

Casualties of War in Iraq
4,331 as of July 30, 2009

VOL. XXXII No. 40

Week of July 30-Aug. 5, 2009

www.editor.com

Lubbock/West Texas Region

Celebrating 33 Years of Publishing

"El Respeto al Derecho Ajeno es la Paz"
Lic Benito Juarez

Health Care Battle Heats up in Capital

By Erick Galindo
Hispanic Link News Service
With the nation watching Washington, D.C., have become consumed with its health — for better or worse, and especially for those who can't afford it.

Meanwhile, 45 million people remain uninsured. President Obama's prime-time speech on July 22 attempted to re-focus the issue and press Congress to get comprehensive health care reform passed promptly. It served to highlight the partisan battle in Capitol Hill.

"I understand how easy it is for this town to become consumed in the game of politics," Obama told the U.S. senior on national television. "I understand that one Republican senator said defeating health reform is about 'breaking me.'"

Obama touted the drafting of the first comprehensive reform bill in years and the endorsement of the American Medical Association as victorious battles, but eased off his insistence of an August deadline for lawmakers to have complete bills in each chamber.

The president and his opponents

have been scrambling to gain grassroots favor in hopes that public opinion will shift the debate in their favor. The past several weeks have seen TV ads, rallies and press conferences promote their opposing views on an administration plan that it maintains would insure 97 percent of the U.S. population, "irresponsible" reform. On the same date, the Center for American Progress held a teleconference highlighting the positive effects of a comprehensive health care initiative on communities of color.

Jennifer Ng'anda of the National Council of La Raza was one of the panelists during the teleconference. Ng'anda told Hispanic Link News Service that huge disparities among communities of color are directly addressed by the House health committee's version of the proposal bill.

Another report, released by the American Medical Association, a grassroots organization dedicated to comprehensive coverage for all, cited the damage done to communities of color if everyone is not covered.

HCAN's report cited the lack of an affordable health care option as the main reason for the disparity. The group claims that the battle in Washington is counterproductive to re form, stating, "On Capitol Hill, the American public is witnessing a historic clash of Washington special interest groups fighting to protect their revenue streams."

Across the aisle on the issue, U.S. Chamber of Commerce President Bruce Josten released a statement saying, "A government-run plan will cause businesses to cut jobs and could seriously harm our economic recovery." This, adversaries argue, is despite the fact that cheaper health care would open savings across the board, even for members of the Chamber.

Americans for Limited Government President Bill Wilson released a statement calling for anyone who votes in favor of public option to "forgo their right to participate in the Federal Employees Health Benefits Program and agree to enroll under that public option." Wilson failed to note that FEHBP is a government-run public option.

(Erick Galindo is a reporter with Hispanic Link News Service based in Washington, D.C.) #2009



Se Enardece l Batalla Sobre el Seguro Medico en el Capitolio

Erick Galindo
En la mira de toda la nación, Washington, D.C. se ha consumado con el tema de la salud para el bien o para el mal, en particular para el mal para los que no tienen los medios.

Mientras tanto, siguen sin tener seguro médico 45 millones de personas, la mayor parte de las personas de color. Según los Centros para el Control de las Enfermedades, el 30.4 por ciento de los hispanos y el 17 por ciento de los negros no tienen seguro médico.

El discurso de hoy parte del presidente el 22 de julio intentó volver a enfocar el tema y preparar al Congreso a aprobar una reforma comprensiva del sistema de salud nacional cuanto antes. Sirvió para realizar la batalla parlamentaria que se libra en el Capitolio.

"Yo comprendo lo fácil que es para esta ciudad consumirse con el juego de la política," dijo Obama al público estadounidense por televisión. "He oído que un senador republicano dijo que el vencer la reforma del sistema de salud es para 'romperme' a mí."

Obama realizó la importancia de formular el primer proyecto de ley de reforma de la salud en 15 años y el tener el respaldo de la American Medical Association como batallas ganadas, pero se retractó de su insistencia sobre una fecha límite de agosto para que los legisladores completaran el proyecto de ley en ambas cámaras.

El presidente y sus opositores han estado combatiendo por conseguir el favor de la base con la esperanza que la opinión pública impulse el debate para favorecerlos. Durante los últimos semanas se han visto propaganda por televisión, manifestaciones y medas de prensa para promover sus perspectivas en oposición sobre un plan de la administración que mantiene asegurado al 97 por ciento de la población estadounidense.

En el capital de la nación, grupos de base han amontonado la presión. El 21 de julio, la Cámara de Comercio de EEUU, lanzó su campaña en oposición a lo que llama la reforma "irresponsable." Esa misma fecha, el Center for American Progress condujo un teleconferencia que enfatizó los efectos positivos de una iniciativa comprensiva de cuidados médicos para las comunidades de color.

Jennifer Ng'anda del Consejo Nacional de La Raza formó de los panelistas durante la teleconferencia. Ng'anda le dijo a Hispanic Link News Service que las enormes disparidades para las comunidades de color están detalladas directamente en la versión del comité sobre la salud de la Cámara del proyecto de ley.

El otro lado de la batalla, el senador republicano Bill Wilson, emitió un comunicado que dijo que todos los que voten a favor de la opción pública "precisaría su beneficio de participar en el Programa de Beneficios Médicos para Empleados Federales y aceptar voluntariamente a ser afiliados al seguro de salud de la Cámara del proyecto de ley."

Wilson dijo que el programa de beneficios para empleados federales es una opción pública que todos, sólo los hispanos y negros para las comunidades de color, sólo no se cubren a todos.

El reporte de HCAN cita a su falta de una opción a costo razonable de seguro médico como la razón principal de las disparidades. El primer punto de la batalla en Washington era corroborar que la verdadera reforma, disculpado que, "En el Capitolio, el público estadounidense es testigo de un conflicto histórico de grupos de intereses especiales en Washington que se pelean por proteger sus ventajas de ingresos."

Del otro lado del tema, el presidente de la Cámara de Comercio, Paul Miller, Bruce Josten emitió una declaración que decía, "Un plan que amague el gobierno causará que los negocios aumenten e incluso podría perjudicar seriamente nuestra recuperación económica." Esto, argumentan los que Generoso, a pesar del hecho que según muchos a costo más bajo ofrecerá otros para todos, incluso para miembros de la Cámara de Comercio.

El presidente del grupo Americanos for Limited Government, Bill Wilson, emitió un comunicado que dijo que todos los que voten a favor de la opción pública "precisaría su beneficio de participar en el Programa de Beneficios Médicos para Empleados Federales y aceptar voluntariamente a ser afiliados al seguro de salud de la Cámara del proyecto de ley."

Wilson dijo que el programa de beneficios para empleados federales es una opción pública que todos, sólo los hispanos y negros para las comunidades de color, sólo no se cubren a todos.

Republicanos y Sotomayor: otra oportunidad perdida

The Maribel Hastings
America's Voice
WASHINGTON, D.C. - El panel Judicial del Senado confirmó en votación 13-6 a Sonia Sotomayor como la primera juez de origen hispano que servirá en la Corte Suprema de los Estados Unidos, pero seis de los siete republicanos del comité votaron en contra de la histórica nominación por razones que ellos entendieron porque su validez no quedó clara en sus lamentables explicaciones.

Nadie aboga que se apoye a una persona por el mero hecho de ser hispana. Pero en el caso de Sotomayor, se trata de nominar al Supremo con más experiencia en las cortes federales, que de paso, es hispana.

Pero el maltrache Partido Republicano representado en el comité Judicial prefirió seguir justificando el juego a su base conservadora más recalcitrante en lugar de aprovechar la oportunidad histórica para tratar de enmendar la clara inconsistente relación con votantes latinos (y potencialmente votantes) a quienes tanto han ofrecido, no sólo durante el proceso de audiencias de confirmación, sino a lo largo de los pasados años en el marco de sus debates migratorios.

El senador republicano Colorado del Sur, Lindsey Graham, evidenció sentido común votando en favor de Sotomayor. Graham, por cierto, se perfiló como una de las voces republicanas que podrían hacer un llamado a la razón en un potencial debate migratorio.

Graham no pudo ser más elocuente al explicar su apoyo a Sotomayor.

"En 200 años es la primera mujer latina en la historia de Estados Unidos que es seleccionada a la Corte Suprema y eso es algo grande. Yo quizá no la hubiese seleccionado, pero entiendo por qué (el presidente Obama la seleccionó). Está muy capacitada y si su llegada a la Corte Suprema inspira a otras jóvenes, sobre todo hispanas, a seguir una carrera legal, mucho mejor. Con su selección, está saliendo a la política nacional."

Y además, el senador republicano de Arizona, John McCain, dijo el domingo en una entrevista que la "vida no es justa" hablando de su aplastante derrota en las elecciones presidenciales de 2008.

Parece que su memoria es bastante selectiva y no recuerda que los latinos no votaron por él porque representaba al partido con los que se enfrentó y él, que se jugó el pellejo por una reforma migratoria integral cuando hacerlo no estaba de moda, prefirió también apelar a esa base conservadora que él se enfrentó a los que defendió y que haya apoyado esa reforma, en lugar de apelar a los latinos que pudieron -quizá- hacerlo más competitivo en la contienda con Obama.

Una vez más los republicanos desaprovan una oportunidad de hacer las pases con el sector electoral que a juzgar por los comicios de 2008 tendrían un cada vez más creciente y relevante peso en las urnas electorales.

