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## Unemployment Growth Among U.S. Hispanics - More Jobs than Pay

Karissa Price, Director of Marketing/Corporate Development for Lexicon Marketing USA, Inc, in their monthly Hispanic Markets Newsletter, writes "at a time when the nation's economy is stagnating, the U.S. Hispanic market is emerging as one of the most promising areas for growth.

While the economy has lost nearly 1.5 million jobs since the end of 2000, employment among U.S. Hispanics has grown. This growth has been fueled by increases in the Hispanic population and the need for businesses to find cheaper labor."

She says that according to the U.S. Bureau of Labor Statistics (BLS), Hispanics gained 600,000 jobs between 2000 and 2002, reaching a total of 16.7 million jobs. At the same time, African-Americans lost 300,000 jobs, and

benefits, and this is a group that may not be able to stay idle." The Hispanic market tends to show employment continuity, but lower wages. Blacks have more unstable employment but higher wages.

The article reports that "fewer Hispanics have jobs in manufacturing, which has suffered many of the job losses over the past two years. According to BLS estimates, nearly five million Hispanics work in the service industry, which has shown slight

ter, excerpts of interest to Hispanic marketers from additional noted sources:

The Hispanic PR Wirereported that Hispanics consider quality time with loved ones as one of the top priorities in their lives. So Hispanics take the opportunity to plan outdoor social events, such as barbecues, to spend time with family and friends. A research study by Char-Broil on the grilling preferences of Hispanic consumers finds that 80% of Hispanics grill outdoors more than 3-4 times a month, and said they spend this time with their relatives, proving that family remains the most important reason for Hispanics to barbecue.

From a study by Boston Economist Evan Schouten, for Spanish Broadcasting System and the National Hispanic Polity Institute: "Spanish-language media does not compete with Anglo media" and that "advertisers cannot effectively substitute Anglo for Spanish language media." Schouten's research shows that 15% of Hispanics do not speak English well and that English language commercials are less likely to persuade Hispanics to buy. (Source: Inside Radio, 04-14-03)

### Lubbock Diocese Announces schedule to Twentieth Jubilee Eucharistic Congress

Lubbock-Bishop Plácido Rodríguez, CMF, Bishop of Lubbock, will convene a diocesan Eucharistic Congress June 20-22, 2003, at the Catholic Renewal Center in northwest Lubbock and at the Lubbock Municipal Auditorium on the Texas Tech University campus.



The historic gathering of Texas Catholics begins at the renewal center with a Friday, June 20 concert by "Crispin, the Catholic funk band" and concludes at the auditorium with a Corpus Christi Procession and Mass on Sunday, June 22.

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### Comentarios

de Bidal Agüero

Our legislators are going back to Austin on June 30 but it won't be to right the wrong of taking insurance away from 700,000 children or it won't be to straighten out the insurance mess and it won't be to toequalize school funding.

No, it will be to please one Tom DeLay. In reaction to Rick Perry's call for a special session on redistricting, Texas Democratic Party Chairwoman Molly Beth Malcolm released the following statement:

"Rick Perry has turned himself into Tom DeLay's puppet, and it's going to cost the people of Texas \$1.7 million.

"After saying in 2001 that redrawing congressional lines would be "a waste of taxpayer's money," Perry has flip-flopped and joined in Tom DeLay's power grab.

"The people of Texas are sick and tired of these Republican political games. The Republicans just passed a budget that will hurt hundreds of thousands of people. They abused and misused state law enforcement officers when the Killer D's broke the House quorum.

"Even though the U.S. Supreme Court approved a congressional redistricting plan in 2001, Perry has decided to follow Tom DeLay's lead and redraw the lines again. What a waste of time and money!

"In the regular session, the Republican redistricting plan needlessly divided up Texas, marooning rural voters in districts dominated by suburban voters and cutting off urban voters from long-standing neighborhoods. Rural Texans, Hispanics and African-Americans all lost under the DeLay redistricting plan. There is no reason to believe they won't try again to jam down our throats the same sort of outrageous plan.

"Rick Perry and the Republican Party will rue the day they became Tom DeLay's puppet. The people of Texas don't want this redistricting plan, and they will hold the Republicans responsible for wasting their tax dollars on a special session. "In the end, I believe the Republicans will fail, and power mad Tom DeLay will be denied his power grab."

wrote Boda; at [eleditor@llano.net](mailto:eleditor@llano.net)



Anglos lost 1.1 million jobs. Overall, non-Hispanic employment fell by 1.8 million. Hispanics are inclined to take lower paying jobs, and to keep those jobs for a longer period of time. Price adds "there are about 5 million undocumented Hispanic immigrants, who are likely to stay at their jobs because they may not be eligible for unemployment

employment gains during the same period. These BLS trends appear to be continuing. The Bureau estimates that those with jobs grew to 63.6% of the Hispanic population in February 2003. The employment ratio for the U.S. population held at 62.4%." (Source: Bureau of Labor Statistics, 03-03)

Price also includes, in the Newslet-

### Depaartamento de Trabajo pide a hispanos denunciar abusos

Washington- - El Departamento de Trabajo y autoridades consulares de México y El Salvador, presentarán un nuevo proyecto conjunto con el objetivo de asegurar que los trabajadores hispanos e inmigrantes hagan respetar sus derechos laborales.

La iniciativa titulada Programa de Justicia e Igualdad en el Trabajo (JEWTP), se lanzará en su fase inicial en Dallas, Texas, y también contará con la participación de organizaciones comunitarias, gubernamentales y religiosas.

El programa busca animar a inmigrantes y aquellos que no hablan inglés a reportar las violaciones laborales de las cuales son víctimas en su lugar de empleo.

La asociación está integrada por la División de Horas y Salarios del Departamento de Trabajo, la Oficina de Programas de Cumplimiento de Contratos Federales, la Administración de Seguridad y Salud Ocupacional y la Comisión de Igualdad de Oportunidad en el Empleo.

El proyecto también cuenta con la cooperación del consulado mexicano y salvadoreño en Dallas, de Caridades Católicas de Dallas, la Comisión de Compensación al Trabajador de Texas, la Casa del Inmigrante, y la Liga de Ciudadanos Latinoamericanos Unidos (LULAC).

El portavoz del Departamento de Trabajo Daniel Morales, explicó que este proyecto se creó sobre la base de un programa similar que se inició hace dos años en Houston (Texas).

## Hispanic Scholarship Fund Rompe Record de Donaciones

San Francisco- El fondo Hispanic Scholarship Fund (Fondo de Becas Hispano, conocido por sus siglas en inglés como HSF) organización líder en la nación para el apoyo de la educación superior hispana, anunció que ha donado más de \$26 millones en becas universitarias durante el año académico 2002-2003, permitiendo que más de 7.500 estudiantes latinos en Estados Unidos, Puerto Rico y las Islas Vírgenes de EE.UU. avanzaran en su educación universitaria.

La cifra de más de \$26 millones representa becas que se otorgaron a través de los programas College Scholarship (becas universitarias), High School Scholarship (becas para escuela

secundaria), Community College Transfer Scholarship (becas para transferencias de colegios comunitarios) y los programas de Partnership (asociaciones) y de Internships (practicantes internos) de HSF, al igual que por medio del Gates Millennium Scholars Program y el HSF Institute, organización hermana de HSF.

"En los últimos años académicos HSF ha incrementado el número de becas que se otorgan, el número de estudiantes que reciben ayuda y el número de programas que se desarrollan e implementan; todo esto en apoyo a padres y estudiantes hispanos en todo el país", dijo Sara Martínez Tucker presidente y jefe ejecutiva de HSF.

(Continúa Pagina 3)

## Latínos want Bill Richardson to Chair the national Convention

SANTA FE - Hispanic members of the Democratic National Committee want Gov. Bill Richardson to chair the 2004 Democratic National Convention in Boston.

The committee's Hispanic Caucus has drafted a resolution urging Democratic National Committee Chairman Terry McAuliffe to appoint Richardson to lead the convention.

McAuliffe said Richardson would be a good choice.

Members say it would send a strong message to Hispanic voters.

"I think it would be stupid of the Democratic Party not to appoint him," said Steven Ybarra, a California businessman and caucus member. "He is a guy who is internationally known, and well-known and respected in the Latino and Chicano communities throughout the United States."

Hispanics represent the fastest growing ethnic group in America and will hold are considered vital to either party's chance of winning the presidency. Although most Hispanics traditionally supported the Democratic Party, President Bush and the Republican Party have worked to reach out to the Hispanic community.

Denver City Councilor Ramona Martinez said Richardson should also be chosen because of his experience.

"He has all the credentials," Martinez, a member of the DNC's Hispanic caucus said. "It would definitely have an effect on the Hispanic community."

Richardson is a former congressman that served in President Clinton's administration as energy secretary and ambassador to the United Nations.

Richardson is open to the possibility of chairing the convention, a spokesman said.

"We're honored to be considered," said David Contarino, Richardson's chief of staff. "Given the importance of the economy and of international issues to the Hispanic voter, Governor Richardson is a logical choice."





**Media Power:**

**The View From Inside**

By Victor Landa

The view from the inside is always tainted. I'll say that from the outset. What you see as window dressing is not the same thing the one who dressed the window sees. This is true for just about every human undertaking. The surface always hides undercurrents.

The job of reporters is to find those undercurrents and expose them, or at least point in their general direction. The idea is that an open and free discourse, energized by accurate information, can only benefit society. This is why the freedom of the press and the freedom of expression and the freedom of assembly are so jealously protected.

But sometimes that may not be enough.

When I was kid growing up in Nuevo Laredo, Mexico, there were four newspapers: two *matutinos*, or morning papers, and two *vespertinos*, the afternoon publications. Each had its own emphasis and personality.

El Diario and El Correo were known for their graphic pictures of mangled auto wrecks and bullet-riddled bodies. El Mañana and El Ciudadano were less prone to public gore.

Each was owned by a different family and approached the news of the day from a different perspective. Each served different economic, social and political purposes, and the readers knew this. The readers knew enough to consider the source, sifting through the information by weighing one against the other.

The papers also provided a good indicator of people's political persuasions. A man walking down the street with a copy of El Diario under his arm was more than likely connected with the ruling political party. A copy of El Ciudadano usually meant opposition.

It was, and still is (although the names of the papers may have changed and one or more of the old publications may now be extinct) a very simple and useful way of knowing where people stood on issues and what those issues were.

Here in the United States, things used to be that way, but the days of the dueling newspapers are long gone. What's more, recent studies have found that the vast majority of people say that their primary source of information is television, not the newspaper.

Pick up your remote and flip

through the channels on any given day, and you'll be bombarded by news and information programs of all types and persuasions. From regular newscasts to news "magazines," 24-hour news channels, news "teasers," news breaks, updates, live shots, video phones and remote interviews, the news is now embedded, debriefed and neatly packaged, sound-bitten and edited for your convenient consumption.

At first glance it's a wealth of choices, like looking at the window dressing. But there is an undercurrent -- some might say a tsunami -- that makes this apparent wealth no more than an illusion.

The Federal Communications Commission voted this month to relax long-standing restrictions to media ownership. Specifically, one single company, in the nation's largest cities, can now own three television stations, eight radio stations, a daily newspaper and a cable outlet. In smaller markets, a company can own two television stations.

