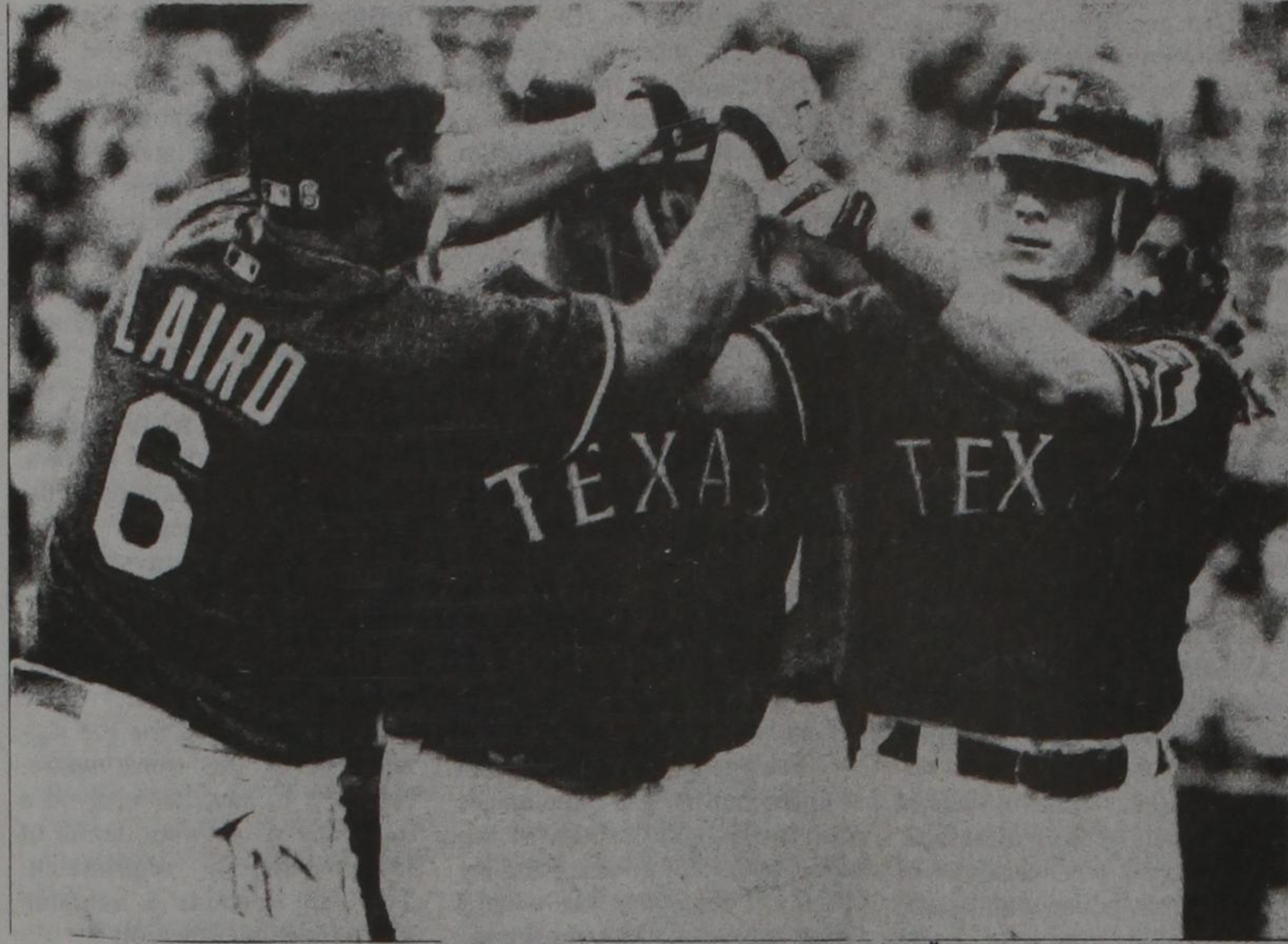


Sigue la artillería texana dando



Por Gabriel Cabarroy
Los Rangers de nuevo soltaron su artillería y con otra gran demostración de Michael Young, apalearon 6-1 a los Devil Rays de Tampa Bay, para asegurar la serie en The Ballpark in Arlington, este miércoles.

Young bateó cuatro imparables en cuatro turnos, incluidos jonrón y triple, para impulsar dos carreras. Mark Teixeira y Rod Barajas cooperaron también con vuelaceras, y Ryan Drese se apuntó su segunda victoria de la temporada, con bola de cinco imparables en seis entradas y dos tercios de labor.

Crece Cruz en las Mayores. Imagine que su padre, como trabajo, juegue beisbol profesional.

Pasaría el verano viajando, pero todos los días lo verías ya sea por televisión o en el parque. Sus amigos son peloteros famosos que otros niños sueñan con conocer pero se conforman con coleccionar sus cartitas.

Así se crió José Cruz Jr., hijo del puertorriqueño "Cheo" Cruz, quien jugó como jardinero para los Astros de Houston. Sus tíos Hector Cruz y Tommy Cruz también jugaron aunque sus carreras no fueron tan ilustres. Su hermano es un prospecto de los Yankees de Nueva York.