Un Partido Republicano sin claro líder parece que tampoco cuenta con asesores, y los hispanos que lo integran, juegan el mismo juego, se hacen de la vista gorda, o se sientan los errores que se están cometiendo con los latinos, son arribistas. ¿Recuerdan la actual presidencia del senador Mel Martínez ante el Comité Nacional Republicano?

Martínez, por cierto, dijo en una posterior rueda de prensa que no debe interpretarse el voto de una mayoría republicana en contra de Sotomayor como un ataque a la comunidad hispana porque esa oposición no se debe a su persona o a que sea hispana sino a "su filosofía política". Pero Martínez, quien apoya a Sotomayor, debe comprender el daño a la comunidad hispana que con su comportamiento en el mundo político.

La semana entrante el pleno del Senado vota sobre la nominación de Sotomayor. Ya veremos cuántos republicanos optan. Te seguimos pendiente en el camino de lograr o per seguir dando tumbos en la oscuridad como Sessions y compañía.

Maribel Hastings es Senior Advisor de America's Voice

El senador Graham afirmó que aunque no dudó de acuerdo con algunos discursos o declaraciones de Sotomayor, no tribuna de su capacidad y experiencia. 17 años como juez federal, dijo él los en el Tribunal de Apelaciones del Segundo Circuito.

Pero el republicano de mayor rango en el panel, Jeff Sessions, de Alabama, dijo el caso de republicanos en su letanía de explicaciones raras y poco convincentes. Actuaron ajenos a su triste realidad política pensando que sólo con su base pueden recuperar su vitalidad en la política nacional.

El senador republicano Iowa, Charles Grassley, dijo que no quedó convencido de que "Sotomayor podrá dejar de lado sus prejuicios y preferencias personales para decidir los casos de manera imparcial."

Y además, el senador republicano de Arizona, John McCain, dijo el domingo en una entrevista que la "vida no es justa" hablando de su aplastante derrota en las elecciones presidenciales de 2008.

Parece que su memoria es bastante selectiva y no recuerda que los latinos no votaron por él porque representaba al partido con los que se enfrentó y él, que se jugó el pellejo por una reforma migratoria integral cuando hacerlo no estaba de moda, prefirió también apelar a esa base conservadora que él se enfrentó a los que defendió y que haya apoyado esa reforma, en lugar de apelar a los latinos que pudieron -quizá- hacerlo más competitivo en la contienda con Obama.

Una vez más los republicanos desaprovan una oportunidad de hacer las pases con el sector electoral que a juzgar por los comicios de 2008 tendrían un cada vez más creciente y relevante peso en las urnas electorales.

Un Partido Republicano sin claro líder parece que tampoco cuenta con asesores, y los hispanos que lo integran, juegan el mismo juego, se hacen de la vista gorda, o se sientan los errores que se están cometiendo con los latinos, son arribistas. ¿Recuerdan la actual presidencia del senador Mel Martínez ante el Comité Nacional Republicano?

Martínez, por cierto, dijo en una posterior rueda de prensa que no debe interpretarse el voto de una mayoría republicana en contra de Sotomayor como un ataque a la comunidad hispana porque esa oposición no se debe a su persona o a que sea hispana sino a "su filosofía política". Pero Martínez, quien apoya a Sotomayor, debe comprender el daño a la comunidad hispana que con su comportamiento en el mundo político.

La semana entrante el pleno del Senado vota sobre la nominación de Sotomayor. Ya veremos cuántos republicanos optan. Te seguimos pendiente en el camino de lograr o per seguir dando tumbos en la oscuridad como Sessions y compañía.

Maribel Hastings es Senior Advisor de America's Voice

Survey Shows How the Faith of America's Hispanics Has Changed

A few years ago the Hispanic population passed the African-American population as the largest ethnic group in the U.S. as surveyed by The Barna Group indicates that Hispanics are assimilating the faith of the Caucasian population faster than anyone would have predicted. Essentially mirroring the faith of the nation's white population.

Comparing the Faith of Hispanics and All Americans
An overview of the faith practices and beliefs of Hispanics and the total adult population shows that there are few significant differences between the two groups. The Barna study found that these segments have nearly identical profiles on the following:

- Belief that their faith is very important to their life
- Perceived accuracy of the principles taught in the Bible
- A personal sense of responsibility to share their faith with others
- Perception of the holiness of Satan
- Understanding of the nature of God
- Believing that their life has been greatly transformed by their faith
- Contending that the primary purpose of life is to love God fully
- Having made a personal commitment to Jesus that is important in their life
- Levels of attendance at church services, Christian education classes, and small groups
- Likelihood of having read the Bible in the past week
- Incidence of having shared their faith with others in the past week
- Being unchurched
- Involvement in a church house
- How did the two populations differ spiritually? Based on the questions asked, gaps were discovered in just a handful of areas, including:
- Hispanics retained somewhat more likely to believe that a good person can earn his or her way into Heaven
- Americans, overall, were significantly more likely to believe that everyone is "absolutely committed" to Christianity (58% vs. 40%, respectively)
- Hispanics are twice as likely as the aggregate adult base to be aligned with the Catholic church (46% vs. 23%, respectively)
- Adults age-18 were slightly more

likely to be born again Christians (46% vs. 40%), based on their theological views (not based on self-identification as "born again" but on the definition explained in the About the Research section of this report).

Comparing Born Again Segments
When Barna separated out the born again Hispanics and compared them to the nation's born again population at-large, relatively few differences were identified between the two groups. The differences that were statistically significant included the following:

- Hispanics born again adults were less likely than all born again adults in the U.S. to claim to be absolutely committed to Christianity (63% versus 74%)
- Hispanics born again were twice as likely as all born again adults to be aligned with the Catholic church (53% vs. 17%)
- How Hispanic Faith Has Changed
Barna compared the faith of Hispanics today to their faith profile 15 years ago. That assessment shows that Hispanics have been rapidly moving toward adopting the mainstream beliefs and practices of all Americans. The study discovered 11 faith dimensions on which there has been substantial change during the past 15 years. These areas of change include:
- Alignment with the Catholic church (down by 25 percentage points)
- Being a born again Christian (up by 17 percentage points)
- Having made a personal commitment to Jesus Christ that is important in their life (up by 15 percentage points)
- Church attendance (up 10 percentage points in an average week)
- Claiming that Hispanics regard faith is very important in their life (up by 10 percentage points)
- Claiming to have a responsibility to share their religious beliefs with others (up 10 percentage points)
- Believing that a good person can earn their

way into Heaven (down 9 percentage points)

- Believing that God is the all-powerful, all-knowing creator of the universe who still rules the world today (up 8 percentage points)
- Believing that the Bible is accurate in all of the principles it teaches (up six percentage points)
- Attending a church of 500 or more people (down by 6 percentage points)
- Reading the Bible during a typical week (up by 5 percentage points)
- Faithful to American, Faithful and Loyal
Hispanics whose company conducted the research, commented on the changes in the faith of the nation's Hispanic population.

"The research points out several important realities about the faith of Hispanics in America. First, Hispanics are becoming a more mainstream population in various ways — politically, economically, relationally, culturally — and this data reveals that they are assimilating in their faith practices and practices, as well. The influence of a dominant culture and its traditions has a powerful affect on people's lives. While Hispanics have indisputably influenced American culture, these figures remind us that such transformation is a two-way street.

"Second," Barna continued, "the study points out how significant faith in the lives of Hispanics. Not only do most of them assert that importance, but the fact that so much is changing in their faith practices and they are devoting their lives to these practices underscores how much Hispanics have a powerful affect on people's lives. While Hispanics have indisputably influenced American culture, these figures remind us that such transformation is a two-way street.

"Third, our research helps bring notice the changing relationship between Hispanics and the Catholic church," notes Barna. "While many Hispanics immigrated come to the United States with ties to Catholicism, the research shows that many of them eventually connect with a Protestant church. Even more significant is the departure of many second and third generation Hispanics from their Catholic traditions."

The California-based researcher added that the study found that compared to national norms, Hispanics are somewhat less likely to describe themselves as "mostly conservative" in political and social matters, but were no more likely than others to say they are "mostly liberal" in such areas. In other words, Hispanics gravitate toward a middle-of-the-road ideological posture on social and political issues.

Source: The Barna Group

Data shows Blacks have the highest rates of obesity

Hispanics have 21 percent higher obesity prevalence

Source: Hispanic PR Blog
Blacks had 51 percent higher prevalence of obesity, and Hispanics had 21 percent higher obesity prevalence compared with whites, according to researchers with the Centers for Disease Control and Prevention.

Greater prevalences of obesity for blacks and whites were found in the South and Midwest than in the West and Northeast. Hispanics in the West had the lowest obesity prevalence than Hispanics in the Midwest, South or West. The study, in CDC's Morbidity and Mortality Weekly Report, examined data from 2006-2008. "This study highlights that in the United States, blacks and Hispanics are disproportionately affected by obesity," said Dr. William H. Dietz, director of CDC's Division of Nutrition, Physical Activity, and Obesity. "If we have any hope of stemming the rise in obesity, we must intensify our efforts to create an environment for healthy living in these communities."

The study uses data from the Behavioral Risk Factor Surveillance System (BRFSS), of the Centers for Disease Control and Prevention. BRFSS is an ongoing, state-based, random-digit-dialed telephone survey of the U.S. civilian, noninstitutionalized population aged 18 years and older.

The study found that in 40 states,

obesity prevalence among blacks was 30 percent or more. In five of those states, Alabama, Maine, Mississippi, Ohio, and Oregon, obesity prevalence among blacks was 40 percent or greater.