There is a huge fear among many media observers that this loosening of media ownership rules will hurt public discourse

by narrowing the diversity of viewpoints while giving the illusion of the contrary. Under the new rules, one single company can now own enough stations to reach up to 45 percent of all homes in the country.

From the inside looking out, the view is very different. The most informative and balanced news is not necessarily the news that is most watched. High ratings mean mostly high revenue. If you stack multiple newscasts under one umbrella, "synergize" them (the newest term in cost strategy) so that they all look and sound the same, you aren't serving the public. You're serving the stockholders.

The more stations one company owns in a given market, the less diversity of information and opinion will exist. To do anything else is not cost-effective. The less information under the guise of diversity, the more the public is duped.

What the new FCC rules give us is an illusion of a marketplace. In a country with a long-standing tradition of defending the lone dissenting voice, this makes no sense.

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**Periodistas Hispanos no perciben episodio de Jayson Blair como una barrera a su éxito profesional**

Por Arlene Martínez

Setenta y tres por ciento -- casi tres de cada cuatro -- profesionales latinos en los medios de comunicación creen que sus propias carreras no sufrirán ni serán sujetas a mayor escrutinio como resultado del escándalo propagado por Jayson Blair, africano-americano de 27 años, reportero del New York Times, quien dimitió tras admitir haber inventado y plagiado artículos. Un trece por ciento -- uno de cada ocho -- siente que sus posibilidades profesionales sufrirán. Muchos otros dijeron que sólo el tiempo lo dirá.

Un porcentaje algo menor -- 63 por ciento -- sintió que su posición como latinos en el mercado laboral en general de los medios de comunicación no sufrirá un impacto negativo, mientras que el dos por ciento pensó que el episodio hasta los podría ayudar.

"Hay muchos periódicos hambrientos de talento latino", sugirió Ernie García, reportero con The Journal News en White Plains, Nueva York.

Hispanic Link circuló una encuesta de seis preguntas a miembros de la Asociación Nacional de Periodistas Hispanos (NAHJ por sus siglas en inglés). Un total de 100 miembros contestaron. Muchos añadieron comentarios personales que expresan la esperanza que el caso obligaría a los empleadores a prestar más atención a la experiencia sólida a la hora de contratar y a la calidad del rendimiento diario de su personal activo. Algunos percibieron como resultado del caso mejoras en la efectividad de las prácticas administrativas.

El doctor Félix Gutiérrez, coautor del libro "Race, Multiculturalism and the Media", estaba entre el 28 por ciento de empadronados que anticipan habrá una reacción perjudicial. Gutiérrez es profesor invitado de periodismo en la Annenberg School for Journalism ubicada en la Universidad del Sur de California.

"Muchos entre nosotros van a sufrir un golpe inmerecido", comentó. "El gobierno federal y las grandes empresas están buscando la manera de alejarse de los programas de acción afirmativa".

La doctora Mercedes Lynn de Uriarte, profesora de periodismo de la Universidad de Texas en Austin dijo que no percibe que Blair sea un problema referente a la diversidad sino como un problema particular con la honestidad, la ética y el profesionalismo. Cuando comete un error un periodista blanco, sus contrapartes no se precipitan a sacar en la prensa cuestionamientos del destino de todos los demás periodistas blancos.

Rafael Olmeda, autor principal del periódico South Florida Sun-Sentinel y cabeza del comité de asuntos de la

NAHJ, percibe el caso de Jayson Blair como uno que aumentará la presión para los periodistas negros y latinos. Las calificaciones profesionales de los dos grupos serán sujetas a mayor escrutinio que las de sus colegas blancos, proyectó. "Es injusto, pero es verdad".

Sesenta y seis por ciento de los empadronados siente que la prensa reaccionó bien, en general, al cubrir el incidente, al mismo tiempo que un 46 por ciento siente que la importancia de la raza de Blair fue exagerada.

Algunos comentaron que se opacó la cobertura con la cuestión de la raza, y que los periódicos en competencia utilizaron el episodio para regocijarse con que el New York Times, una de las publicaciones más respetadas a nivel mundial, pudiera verse involucrado en un escándalo.

"Oigo, casi, los murmullos de irritación y disgusto entre los que piensan que a nosotros, las minorías -- y cada vez más a los latinos -- nos dan oportunidades especiales que nos otorgan una ventaja injusta", notó reportera de asuntos de inmigración Minerva Canto del Orange County Register en Santa Ana, California. "Hace mucho que he abogado por la contratación de más periodistas latinos y mejor cobertura de nuestras comunidades ... pero tengo bien claro que mucho del frenesí de contrataciones simplemente no es parte del buen periodismo".

Casi siete de cada diez empadronados pensaron que la raza contribuyó a la promoción de Blair en el periódico. Arlene Morgan, decana asistente de educación adulta en la Columbia Graduate School of Journalism en la ciudad de Nueva York sugirió que el New York Times "iba a crucificarlo como ejemplo. Nadie niega que era un excelente escritor, un excelente trabajador y muy agresivo -- todas estas calidades necesarias para ser un buen periodista -- y que además era africano-americano".

Sería tonto que la industria mediática se alejara de la meta de hacer que la sala de redacción refleje el contorno cambiante de los Estados Unidos, dijo, señalando el reciente logro de la reportera Sonia Nazario, del Los Angeles Times, quien ganó un premio Pulitzer por la crónica que publicó en serie sobre la odisea de un adolescente hondureño en busca de su madre que había inmigrado a los Estados Unidos.

"Vamos a poner de ejemplo a Sonia para explicar por qué debemos tener diversidad", sugirió Morgan.

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**El Poder de los Medios de Comunicación:**

**La Perspectiva Interna**

Por Victor Landa

De una vez quiero establecer que la perspectiva interna siempre está contaminada. Lo que usted ve como arreglo de escaparate no es lo que el que arregló el escaparate ve. Lo mismo ocurre con todas las empresas humanas. La superficie siempre oculta las corrientes profundas. La tarea de los reporteros es encontrar esas corrientes y exponerlas a la superficie, o al menos dar una señal hacia su orientación. La idea es que un discurso abierto y libre, impulsada por información correcta, sólo puede ser de beneficio para una sociedad.

Es por esto que la libertad de prensa, la libertad de expresión y la libertad de reunión se protegen con tal fervor. Sin embargo, a veces esto no resulta suficiente. Cuando era niño en Nuevo Laredo, México, había cuatro periódicos: dos matutinos y dos vespertinos. Cada uno tenía su énfasis y su personalidad. El Diario y El Correo eran conocidos por sus fotografías gráficas de accidentes automovilísticos y cuerpos acibillados a balazos. El Mañana y El Ciudadano tendían menos a incidentes públicos ensangrentados.

Una familia diferente era dueña de cada uno de los periódicos y cada periódico enfocaba las noticias del día desde una perspectiva diferente. Cada uno servía a propósitos

económicos, sociales y políticos diferentes, y los lectores lo sabían. Los lectores sabían lo suficiente como para considerar la fuente, entresacando información al sopesar uno y el otro.

Los periódicos también ofrecían una buena indicación de la orientación política de las personas. Un hombre caminando por la calle con un ejemplar de El Diario bajo el brazo probablemente estaba conectado con el partido político imperante. Un ejemplar de El Ciudadano significaría la oposición.

Era, y continúa siendo, (aunque los nombres de los periódicos hayan cambiado y una o dos de las antiguas publicaciones se hayan extinguido) una manera muy sencilla y muy útil de saber cuál era la posición de las personas referente a los asuntos del día, además de saber cuáles eran tales asuntos. Antes era así también aquí en los Estados Unidos, pero los días de la ferviente competencia entre periódicos hace mucho han desaparecido. Lo que es más, estudios recientes han encontrado que la gran mayoría de las personas dicen que su fuente principal de información es la televisión, no el periódico.

Alce su control remoto y pase los canales cualquier día de la semana y resultará bombardeado por programas de noti-

cias e información de todo tipo y orientación. Desde los noticieros normales hasta las "revistas" noticiosas, canales de noticias de 24 horas, "provocaciones" de noticias, interrupciones de noticieros, actualizaciones, programación en vivo, teléfonos a video, y entrevistas remotas, las noticias ahora están encajadas, las cuentas rendidas, y bien empaquetadas, con frases referenciales aisladas, editadas para su conveniente consumo.

A primera vista parece un manjar de opciones, como ver el arreglo del escaparate. Sin embargo existe una corriente profunda -- para algunos un maremoto -- que convierte el manjar en nada más que una ilusión.

La Comisión Federal de Comunicaciones este mes votó por relajar las restricciones vigentes desde hace muchos años de la propiedad de los medios de comunicación. Ahora, específicamente, una sola empresa, en las ciudades más grandes de la nación, puede ser propietaria de tres estaciones de televisión, ocho estaciones de radio, un diario y una emisora de cable. En mercados más reducidos, una empresa puede ser dueña de dos estaciones de televisión.

Entre muchos de los observadores de los medios hay un tremendo temor que la apertura de las regulaciones de la propiedad de los medios de comunicación

perjudicará el discurso público al limitar la diversidad de perspectivas mientras da la ilusión de hacer lo contrario. Bajo las nuevas regulaciones, una empresa sola puede ser dueña de suficientes estaciones como para llegar al 45 por ciento de todos los hogares en el país.

Desde dentro hacia afuera, la perspectiva es muy diferente. Las noticias más informativas y equilibradas no son necesariamente las que más se ven. Los indicadores más altos significan más que nada ingreso altos. Si una bajo una sombrilla a múltiples noticieros, los hace "sinérgicos" (el último término para la estrategia de costos), para que todos se vean y suenen igual, no está sirviendo al público. Está sirviendo a los accionistas.

Mientras más estaciones tiene una empresa en un mercado, menos diversidad de información y opinión habrá. Hacer algo diferente no lleva a la efectividad de costos. Mientras menos información hay bajo la capa de la diversidad, más se engaña al público.

Lo que las nuevas regulaciones de la Comisión Federal de Comunicaciones nos dan es la ilusión de un mercado abierto. En un país que cuenta con una larga historia de defender la solitaria opinión disidente, esto no tiene ningún sentido.

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**Latin Authors Join Self-Publishing Parade**

By Jake Rollow

After four years spent writing and rewriting his book, "Soldados: Chicanos in Viet Nam" and then three years submitting it unsuccessfully to publishers, Charley Trujillo faced the reality that traditional

publishers did not think a market existed for his Latino story.

That was in 1990. Rather than condemning his manuscript to a closet shelf, Trujillo founded Chusma House Publications and became his own

publisher.

Since then, "Soldados," in which he relates the stories of 19 Chicano Vietnam veterans from his hometown of Corcoran, Calif., has sold 25,000 copies and won an American Book Award.

Trujillo has lectured at Yale, Columbia, Stanford and UCLA, and appeared as a guest on Univision. On Sept 2, a documentary based on "Soldados" will be televised on PBS's "POV" ("Point of View"). Chusma House now

carries 16 multicultural-interest titles, and has sold 70,000 copies of its books.

While Trujillo's story may sound utopian to some, his experience exemplifies why Latino authors are turning toward nontraditional publication methods, forming the vanguard of frustrated writers who are transforming the historically scorned vanity press into a booming self-publishing industry.

Patrick East, product development director of 1stBooks, estimates that as many as 15 percent of its authors are Latino. Founded in Bloomington, Ind., in 1997, 1stBooks, which publishes anything but pornography and hate, printed its millionth copy last year.