"Es todo lo que yo sé", dijo Cruz Jr., jardinero para los Tampa Bay Devil Rays. "No me crié de otra manera. Es normal para mí. Algo fuera de lo común era si él no fuera pelo-

tero". En su niñez, se la pasó viajando entre Puerto Rico y Houston. Estudiaba y jugaba beisbol en ambos lados, y hablaba inglés y español.

"Son diferentes mundos, ni se comparan", dijo. "A mí me gustaban los dos."

Houston era una ciudad americanizada, mientras que en Puerto Rico vivía en Arroyo, un pueblito en el campo donde todos se conocían. En Houston, habían más entretenimiento, parque y lugares donde ir. En Arroyo, "tenía toda la familia ahí y podías corretear a todo lo que da".

Su compañero de equipo, Eduardo Pérez, quien es hijo del pelotero cubano Tany Pérez, quien jugó para los Cincinnati Reds, pasó por lo mismo y nunca supo qué es tener un padre con un trabajo normal.

También se la pasaba de viaje entre Puerto Rico y la ciudad donde jugará su padre. Los amigos del trabajo de su padre eran los grandes peloteros de la "Maquinaria Roja" como Joe Morgan, Ken Griffey, Pete Rose y otros.

"Yo no nunca me he impresionado de conocer un jugador", dijo Pérez. "Me crié con muchos jugadores de gran nombre".

Hablan Devil Rays español. Luego de que los Astros de Houston lo dejaran ir al principio de la temporada pasada, el dominicano Julio Lugo negociaba con Tampa Bay cuando sonó su celular. Una voz masculina en español se identificó como Lou Piniella, manager de los Devil Rays.

Cinco mexicanos se imponen a estadounidenses

Javier Quiroz

Cinco mexicanos impusieron la supremacía latina sobre boxeadores estadounidenses que en vano intentaron sobresalir ante los guantes aztecas en la noche de campeones de Elgin.

Entre ellos destacó el contundente triunfo del ex campeón mundial Gregorio "Goyo" Vargas que de paso allana su camino a una nueva disputa por el campeonato mundial.

Gregorio Vargas estelarizó la pelea de la caravana boxística Triple Corona organizada por Hitz Boxing que continúa el viernes 7 de mayo en Rockford.

En Elgin la cartelara la abrió Joé Guzmán que tras la derrota que le propió a Don Ray Penelton llega a cinco triunfos sin derrota. Posteriormente Carlos Anduray acabó en el primer round a Michael Rush.

En la tercer contienda de la noche Jaime Sandoval, hermano del ex campeón mundial Jesús "El Matador" Chavez, derrotó a Leroy Newton en una demostración de agilidad y rapidez que alborotó al público pero la pelea solo duró un round pues el estadounidense mordió la lona pronto.

Para el cuarto combate ya el público vaticinaba el triunfo de



Oscar Bravo y cumplió con un nocaut en el segundo round a Tyrone Mack, y sumó de esta forma su 15 triunfo por la vía del cloroformo con solo dos derrotas.

Goyo Vargas por la corona mundial

Vestido con una bata y pantalón corto con las banderas de México y Estados Unidos tal y como lo anunció en exclusiva La Raza, Gregorio Vargas subió a enfrentarse a Reggie Sanders.

El afroamericano comenzó demasiado pronto a intentar castigar al ex campeón mundial, y éste lo dejó a esperar. En el segundo round Vargas fue mucho mejor y en la tercer salida lo arrinconó en una esquina neutral y lo acabó con la

derecha hasta que el referee detuvo la pelea.

Al final Gregorio Vargas padre, manifestó su deseo porque este mismo año su hijo dispute el campeonato mundial, muy posiblemente al brasileño Ayton Freytas y también podría ser contra Erick "El Terrible" Morales. "Estamos muy contentos y estábamos seguros de ganar y ahora vamos por otro campeonato" dijo el padre del ex monarca.

Por su parte "Goyo" volvió a repetir que desea alcanzar otra vez la corona mundial, defenderla un par de veces y buscar un retiro tranquilo para dedicarse a otra cosa que no sea boxear. Vargas ha sido campeón del CMB en 1993 y por la FIB en 1997.

"Goyo" Vargas agradecido con México y Estados Unidos

Javier Quiroz

El boxeador mexicano Gregorio Vargas nacido en el estado de Hidalgo, criado en el D.F. y establecido en el sur de Texas, decidió subir al ring este viernes enfundado en una bata con las banderas de México y Estados Unidos en señal de agradecimiento a las dos naciones.

Gregorio "Goyo" Vargas (44-8-1,30 KOs) llegó a esta ciudad para participar en la serie Triple Corona de Boxeo buscando regresar a la fama mun-

dial que vivió al ser campeón en las 131 libras.

"Estoy agradecido con México por haberme dado la vida, un país y por ser mexicano" dice el boxeador.

Pero agrega: "También le estoy agradecido a Estados Unidos por la fuente de trabajo que me ha dado porque he ganado un sueldo que no hubiera conseguido en 27 años que es lo que tengo en el boxeo". Por esta razón Gregorio Vargas decidió subir al ring con las dos

banderas en su bata para enfrentar al estadounidense Sean Fletcher (25-10, 19KO).