For blacks, the prevalence of obesity ranged from 23 percent to 45.1 percent among all states and the District of Columbia, among Hispanics in 50 states and DC, the prevalence of obesity ranged from 21 percent to 36.7 percent, with 11 states having an obesity prevalence of 30 percent or higher. Among whites in 50 states and the District of Columbia, the prevalence of obesity ranged from 9 percent to 30.2 percent, with only West Virginia having a prevalence of 30 percent or higher. "We know that racial and ethnic differences in obesity prevalence are likely due to both individual behaviors, as well as differences in the physical and social environment," said Liping Pan, M.D., M.P.H., lead author and epidemiologist. "We need a combination of policy and environmental changes that can create opportunities for healthier living."

Fifty-six study analysis, CDC issued the 2006-2008 BRFSS data. For more information on obesity trends, trends, including an animated map, visit <http://www.cdc.gov/oddsatdata/trends.html>.

obesity prevalence among blacks was 30 percent or more. In five of those states, Alabama, Maine, Mississippi, Ohio, and Oregon, obesity prevalence among blacks was 40 percent or greater.

For blacks, the prevalence of obesity ranged from 23 percent to 45.1 percent among all states and the District of Columbia, among Hispanics in 50 states and DC, the prevalence of obesity ranged from 21 percent to 36.7 percent, with 11 states having an obesity prevalence of 30 percent or higher. Among whites in 50 states and the District of Columbia, the prevalence of obesity ranged from 9 percent to 30.2 percent, with only West Virginia having a prevalence of 30 percent or higher. "We know that racial and ethnic differences in obesity prevalence are likely due to both individual behaviors, as well as differences in the physical and social environment," said Liping Pan, M.D., M.P.H., lead author and epidemiologist. "We need a combination of policy and environmental changes that can create opportunities for healthier living."

Fifty-six study analysis, CDC issued the 2006-2008 BRFSS data. For more information on obesity trends, trends, including an animated map, visit <http://www.cdc.gov/oddsatdata/trends.html>.

obesity prevalence among blacks was 30 percent or more. In five of those states, Alabama, Maine, Mississippi, Ohio, and Oregon, obesity prevalence among blacks was 40 percent or greater.

For blacks, the prevalence of obesity ranged from 23 percent to 45.1 percent among all states and the District of Columbia, among Hispanics in 50 states and DC, the prevalence of obesity ranged from 21 percent to 36.7 percent, with 11 states having an obesity prevalence of 30 percent or higher. Among whites in 50 states and the District of Columbia, the prevalence of obesity ranged from 9 percent to 30.2 percent, with only West Virginia having a prevalence of 30 percent or higher. "We know that racial and ethnic differences in obesity prevalence are likely due to both individual behaviors, as well as differences in the physical and social environment," said Liping Pan, M.D., M.P.H., lead author and epidemiologist. "We need a combination of policy and environmental changes that can create opportunities for healthier living."

Fifty-six study analysis, CDC issued the 2006-2008 BRFSS data. For more information on obesity trends, trends, including an animated map, visit <http://www.cdc.gov/oddsatdata/trends.html>.

Commentaries - Opinions

Why Did Orrin Hatch Say 'No' To Sonia?

By John Floréz
Hispanic Link News Service
Knowing Senator Orrin Hatch as I do, I know he meant it when he said he struggled over voting against the appointment of Judge Sonia Sotomayor for the U.S. Supreme Court.

When I first met the then-young Senator from Utah 30 years ago, I argued with him over affirmative action; so much so that he asked me to join his staff at the Labor and Human Resources Committee that he chaired. It was a time when there was a growing backlash and national polarization over affirmative action.

Since then, we have become close friends. Periodically he still asks for my advice on policy matters. Sometimes he gets it even when he doesn't ask. Ours is that of a relationship.

Shortly after I joined his staff in 1981, Senator Hatch proceeded to conduct an unprecedented seven days of hearings on affirmative action, spread from July to September. For the first time, the hearings were balanced with employers and advocates of civil right, all making their recommendations on the question of how best to pursue two important national goals:

1. "to eliminate discrimination," and
2. "to increase employment opportunities for women and minorities."

That was the initial intent of the Executive Order 11246. Senator Hatch found that there

was resounding support for renewing those two important national goals.

Seeking their involvement allowed him to establish working relationships with civil rights organizations, especially groups such as the League of United Latin American Citizens, American GI Forum, National Council of La Raza and Mexican American Legal Defense and Educational Fund.

He became one of the strongest U.S. Senators in advancing the interests of Latinos on Capitol Hill. He later became the leading Senator in advocating for more Latino appointments to presidential and White House positions. By my recollection, his persuasive powers paved the way for, among others, two Equal Employment Opportunity Commissioners, and counsel to the EEOC and Department of Labor. He was key in having established the Executive Order that created the President's Advisory Commission on Educational Excellence for Hispanic Americans.

In addition, he created the Republican Senate Advisory Committee that influenced GOP colleagues on critical issues affecting Latinos. In 2005, he introduced the Dream Act bill that would allow bright, young high school graduates who had been brought to the United States by undocumented parents to obtain legal status and pursue a high education.

Senator Hatch has a reputation for standing up for those in need. He's been an advocate for

women's rights and legislation that supported programs regarding HIV initiatives.

Still now, he has voted to confirm all Supreme Court nominees, including those who may have differed with him on public policy positions such as anti-abortion. He was quick to stand up for stem cell research when others hesitated.

Knowing Senator Hatch's extensive history of supporting efforts and appointments to key national positions regarding Latinos, his struggle in deciding not to support Judge Sotomayor to the Supreme Court had to be a tough call. I've seen him stand alone, against his party.

I do not claim to know how and why he came to his decision on Sonia Sotomayor. I do know it was not based on race gender or to gain political capital. The easy answer would have been to support her appointment. (In his diverse career in public service, John Floréz worked for the National Urban Coalition, assistant to U.S. Sen. Labor Committee, and Deputy Assistant Secretary of the U.S. Department of Labor. He was the first director of the President's Commission on Hispanic Education and founder of Latino business organizations in Utah. Currently he writes a regular column for The Desert News in Salt Lake City and contributes commentaries to Hispanic Link. He has given advice on national issues that uniquely affect the country's 50 million Hispanics.) 6/2009

Recent actions by the Lubbock Chamber of Commerce on two proposals being considered gave credit to the fact that the existence of just one Chamber just doesn't take into consideration the needs of the minority community. We are talking about the recent actions by the Chamber first to oppose the Obama health reform act and second to support the proposed City's bond program.

It is not surprising that the Chamber would be opposed Obama's health reform package because it would make the rich start paying their fair share of problems that now exist in the health system.

It is also not a surprise that the Chamber would support the bond proposal since all monies that will be spent will be spent in West Lubbock and will give nothing to Lubbock's north or northeast.

When Lubbock's Hispanic chamber was recently absorbed by the majority Chamber, we could have foreseen that the combined Chamber would completely ignore the needs of the Hispanic community and indeed it has.

American Health Care Debate

By: Ysidro Gutierrez

American health care is the best in the world -- on this point partisanship ends and propriety prevails. One measure of the authenticity of the quality of our system is the fact that the wealthy and the poor and the famous and the common flock to the US for treatment.

In light of this propaganda, it seems to me a strange thing that the Obama administration is best known on destroying the current system in the name of freedom. The two most common arguments for reform are universality and controlling costs. If we continue with the current system, health care will consume more of our national treasure and 40 million Americans are uninsured or underinsured and thereby do not have access to health care.

Universality is unworkable under the Democratic plan because under the Democratic plan there is a rise to 50 hospital and zero Doctors and zero Nurses. What will happen at Clinics and Hospitals when these millions show up for care? Clearly the Democratic Plan is seriously flawed. As for Cost Controls, much work remains.

It seems to me strange and mystifying that anyone would support the Democratic plan -- HR 3200. The Democratic plan is led with dozens of immoral provisions. One particular one is evil. On page 425, the Democrats want elderly Americans to be the one that they may cause to be a burden on US health care

system. This plan is devoid of morality. In fact, it is a game plan for Catholics to support any policy or person that promotes the destruction of innocent human life. The Democratic Party -- "The Party of Abortion" is proclaiming itself the "Party of Euthanasia" through its advocacy of this provision. I've heard some Democrats say -- this is not so! If you do not -- I urge readers of El Editor to check it out for yourself. Do a google search for HR 3200 and read page 425. In fact the Democratic plan goes beyond Euthanasia. The Democrats want elderly Americans to submit written "Death Plans" to the Government to show how quickly they will cease to be a burden on the US system. These provisions are: write Barack Obama and the Democrats in Congress are pushing hard for passage of this bill. Do a google search for a conference to publish the Bill, but failed -- thank God -- by acting stupidly by getting involved in the Cambridge incident at the end of the news conference. As I pen this commentary, the Democrats in North Carolina pushing the Bill. He plans to travel to Virginia. Why are Obama and the Democrats so adamant about passage of a bill designed to end the lives of elderly Americans?

The Democratic plan is also an attack on the two greatest and most dearly held American values -- "Individual Freedom and Liberty." On page 93 of the Bill, the Democrats

give power to the Government to have direct, real-time access to all individual bank accounts for electronic transfer of funds. If you believe it is OK for the Government to have access to your bank account -- you are definitely a Democrat. If you are a person who says, "Is not so!" Read page 93, check it out for yourself. The Democrats used strong-arm tactics to get passage of HR 3200 before the August recess -- thank God they failed. This buys time for more Christians to learn about the Democratic plan. Public opinion polls show that as Americans learn about the Democratic plan, their support ends. The percentage of Americans who do not approve has risen to 43 percent and 56 percent say they believe health care reform will happen; it's down from 63 percent.