East proclaims self-publishing is the future. He estimates that 100 U.S. self-publishing houses now release 50,000 titles annually, equaling traditional houses.

He acknowledges that, randomly selected, a traditional publication will probably be higher-quality work than a self-publication. "But," he adds, "if you take the top 100 of each, they match up pretty well."

"Latinos turn to self-publishing for the same reasons anybody does," East says, noting that traditional publishers accept only 2 percent of the sub-

missions they receive. He adds that it takes between one and four years to find a publisher and be published, and seven of eight traditionally published books lose money.

Historically, Latinos have had to overcome more than the economic realities of the business. Assistant editor Marina Tristan says Arte Público Press at the University of Houston was founded in 1979 because "there were no publishing opportunities for Latinos." The perception persists that Latinos don't read, she adds, and quickly names two Arte Público titles -- Victor Villaseñor's "Rain of Gold" and Judith Ortiz Cofer's "Silent Dancing: A Partial Remembrance of a Puerto Rican Childhood" -- that "sell and sell."

M.E. Delgado spent five years writing "The First Sandcastle" before collecting a stack of rejection letters from traditional publishers in the following three years. In 2002 he spent \$259 to publish with Universon, a major self-publishing house that releases 5,000 titles annually. Now his book is available through popular online booksellers and his own Web site. He's done two book signings at Borders bookstores near his home in Redwood City, Calif.

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# Acerca de Hispanic Scholarship Fund

El Hispanic Scholarship Fund (HSF) es la organización principal en el país, que apoya la educación superior para los hispanos. Se fundó en 1975 con la visión de fortalecer al país a través de la promoción de educación entre los hispanoamericanos, el sector con más crecimiento de la población estadounidense.

De acuerdo con su misión de duplicar el índice de hispanos que obtienen sus títulos universitarios, HSF ofrece más becas universitarias y más apoyo en la comunidad que cualquier otra organización. Con sede en la ciudad de San Fran-

cisco, HSF ha expandido su alcance al sur y el valle central de California, respectivamente y al noreste, suroeste y centro del país.

Además HSF ha lanzado el Instituto HSF en Washington D.C., para generar más sociedades con el sector público que apoyen esta causa. Durante su historial de 28 años, HSF ha otorgado más de 61.000 becas por más de \$115 millones a latinos en los 50 estados, Puerto Rico y las Islas Virgenes de EE.UU. que han asistido a más de 1.300 colegios y universidades.

# Lubbock Diocese 20th Jubilee Eucharistic Congress

from page one

The Most Rev. Michael J. Sheehan, Archbishop of Santa Fe and First Bishop of Lubbock, will serve as principal celebrant for the Sunday liturgy. He will be joined at the altar by the Most Rev. John W. Yanta, Bishop of Amarillo; Most Rev. Leroy T. Matthiesen, Bishop-emertus of Amarillo; Bishop Rodriguez, visting bishops; and priests who serve the parishes and people of the Diocese of Lubbock.

Theme for the congress is "One Bread. One Body: The Eucharist Makes the Church of Lubbock. The Church of Lubbock Makes the Eucharist."



Most Rev. Michael Sheehan

The motif is based on a text from chapter 10 of Saint Paul's First Letter to the Cor-

inthians.

A committee of 15 priests, deacons, lay men and lay women chaired by the Rev. Reynaldo Reyes pastor of Seminole and Seagraves, has been working since late last year to make the dream of the congress a reality, according to deacon Leroy Behnke, a member of the committee and director of communications for the Diocese of Lubbock.

The planners have two goals for the Eucharistic Congress, according to Father Reyes. "It gives our diocese an opportunity for catechesis or instruction on our identity as Roman Catholics and on the meaning of the Eucharist," he said.

In addition, the event is intended to "inspire and instruct Catholics as well as encourage and promote devotion to the Blessed Sacrament," with the mass being the highest expression of eucharistic worship, said Father Reyes.

It will be the first time the Diocese of Lubbock has hosted a Eucharistic Congress, "a gathering of Catholics having as its aim a strengthening of the personal relationship with Jesus Christ that is a consequence of a deeper understanding of the Eucharist brought about by lectures, liturgies, and adoration of the Blessed Sacrament," according to Deacon Behnke.

The first Eucharistic Congress was held in France in 1881.

The June 20-22, 2003 Eucharistic Congress in the Diocese of Lubbock marks the twentieth anniversary of its creation by Pope John Paul II on June 17, 2003, when Bishop Sheehan was ordained as the First Bishop of Lubbock.

The pope appointed Bishop Rodriguez as the Second Bishop of Lubbock on April 5, 1994, and he was installed on June 1, 1994.

Father Reyes noted that the congress, which is free of charge, has been designed to be inclusive of people of all ages.

Friday, June 20: The Diocese of Lubbock Twentieth Jubilee Eucharistic Congress begins on Friday, June 20, with a 7:00

p.m. opening prayer service.

A contemporary Christian music concert by "Crispin, the Catholic Funk Band" follows at 8:30 pm. Both activities will be held in Lubbock at the Catholic Renewal Center (4th Street & Toledo Avenue).

Saturday, June 21: On Saturday, activities resume in the Catholic Renewal Center with registration at 8:30 am.

Rosalind Moss is scheduled to then deliver a keynote speech at 9:30 am followed by break-out sessions in Spanish and english hosted by Mary Kochan, Johnny Romero, and Rosalind Moss. During lunch, Bishop José Vasquez of Galveston-Houston will deliver a 2:00 pm keynote speech and his remarks will be followed by Spanish and English break-out sessions.

Hosts for the afternoon sessions include Eric Genuis & William Merimee, Mary Kochan, and Ruben Quezada.

Bishop James A. Tamyó of Laredo will then serve as principal celebrant for Mass at 5:00 pm (Galveston-Houston is the oldest diocese in Texas and Laredo is the state's newest diocese.)

Sunday, June 22: The Diocese of Lubbock Twentieth Jubilee Eucharistic Congress will conclude on Sunday, June 22, the Solemnity of the Body and Blood of Christ. Thousands of Catholics are expected to gather at 3:00 pm in front of Lubbock's Municipal Auditorium (near the Jones SBC Stadium at Texas Tech University).

Hosted by Lubbock's Bishop Rodriguez, Archbishop Sheehan and the visiting clergymen will help lead a festive Corpus Christi Procession and celebrate the majestic closing liturgy. "As we mark this significant jubilee in the life of the church here on the Llano Estacado and Rolling plains of West Texas, we look to the Eucharistic Congress as a way of continuing to emphasize a theme of jubilee, a renewal of appreciation, love, and devotion for the sacrament of the Holy Eucharist," said Father Reyes.

For more information call 792-3943.

## Hispanic Scholarship Fund rompe récord de donaciones

viene de la primera pagina

"Debido a que estas cifras representan una necesidad (para la cual estamos trabajando a fin de satisfacerla, con el apoyo de socios corporativos y fundaciones privadas), debemos continuar brindando a los latinos herramientas y recursos necesarios para que obtengan una educación universitaria y así puedan romper el círculo vicioso de falta de educación en la comunidad hispana", añadió.

Además de la cantidad sin precedentes de apoyo financiero que HSF brindó a estudiantes latinos durante el año académico anterior, HSF también ha seguido estableciendo formas innovadoras de mantener un flujo constante de estudiantes latinos que ingresan y se gradúan de la universidad, al tiempo que conecta a familias latinas para que se conviertan en abogados defensores de la educación de sus hijos.

HSF hizo un recorrido por el país y patrocinó más de 30 talleres "Pasos para el éxito HSF talleres del sábado" (HSF Steps for Success Saturday Workshops) de HSF y reuniones comunitarias (Town Halls) brindando a más de 4.500 estudiantes y sus familias, las herramientas necesarias para graduarse de secundaria, listos para la universidad y poder llevar las solicitudes a universidades, además de enfrentar el proceso de ayuda financiera.

Su red de sucursales en campos universitarios (HSF Scholar Chapter Network) aumentó su presencia de cinco a 19 sucursales en campos universitarios de toda la nación, ofreciendo a los estudiantes acceso a mentores, oportunidades de liderazgo y talleres para fomentar sus habilidades, todo esto para ayudarles a permanecer en la universidad y recibirse.

Como parte del esfuerzo de inspirar a generaciones futuras de graduados universitarios latinos, HSF lanzó su Cuadro de honor de ex-alumnos (Alumni Hall of Fame) en octubre del 2002, que celebra la historia de cinco latinos que a través de sus logros, contribuciones y desafíos, demostraron el poder de la educación superior y la ayuda de los mentores. La historia de cada latino distinguido

Economist Evan Schouten, for Spanish Broadcasting System and the National Hispanic Policy Institute: "Spanish-language media does not compete with Anglo media" and that "advertisers cannot effectively substitute Anglo for Spanish language media." Schouten's research shows that 15% of Hispanics do not speak English well and that English language commercials are less likely to persuade Hispanics to buy. (Source: Inside Radio, 04-14-03)

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ilustra las posibilidades que ofrece la educación superior y personifica la misión y los valores de HSF. Entre los nuevos miembros del 2002 se encuentra el Dr. Richard Carmona, Cirujano General de los Estados Unidos.

Desde su fundación en 1975, cuando otorgó \$30.000 en becas a 115 estudiantes en su primer año, HSF ha experimentado un crecimiento.

Hoy día se asocia con más de 100 compañías Fortune 1000, fundaciones nacionales y regionales, numerosas campañas de donaciones y más de 30 eventos comunitarios para recaudaciones de fondos, todo para cumplir su misión de mejorar los logros educativos de los hispanoamericanos.

De acuerdo a Martinez Tucker, un estudio independiente descubrió que 97% de los estudiantes seleccionados como becados de HSF obtuvieron sus diplomas universitarios, muchos de ellos superando barreras sociales y económicas considerables. Casi 90% de los estudiantes becados, ganan salarios por encima del promedio nacional de ingresos y 60% ganan por lo menos el doble del promedio nacional de ingresos de los hispanoamericanos típicos.



Angela Tobias was awarded her degree of Doctor of Medicine from Baylor College of Medicine Wednesday, May 28th, in graduation ceremonies held at the Jesse H. Jones Hall for the Performing Arts in downtown Houston. Dr. Kenneth Shine, Director of the RAND Center for Domestic and International Health Security, delivered the commencement address. Dr. Michael DeBakey, a pioneer doctor in the field of cardiology, presented the graduates with their diplomas.

Following her graduation, Angela will be moving to Rochester, New York. She will be working at Strong Memorial Hospital of the University of Rochester Graduate Program for three years as a resident in Family Medicine.

Angela is the daughter of Frank and Carol Tobias and the neice of Richard and Bertha Fuentes of Post. Her grandparents are Ricardo and Angelica Tobias of Mission, TX (formerly of Post) and the late Garland and Georgia Nell Davies of Post.

## Employment Growth Among US Hispanics:

# More Jobs but Lower Pay

Karissa Price, Director of Marketing/Corporate Development for Lexicon Marketing USA, Inc, in their monthly Hispanic Markets Newsletter, writes "at a time when the nation's economy is stagnating, the U.S. Hispanic market is emerging as one of the most promising areas for growth. While the economy has lost nearly 1.5 million jobs since the end of 2000, employment among U.S. Hispanics has grown. This growth has been fueled by increases in the Hispanic population and the need for businesses to find cheaper labor."