"Goyo" Vargas nació en el estado de Hidalgo hace 33 años, fue campeón nacional y formó parte de la preselección olímpica para Seúl 1988 de la que fue hecho a un lado sin explicaciones y significó uno de los más dolorosos reveses que ha recibido, cuenta Vargas.

Luego de ser campeón mundial por la WBC bajo la tutela de su padre Gregorio Vargas Sr., comenzó a pelear los últimos 5 años en Estados Unidos con lo cual ha podido colaborar con sus padres, construir su casa, un gimnasio y ayudar a sus hermanos y una sobrina pequeña.

"Goyo" Vargas está a la espera de una pelea contra el brasileño Ayton Freytas para recuperar el campeonato mundial, mientras tanto sigue su concentración en el gimnasio propiedad de su padre en Mission, Texas desde hace 8 meses.

La pelea del viernes es decisiva para Vargas que no aceptará un empate, pues a sus 33 años de edad el retiro lo apremia, pero él cuenta que quiere acariciar el cinturón una vez más y retirarse con tranquilidad. "Es mas que nada cuestión de orgullo por lo que quiero ganar de nuevo" remató diciendo "Goyo" Vargas.

Campaign on Housing Rights

Fair Housing is the Law! Federal and Texas law prohibit discrimination in housing. It is illegal to discriminate in the rental, sale, insurance, financing, and appraisal of a home.

The Greater Houston Fair Housing Center in collaboration with the Texas Workforce Commission Civil Rights Division (formerly Texas Commission on Human Rights) is conducting a West Texas media campaign in the cities of Del Rio, San Angelo, Lubbock, and Amarillo, to inform communities about fair housing rights under the Texas and Federal Fair Housing Acts.

The media campaign will inform the public about their right to obtain housing of their choice regardless of religion, race, color, sex, national origin, disability, or familial status. The effort will include an outreach campaign directed at Hispanic immigrants and persons with disabilities.

The effort will include a pre and post survey of fair housing awareness among residents. Surveys will be conducted by area college students at various locations.

The campaign will take place during the months of April through June. The month of April is designated as National Fair Housing Month.

The fair housing campaign will include the general news media as well as billboards. Fair housing staff will be in Lubbock on May 6, 2004, and available to the news media.



FOR AS LITTLE AS \$5.00!
For the Very Best in Quality, Design & Price!

CALL 763-3841

EL EDITOR

1502 Avenue M - Lubbock, Tx

RE-ELECT JUDGE ROBERT DOTY

MUNICIPAL COURT JUDGE

EARLY VOTING

APRIL 28 - MAY 11

Political Advertising paid for by the Robert Doty campaign, Dr. Michael F. Owen, Treasurer

Montelongo's Restaurant



3021 Clovis Road

Lo Mejor en Comida Mexicana

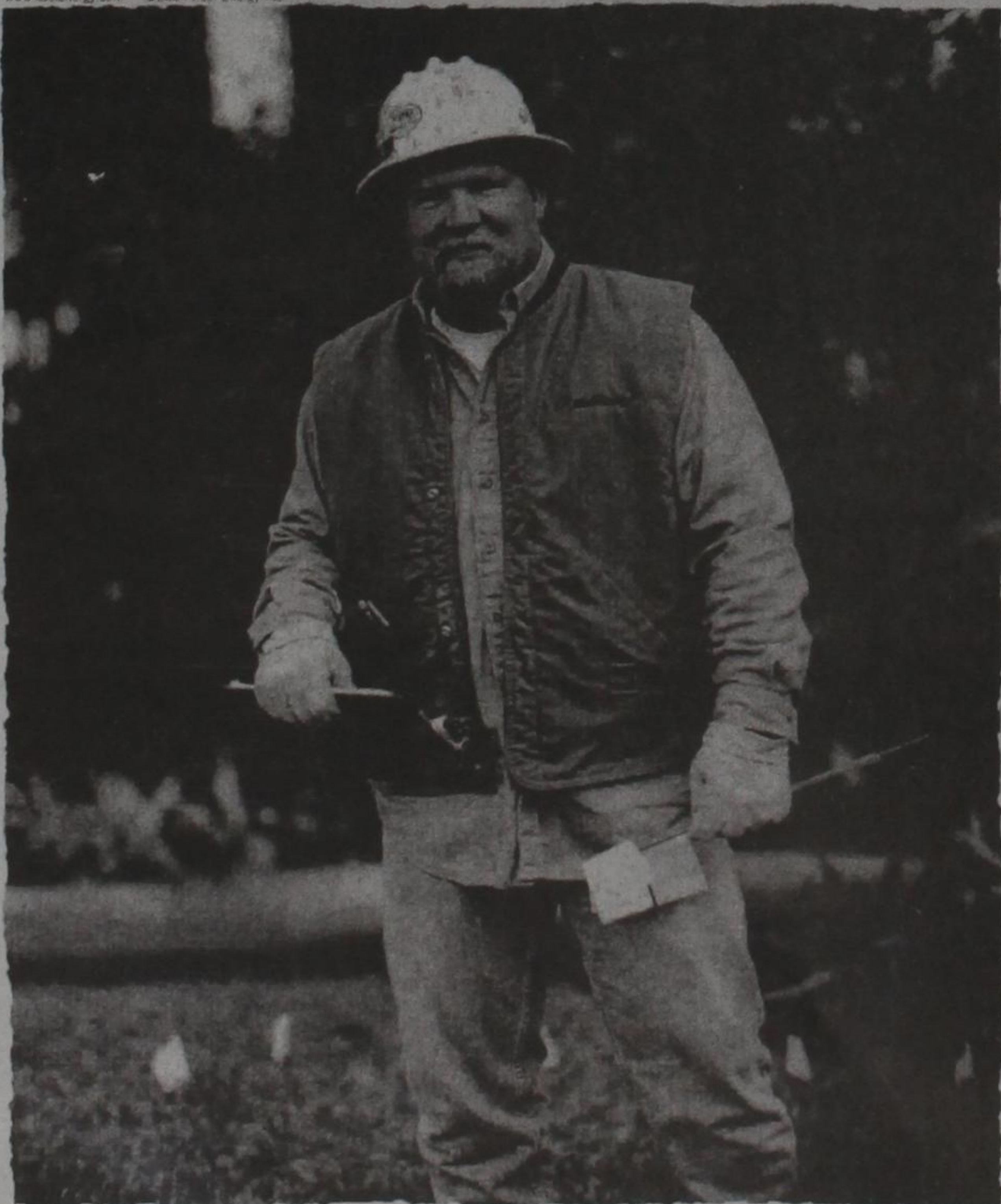
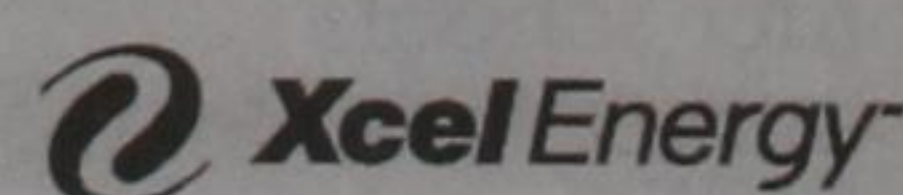
Llame 762-3068 Lubbock, TX