It is mystifying why educated and informed Americans have failed to speak out against the Government's attempt to take over the "Best Health Care System" in the world. Government control of Health Care will destroy our system of health care -- why aren't Doctors and Hospitals and employers not screaming out in opposition? Why aren't they saying, "We do NOT want any government control of health care that undermines the free market system, and forces businesses and individuals to buy Government Health Insurance?" They have a big and important role

Latinos Have a Stake in Health Care Reform

By David Pacheco

The nation's broken health care system has finally reached the top of the federal agenda. There is a flurry of activity on Capitol Hill as lawmakers tackle the problem in earnest to meet President Barack Obama's request to have a bill out of Congress before the end of the year.

Public actions show that Obama is committed to appointing Latinos to important positions. For secretary of labor, he appointed Hilda Solis, a staunch supporter of workers' rights and health care reform. And recently, Obama tapped Sonia Sotomayor for a Supreme Court seat, making her the first Latino in history to be nominated.

We know health care is a cause for concern for Latinos. According to the Centers for Disease Control and Prevention, more than 34 percent of Latinos are uninsured. AARP studies indicate that less than half of employed Latinos aged 50 to 69 receive health benefits from their employers.

SkYROCKING health care costs are hurting families, stifling job growth and hurting small businesses' ability to grow. American spends twice as much on health care as any average developed nation. Yet we don't get a good return on our investment. We need common-sense solutions that ensure access to affordable, quality health care for all generations.

AARP is very involved in the fight to improve access to quality, affordable health care for all Americans. We believe comprehensive reform should include measures that prevent insurers from denying coverage; provide access to coverage for those without employer-based insurance; provide adequate subsidies to stop premiums and out-of-pocket costs do not exceed 10 percent of income and no more than 5 percent for low-income families.

Americans aged 50 to 64 are taking a hard hit in these times of shrinking employer-sponsored health coverage. They have become the fastest growing group of uninsured. The problem is greater among Latinos who are losing jobs at a faster rate than the general population.

And when the problem, as working men and women in this age group are losing jobs and, consequently, employer-sponsored health care, they are finding it more and more difficult to get affordable individual coverage.

As funds dwindle for critical state programs and services, all eyes are turning to the federal government for leadership and action to improve health care for all Americans.

For example, the current patchwork of programs that serve the most vulnerable people is so cumbersome that millions are not getting the help they need. Four million people who help pay for their prescriptions can't get it. And two thirds of those who are eligible for assistance with preventive care do not receive it.

At this crucial moment, we have the opportunity of a lifetime to fix our broken health care system. Obama has promised health reform before the end of the year, but we need to make sure that Congress follows through.

We will see no benefit if we are silent about health care reform. We pay taxes, we move the economy, and we keep the wheels of commerce turning, which means we have power and influence.

Latinos will make up a quarter of all Americans aged 50 to 69 by 2050. In 2007, Latino workers age 50 to 69 earned a total of \$126 billion. Our contributions will more than double between 2007 and 2020 to \$303 billion in inflation-adjusted dollars and then nearly triple again -- to \$892 billion by 2050.

With those numbers, you can be sure that when we pick up the phone and an e-mail or walk into a legislator's office, we will be heard. With five minutes to spare, we can be involved in one of the most important discussions of the 21st Century -- one that could decide the course of our health care for decades.

The fight for health care reform is not one that can be won by one organization, or one group of people. We all share responsibility to be part of the solution. Our elected officials must hear from us.

Beyond Acculturation

by Lauren Romero

For nearly a decade, even those most savvy about marketing to U.S. Latinos have applauded the "acculturation" approach to Latino consumer segmentation. Latino marketers have adopted it for its general relevance, especially in certain categories; for its indisputable link to Spanish language usage; and most of all, for the miraculous awareness and consensus it has generated among marketing and media leaders as a construct they find useful in furthering business decisions.

The "acculturation" approach caught on because it makes sense, recognizing the complexity of Latino identity in the U.S. But every bi-cultural (not necessarily bilingual) Latino in this country knows that the "acculturation" approach to Latino consumer segmentation is flawed, presenting the same challenges suffered by similar models used by marketers in the last 50 years. Designed to accommodate limitations set by the best information then available about consumers -- demographic data -- demographic segmentation have long been the inescapable final output of all consumer segmentations -- attitudinal, psychographic, behavioral, etc.

Consumer, one box. Naturally, individuals tend to rebel against such box generalizations about themselves. For example, just living in a certain ZIP code or driving a certain car doesn't mean we're anything like the "Tobacco-Chewer Joe Six-Packs" or "Cat-Loving Silver Niners" who seem to be our neighbors.

We drink beer and prefer dogs, don't live fancy, and could use more money. But unlike our profiles, we have advanced degrees, and take ski trips to Vail. We're even Puerto Rican.

And our spending behaviors vary depending on which of our diverse friends and relatives happens to be with us.

Today's technology offers an ever-increasing abundance of information about consumer behavior and its motivating occasions. We can use these resources to ride the next wave in understanding situational contexts for Latinos' spending behavior.

Diana Rojas and Federico Subervi have coined a term for this new idea: "Situational Latinidad." The term is still up for a namestorm -- "Occasional Hispanicity," "Sometimes Feels Latino," etc. The idea is simple: Each Latino in the U.S. experiences the Latino identity in different ways, in different situations. Acculturation levels of sum up general types and levels of such individual identification based on language use and media consumption, but they miss what matters to most marketers -- behavior related to their category.

Most importantly, segmenting by acculturation alone misses the influence of the complex multi-generational and cross-cultural social networks in which most Latinos spend their time.

Certain products tend to connect Latinos with their heritage. In food, for example, the Goya brand has exploited this tendency, growing into a large, Latino-loyal brand in the U.S. since 1936.

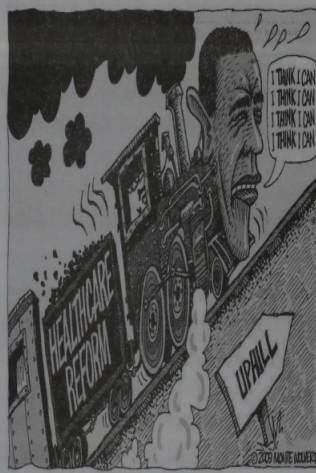
Other products that Latinos use to express their "Latinidad" include makeup, jewelry, clothing, cologne, shoes, cars, personal technologies, art, home décor, landscaping, and music, to name a few.

But these same Latinos live their days cross-culturally. Individuals identify themselves as might love pizza, Mediterranean food, and so on. The Latino identification and orientation to products will depend on moods and social situations, and on the cultures of our friends and relatives (usually a cultural salad in itself), and not just on their own.

So, I recommend that you start your Latino consumer segmentations and targeting process not with pre-defined birthplace, national heritage, or language-based groups, but instead by crossing behavior and values information with situational and social context. Then, you'll be more likely to ensure relevance and brand loyalty with the Latinos who matter most to your brand.

El Editor

Informing-Educating
Creating Action.
The Job of a Real
Newspaper of
A REAL Newspaper



Send all your community events and announcements to El Editor at eleditor@sbcglobal.net

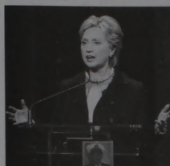
El Editor
is a weekly bilingual newspaper published by Amigo Publications in Lubbock and Midland/Odessa Texas. El Editor has been published on a weekly basis since 1977. Our physical address for overnight delivery is 1502 Ave. M in Lubbock, TX 79401. El Editor is available on the internet at <http://www.eleditor.com> and is distributed throughout West Texas in retail outlets. Opinions expressed in El Editor are those of the individual writer and not necessarily those of the publisher or the advertisers. Advertising information available by emailing us at eleditor@sbcglobal.net or by calling us at 806-763-3841. Opinions and commentaries are welcome and can be sent to the same email address. All opinions and letters to the editor must contain the writer's name, address and phone number, but name can be withheld at the writer's request. Address and telephone number will not be published.

Publisher: Bidal Aguzo
Olga Rojas Aguzo - Business Manager
Circulation: Jimmy Rojas & friends

ADVERTISE CALL
806-763-3841

EL EDITOR
No. 1 in all kinds of News!!
806: 763-3841
SEND US YOUR PICTURES TO AND INQUIRY ABOUT ADVERTISING TO eleditor@sbcglobal.net
THANK YOU

Clinton Says U.S., China Dialogue Cover Unparalleled Range of Issues



hensive relationship for the 21st century," she added. Clinton also said that all the efforts being done were on behalf of the next generations.

"As we began talking, we realized that all that we were doing was really on behalf of our children and our grandchildren," said Clinton. "Perhaps at the beginning of every government dialogue, we should all take pictures of our children and our grandchildren and put them on the tables in front of us to be reminded of what was at stake in our high-level negotiations," she said.

The first round of the China-U.S. Strategic and Economic Dialogue was concluded on Tuesday as four government representatives from both countries hailed its results in their closing statements here.

During the two-day dialogue, officials from China and the U.S. discussed the challenges and opportunities that both countries face in a wide range of bilateral, regional and global issues.

The dialogue mechanism was upgraded from the former Strategic Dialogue and the biannual Strategic Economic Dialogue, which were initiated by the two heads of state in 2005 and 2006 respectively.

