directly to mobile users around the world. Under the deal, Pocket PC and Palm users who download free Mazingo software from the company's Web site can view three-minute audio-video clips of the five new TV series NBC plans to launch this fall.

BET RAISES ANTE BY BUYING RADIO NETWORK

Black Entertainment Television and radio programming company Westwood One Inc. are launching BET Radio Network, which will air BET talent, news and concert events on stations aimed at African-American listeners. Terms were not disclosed. Westwood One said the companies would split advertising revenue evenly.

The deal is a further sign of the growth of the "ethnic media" market, which targets specific ethnic groups as audiences for advertisers. BET said the agreement would extend its brand. Joel Hollander, chief executive of Westwood One, said his company would look to place BET radio programming on the leading urban radio station in each market, regardless of who owns it. BET is owned by Viacom Inc., a New York media conglomerate that also owns Infinity Broadcasting Inc., some of whose 185 stations are aimed at African-Americans. BET has a popular Web site and provides programming for XM Satellite Radio, a subscription radio service.

CUTANEO ENLISTS FOR CULINARY BOOT CAMP

Scott Cutaneo, chef and proprietor of Le Petit Chateau, will be the first New Jersey chef ever to attend the prestigious American Harvest Workshop from Sept. 7-11 at Cakebread Cellars in California's Napa Valley. American Harvest Workshop was founded by the Cakebread family, which likens the event to a four-day "culinary boot camp." The workshop is a non-profit, educational effort to increase the appreciation of wine and the nutritional and



aesthetic qualities of American farm producers products. The seminar attracts top chefs from around the country who interact with the wine maker, local farm purveyors and media representatives to discuss wine, food and a healthy lifestyle. Some of the noteworthy chefs who have attended this event over the last 16 years include Charlie Trotter of Charlie Trotter's in Chicago; New York City chef Rocco DiSpirito of Union Pacific; and Gary Danko of Gary Danko Restaurant in San Francisco. Read more.

GOOD REFERENCES MAKE THE DIFFERENCE

Eighty-seven percent of human resource professionals say their company has checked prospective employees' references within the past year, according to the Society for Human Resource Management, according to HotJobs.com. This final, crucial step in the hiring process can mean the difference between an offer and a rejection letter. A good reference confirms and elaborates on the information in your resume. More important, the reference gives positive feedback on your skills and experience. Former managers, clients and colleagues make the best references, because they have first-hand knowledge of your job performance. Avoid using friends and family as references as well as people who have known you less than one year. Most importantly, make sure you've asked permission before listing someone as a reference.

LATINOS UNDERREPRESENTED IN FEDERAL WORKFORCE

Though Latinos account for 13% of the U.S. population and 11% of the private job sector, Latino employees comprise less than 7% of the federal workforce. What accounts for this lag in Latino representation? For decades, apologists of the federal government pointed to high numbers of illegal Latino immigrants as well as low levels of education among the Hispanic population. Recently, though, these old assumptions have largely fallen by the wayside. "Even if you control these factors, Latinos

are still heavily underrepresented," says Charles Kamasaki, vice president of the National Council of La Raza, a Latino advocacy group. Likelier barriers to Latino federal employment are:

Lack of Communication: Many people may believe federal employment means relocating to Washington, DC, the truth is that 88% of federal jobs exist outside the Beltway.

Hiring/Job-Seeking Practices: The government tends to advertise many of its jobs internally, rather than to the community at large.

Demographics: The Latino community is one of the youngest in the United States, with fully a third of Latinos under age 18. "It's going to take a decade or more for many Latinos to become full-fledged members of the job pool," says Larry Gonzalez, director of the National Association of Latino Elected and Appointed Officials.

KNOWING HOW TO GIVE BACK

Annie's Homegrown, a Wakefield, Mass.-based pasta company, believes people should eat responsibly and act responsibly. The company has stayed committed to its goals even as it has expanded. Annie's has distribution in all 50 states and a product line that has grown to include 11 different varieties of totally natural macaroni and cheese. But the company believes in being a good corporate citizen and has devoted itself to several programs that give back to its communities and help those who are working toward building a better world. Through a program known as Cases for Causes, Annie's has donated thousands of cases to non-profit organizations that help women, children and the environment. Honoring groups facing challenges and creating solutions reflects our commitment to a socially



conscious business practice. Annie's also initiated an Environmental Studies Scholarship Program, awarding at least 25 \$1,000 scholarships annually to students studying environmental science at U.S. colleges and universities. The company can be found online at www.goodthings.com.

MEDIA EXECS CONSIDER FCC HIRING RULES

Broadcasting and cable TV executives agreed that their industry needs to hire more minority and female employees, but differed on just how to go about it, according to a story that appeared in the Associated Press. Charles Warfield Jr., president of ICBC Broadcast Holdings Inc, the second largest black-owned radio company in the country, told a hearing of the Federal Communications Commission that he favors reinstating FCC equal-opportunity hiring rules.

But Ann Arnold, executive director of the Texas Association of Broadcasters, said there can be opportunities for minorities without the need for the FCC "to take a heavy-handed role and attempt to dictate specific requirements for how radio and television stations seek employees." Minorities owned 449 commercial radio and TV stations in 2000 - less than 4 percent of the nation's full-power stations, according to a Commerce Department report. Joan Gerberding, president of American Women in Radio and Television and president of Princeton-based Nassau Media Partners, said that last year, only 17 percent of general managers in television and 15 percent in the top 100 radio markets were women. "Without the FCC's regulatory push to ensure that these old habits cease immediately, the glass ceiling will be perpetuated with too few cracks

and never be shattered completely," said Gerberding.

ETCETERA:

Employees at the media giant Clear Channel are being encouraged by their boss to donate money to the company's political action committee. The request is almost unprecedented among companies in the news business. New York City-based Clear Channel owns 1,200 radio stations across the country and is the largest operator of radio stations in the United States.

L'Oreal USA recently announced that Edward W. Bullock has been promoted to vice president Diversity for L'Oreal USA. Bullock is the recipient of numerous awards such as the NAACP and Urban League Service Award, and the American Association for Affirmative Action Corporate Award and Career Development Service Awards from both Rutgers University and Seton Hall University.

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