HACER EXCAVACIONES EN SU JARDIN SIN INFORMACION PREVIA PUEDE CAUSARLE SOPRESAS DESAGRADABLES.

"Al excavar en su jardín usted encontrará todo tipo de objetos, pero lo que debe evitar principalmente es encontrar un cable eléctrico o una tubería de gas subterráneo. Tocar con una pala o excavadora, puede ocasionarle la muerte. Nuestro personal coloca los cables y tuberías de Xcel Energy a una profundidad segura bajo tierra, pero la erosión, los trabajos de jardinería y las construcciones pueden hacer que éstas estén próximas a la superficie. Cada vez que usted va a excavar, debe comunicarse con el DIG TESS, el Sistema de Seguridad de Excavaciones de Texas, al número 1-800-DIG-TESS (344-8377) con dos días hábiles de anticipación como mínimo antes de realizar la excavación. Nosotros enviaremos a nuestro personal a marcar las áreas donde se encuentran los cables o tuberías y usted podrá excavar con cuidado alrededor de dichas áreas. Todo esto hacemos por su seguridad y por mandato de la ley, este es un consejo de alguien que conoce muy de cerca los peligros con los cables y tuberías subterráneos. Estoy seguro que usted no desea encontrarse con este tipo de sorpresas. Recuerde: El hecho de mantenerse alejado del peligro, es mantenerse con vida." Xcel Energy. Usted recibe toda nuestra energía.

Jack, Especialista

Para más consejos de seguridad, visite nuestro sitio web www.xcelenergy.com.



CHIP rules to tighten

Health program to bar kids from families with over \$5,000 in assets

Sticking to the budget

The commission said in a prepared statement that the asset test, while not specifically required by the Legislature, is necessary to hold down spending on the program to budgeted levels. Still, a shortfall of \$53 million through next year is expected.

"The 'asset test' was one of the measures used in the state budget formulations to help keep the overall CHIP income eligibility threshold at 200 percent of poverty," the commission said, referring to the program's ceiling on family income. For a family of four, maximum income is \$37,700.

The program, approved by state lawmakers in 1999, was an attempt to aid children primarily of the working poor. Those deemed destitute are handled through other state and federal efforts.

Mr. Perry has refused to draw down \$500 million in unspent federal aid to restore cuts to the program. He has cited possible cost overruns in the insurance program and in Medicaid, another state-federal health program for the poor. He has tangled with Ms. Strayhorn over the unspent money.

Earlier this week, Ms. Strayhorn said her office's tax amnesty program had yielded \$329 million more than expected - which "leaves us with no excuse to delay any longer restoring the tragic losses of health insurance that Texas children are suffering."

Rep. Talmadge Heflin, R-Houston, head of the House's budget committee, has said the state should not try to restore children dropped from the insurance program's rolls - 130,000 since last fall - or reinstate coverage for dental visits and eyeglasses until it is sure it can pay for Medicaid cost overruns. Mr. Hawkins estimated them at \$472 million by August 2005.