She says that according to the U.S. Bureau of Labor Statistics (BLS), Hispanics gained 600,000 jobs between 2000 and 2002, reaching a total of 16.7 million jobs. At the same time, African-Americans lost 300,000 jobs, and Anglos lost 1.1 million jobs. Overall, non-Hispanic employment fell by 1.8 million. Hispanics are inclined to take lower paying jobs, and to keep those jobs for a longer period of time. Price adds "there are about 5 million undocumented Hispanic immigrants, who are likely to stay at their jobs because they may not be eligible for unemployment benefits, and this is a group that may not be able to stay idle." The Hispanic market tends to show employment continuity, but lower wages. Blacks have more stable employment but

higher wages.

The article reports that "fewer Hispanics have jobs in manufacturing, which has suffered many of the job losses over the past two years. According to BLS estimates, nearly five million Hispanics work in the service industry, which has shown slight employment gains during the same period. These BLS trends appear to be continuing. The Bureau estimates that those with jobs grew to 63.6% of the Hispanic population in February 2003. The employment ratio for the U.S. population held at 62.4%." (Source: Bureau of Labor Statistics, 03-03)

Price also includes, in the Newsletter, excerpts of interest to Hispanic marketers from additional noted sources.

From the Hispanic PR Wire, 04-07-03: Hispanics consider quality time with loved ones as one of the top priorities in their lives. So Hispanics take the opportunity to plan outdoor social events, such as barbecues, to spend time with family and friends. A research study by Char-Broil on the grilling preferences of Hispanic consumers finds that 80% of Hispanics grill outdoors more than 3-4 times a month, and said they spend this time with their relatives, proving that family remains the most important reason for Hispanics to barbecue.

From a study by Boston



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estudios calificantes serán aquellas estancias pagadas que ocurran durante el 9 de junio y el 14 de Septiembre del 2003, que sean reservadas a una cuota elegible para La Quinta. Una estadía es definida como una o más noches consecutivas en el mismo hotel no importando las ocurrencias de chequeo de entrada o salida. Los huéspedes deben registrarse a Promoción de Verano y serán automáticamente inscritos en La Quinta Returns. Los miembros existentes de La Quinta Returns ya han sido registrados para esta promoción. Un máximo de 3 certificados para noches gratis podrán ser ganados durante la Promoción de Verano. Los certificados para noches gratis serán automáticamente enviados por correo regular y serán válidos hasta el 31 de Marzo del 2004. Por favor permita por lo menos tres semanas para la entrega de sus certificados para noches gratis una vez que todos los requerimientos hayan sido cumplidos. Los términos y condiciones del programa La Quinta Returns aplican. LA QUINTA y RETURNS son marcas registradas en la oficina de Patentes y Marcas Registradas de los EE.UU.



## Hispanic Journalists see Jayson Blair episode as no barrier to their success

By Arlene Martinez

Nearly three in four -- 73 percent -- of Latino media professionals believe their own careers will not suffer or be held to closer scrutiny as a result of the scandal surrounding Jayson Blair, the 27-year-old black New York Times reporter who resigned after he admitted fabricating and plagiarizing stories.

One in eight - about 13 percent -- felt his or her prospects would be hurt. Many others said it was too early to tell.

A slightly lower 63 percent felt the overall marketability of Latinos pursuing journalism careers would not be affected negatively, while 2 percent thought the episode might actually help them.

"Many newspapers are starving for Latino talent," suggested Ernie Garcia, a reporter with The Journal News in White Plains, N.Y.

Hispanic Link News Service distributed a six-question survey to members of the National Association of Hispanic Journalists. A hundred members responded. Many added personal comments, expressing hope that the case would force employers to pay closer attention to solid experience in-

ing and to the quality of their staffs' daily performance. Some saw more effective management practices resulting.

Dr. Félix Gutiérrez, co-author of "Race, Multiculturalism and the Media," was among the 28 percent of respondents who expect Latino journalists to be hurt by the Blair debacle. Gutiérrez, a visiting professor of journalism at the University of Southern California's Annenberg School for Communication, foresaw a backlash.

"A lot of us are going to take an undeserved hit," he said. "The federal government and corporations are looking for ways to turn away from affirmative action programs."

Dr. Mercedes Lynn de Uriarte, a professor of journalism at the University of Texas at Austin, said she does not perceive Blair as an issue of diversity at all, but "as an individual problem with honesty, ethics and professionalism. When a white reporter screws up, his or her counterparts don't rush into print to question the fate of all other white journalists."

Rafael Olmeda, senior writer at the South Florida Sun-Sentinel and NAHJ issues committee chair, saw the Blair case

as increasing pressure on black and Latino journalists. Their professional qualifications will come under greater scrutiny than those of their white colleagues, he predicted. "This is unfair, but nonetheless true."

Sixty-seven percent of respondents felt the press did an overall good job covering the story, even as 47 percent felt the significance of Blair's race was overplayed.

Some commented that the coverage was overshadowed by the "race card," and that competing papers used the episode to gloat that the New York Times, one of the world's most respected publications, was caught in scandal.

"I can almost hear the ripples of annoyance and disgust among people who think we minorities -- and increasingly Latinos -- get special breaks that give us an unfair advantage," noted immigration reporter Minerva Canto of The Orange County Register in Santa Ana, Calif. "I've long campaigned for more hiring of Latino journalists and better coverage of our minority communities ... but I am well aware that much of that hiring frenzy is simply not part of good journalism."

Nearly seven in 10 respondents felt race contributed to Blair's rise at the paper. Arlene Morgan, an assistant dean of continuing education at the Columbia Graduate School of Journalism in New York City, suggested that The New York Times was "going to use him as a poster boy. No one denies he was a very good writer, a very good worker and very aggressive -- all qualities to be a good journalist -- and he was African American."

It would be foolish for the industry to turn its back on the goal of making the newsroom reflect the changing shape of the United States, she said, pointing to the recent achievement of Los Angeles Times staff writer Sonia Nazario, who won a Pulitzer Prize for her feature series chronicling the odyssey of a Honduran teenager searching for his mother who had migrated to the United States.

"Let's make Sonia the poster woman for why we should have diversity," Morgan said.

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## Autores Latinos Se Unen al Boom de Autoeditarse

Por Jake Rollow

Después de pasar cuatro años escribiendo y re-escribiendo su libro, "Soldados Chicanos in Viet Nam", y otros tres años más buscando sin éxito quien se lo editara, Charley Trujillo se enfrentó con la realidad que las casas editoras tradicionales no consideraban que existía un mercado para su historia latina.

Esto ocurrió en 1990. En vez de condenar el manuscrito al fondo de su armario, Trujillo fundó Chusma House Publication, volviéndose su propia casa editora.

Desde entonces, ha vendido 25,000 ejemplares de su libro, "Soldados", que relata las historias de 19 veteranos chicanos de la guerra de Vietnam oriundos de su pueblo natal, Corcoran, California, y ha ganado el premio del American Book Award.

Trujillo ha dado conferencias en las universidades de Yale, Columbia, Stanford y UCLA, y ha salido en Univisión. El 2 de septiembre el programa POV (Point of View) del canal público de televisión PBS emitirá un documental que se base en el libro. La casa editora Chusma House ahora lleva 16 títulos de interés multicultural y ha vendido 70,000 ejemplares de sus libros.

Si bien sonará utópica la historia de Trujillo a algunos, esta experiencia es un ejemplo de por qué los autores latinos acuden a métodos poco tradicionales para la publicación de sus libros, convirtiéndose así en la vanguardia de los escritores frustrados que están transformando "la prensa de las vanidades" históricamente desafiada en una exitosa industria de editoras independientes.

Patrick East, director del desarrollo de productos para la casa editorial independiente 1stBooks calcula que hasta 15 por ciento de sus autores son latinos. La 1stBooks fue fundada en Bloomington, Indiana en 1997, que se dedica a editar de todo menos textos pornográficos y de prejuicio, llegó a un millón de ejemplares editados el año pasado.

Según East, las casas editoras independientes son el futuro de la industria. Añade que unas 100 casas independientes en los Estados Unidos emiten 50,000 títulos al año, a la par con las casas editoras tradicionales.

Reconoce que, al hacer una selección al azar, una publicación tradicional probablemente será de mayor calidad que la de una editora independiente. "No obstante", agrega, "si se recoge las mejores 100 publicaciones de cada una, no hay mucha diferencia".

"Los latinos hoy acuden a las casas independientes por las mismas razones que cualquiera lo hace", dice East, al notar que las casas tradicionales sólo aceptan 2 por ciento de las solicitudes que reciben. Añade que lleva de un año a cuatro encontrar una casa editora y poder publicar su libro, y que siete de ocho libros editados tradicionalmente pierden dinero.

Los latinos han tenido que sobreponerse a más que las realidades económicas de la industria, históricamente. Marina Tristán, subeditora de la imprenta Arte Público ubicada en la Universidad de Houston dice que la imprenta se fundó en 1979 porque "no había oportu-

nidades de edición para los latinos". Continúa la percepción que los latinos no leen, añade, y nombra rápidamente a dos de los títulos editados por Arte Público -- "Rain of Gold" de Victor Villaseñor y "Silent Dancing: A Partial Remembrance of a Puerto Rican Childhood" de Judith Ortiz Cofer -- cuyas ventas no cesan.

M.E. Delgado se pasó cinco años escribiendo "The First Sandcastle" antes de pasar otros tres haciendo una colección de cartas de rechazo de casas editoras tradicionales. En el año 2002 gastó \$259 para publicarlo con Iuniverse, una importante casa editora independiente que emite 5,000 títulos por año. Hoy su libro está a la venta mediante vendedores de libros populares del Internet, y su propio sitio en la red. Ha participado de dos eventos de promoción en librerías Borders cerca de su casa en Redwood City, California.

El libro de Delgado, como muchos de los títulos editados independientemente, se produce con tecnología de imprenta por demanda (POD por sus siglas en inglés). Esta tecnología reduce por mucho los costos de la publicación al recibir y guardar electrónicamente los manuscritos, imprimiéndolos uno por uno al recibir una orden. El costo de la edición independiente puede variar de \$200 a varios miles de dólares, dependiendo del largo del libro y los servicios que el autor requiere.

Con la tecnología de POD y el que el autor pueda determinar el precio del libro -- normalmente entre diez y quince dólares -- las regalías por derechos de autor oscilan entre el 5 por ciento y el 10 por ciento, mientras que lo restante va para cubrir la factura de la casa editora, y los costos de imprenta y distribución.

Algunos latinos, en busca de un formato de mayor efectividad de costos, publican los llamados e-libros. Marilyn Jenkins, fundadora de CyberRead en 1999, calcula que de los 5,000 títulos de e-libros que vende su compañía, entre 10 y 15 por ciento son de autores latinos. Los e-libros se publican en formatos irreplicables que pueden bajarse a computadoras y las agendas personales electrónicas palm pilot. La edición puede costar menos de \$100. El producto bajado cuesta generalmente unos \$10. La tasa de regalías es de 35 por ciento con un vendedor de libros cibernético y 45 por ciento con el sitio de la red, CyberRead, adjudicado al autor.

Sea de manera tradicional, o por casas editoras independientes, pocos autores pueden vivir de los ingresos que reciben de sus libros. Con fuertes ventas de 30 bajas al mes, los e-libros pueden rendir unos \$120 mensuales, mientras que la tecnología POD promedio reembolsa unos \$750 en total (por 100 ejemplares). Y si bien una publicación tradicional exitosa vende entre 3,000 y 5,000 ejemplares al año, la mayoría de los autores deben dedicarse a otro oficio durante el día.