On April 1, 2009, Chinese President Hu Jintao and his U.S. counterpart Barack Obama agreed to establish the mechanism of China-U.S. Strategic and Economic Dialogue during their first meeting in London on the sidelines of the G20 financial summit.

U.S. Secretary of State Hillary Rodham Clinton on Tuesday said the two-day China-U.S. Strategic and Economic Dialogue was "unprecedented" in bilateral relations, gathered most top leaders and discussed an "unparalleled" range of issues.

At a joint press conference with U.S. Treasury Secretary Timothy Geithner, Chinese Vice Premier Wang Qishan and State Counselor Dai Bingguo, Clinton said the dialogue has established "a new pattern of cooperation" between the two countries.

"What has taken place over the past two days is unprecedented in U.S.-China relations," said Clinton, adding that the two sides "spoke candidly about some of the world's most difficult challenges," as well as issues on which "the two sides do not always agree, such as human rights."

"The meetings we have just concluded represent the largest gathering ever of top leaders from our two countries. The range of issues covered was unparalleled," said Clinton.

"The result is that we have laid the foundation for a positive, cooperative and comprehensive relationship between our two countries."

When Given Choice, Most Have Opted for Private Healthcare

"A government takeover," Senate Minority Leader Mitch McConnell, R-Ky., proclaimed on the floor of the Senate.

"Socialized medicine," said Rep. Steve King, R-Iowa.

"Government health care," added Rep. Roy Blunt, R-Mo.

For months, Republicans and business and health care industry groups have been warning that President Barack Obama's proposal to create a new public insurance program for Americans currently without coverage would quickly devour the nation's health care system and leave Americans dependent on Washington for their medical care.

But the government insurance program that is fueling so much alarm may end up being much less voracious than its critics claim.

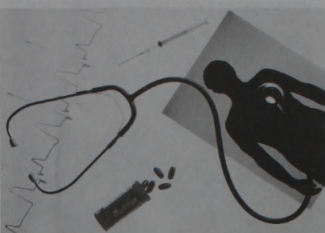
By 2019, as few as 11 million people will likely be signed up for the government plan, according to preliminary estimates by the nonpartisan Congressional Budget Office, which is evaluating bills being developed by senior Democrats in the House of Representatives and the Senate.

At the same time, the CBO estimates that more than 160 million people will get health insurance through their employer.

"A lot of this talk of government takeover has just been hysteria," said Len Nichols, a health care economist at the New America Foundation who has examined the impact of government insurance plans offered by states nationwide.

More than 30 state governments offer their own private insurance choice between a private insurance plan and one provided by the state. In most cases, the private plans attract more customers, said Nichols, who supports a new federal government plan.

Neither the estimates by the CBO nor the experiences of states have dampened the concerns of insurance companies, hospitals and business groups, many of whom believe that millions of Americans will abandon private insurance for a government option that charges less.



"It's just significant that there would be no shift," said Karen Ignagni, president of America's Health Insurance Plans, the industry's Washington-based lobbying arm.

Hospitals, many already struggling in the economic downturn, worry that they could lose money if more patients move to a government plan that pays lower rates. And businesses are concerned that they will be forced to pay more for their insurance to offset the losses being sustained by hospitals and other health care providers.

To prevent that kind of disruption, senior Democrats in Congress have proposed restrictions on who can sign up for the new public plan.

Below are some basic facts about that plan:

1. What's the difference between this public plan and other government insurance programs? The government's other insurance programs target specific populations, such as the elderly (eligible for Medicare) and the poor (many of whom qualify for Medicaid).

2. Democrats want to expand Medicaid. But to help the tens of millions of people who don't have insurance now, bills in the House and Senate would also create a new plan independent of Medicare and Medicaid that, unlike those programs, would be sustained by premiums paid by its customers.

People making up to four

times the federal poverty rate - or \$43,320 for an individual or \$88,200 for a family of four - would be eligible for assistance to help pay those premiums.

2. Initially, the plan would be open only to a few groups, including:

-People who work for companies that do not provide insurance.

-People who cannot afford the insurance offered by their employers.

-People who work for small businesses that elect to make the government plan available to their employees.

3. It's unlikely that all small businesses will be able to offer employees access to the government plan.

House leaders originally proposed limiting eligibility to businesses with fewer than 10 workers in the first year of the program and to 20 in the second.

The Senate health committee has proposed limiting eligibility to businesses with 50 employees or fewer.

4. Couldn't businesses just dump the coverage they provide now so their employees would sign up for government insurance?

They could, but they might get hit with a penalty. There is debate about whether some businesses would drop coverage because it would be cheaper for them to pay the penalty than to provide coverage.

Small employers would be

exempt from this penalty.

5. By 2019, the Congressional Budget Office estimates as many as 36 million people will be eligible for the government plan. But it's not certain that they would all sign up for it. They could also choose to get their coverage from a private insurance company.

6. Policymakers believe the government plan would be able to offer lower premiums than private plans, in part because it would pay doctors and hospitals less. The House bill envisions that the government plan initially would pay only slightly more than Medicare, which often pays providers substantially less than private insurers.

Critics are worried that if private insurers are forced to charge more for their premiums, people would flock to the government plan. "Cost makes the biggest difference," said John Sheils, vice president of The Levin Group, a subsidiary of insurance giant UnitedHealth Group, which recently estimated that tens of millions more people would join the public plan.

But there is also substantial evidence that people look beyond the cost of a premium when deciding what insurance to buy. Other factors include the cost of co-payments, deductibles and the size of the network of providers.

The Congressional Budget Office estimates that as many as two-thirds of those eligible for the government plan would pick private insurance instead.

7. When will we know for sure how many people will be in the public plan?

The estimates will almost certainly change as more legislation is developed and amended. The Senate Finance Committee is still working on a proposal that may not even include a government plan.

The only thing that is clear from past health care reforms is that the safest prediction is that there will be some big effects that were not predicted," said Jacob Hacker, a Yale University political scientist who has studied past health care overhauls. "

¿Cuánto cuesta la salud de los inmigrantes?



Seguramente usted lo ha escuchado: los inmigrantes cuestan mucho dinero al gobierno, sobre todo en materia de servicios de salud. Pero las cifras indican lo contrario: el gasto en cuidado de salud para los inmigrantes es, en promedio, 55% menor al de los nacidos en Estados Unidos.

Una serie de datos recabados por el Immigration Policy Center demuestran que los inmigrantes en Estados Unidos representan un gasto menor en materia de salud que su representación demográfica. Por ejemplo, los inmigrantes recientes, que conforman el 5% de la población total en el país, sólo generan el 1.4% del gasto público médico para adultos.

Los gastos médicos por persona entre los inmigrantes suelen estar entre la mitad y dos tercios por debajo de los nacidos en Estados Unidos con características similares. El gasto anual per cápita para los no ciudadanos es de 1,797 dólares, contra 3,702 para el promedio de los ciudadanos estadounidenses. En el caso de California, un estado con un alto índice de población inmigrante, el gasto en cuidado médico per cápita equivale al 88% de la media per capita nacional.

de emergencia, estadísticas de 2006 muestran que las ciudades con la mayor tasa de población inmigrante tienen menores tasas de ocupación en estos espacios que aquellas con menor población inmigrante.

"Siempre ha existido este mito de que los inmigrantes, legales o ilegales, cuestan más que los que contribuyen; sin embargo uno tras otro, los estudios prueban lo contrario: que los inmigrantes no usan los servicios sociales, sino que hacen el trabajo duro y contribuyen más a la economía

de los tiempos de crisis se busca a un culpable, en este caso los inmigrantes, particularmente cuando las poblaciones afectadas son las de la clase media. "Pero todo indica que los inmigrantes usan menos los servicios de salud que el ciudadano promedio".

Un factor que influye en esta tendencia es la edad. Uno de cada cinco estadounidenses tiene 60 años o más; este sector representa una gran proporción del gasto en materia de salud; mucho más que los niños. Pero a este grupo no pertenecen las poblaciones inmigrantes, que tienden a ser jóvenes y a encontrarse en sus años productivos, en los cuales se requiere de menores cuidados.

Los adultos jóvenes, entre el edad de 19 y 29 años, son el grupo del servicio social sin seguro médico con el crecimiento más rápido tanto en el país

de lo que cuestan y esto lo vemos también en el caso de la medicina", comentó Tom Barry, analista senior del Center for International Policy.

Para Barry resulta lógico que en los tiempos de crisis se busca a un culpable, en este caso los inmigrantes, particularmente cuando las poblaciones afectadas son las de la clase media. "Pero todo indica que los inmigrantes usan menos los servicios de salud que el ciudadano promedio".

Un factor que influye en esta tendencia es la edad. Uno de cada cinco estadounidenses tiene 60 años o más; este sector representa una gran proporción del gasto en materia de salud; mucho más que los niños. Pero a este grupo no pertenecen las poblaciones inmigrantes, que tienden a ser jóvenes y a encontrarse en sus años productivos, en los cuales se requiere de menores cuidados.

Los adultos jóvenes, entre el edad de 19 y 29 años, son el grupo del servicio social sin seguro médico con el crecimiento más rápido tanto en el país

como en el estado de California. En 2007, uno de cada seis californianos estaba en este grupo de edad. Aproximadamente 1.4 millones de jóvenes menores de 30 años, uno de cada cuatro en el estado, no tienen seguro médico. Su perfil demográfico es mayoritariamente de bajos ingresos, latinos, y hombres.

A pesar de ello, los ciudadanos estadounidenses conforman la mayoría de quienes carecen de seguro médico, un 78%; mientras que los inmigrantes, tanto quienes se encuentran en el país legalmente como quienes son indocumentados, representan solamente el 22% de quienes se encuentran en edad de trabajar y no tienen seguro médico.