Kristie Zamrazil, a spokeswoman for Mr. Hawkins, said she didn't know how many children would lose coverage because of the asset test requirements.

Earlier, the Health and Human Services Commission had estimated about 4,700 youngsters would become ineligible because of the test.

State officials made a concession, deferring the target date of the test by about three

months, to Aug. 24.

"They've made some intelligent improvements," said Anne Dunkelberg, senior policy analyst with the Center for Public Policy Priorities, which advocates for low-income Texans.

However, she said, "This policy is going to make a lot of children ineligible for the program."

Ms. Dunkelberg said she believes the commission's earlier estimate of 4,700 children underestimates the overall effect.

Last month, 11,000 more children dropped off the insurance program's rolls, leaving 377,051 still covered.

Other coverage requirements, such as requiring re-enrollment every six months rather than annually and repealing income deductions for work expenses and child care, have become a political issue.

Republican voters react

Several self-described Republican voters have objected strenuously to the tightening rules and eligibility, a review by *The Dallas Morning News* of Mr. Perry's recent correspondence and phone logs shows. There have been more than 5,000 communications with the governor's office on the topic.

"As a committed Republican who always votes, I'm terribly disappointed that the budget was balanced at the expense of Texas' children," Peggy Morris of Fort Worth wrote the governor in January.

In an interview, Mrs. Morris said she and her husband have been uninsured for 13 years while they struggled to launch his home remodeling business and pay off \$10,000 in medical bills incurred after the birth of a daughter, now 16.

The daughter was enrolled in the insurance program for the past two years, but her coverage ended Jan. 31 because the family's income increased last year, Mrs. Morris said.

"There are a lot of people out there who need the coverage," she said.

By cutting the program, she complained, Texas forfeited more than \$530 million in federal matching money. The federal government pays for more than 70 percent of the program's cost.

"We've already paid it in taxes," Mrs. Morris said. "If our state doesn't get it, some other state will."

War Looms Large in Latino Vote

Kerry is scheduled today to visit Woodrow Wilson High School in East Los Angeles, where 90 percent of the students are Latino, a whopping 93 percent speak Spanish at home and 80 percent are living at or near the poverty level. But at the school - identified as a consistent low performer in test scores - the candidate is likely to dramatize what Democrats have called a legacy

Grupos Hispanos lanzan campaña para exigir empleos federales

El presidente de la junta de la NHLA, Manuel Mirabal, enfatiza que mientras la falta de representación latina afecta seriamente la habilidad de la comunidad latina para poder denunciar problemas críticos en áreas como la educación y la salud, el negarles a los hispanos la oportunidad de contribuir tampoco le permite a la nación explotar su propio potencial.

Mientras que docenas de organizaciones hispanas se están uniendo a la campaña, algunas otras dicen que ésta no es lo suficientemente radical para producir resultados y están organizando sus propias acciones dramáticas de protesta. Otras están considerando entablar pleitos de clase.

La consultora de administración, Ida Hernández, quien trabajó ocho años en el gobierno federal y está ayudando a encabezar la campaña, señala que se está acercando la más grande oleada de retiro de empleados federales en la historia y si los latinos no aprovechan la ocasión, continuarán relegados por muchos años más.

Sandate, un ejecutivo de la Biblioteca del Congreso, sugiere que se establezca una meta tan ambiciosa como aumentar los puestos federales para hispanos en un uno por ciento por año por los próximos siete años.

(Sonia Meléndez es corresponsal en Washington, D.C. de Hispanic Link News Service. Comuníquese con ella por correo electrónico a soniam@hispaniclink.org)
© 2004, Hispanic Link News Service. Distribuido por Tribune Media Services International

of broken promises on education by the Bush White House.

Kerry's campaign said it is the Massachusetts senator's 33rd visit to California since the beginning of 2003.

In making his case, "Kerry has a natural competitive advantage" with Latino voters, Pachon of the Tomas Rivera Policy Institute said. He noted that 4 out of 5 Latino elected officials are Democrats, and Latino leaders such as Los Angeles City Councilman Antonio Villaraigosa -- a key Kerry supporter--are influential among Latinos.

Though some critics have said Kerry's campaign lacks many high-profile Latino faces and came late to recognizing the influence of Spanish-speaking media, analysts such as Pachon said Kerry has a strong resume and record to attract Latino voters.

"He's Catholic ... his war record and his (stands) on social and economic issues, like education and job training, will resonate very positively," Pachon said.

But Republicans, such as former GOP consultant Michael Madrid, say Kerry has to play catch-up.

Bush's advantages

"Bush is a known quality among (Latino) voters, and that makes it a very difficult hill for John Kerry to climb," he says. Madrid and others say the president has demonstrated his appeal to Latinos who treasure family values and upward mobility and who are social conservatives on issues such as abortion and gay marriage.

Bush campaign leaders, such as financier Gerald Parsky, also proudly note that the president has consistently demonstrated a personal style and a deep affinity for the Latino culture that have won Latino voters to his cause.

Fernando Guerra, director of the Center for the Study of Los Angeles at Loyola Marymount University, acknowledged that when it comes to understanding Latinos "there's no way that Kerry can compete with Bush," who has lived in Texas and whose brother Jeb is married to a Latina.