Una diferencia clave entre los libros que se venden y los que no es muchas veces la voluntad del autor para promocionarse. Los latinos motivados están aprovechándose de este hecho y de los costos reducidos de la tecnología POD y e-libros. Publican en todos los géneros, todos los temas y comprueban que si existe un público para sus libros.

Judith Rodríguez, directora de la facultad de Salud Pública de la Universidad del Norte de Florida en Jacksonville escribió "Contemporary Nutrition for Latinos" por lo que había personas que buscaban información sobre el tema de la nutrición en las conferencias a las que asistía. Se tomó un sábado de un año para investigar, corregir y escribir su libro. A pesar de esto, el libro fue rechazado por varias casas editoras tradicionales, quienes piensan, dice, "que una comunidad cultural en particular es un mercado demasiado limitado".

Acaba de gastar \$2,000 para publicarse con Iuniverse, apartando otros \$1,000 para la promoción. Explica que el autor es el que todo lo hace, mientras que "ellos hacen las copias y la encuadernación". Según Rodríguez vale la pena, por lo que cita el hecho que "somos millones". (c) 2003, Hispanic Link News Service.

## Hon. Ciro Rodriguez Speaks at Latino 2003 SVREP Banquet

San Antonio, TX - The Southwest Voter Registration Education Project announced today the Honorable Ciro Rodriguez, Chair of the Congressional Hispanic Caucus will speak at this year's Latino Vote 2003 banquet. In addition to Congressman Rodriguez, former Housing and Urban Development Secretary Henry Cisneros will address an expected 400-plus gathering of SVREP supporters. The Honorable Alma L. López, Chief Justice, 4th Court of Appeals, will deliver welcoming re-

marks. The annual fundraising event will be held June 20, 2003 from 7-9 pm, at the Double Tree Hotel, 37 NE Loop 410 at McCullough in San Antonio, TX.

The Latino Vote Banquet will kickoff SVREP's largest non-partisan voter registration, voter education and voter participation campaign in a presidential election year. "So much attention will be placed on the fast growing Latino community and its political clout around the country, particularly in Texas", said Anto-

nio Gonzalez, President of SVREP. "SVREP's campaign has made it a top priority to use its grassroots organizing experience to mobilize Latino political force. "Our goal to get to 10 million Latino registered voters in 2004 is possible and SVREP has a plan," concluded Gonzalez.

SVREP is a national non-partisan, non-profit organization that does not endorse candidates, political parties, or ballot initiatives. Founded in 1974 by the late William C. Velásquez. SVREP is an expert

on mobilizing the Latino electorate. SVREP's mission is to empower Latinos and other underrepresented communities through increased civic participation.

For more information on this event, please call: Ricardo Castañón Regional Director SVREducation Project 206 Lombard Drive, 2nd Floor KellyUSA, Bldg. 1670 San Antonio, Texas 78226 (210) 922-0225, ext. 21 (800) 404-VOTE www.svrep.org

## Defender a Los Trabajadores

"En Houston surgió la idea de como ayudar a los trabajadores hispanos o inmigrantes que tenían miedo a denunciar las violaciones de las leyes laborales que ocurrían en sus trabajos", explicó Morales.

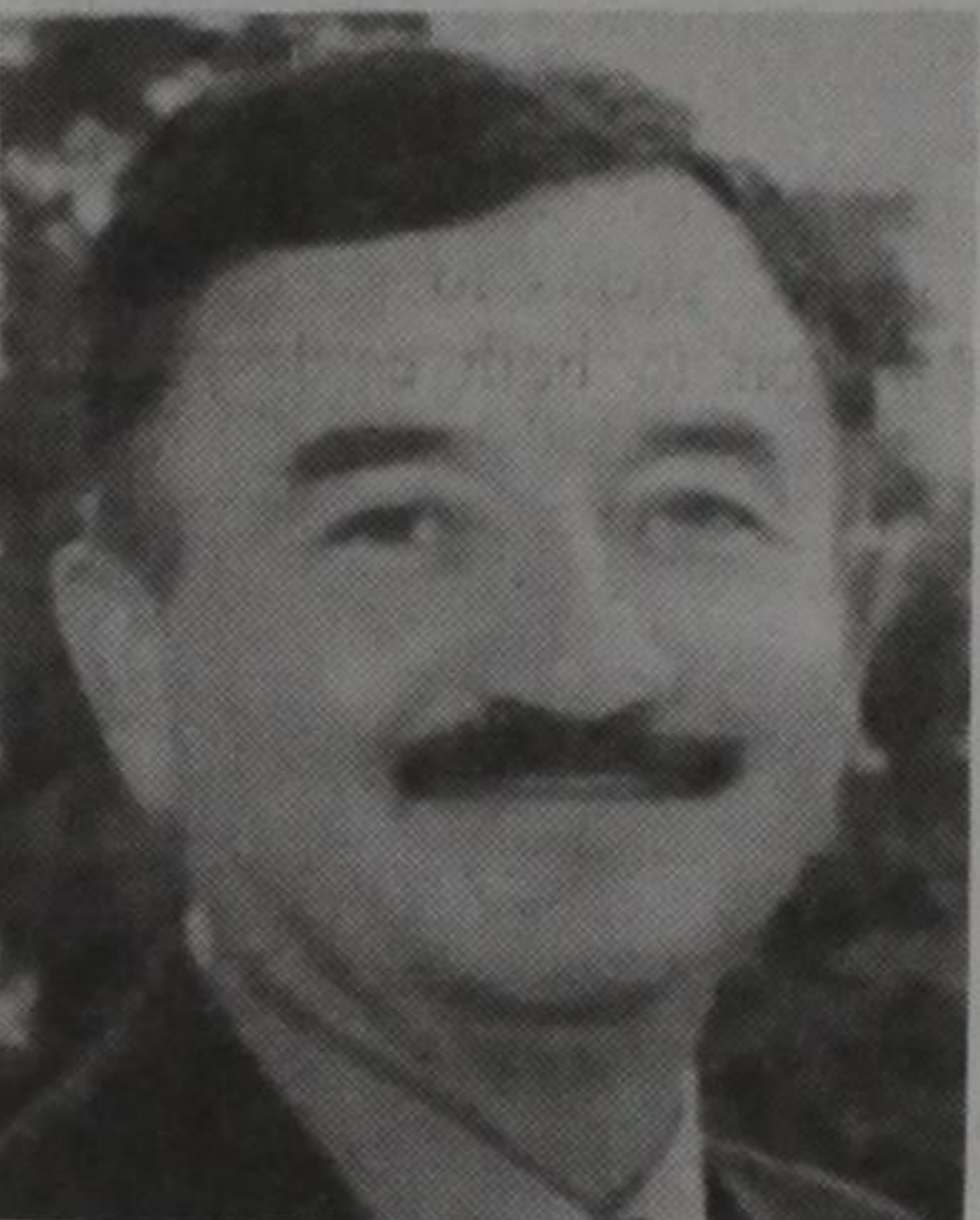
El programa permite que si un trabajador tiene un problema en su empleo puede buscar consejo con una persona bilingüe que no trabaja directamente para el Gobierno, indicó el portavoz.

Este consejero, que ha recibido capacitación especial, orienta al trabajador y le puede ayudar a presentar una queja ante la autoridad competente si éste es el caso.

"Esto le da un grado de confort al empleado y nos ayuda a proteger a los trabajadores hispanos y ayudarlos, a educarlos en sus derechos y responsabilidades y proveer un camino para reportar a los que han violado las leyes laborales", informó.

El portavoz explicó que en el programa modelo de Hous-

ton, la mayoría de las quejas de los trabajadores hispanos era por falta de un pago justo o por no recibir el salario prometido.



"Gracias a este programa logramos recuperar cerca de 1,3 millones de dólares de sueldos atrasados para 1,900 trabajadores", dijo el portavoz.

Según Morales, en Dallas se recreará este tipo de colaboración comunitaria, y se espera que luego este modelo se extienda a otras ciudades con una alta población hispana.

Morales agregó que la secretaria de Trabajo Elaine Chao, quien actualmente asiste a una conferencia internacional en Ginebra, está muy comprometida con este tema y con la protección de los trabajadores "sin importar su estatus migratorio".

El portavoz agregó que el Departamento de Trabajo está gestionando acuerdos con diversos consulados para formalizar su participación en iniciativas favorables a los trabajadores hispanos e inmigrantes.

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## Announcement of Public Hearing

Citibus staff has proposed several service changes that will impact our passengers. We want you to know what we have proposed.

**Route Elimination**  
Proposal to eliminate two routes due to low ridership—Route 4 and Route 11. If this proposal is adopted, these two routes will not be in service after September 3.

**Route Changes**  
Proposal to combine Route 7 and Route 12. The new route, which will be called Route 12-North Lubbock/4th Street, will include service to the Guadalupe neighborhood and will continue to provide service to Arnett Benson and the rest of Route 12. If adopted, this change will take effect on September 3.

**Saturday Service**  
Proposal for elimination of all Saturday service. Fixed routes and CitiAccess would no longer operate on Saturday. If adopted, there would no longer be buses on Saturday beginning September 6.

The Lubbock Public Transit Advisory Board has called for two public hearings. At the close of the second public hearing, the Board will vote on the proposed changes. Their vote will then go on to the Lubbock City Council, who will make the final decision on any service changes or cuts.

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Citibus Public Hearings will be held  
12 noon and 5:30 pm, Wed. June 25th  
Downtown Transfer Plaza, 801 Broadway

(Submit written comments by close of business on June 24th to Melinda Harvey, Director of Service Development, Citibus, PO Box 2000, Lubbock, TX 79457; email mharvey@citibus.com; fax 712-2012)

**CONSTRUCTION INSPECTOR NEEDED:**  
Lubbock Labs, Inc., a local construction testing laboratory is seeking a **CERTIFIED WELDING INSPECTOR** who is part of a firm that meets, or can apply for and meet, the requirements of an **HISTORICALLY UNDERUTILIZED BUSINESS**, as defined by section 1.03(3), Article 601B of the *State Purchasing and General Services Act*. LLI is preparing documentation needed to negotiate a contract to provide **CONSTRUCTION MATERIALS TESTING AND ENGINEERING** for a large construction project at one of the major institutions in Lubbock. LLI and the owner of the project will assist firms not yet certified to submit application for HUB certification. The successful firm will be required to read blueprints and project specifications and have technicians **CERTIFIED** by American Welding Society standards as **CERTIFIED WELDING INSPECTORS** having at least five years experience performing tests on construction materials. Reply to Lubbock Labs, Inc., 210 Paris Ave, Lubbock Texas 79401, Phone 747-3393 before 20 June 2003.



# Kidd Choosing Theme Parks, Not Teams

Byron Scott, Kenyon Martin and Richard Jefferson have no idea whether Jason Kidd will return to the New Jersey Nets. Maybe Elmo, Big Bird or Mickey Mouse will find out sooner.

Kidd, the superstar point guard who becomes a free agent July 1, says his first priority after losing for a second straight time in the NBA Finals is to visit amusement parks with his wife and kids.