El mayor crecimiento en el número de personas sin seguro médico registrado entre el año 2000 y el 2006 fue de ciudadanos estadounidenses, que conformaron el 80% de ese incremento. Los no ciudadanos, en cambio, representan una parte importante de los suscriptores recientes a empresas aseguradoras.

¿NECESITA DINERO?

"Queremos darle un préstamo"

Llame Hoy
\$100 - \$1,200

No se requiere una cuenta de cheques

NOBLE FINANCE

806-749-5107

Memorias de Verano
¡Eso sí es un retrato!

Paquete de Paquete Fotográfico

Especial Incluyen: Una - 10 x 13 Dos - 8 x 10s Cuatro - 5 x 7s Cuatro - 3 x 5s 32 tarjetas cartón

A Sólo \$995 USD

Sin Carnos Adicionales

Hemos innovado en todo aspecto de la fotografía

PARTE 1 LA SESIÓN FOTOGRAFICA

PARTE 2 VER Y REVISAR SUS FAVORITOS

PARTE 3 DISEÑO FOTOGRAFICO (IMPRESAS)

PARTE 4 SUS FOTOGRAFIAS EN ESTRA ESTRA

Los fotografías que se muestran pueden hacer una foto en recuerdo.

Ejeto de un grupo de 30 personas. No sólo 6.

Los efectos especiales, los tocos y los escenarios crean fotografías únicas.

Fotografía en 15 minutos no 15 días.

ADORMAS 6 tarjetas personalizadas GRATIS.

40 DISEÑOS DE TARJETAS

Portrait Innovations

www.PortraitInnovations.com

KingsCenter
4210 82nd Street, Suite 234
Lubbock, TX 79423 • 806.785.4433
Horario de Emisión: Martes - Domingos 9 a.m. - 6 p.m.

Reservaciones que llamo con Cita. Realización dentro de 7 días. No hay costo de envío. Entrega en mano. Pago en efectivo o por tarjeta de crédito. No se aceptan cheques. Pago en efectivo o por tarjeta de crédito. No hay costo de envío. Entrega en mano. Pago en efectivo o por tarjeta de crédito. No se aceptan cheques.

Q&A: Jesse & Joy Are Back With a Sophomore Album

by Grace Bastidas

Siblings Jesse & Joy learned early on how to share. In fact, the Mexico City natives have been sharing the spotlight ever since they decided to form their own band in 2001. Big brother Jesse plays the guitar, piano, drums and sings background vocals, while little sister Joy performs lead vocals and strums the guitar. Together, they deliver a mix of pop, folk and rock that's positively electric. I recently caught up with the dynamic duo and here's what they had to say:

Congratulations, you have a new album out today. Tell me about it.

Jesse: We're very excited; it's our second album. It's called *Electricidad*. Joy is 23, I'm 26. The first album we started writing when I was 18 and Joy was 15, so it's been a long time of experiences and sound tests. At the end of the day, it sounds like us. We're always going to be involved. We wrote all of the songs. We worked along with [recording engineer] Tom Russo. He worked with Michael Jackson on the *Dangerous* album and Johnny Cash on his last album. It's super-cool. We grew up listening to most of those artists.

Joy: We've been traveling and changing the world. Global warming sees your perspective. We try



to put a good positive message out there.

Do you address environmental issues in your music?

Jesse: The whole album is full of energy. At the end of the day, we're trying to put out a message of love

in between all the craziness and darkness that's around us.

Joy: We're also in this group called *La Onda Verde*, for Latin people trying to help others change the world.

You mentioned you grew up

listening to Johnny Cash—who else?

Jesse: Our mom is from Wisconsin, and whenever Dad was away working, we'd play with our toys and listen to music. Neil Young, the Carpenters, Simon &

Garfunkel and Aretha Franklin.

Did your parents influence your decision to become musicians?

Joy: They love music. They supported our decision and the steps that we took. We thank

them for bringing us to this world and second for supporting our decision.

How is your dynamic as brother and sister in a band? Any sibling rivalry?

Jesse: Besides being band mates and coworkers, we're friends. I think that's the most important part of Jesse & Joy.

Joy: It's easy because we grew up together. If one of us is in a bad mood, I know to stay away.

Jesse: We try to create alter egos so that we don't get bored of each other.

Any plans to tour with the new record?

Jesse: For the first couple of months, we're doing promos. At the end of September we're starting with the tour. We're going to be all over the United States, Puerto Rico, Mexico and South America.

How do you enjoy your life this time when you're on the road?

Jesse: You have to adapt as a human being to whatever your environment is. We try to rest and try to use our energy in the smartest way as possible.

Joy: It's a balance thing. Most of the time we're on a plane. Our main concern is sleep, and after that, if we're in a place we haven't been to, we go out for a walk. We pizza-hunt. We love pizza!

George Lopez all talk at TCA



no desk, no cue cards and no monologue -- very little monologue, anyway.

"Monologue" sounds like a dissertation," he said. "It's hard to make formal talk cool."

The comedian also hopes to keep the format flexible, bringing audience members up to the couch, putting

different guests together on-stage and sometimes opening with a guest.

"If you have Prince, why would you have him go last?" he said. "It's supposed to be a party, and a party is spontaneous."

As for competition for booking guests, Lopez joked, "I don't think *The Tonight Show*'s going after *Memado*."

Turner also panned its Jerry Bruckheimer procedural drama "Dark Blue." Although programming head Michael Wright suggested that fellow freshman "Hawthorne" is a strong candidate for a pickup, the network has not decided whether "Dark Blue" will return.

"Dark Blue" is creatively one of the most consistent shows we have on the air," he said.

Also under the Turner umbrella, CNN president Jim Klein took the TCA stage and touted record-setting ratings for HLN and some record highs for CNN in total day.

He didn't mention the network's sagging numbers in primetime, though.

Klein defended anchor Lou Dobbs' reporting on the conspiracy theory controversy about President Obama not having a valid U.S. birth certificate.

"There are two strands to this story: There are the facts, then

there is the flap," Klein said.

"There's no doubt... that the president was born in the state of Hawaii. Separate from that, there's this phenomenon of people who don't believe it. Lou is exploring that flap."

Kicking off the cable portion of TCA, Travel Channel touted previously announced new series "The

Streets of America: The Search for America's Worst Driver" and "Worldwide Tribe" and the seven-hour ghost-hunting special "Ghost Adventures Live."

The network paneled "Man vs. Food," in which host Adam Richman takes up local restaurants on their food-eating challenges. One critic asked whether

it's proper for the show's host to consume mass quantities of food in a country with obesity issues.

"There's one thing I would love to make clear," Richman said. "Neither I nor does the network espouse overeating. These are about once-in-a-blue-moon indulgences. I would never espouse eating things I way do as a lifestyle choice."

Fiestas Del Llano Inc., is now accepting applications for Miss Hispanic Lubbock

Single women of Hispanic or Latin decent, between the ages of 17 through 24-years-old and are currently seniors in high school or enrolled in a college or university, are invited to experience an opportunity of a lifetime. The 2009 pageant production will be held Thursday, September 17, 2009 at the Lubbock Memorial Civic Center Theater. Interested individuals can request the guidelines and an online application at www.fiestasdelllano.org or emailing or calling the Pageant Director. Participants will be required to submit their completed applications and a \$150 entry fee by August 1, 2009. Applicants will be contacted to confirm entry and information regarding the mandatory contestant orientation, to be held in August. For more information, please call Zenaida Aguero-Reyes, Pageant Chair/ Director, at (806) 252-2828 or email at rey24@sbcglobal.net

Key Animal Clinic

5006 50th Street
(806) 792-6226

Serving the South Plains for Over 37 Years!
¡Se Habla Español!

UNA X NO SIEMPRE INDICA EL LUGAR CORRECTO NOSOTROS SÍ

Deje que Xcel Energy lo mantenga seguro la próxima vez que excave. Llame al Texas Excavation Safety System al 8-1-1 al menos dos días laborales antes de excavar y espere el tiempo requerido para que un profesional calificado lo visite y marque claramente las líneas eléctricas subterráneas de Xcel Energy. La seguridad es nuestra prioridad. Así que recuerde llamar al 8-1-1, busque las marcas y evite excavar junto a ellas.

Si toca una línea subterránea de servicios, y se trata de una emergencia, llame al 9-1-1 inmediatamente.

Xcel Energy
RESPONSIBLE BY NATURE™

xcelenergy.com

811 llamada gratuita en todo México
Llámanos antes de excavar

READ EL EDITOR ONLINE

WWW.ELEDITOR.COM

Over 30 years of serving the community!

Rangers report: Inside pitch



If the Rangers are going to add a big-time pitcher to the roster before the trade deadline Friday, they are going to have to get creative.

GM Jon Daniels acknowledged that to get a deal done for a pitcher, the trade partner would have to assume a significant portion -- if not all -- of the salary involved.

Money "is an element," Daniels said. "It's a different environment than we have dealt with in the past. I think it's unlikely you will see us add significant dollars to the payroll. But that doesn't mean you can't get a deal done."

The other option: pay a higher price in prospects to convince a team to pay the salary. Toronto, which is entertaining offers for Roy Halladay, has indicated an unwillingness to pay any of Halladay's salary. On Tuesday, reports surfaced that the Jays' parent company is looking to control costs. There is about \$4.5 million left on Halladay's contract for this year. He is owed \$15.75 million for 2010.