But he points to studies that show Latinos may consider

less personal issues on the way to the voting booth. One such analysis of the Latino electorate based on 2000 exit polls by the United States Hispanic Leadership Institute argues that "Latinos make up their minds on who to vote for more on the basis of a candidate's position on the issues than on personality styles."

Advertising blitz

That's one reason the New Democrat Network has launched a \$5 million Spanish-language television campaign aimed at reminding Latinos about what it calls a legacy of promises rotas, broken promises, by Bush, said Maria Cardona, who heads the group's Latino outreach. The ads take the White House to task on job losses, health care and education. They will be seen now through November by millions of Latino voters nationwide.

Martha Manriquez, who manages her family's gift shop in downtown Los Angeles, said she'd like to hear from Kerry about those issues, but has ruled out voting for Bush because of the war in Iraq. Manriquez said she is worried about the future of her 22-year-old

nephew, a Marine who has not yet been sent to Iraq.

"Bush has created a lot of problems with the war and he hasn't done anything for us. We're just hanging on by a thread," she said. "The money is going to the war, it's not going to the schools, and it's not going to health care."

Latino voters in California
A report last fall by the Public Policy Institute of California found:

-- Latinos make up 13 percent of the state's likely voters, up from 4 percent in 2000.

-- Latino voters are younger, less educated and poorer than California voters as a whole.

-- Two of 3 Latino voters live in the urban counties of Southern California.

-- Sixty-two percent of Latino voters are enrolled as Democrats.

-- Latino voters are split on political philosophy, 40 percent calling themselves liberals, 30 percent "middle of the road" and 30 percent conservative.

Source: Public Policy Institute of California

Lea El Editor para sus primera noticias
Read El Editor for your news!
¡Su Voto Es Su Voz!

RE-ELECT
T.J. Patterson
City Councilman District 2




Early Voting Ends Tues. May 11
ELECTIONS ARE SAT.-MAY 15

Punch #2
on the ballot

Paid for by the committee to elect T.J. Patterson, City Councilman Dist. 2

Don't Forget To Vote!



Raiders Rojos National Alumni
a chapter of
Texas Tech Alumni Association

Public is invited to
Hispanic Collegiate Convocation 2004
honoring
Texas Tech & South Plains College Graduates

May 16th Emmanuel Activities Center
3:00 p.m. 1102 70th Street Lubbock

www.raiderrajros.org **Graduates, Please**
Email: info@raiderrajros.org **contact chapter for**
806 742 2529, ext. 463 **details.**
RSVP by 5/12/04

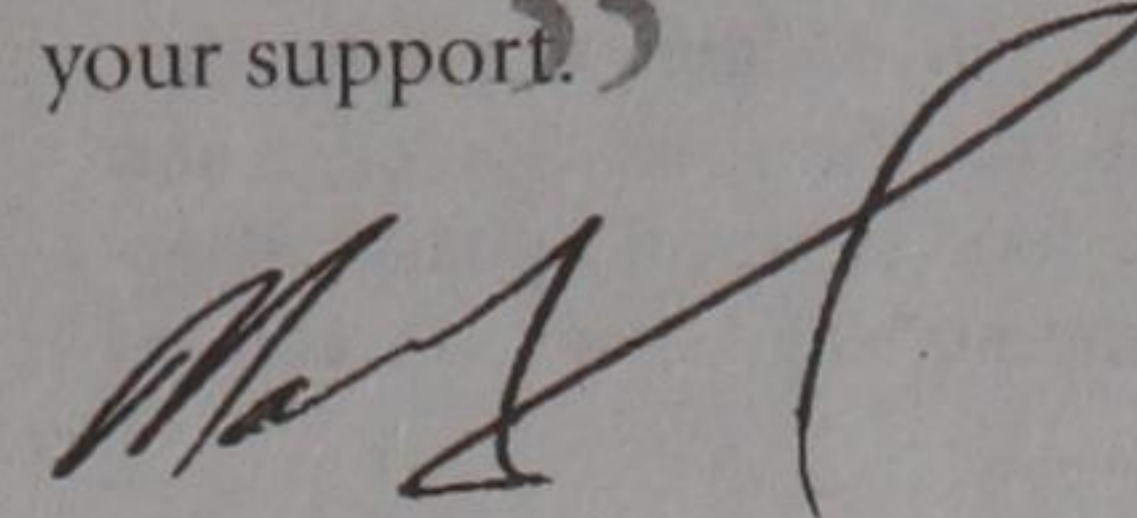
Affordable Funerals
Caskets - Cremation - Monuments
** Will Compare Prices **
For More Information
Call (806) 765-6711 or 787-2958
Ossie Curry Funeral Home

O's Tamale Queens
3707 Avenue A
FOR SOME REAL GOOD FOOD!
COME VISIT TODAY!
¡Bienvenidos! Welcome!