"I'm on my way to Sesame World or Disney World," he said before cleaning out his locker at the Nets' practice facility, perhaps for the last time. And while he fumbled the name of Sesame Place, the Pennsylvania theme park popular with kids about the same age as his 4-year-old son T.J., Kidd knows he'll score wherever he lands.

"My decision is going to be based strictly on winning a championship."

Kidd reiterated his first choice is to stay with the Nets, but would not rule out signing elsewhere. He spoke of the chemistry and loyalty he feels to his teammates and the satis-

faction of seeing the franchise become of the NBA's elite teams, then said, "There are a lot of good teams out there that I could help win a championship."

The Spurs, who beat New Jersey 4-2 in this year's Finals, could be the only team with the money available to offer Kidd the kind of contract he wants.

Kidd earned \$10 million this past season. The Nets will be able to pay him 30 percent of next year's salary cap to start, plus annual raises of 12.5 percent. The cap is expected to be somewhere between \$36 million and \$40 million.

The Nets were 26-56 the year before Kidd arrived. They were 101-63 in the two regular seasons that led to conference championships.

Scott, the Nets' coach, said he hopes Kidd will return, and joked that the team could still "fly him around to every golf course he wants to play in Jersey."

"He gave this team and this organization new life," Scott said. "He understands how we feel about him. I'm sure he'll

make the right decision for him and his family."

Jefferson said Kidd is important to the franchise, as well as to himself and Martin.

"We have our superstar and two young players that feed off him so much," Jefferson said. "He is the world to us. He taught us how to play the game of basketball."

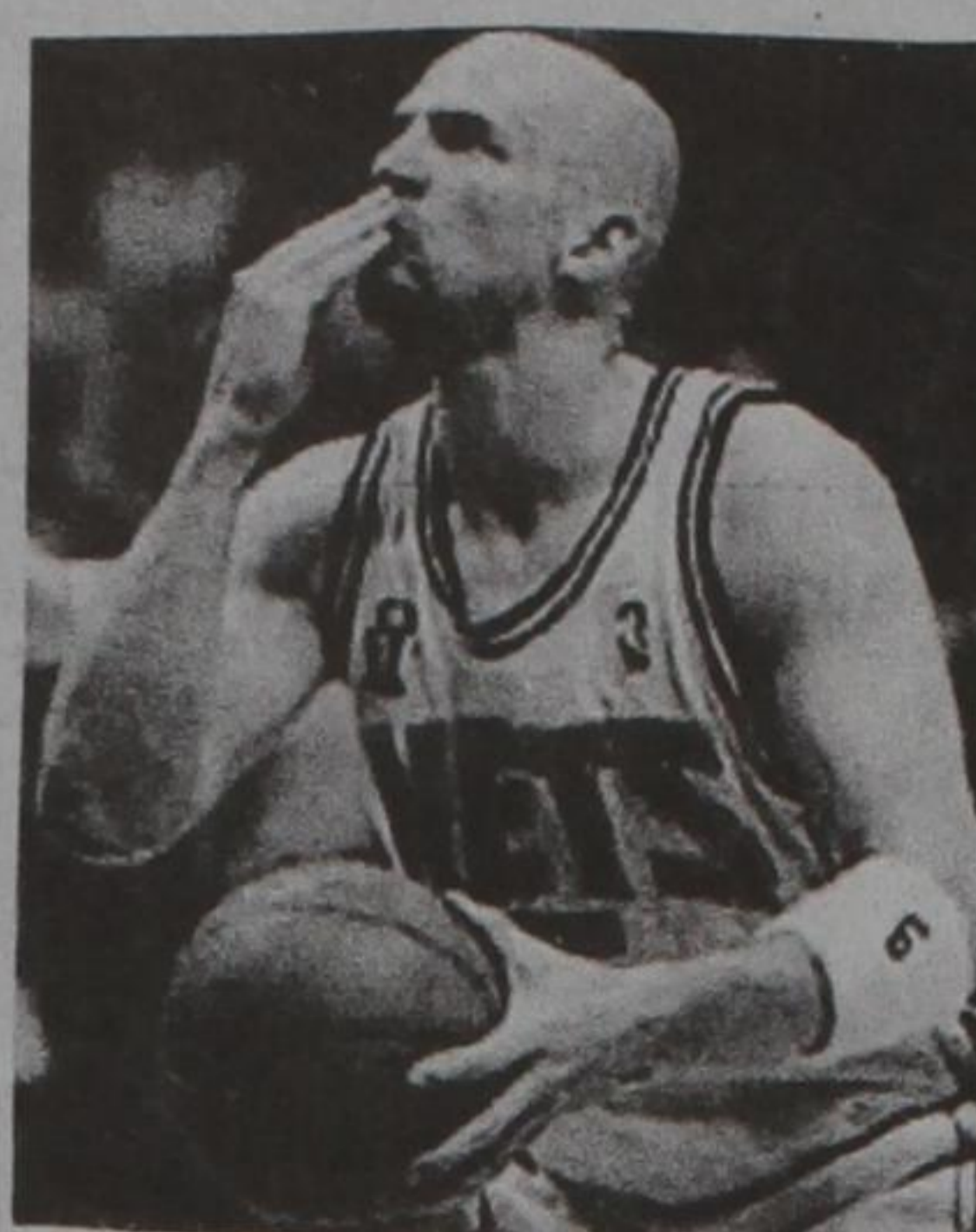
The only team Jason Kidd is thinking about right now is his family. Kidd said he has enjoyed his two years with New Jersey, and can see himself winning a title here.

"Jersey is still my first choice," he said. "We've laid the foundation and we're ready to build a house, knowing how to win. I would love to stay here. I will give them every opportunity to get it done."

But then he added, "crazy things can happen."

"There are so many other opportunities out there," he said. "You can't rule any of those out. I'm not going to say no to anything right now. I have a decision to make and I'm going to take some time to make it."

If he does leave, Kidd be-



lieves the Nets will still stay strong.

"If I'm not here, these guys have learned how to win," he said. "That doesn't mean they're going to fall off the face of the Earth. One person doesn't hold the key, it takes a team to win."

When asked what he likes about New Jersey off the court, Kidd thought for a moment.

"We've got great restaurants," he said. "And the weather's pretty good," he added, rolling his eyes on yet another rainy day in an uncommonly cold, wet spring. "Are we still in winter?"

# Eddie Jordan Accepts Offer to Coach Wizards

New Jersey Nets assistant coach Eddie Jordan will be the new coach of the Washington Wizards, The Associated Press has learned.

A source with the Wizards, speaking on condition of anonymity, said Jordan accepted an offer Wednesday after meeting with owner Abe Pollin.

Jordan is expected to be introduced at a news conference Thursday. He will become the Wizards' seventh coach in six seasons.

The Wizards pursued Jordan after higher-profile coaches Larry Brown and Jeff Van Gundy opted to take other jobs. Brown took over at Detroit, while Van Gundy was hired by Houston.

Jordan replaces Doug Collins, who was fired May 30 after back-to-back 37-45 seasons. Collins' dismissal was part of Pollin's house-cleaning after the owner decided not to rehire Michael Jordan as president of basketball operations.

Pollin initially said he would let Michael Jordan's replacement pick the new coach, but

the strategy changed as the pool of available coaches dwindled. Pollin has said he would like to have a new president of basketball operations in place by next week's NBA Draft.

Eddie Jordan spent the last four seasons with the Nets. He was the head coach of the Sacramento Kings for the final 15 games of the 1996-97 season and the entire 1997-98 season, compiling a 33-64 record.

He will try to turn around a franchise that hasn't won a playoff game since 1988, one with a culture of losing to which even Michael Jordan succumbed. The team's image was further damaged by Pollin's messy dismissal of Jordan, who had expected to return to the front office after coming out of retirement to play two seasons before sellout crowds.

Pollin has admitted his decision was unpopular, but he has backed it up with a money-back guarantee, promising season ticket-holders a refund if they aren't happy with his personnel moves this summer.

# Hispanics know about diabetes but do little about it, study finds

Latino/Hispanic Americans with type 2 diabetes do not act on what they know about the disease, according to an American Heart Association survey.

According to the poll, more than 92 percent of Latinos/Hispanics with diabetes agree strongly that diet and physical activity are as important as taking medicine; 78 percent said they are willing to increase physical activity to better control their diabetes. Risk factors, such as obesity, physical inactivity and family history of diabetes, are top of mind with Latinos/Hispanics, yet their behavior does not reflect this knowledge, survey findings show. Forty-nine percent reported a body mass index measurement (BMI) in the obese or morbidly obese range.

"We are encouraged to see from the survey that many people recognize the importance of making lifestyle changes and how these changes can improve the management of conditions such as diabetes and heart disease, but we're still a long way off," said Robert Bonow, M.D., president of the American Heart Association. "These findings help us understand that, while members of the Latino/Hispanic community are eager to manage their health and diabetes, they may not have all the tools to help them do so."

The American Heart Association developed The Heart Of Diabetes: Understanding Insulin Resistance program to help combat the problem among Latinos/Hispanics -- who are twice as likely as Caucasians to have diabetes.

Award-winning actress Rita Moreno, whose mother and sister-in-law died of type 2 diabetes-related vascular disease, is national spokesperson for the program and hopes to help educate the Latino/Hispanic community.

"I wish The Heart Of Diabetes had been around when my mother needed it," said Moreno, renowned for her roles in West Side Story, The Electric Company and currently HBO's Oz. "The information and interactive tools really help families to understand their diabetes and reduce their risk for heart disease. The Shape Your Family History Tree, for example, is an ideal tool that gets people thinking about their family's health and, hopefully, will enable them to work more closely with their health care team."

The survey also found that Latinos/Hispanics rely a lot more on family than Caucasians do to make decisions on health. In fact, 20 percent turn first to family members for medical information and counsel, versus 9 percent of Caucasians.

"The upside to that is the network of support we have; the downside is family members don't always have all the right information," said Moreno, the first actress to win all four major entertainment

awards (Emmy, Grammy, Oscar and Tony).

Accurate information is key to making appropriate lifestyle changes, says Jorge Plutzky, M.D., preventive cardiologist, Harvard Medical School, and spokesperson for the American Heart Association.

"In my experience, many are familiar with the basic issues surrounding diabetes and heart disease and know how lifestyle habits influence these conditions, even if that knowledge is not always acted upon," said Plutzky. "We are learning more and more about the important impact lifestyle changes and appropriate therapy can have on outcomes. This program is an important vehicle to draw the correlation between cardiovascular disease, diabetes and insulin resistance," he said.

Five hundred people with type 2 diabetes were surveyed (306 Caucasians, 107 African Americans and 87 Latino/Hispanic Americans) to determine their level of awareness about diabetes, cardiovascular disease and insulin resistance. Other key findings are:

\* Cardiovascular disease risks -- More than 70 percent of Latinos/Hispanics realize diabetes increases the risk for heart disease and stroke, but only 40 percent consider it among the most serious

diabetes-related complications.

\* HbA1C -- Seventy-three percent of Latino/Hispanic patients agree their diabetes is well controlled. The majority (65 percent) had a glycosylated hemoglobin A1C test (a measure of average blood glucose levels over a 90-120 day period) in the past year. Yet the majority of them (61 percent) could not recall their last test score.

\* Insulin resistance -- Only a third of Latino/Hispanic patients think insulin resistance contributes significantly to heart disease. Studies show insulin resistance, a condition in which the body doesn't respond efficiently to the insulin it produces, seems to predispose a person to both cardiovascular disease and diabetes.