Various Internet reports have indicated the Blue Jays want first baseman Justin Smoak and a combination of other prospects that could include pitchers Derek Holland, Neftali Feliz and Martin Perez and outfielder Julio Borbon.

The Rangers pursued first baseman Ryan Garko, who ultimately went to San Francisco on Monday, partly because Garko is cost-effective (he makes \$446,000 this season) and would be under control for several more seasons. Another low-cost

option might be New York Mets outfielder Gary Sheffield. He would be due only a prorated portion of the major league minimum (\$400,000). Sheffield, 40, is hitting .286 with an .869 OPS (on-base plus slugging percentage). He is a free agent after the season.

But Daniels said that after the Garko deal fell through that the team has resumed the hunt for a pitcher. The Rangers have also talked with Cleveland about the other front-of-the-rotation starter on the market, Cliff Lee. The Rangers rotation has taken a beating in the last week with Vicente Padilla having to be scratched twice because of the flu and Kevin Millwood leaving a game early because of a sore gutless maximsus muscle.

"That's fair to say," Daniels said when asked whether acquiring a starting pitcher was the team's top priority.

RANGERS 7, TIGERS 3: The Rangers overcame an early 3-0 deficit and then got five nearly flawless innings from the bullpen to beat Detroit for the second straight night. The Rangers have won eight of their last nine games since losing the first two games after the All-Star break. Texas got three straight two-out, run-scoring hits from Elvis Andrus, Ian Kinsler and Michael Young to take the lead 4-3 in the bottom of the second. The Rangers added single runs in the fourth, fifth and sixth. Meanwhile, Jason Grilli, Eddie Guardado, Darren O'Day and Guillermo Moscoso retired 15 of the last 16 hitters.

Bradford back for another title shot at OU

Sam Bradford found it tough as a teenage Oklahoma fan to watch the Sooners losing national championship games.

As a Heisman Trophy-winning quarterback, it was an even tougher to be part of Oklahoma's latest national title game loss.

"It's all you think about, it's all you dream about, and to have the opportunity to play for a national championship and come up short, it's not a good feeling to have," Bradford said Tuesday at Big 12 media days.

After passing up a chance to enter the NFL draft after his sophomore season, which ended in January with a 24-14 loss to Florida in the BCS championship game, Bradford is back for another chance to win the trophy he really wants.

"That would mean the world to me," he said.

The Sooners have won the last three Big 12 titles. But their last national championship was in 2000. They are 0-3 in title games since -- twice (2003-04) with Bradford watching and still dreaming of being their quarterback, then last season when he threw for a school-record 4,720 yards and NCAA-best 50 touchdowns.

Cowboy Bob Stoops knows it will be hard for Bradford to improve on those numbers. "But hopefully with a better defense, you don't have to," Stoops said. "It's doing what you need to do and manage the game to win, be consistent like he has been. ... Remind him you're not

Superman. You don't need to remind Sam of that. He plays within the system."

The Sooners return seven defenders who started every game last season, and three more who started at least five games.

Still, the focus is on the offensive changes, including the loss of four offensive linemen and a trio of receivers -- Jaquain Iglesias, Manuel Johnson and Quentin Chaney -- who combined for half of Bradford's passing yards and 21 TDs.

"Obviously, we have some young guys that are going to come in, but I feel like we had tremendous steps in the offseason, I feel like they'll be prepared to play," Bradford said.

That is a necessity for another title chance, especially in a Big 12 South filled with potent offenses and star quarterbacks such as Texas' Colt McCoy, another Heisman finalist last season -- and Oklahoma State's Zac Robinson.

"You know you're going against another high-powered offense and the quarterback has got the ability to answer every time you score," Bradford said. "It makes my job even more fun than it is."

Iglesias and Johnson, both in Oklahoma's career top 10 for receptions, didn't have the option like Bradford for another season.

"They left. Guys come in and play, and that's how it is,"



tight end Jermaine Gresham said. "Put the pads on and let's play football. Nothing's going to change."

Gresham (66 catches, 950 yards, 14 TDs), the 6-foot-6, 258-pound tight end who can split wide, also could have gone to the NFL as a high draft pick. But he opted to return for his senior season, knowing Bradford was coming back.

"Me and Sam always kept in contact with our decisions," Gresham said, smiling. "We always knew what we were going to do. I knew I wasn't going to be without him."

The Sooners also have 1,000-yard rushers Chris Brown and DeMarco Murray and receiver Ryan Broyles, who caught 46 passes for 687 yards and six TDs as a freshman.

Mossis Madu, a junior running back who has been working at receiver, and Adron Tennell, a senior who could get his first chance as a

starter, will get their chances to catch passes.

"We've spent a lot of time this year just throwing routes," Bradford said. "We got back from the national championship game and we just got those guys in there and started running routes. We've probably thrown more routes just this year than we have since I've been here."

Throwing to new receivers wasn't the only adjustment Bradford had to make this offseason.

As a Heisman Trophy winner, the reserved Bradford had to adjust to being recognized everywhere he went.

"I'm really trying to stay the same person, not let it affect my life," said Bradford, though he wouldn't say where he keeps his Heisman Trophy. "It's a secret," he said.

"When my parents had it, people called and asked if they could come see it and take pictures with it. ... But I've never really taken it out."

Texas, Texas Tech ready to get untied in South

While Oklahoma got to play in the Big 12 and BCS championship games last year, the Sooners' regular season record was the same as Texas and Texas Tech.

All three were 11-1 overall and 7-1 in the Big 12 South. Each loss was to another team in the trio. The Big 12's fifth tiebreaker -- BCS standings -- was needed to determine the title game team.

Texas coach Mack Brown, whose team beat the Sooners, says the Longhorns have to forget about

tiebreakers. He has reminded his team they wouldn't have come into play if they had won at Tech.

At a Big 12 media day Wednesday, Brown also compared the expectations for this year's team to 2005, when the Longhorns won the national title.

Texas Tech coach Mike Leach says he doesn't expect things to be dramatically different this season despite the loss of quarterback Graham Harrell and receiver Michael Crabtree.



Advertise your business here!
El Editor Newspaper can help your business GROW!
 Your business deserves the experience El Editor can give you. Over 30 years of serving the community!
 Only the best service for your company.
 Call us and find out for yourself!
 806-763-3841

Questions? Comments?
 email us at eleditor@sbcglobal.net
 OR
 call us
 @ 806-763-3841
 www.eleditor.com
 #1 in news & information!

TEE SHIRT PRINTING!!

- * Family Reunions
- * Softball teams
- * Bowling
- * Sports and activities of any kind

As low as \$6 per shirt!

Call Today For More Details! 806-741-0371

Employment Opportunities
 Management/Professional
 Trades/Labor
 Technical/Clerical
 Fire and Police
 Part-Time

To apply and/or review detailed job listings visit our website
www.mylubbock.us

Drug Screen and Background Check Required

Benefits Include:
 10 Vacation Days - 15 Sick Days - 11 Paid Holidays
 Paid Group Health - Dental, Life and Vision Insurance
 THRS 5-year Vesting - Pre-paid Legal Plan
 Employee Deferred Compensation
 Section 125 Medical Spending Plan - LTD
 Critical Illness Insurance

Texas Public Information Act/ADA/EOE

Tejano Times Talk Radio Program
 KJDL NEWS RADIO 1420 AM
 Lubbock, Texas

Armando Gonzales
 Monday through Friday 9am til 11am
 Worldwide Streaming on the internet.
 806-741-1420
agonzales101@yahoo.com

Cuidado con el calor

Medidas prácticas evitarán que las altas temperaturas pongan en peligro su piel y su vida



Las altas temperaturas del verano pegan duro en los hogares sin aire acondicionado. El sudor excesivo y sofoco provocado por las altas temperaturas agotan a los individuos de todas las edades y pueden poner en peligro la salud y la vida de niños y ancianos.

Pero existen algunas soluciones prácticas para combatir las molestias del calor.

La enfermera Stella Mora-Henry, autora del libro Guía para el cuidado de nuestros mayores, dijo que en los días calurosos hay que tomar cada uno o dos horas como onzas de agua para prevenir la deshidratación, que se presenta con mayor frecuencia en las personas de edad avanzada.

“A medida que envejecemos vamos perdiendo la sensación de la sed y, fuera de eso, el sistema de la transpiración no funciona para bajar la alta temperatura del cuerpo; por ello hay que tomar agua a cada rato”, denotó la especialista en ancianos.

Aseguró que durante los días de extremo calor las personas que toman medicamentos para la alta presión y el mal de Parkinson están a alto riesgo de deshidratación, al igual que las obesas. Por ello es conveniente mantenerlas alejadas de los rayos del sol entre

las diez de la mañana y las trece de la tarde, el período más caluroso del día. Esta medida de seguridad, agregó, se aplica a todas las personas. Dijo que de contar con un sistema de enfriamiento en casa es bueno mantenerlo prendido en estas horas.

“El ventilador ayuda a que el aire frío circule por toda la casa”, dijo la experta, e indicó que de carecer de aire acondicionado y ventiladores, lo recomendable es visitar en esas horas un centro comunitario, una biblioteca pública, una sala de cine, un centro comunitario para ancianos o un centro recreativo con piscina.”

“¿Hay que pasar todo el día en estos lugares para evitar el llamado golpe de calor?” “No necesariamente”, contestó la entrevistada. “El mantenerse fresco durante un par de horas es mejor que nada”.

A quienes no tienen aire acondicionado y no pueden salir de casa, Mora-Henry recomendó que mojen con frecuencia su cara y cabeza con el uso de un atomizador o colocando sobre la cabeza y cuello una toalla mojada con agua fría.