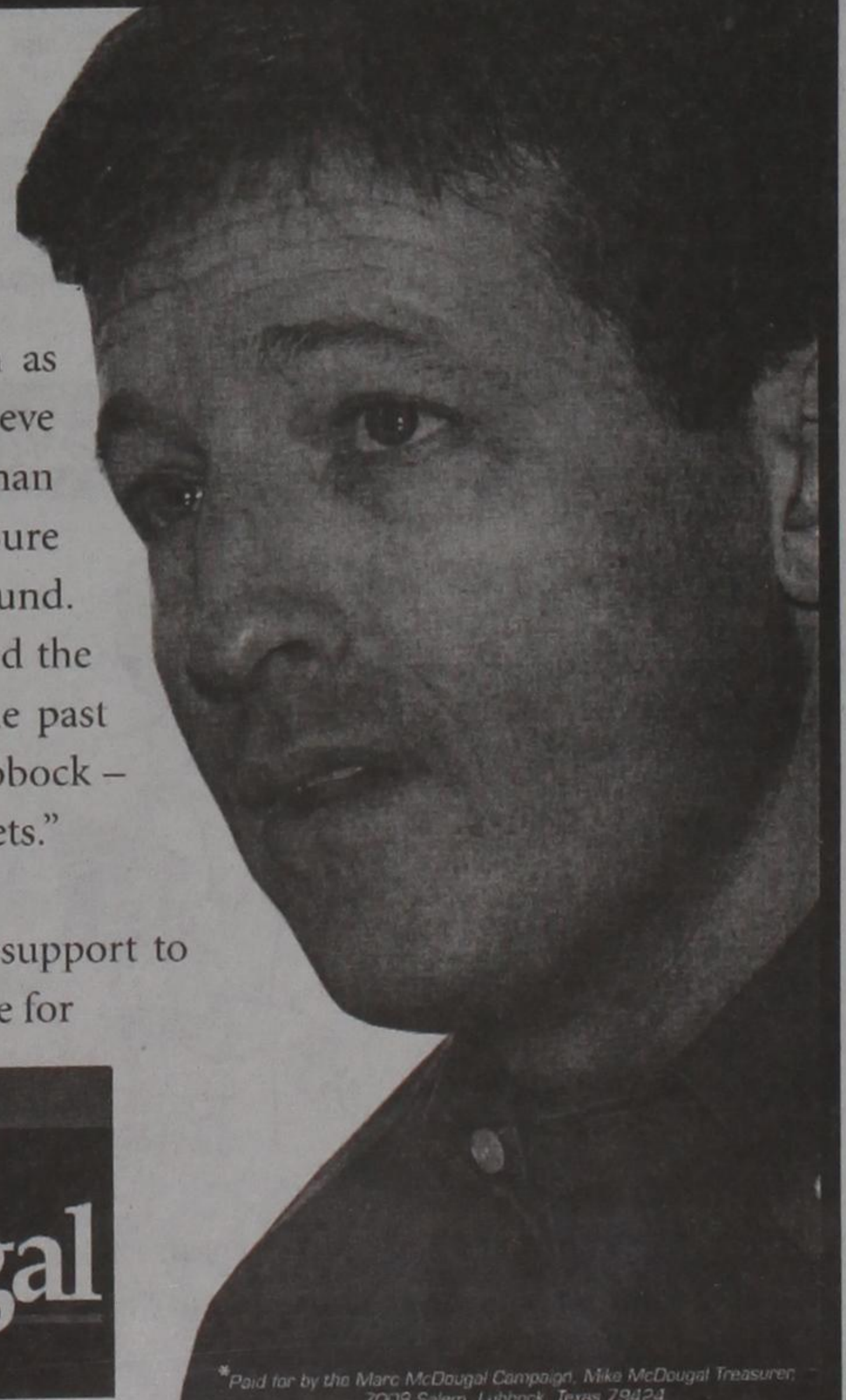
RE-ELECT MARC McDougal

For Mayor "I'm running for re-election as Mayor because I strongly believe the roots that unite us are much deeper and stronger than those that divide us. City government is working. Sure challenges arise, opportunities await and choices abound. And yes, progress really is possible. We can move beyond the fears and the grudges, the fights and the failures of the past and overcome any challenge if we work together for Lubbock - from water issues to economic development to safer streets."

"It has been my honor to be your Mayor. I need your support to continuing serving as your mayor. I thank you in advance for your support."



RE-ELECT MARC
McDougal
For Mayor



*Paid for by the Marc McDougal Campaign, Mike McDougal Treasurer, 2003 Salem, Lubbock, Texas 79424.

South Plains Job Fair

Thursday May 13, 2004
10:00 a.m. to 3:00 p.m.

Lubbock Memorial Civic Center

- Over 100 employers expected to participate
- Ability to complete job applications on site
- An Excellent opportunity to network, put your interviewing skills to work and learn more about employers

Sponsored by WorkSource, Local Colleges & Universities, and various state agencies

For more information call 687-5627 (OUR-JOBS) or visit www.southplainsjobfair.org

Ricardo Montalban Theatre to Open in L.A.

The opening of the Ricardo Montalban Theatre fulfills a 34-year quest by the veteran movie and television star who has long championed Hispanics in Hollywood.