The Heart Of Diabetes is free and includes educational tools such as a guide that explains the diabetes-cardiovascular disease connection and a journal to track weight, exercise, cholesterol and blood sugar levels. To enroll in The Heart Of Diabetes, call 1-800-AHA-USA1 or visit their Web site (<http://www.s2mw.com/heartofdiabetes/>). Program materials are available in English and Spanish.

Takeda Pharmaceuticals

North America, Inc. and Eli Lilly and Company sponsor the program.

The American Heart Association spent almost \$390 million during fiscal year 2001-02 on research support, public and professional education, and community programs. The organization includes more than 22.5 million volunteers and supporters who carry out its mission in communities across the country. The association is the largest nonprofit voluntary health organization fighting heart disease, stroke and other cardiovascular diseases, which annually kill more than 945,000 Americans.

RoperASW conducted the survey of 500 type 2 diabetes patients by telephone between January 22 and February 13, 2003. The survey has a margin of sampling error of +/- four percentage points on the total. Sub-groups have a larger margin of sampling error.

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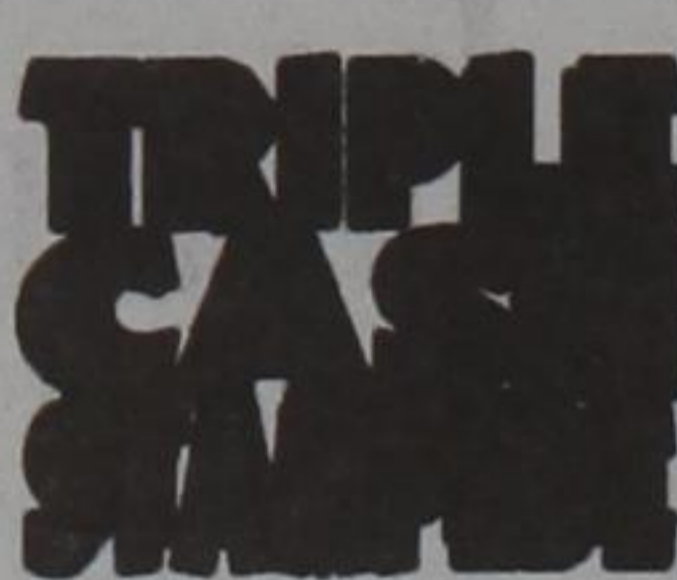
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# Acusan a Vicente Fox de hacer trampa

La oposición acusó al presidente mexicano, Vicente Fox, de hacer trampa al mantener la propaganda sobre su gestión, a pesar del anuncio de retirarla y cuando restan menos de tres semanas para las elecciones legislativas.

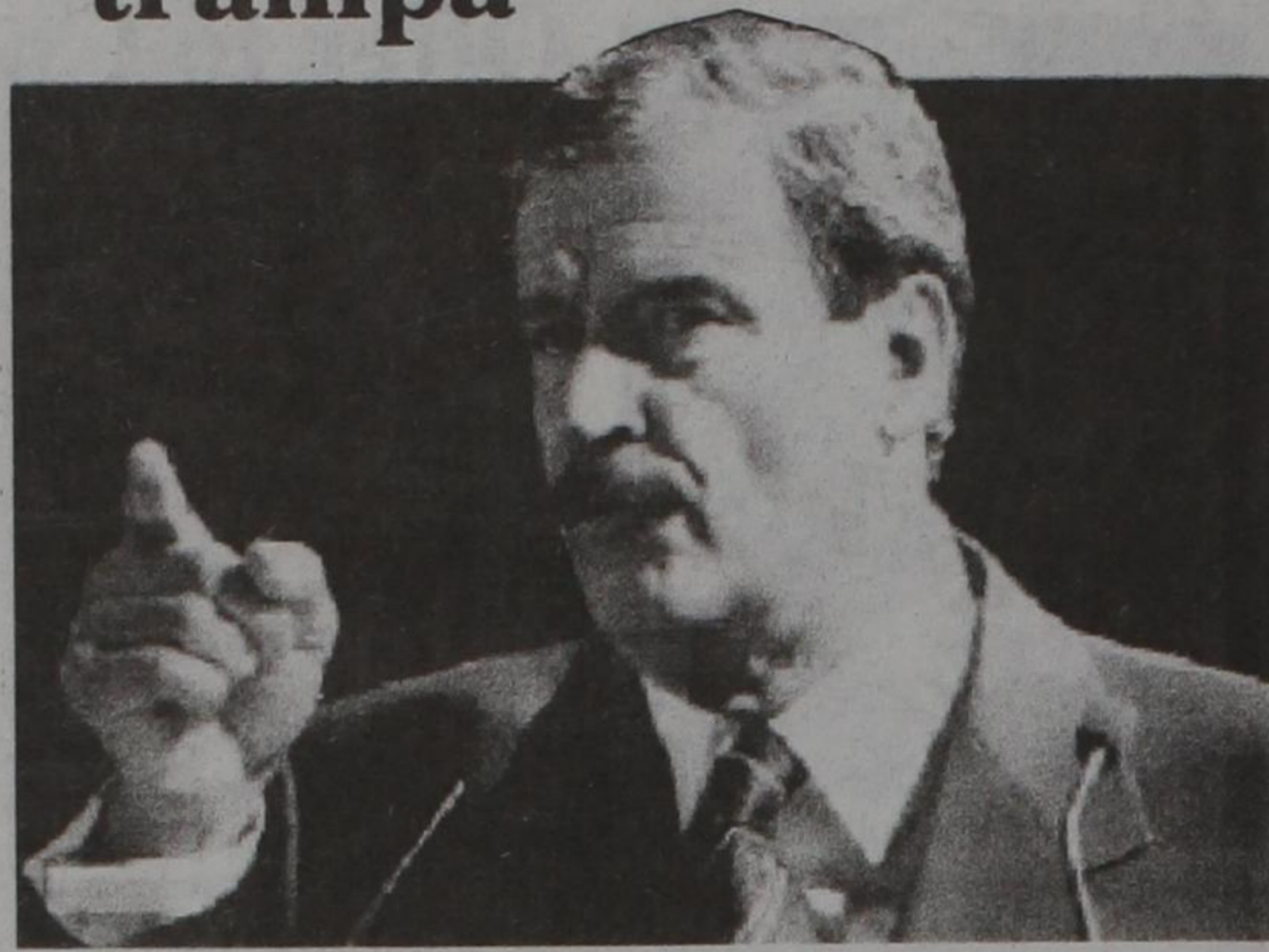
El presunto abuso de la propaganda gubernamental ha levantado una fuerte polémica en México en las últimas semanas por la influencia que pueda tener en el electorado a favor del oficialista y conservador Partido Acción Nacional (PAN).

Esa situación obligó al Instituto Federal Electoral (IFE) a pedir a las autoridades federales y estatales suspender las pautas publicitarias a favor de la imparcialidad.

Al confirmar la decisión de retirar la publicidad oficial, Fox expresó que no sólo busca contribuir con la equidad en la campaña electoral, sino también a un ambiente que permita establecer acuerdos con otras fuerzas políticas después de los comicios.

Pese a ello, la propaganda del gobierno continuaba ayer en los medios, lo que suscitó una fuerte reacción en los partidos y la opinión pública.

La presidenta del izquierdista



Partido de la Revolución Democrática (PRD), Rosario Robles, declaró que si bien es comprensible que el gobierno no se puede paralizar, lo que no debe hacer es utilizar las giras del Presidente con objetivos políticos.

"El Presidente está yendo a los lugares donde la pelea del PAN con otros partidos está muy apretada y, pues evidentemente hay una intencionalidad política", afirmó.

Insistió en que Fox "debe actuar con prudencia" y cumplir con su palabra, pues a pesar del anuncio que hizo se le sigue

escuchando en radio y televisión.

"Hay que ser muy claros, no hay que andar con simulaciones, y el Presidente debe actuar como jefe de Estado, por lo mismo que él dice, que va a tener que ir a construir acuerdos" después de los comicios "porque no va a tener una mayoría en la Cámara de Diputados", agregó.

Según las encuestas más recientes, el PAN tiene una leve ventaja sobre el Partido Revolucionario Institucional (PRI), que sería insuficiente para que alguno dominara el Congreso en momentos en que el Ejecutivo requiere de respaldo legislativo para aprobar sus proyectos de reforma más importantes.

En estos momentos en la Cámara de Diputados el PRI tiene 207 escaños (41.4%), el PAN 203 (40.6%), el PRD 55 (11%), el Verde Ecologista 18 (3.6%) y otros grupos independientes 17.

El PRI aseguró ayer que el gobierno ha gastado en los últimos tres meses, cuando comenzó la actual campaña electoral, unos 630 millones de dólares en promover la imagen del presidente Fox.

La Coordinación Jurídica del Comité Ejecutivo Nacional del opositor PRI aseguró a la prensa que "el gobierno foxista gastó diariamente en medios electrónicos unos 73 millones de pesos (siete millones de dólares).

El diputado César Augusto Santiago, secretario de Acción Electoral del PRI, afirmó que la ofensiva publicitaria del gobierno tiene como objetivo afectar la intención de voto para las elecciones legislativas del próximo 6 de julio a favor del PAN.

Subrayó que bajo la presión de la oposición, el Ejecutivo anunció el domingo que suspendería de manera parcial la publicidad oficial, pero dejó por fuera los anuncios de "carácter impostergable, por ejemplo, los que tienen que ver con cuestiones de índole cívica para promocionar el voto".

El PRI afirmó que según la Constitución las funciones de promover el voto le corresponden al IFE y que el gobierno se burla de la legalidad.

Según el diputado David Penchyna Grub (PRI), con los recursos que se gasta Fox en un mes de publicidad se podrían construir 14,500 viviendas populares o 13,300 aulas escolares para 665 mil niños.