Las bebidas alcohólicas, incluyendo la cerveza, no deben tomarse durante los días calurosos porque “se suda más debido a que el alcohol incrementa la temperatura del cuerpo”, dijo. También hay que evitar el café y otras bebidas con cafeína. Explicó que no hay que

comer alimentos pesados, con mucha grasa y condimentos. Lo mejor es ingerir comida ligera, como frutas y vegetales frescos. De vivir en una casa de dos plantas, la enfermera sugirió pasar el día en la planta baja, ya que este lugar siempre está 10 grados Fahrenheit más fresco en comparación con la planta alta.

“Recomiendo estar siempre pendiente de las personas mayores que viven solas, porque, como dije anteriormente, su salud puede verse afectada gravemente con el excesivo calor”, señaló.

Para evitar un incidente durante los días de altas temperaturas, el condado de Los Ángeles tiene a disposición de los ancianos numerosos centros con aire acondicionado (cooling center). La lista completa de estos centros está disponible en el portal laddoc.org.

También hay centros que abren sus puertas a personas de todas las edades. En la línea informativa del condado angelino, 211, se pueden obtener las direcciones y nombres de estos.

En su página web, el Departamento de Salud del Condado de Los Angeles ofrece también recomendaciones para mantenerse comfortable durante el verano. Una de estas es evitar hacer ejercicio en los días de calor extremo y vestir sombrero y ropa elaborada y textiles ligeros al salir de casa. Las camisas y blusas deben ser de manga larga, al igual que los pantalones, para prevenir las quemaduras de los rayos del sol.

El doctor John Martínez, Cirujano dermatólogo y jefe del Centro médico de Kaiser Permanente en Irvine, señaló que

durante el verano las personas de todas las edades deben proteger la piel con una crema que bloquee los rayos ultravioleta del sol.

De vivir en una casa de dos plantas, la enfermera sugirió pasar el día en la planta baja, ya que este lugar siempre está 10 grados Fahrenheit más fresco en comparación con la planta alta.

“Los menores de seis meses no deben ser expuestos al sol. Su piel es tan delicada que a veces, a pesar de todas las precauciones, pueden quemarse incluso en sólo 10 o 15 minutos porque su piel no ha producido suficiente melanina —el pigmento que le da color— para protegerlos”, explicó el galeno.

Martínez recomendó el uso de un bloqueador solar con un factor de protección (SPF) de 30 o más.

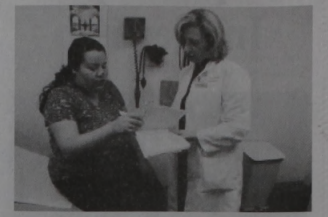
“Al aplicar hay que asegurarse de cubrir todo el cuerpo, incluyendo orejas y pies. Y debe usarse aunque el día este nublado”, dijo. Explicó que el bloqueador solar hay que aplicarlo 30 minutos antes de salir al aire libre y volver a aplicarlo varias veces ya que, por mucho que la crema sea resistente al agua, el sudor y el agua hace que se pierda el efecto.

Dijo que aunque los bloqueadores solares protegen la piel contra las quemaduras y la penetración de los rayos ultravioleta, ningún protector solar funciona al 100%. Por eso, lo mejor es evitar la exposición al sol.

Para que el bloqueador solar surta efecto, el dermatólogo recomendó prestar atención a la fecha de caducidad.

“La mayoría de los productos pierden su eficacia después de 12 meses”, señaló.

Embarazadas en riesgo por gripe



Las mujeres embarazadas constituyen uno de los grupos con más riesgos ante la pandemia de gripe porcina, por lo cual se recomienda que sea el grupo prioritario para recibir la vacuna contra el mal este otoño.

Las embarazadas suman un 6% de los casos fatales por la gripe porcina en Estados Unidos desde que comenzó la pandemia en abril, aunque constituyen el 1% de la población estadounidense.

Una comisión federal asesora se reunirá hoy miércoles a fin de abordar la pregunta sobre cuál sería el grupo prioritario para recibir las primeras vacunas contra la gripe porcina en lugares donde no haya suficientes dosis.

Enfrentando la lista los empleados del sector salud, que son claves para la sociedad durante una pandemia de gravedad, pero las embarazadas tendrían prioridad en la lista debido a que han padecido y han muerto a causa del mal en niveles desproporcionadamente altos.

“¿Junto el grupo de mayor riesgo para la enfermedad? Esa es la cuestión”, y parece que lo son, dijo la doctora Denise Jamieson, epidemióloga de los Centros para el Con-

trol y Prevención de Enfermedades de Estados Unidos, (CDC del inglés) con sede en Atlanta.

El riesgo de que las mujeres embarazadas contraigan la gripe porcina es un asunto en debate en Europa, después de una insinuación controversial que hi-cieron este mes las autoridades de salud británicas y suizas a fin de que las mujeres deberían tomar en consideración postergar su embarazo si pudiesen.

Los comentarios fueron calificados por la mayoría de los funcionarios de salud de no tener garantía, en vista que las pandemias pueden durar más de un año, pero están de acuerdo de que los riesgos de salud son significativos.

En un informe reciente, los expertos de la Organización Mundial de la Salud determinaron que las embarazadas parecen estar más expuestas a enfermedades de gran riesgo que podrían provocar un aborto espontáneo y/o la muerte, especialmente durante el segundo y tercer trimestres del embarazo.

Sin embargo, la OMS ha recomendado hasta el momento que las embarazadas reciban vacunas con prioridad.

Jovita Sosa: The Jewel of our Life

February 15, 1919.



In Jovita's very fruitful 90 years of life, she has touched and influenced many. She has been a grand source of wisdom and strength that only few come to know in their lifetime. Jovita's humble beginnings came to be in Alpine, TX where she was born to Praxedes and Victoria Hernandez. They moved to Lubbock, and settled in St. Joseph's church. Her father began their family's legacy of service at St. Joseph's Catholic church by ringing the tower bells before watch service. Her parents lovingly raised her to the age of 18 at which point they met and married Manuel Sosa. They were ultimately married for 64 years. They were blessed with six beautiful children and Jovita became the mother that many of us strive to be. She was a natural cook and baker. On any given day, you would find her in the kitchen making dozen

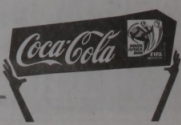
upon dozen of homemade tortillas. And if you were lucky you might have found a savory lemon pie with 3 inches of fluffy meringue or fresh batch of doughnuts. Although Jovita had no formal education she was skilled in many areas. She was employed as a nanny for a prominent family. Her employer's wife was both a teacher and Cosmetologist, so during this time she began an apprenticeship in Cosmetology. Her employer was kind enough to purchase a cosmetologist kit for her. With this she was able to style and cut hair from her home. She was known throughout the neighborhood for her facial and Finger Waving technique, this drew the neighborhood ladies to her home. Jovita also developed a talent for sewing. She would create custom-made hats and bridesmaid's dresses for weddings. These skills enabled her to bring home a steady income that was much needed. Throughout Jovian's life she has continued to attend and serve St. Joseph's Church. She is still a member of the Guajalupana

organization and she also served in the Altar Society. In her younger years, she held a weekly bible study session known as "Meditaciones" in her home. One of her favorite church activities was the Jamaica, in which she was responsible for the Arts and Crafts booth. Her home was the drop off site for all of the handmade donations. To this day she still speaks very proudly, and joyfully of the time she spent with her friends. It was a time of fellowship, a time to talk, a time to share tea and a time to take pride in all of their handmade gifts. To her these memories are priceless. Part of what makes Jovita the strong person that she is to this very day is her faith and devotion to the Rosary. Because of her Alzheimer's, she has ultimately been the picture of perfect health. She attributed her long life to her daily regimen of oatmeal and toast. In her early years soft drinks were out of the question. But today, we surprisingly find her wanting chocolates and drinking soda. She is the jewel of our life!



Soñemos juntos con Sudáfrica.

Dreaming about South Africa.



AVISO LEGAL

Este juego de raspar de la Comisión de la Lotería de Texas termina el 15 de agosto de 2009. Tienes hasta el 11 de febrero de 2010 para canjear cualquier boleto de este juego:

Juego #1130 Extreme 8's (\$5) Probabilidades son de 1 en 4.11

Este juego de raspar de la Comisión de la Lotería de Texas termina el 31 de agosto de 2009. Tienes hasta el 27 de febrero de 2010 para canjear cualquier boleto de este juego:

Juego #1035 2 Times Lucky (\$2) Probabilidades son de 1 en 4.32

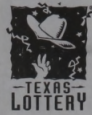
Estos juegos de raspar de la Comisión de la Lotería de Texas terminan el 23 de septiembre de 2009. Tienes hasta el 22 de marzo de 2010 para canjear cualquier boleto de estos juegos:

Juego #1079 3 of a Kind (\$5) Probabilidades son de 1 en 3.83

Juego #1100 Find the 9's (\$1) Probabilidades son de 1 en 4.60

Juego #1107 Poker Face (\$1) Probabilidades son de 1 en 4.93

Juego #1140 Bust the Bank (\$5) Probabilidades son de 1 en 3.88



Para detalles de las probabilidades de los juegos y más información, visita txlottery.org o llame al 1-800-371-0770. Cobranza por mayor de \$1 para comprar boletines de lotería. La Lotería de Texas beneficia la educación en Texas. © 2009 Lotería de Texas. Todos los derechos reservados.