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# Bush apoya dar una oportunidad a migrantes

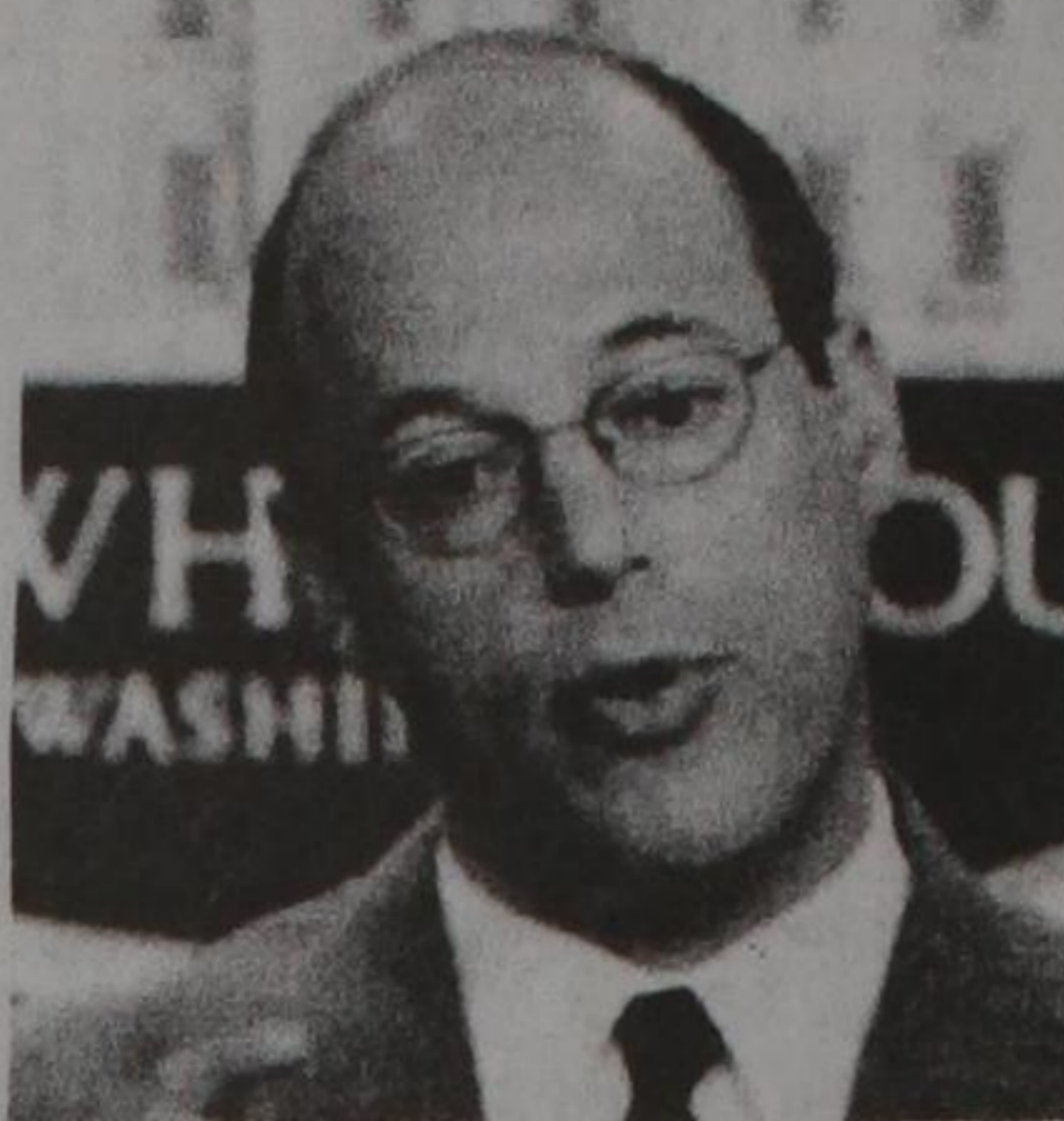
El presidente de Estados Unidos, George W. Bush, respalda la idea de "dar una oportunidad" a los inmigrantes en el país, sin pronunciarse a favor de ningún proyecto de ley en particular, según el portavoz de la Casa Blanca, Ari Fleischer.

Sin entrar en detalles, Fleischer indicó en rueda de prensa que Bush reconoce las raíces económicas de la inmigración ilegal "y ve la importancia de que mejoremos las relaciones con nuestros aliados en Centroamérica y [el resto de] Latinoamérica".

El portavoz afirmó en rueda de prensa que Bush sigue de cerca las noticias relacionadas con los contrabandistas de inmigrantes indocumentados porque, como ex gobernador de Texas, recuerda las tragedias ocurridas a lo largo de la frontera con México.

El portavoz se refirió a la tragedia del pasado 14 de mayo en la que 19 inmigrantes murieron por asfixia cuando eran trasladados hacia Houston (Texas) en un tráiler.

La presunta cabecilla de la banda de contrabandistas, la hondureña Karla Patricia Chávez Joya —extraditada el viernes desde Guatemala a Houston— y otros 13 cómplices afrontan 58 cargos relacionados con lo que la Procuraduría de Texas describió como la peor tragedia de inmigrantes indocumentados en la historia de Estados Unidos.



Drama humano

"Cuando el Presidente ve esto, lo ve en términos de valores, de una mujer, una madre que quiere dar de comer a sus hijos y buscar oportunidades en Estados Unidos", explicó Fleischer.

"Por eso [Bush] había trabajado tan duro antes del 11 de septiembre [de 2001] para reformar las leyes migratorias. Es cuestión de compasión para el Presidente", aseguró el portavoz.

Tras los atentados de 2001, Estados Unidos ha centrado su atención en reforzar la seguridad interna y recrudescer la vigilancia en la frontera contra la inmigración ilegal.

Pese a las presiones del gobierno de México y de grupos defensores de los inmigrantes en Estados Unidos, el Congreso aún no ha logrado consenso sobre una solución migratoria para los cerca de nueve millones de indocumentados en este país.

Al abanico de proyectos de ley sobre inmigración se sumó el lunes el senador republicano John Cornyn, quien tiene previsto presentar la próxima semana una medida para establecer un programa de trabajadores huéspedes en Estados Unidos.

En un discurso ante el pleno del Senado, Cornyn dijo que, como primer paso, "debemos reconocer que hemos hecho poco por reformar un sistema que exige un cambio".

"Los frutos de nuestra política migratoria actual han sido la muerte, el peligro y la negación", aseguró el senador, al referirse al constante flujo de inmigrantes indocumentados y la trágica muerte de muchos en su odisea hacia Estados Unidos.

Contrario a lo que opinan muchos legisladores republicanos, Cornyn considera que un alivio migratorio más bien mejoraría la seguridad nacional porque el gobierno daría cuenta de cada uno de los inmigrantes que viven "en las sombras", trabajan de forma ilegal en el país y "sin la protección de nuestras leyes laborales".

"Ya no podemos negar el alto número de inmigrantes indocumentados en este país ni la dependencia de nuestra economía en su trabajo", observó.

# Latin Authors Join Parade

from page two

Delgado's book, like most self-published titles, is produced through print-on-demand (POD) technology. POD drives down the cost of publishing as manuscripts are submitted and stored electronically, printed one at a time when ordered. Depending on a book's length and which services the author wants, self-publishing can cost anywhere between \$200 and several thousand dollars.

Due to POD and the author's ability to set book price -- usually \$10 to \$15 -- royalty rates run between 5 percent and 50 percent of the sale price, the remainder of the money covering the publishing house fee, printing and distribution costs.

Some Latinos, seeking an even more cost-effective format, are publishing ebooks. Marilyn Jenkins, who founded CyberRead in 1999, estimates that of the 5,000 ebook titles her company sells, 10 percent to 15 percent are by Latino authors. Ebooks are published

in non-replicable formats that can be downloaded onto computers and palm pilots. Publication can cost less than \$100. Downloads generally sell for around \$10. The royalty rate is 35 percent with online booksellers and 45 percent at the author's own CyberRead Web site.

Traditionally or self-published, few authors can live off their profits. Strong-selling ebooks bring home about \$120 monthly (30 downloads), and the average POD reimburses around \$750 total (100 copies). And while a successful traditional publication sells 3,000 to 5,000 copies a year, most authors keep their day jobs.

The key difference between books that sell and those that don't is often an author's willingness to promote. Motivated Latinos are taking advantage of this and the lowered costs of POD and ebook. They are publishing in all genres, on all topics, and proving that there's

an audience.

Judith Rodríguez, chairperson for the Public Health Department at the University of North Florida in Jacksonville, wrote "Contemporary Nutrition for Latinos" because people sought information on the topic at the conferences she attended. She took a year-long sabbatical to research, write and edit. Her book was still turned down by numerous traditional publishers, who, she says, "think a particular cultural niche is too narrow a market."

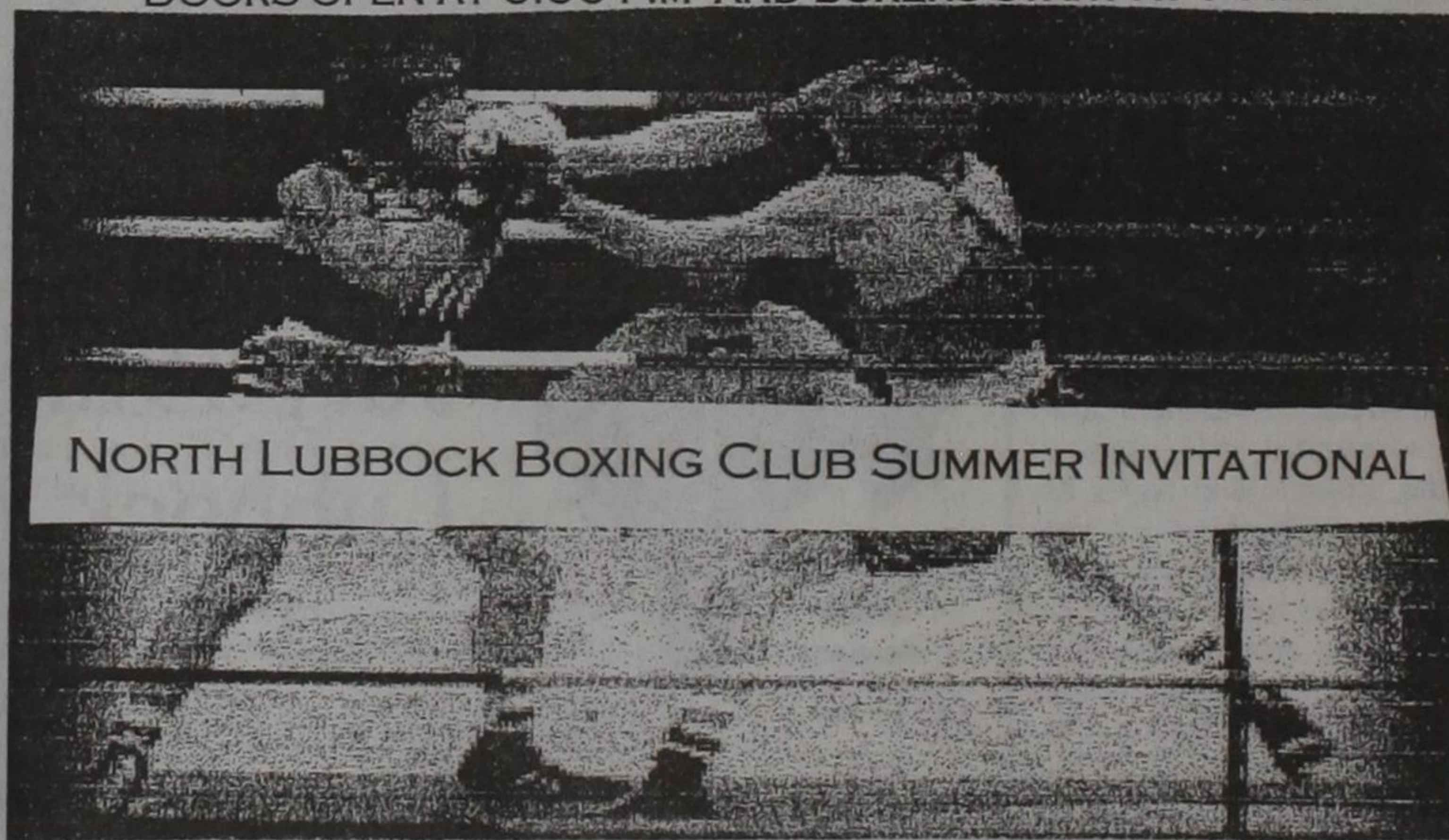
She has just spent \$2,000 to publish with IUniverse, setting aside another \$1,000 for promotion. The author does all the work, she explains, and "they copy and bind." Rodríguez says it's worth it, citing the fact that "there are millions of us."

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