The 83-year-old actor, whose career encompasses MGM movies of the 1940s, TV's "Fantasy Island" and the recent "Spy Kids" films, has long sought a real home for Nosotros, the nonprofit theater group he founded in 1970 to improve the image of Hispanics in the entertainment industry.

"You can imagine. It's a dream come true," Montalban said in an interview with The Associated Press. "With this theater, we can do a lot of positive things, not only for Hispanics but for better understanding among all of us."

The theater opens Saturday. Nosotros — "Us" in Spanish — set goals of increasing employment for Hispanics in the industry, improving the skills of actors and attracting new talent. Its original board included Desi Arnaz, Vicki Carr and Anthony Quinn, and it became a training ground for actors such as Eddie Olmos, Salma Hayek, Lupe Ontiveros and Lorenzo Lamas. But it has long been crammed into small, rented theaters, said Jerry Velasco, director of its sister organization, the Ricardo Montalban Foundation.

The 1,200-seat theater is the latest remodeling of a historic



Hollywood building dating to the 1920s. Most recently named the James A. Doolittle Theatre and previously the Huntington Hartford, it is co-owned by Nosotros and the foundation. Corporate and nonprofit donors assisted in the purchase.

Jack Kyser, chief economist for the Los Angeles Economic Development Corp., said the theater is part of a larger redevelopment effort under way in Hollywood, and is itself a breakthrough.

spanned more than 60 years. He has appeared in more than 100 films, plays and TV shows.

Born in Mexico, he says he is grateful to his adopted country and to the American public, "which has always been very warm to me" — particularly after his seven-year run as the enigmatic Mr. Roarke of "Fantasy Island."

But he has harsher words for Hollywood.

Montalban said directors rarely let him go beyond the Latin lover or the bandit, and that Mexican actors have a particularly tough time in the industry.

"I often played Argentinians

and Brazilians," he said. "But Mexican? Hollywood never thought it sounded attractive. Look at all the Hispanic actors who are doing quite well, and thank God, but they are Puerto Ricans or Cubans and Venezuelans. When it comes to Mexican actors, I can count them on one hand."

Montalban said he loved playing the family patriarch in "Spy Kids" but noted that it

took a Hispanic director, Robert Rodriguez, to cast him in a role not expressly written for a Hispanic.

Montalban said he initially balked at naming the theater after himself but later agreed.

"Having my name in the marquee sends a message to the Hispanic community, 'Look, it can be done,'" Montalban said. "It's a great honor."

Don't Forget To Vote!

LULAC COUNCIL 263
6th Annual Robert Lugo Scholarship Golf Tournament
 Slaton Municipal Golf Course
Sunday, MAY 23 - 8:00 am
\$50 per player
 Shotgun Start - 2 Man Scramble
 Early Bird Discount! \$45 before May 19th
 Join us for Fun, Food, Prizes & Refreshments
 Benefiting the LULAC 263 Scholarship Fund
 For more info call 792-5037 or 781-6277

Simmons Hispanic Study: Spanish-Speakers Prefer TV Ads In - What Else - Spanish

by Larry Dobrow

Marketers keen to lure viewers not yet jaded by television advertising should set their sights on the Spanish-language audience—who are not only more receptive to TV commercials than the rest of the population, but also have a more positive overall impression of advertising.

That was among the major findings of a study recently unveiled by Simmons Market Research Bureau. The data was culled from the Fall 2003 Simmons National Consumer Survey, which was expanded to collect more and better information about U.S. Hispanics.

According to the study, Hispanic Spanish-language viewers are 37 percent less likely than non-Hispanic English-language viewers to say they don't like advertising, and 26 percent less likely to say they find advertising to be "a waste of time." Hispanic Spanish-language viewers are also less likely to view TV advertising as an annoyance (36 percent), and more likely to find it interesting and valuable (30 percent).

Those Spanish-language viewers also view advertising more favorably than Hispanic English-only viewers, according to the study. They are 15 percent less likely to avoid watching commercials, 19 percent more likely to remember advertised products while shopping, and 15 percent more likely to say that advertising impacts product purchases for their children.

Simmons Hispanic Brand Manager Lupe Sierra attributed the results in part to the fact that Spanish-speaking Hispanics haven't been exposed to as much advertising as English-

language viewers. "There are fewer media vehicles available," she notes. "If they want to watch TV in Spanish, there's only so many choices." The same trend holds in media such as magazines and radio, she added.

As a result, Hispanics Spanish-language viewers aren't yet cynical and distrustful of TV ads. In fact, Sierra believes that their relative receptivity to marketing is perhaps the study's most important finding. "There's a general understanding that most people are annoyed [by TV advertising], but [Hispanics] are still very open to it," she says. "There's still a window of opportunity for advertisers. There are still people out there in TV land who have positive feelings."

Given the purchasing power of Hispanic Americans—\$650 billion per year and growing—these feelings could translate into big returns for marketers.

When asked why the marketing community has been slow to develop such information on the Hispanic market, Sierra says that it wasn't until the 2000 Census (which evinced the market's exponential growth) that companies realized what they were missing. "In a way, it was a chicken-or-the-egg thing. They wouldn't invest more dollars until [Spanish-language media] could prove ROI, but the media couldn't afford to develop the tools to measure ROI without those dollars," she explains.

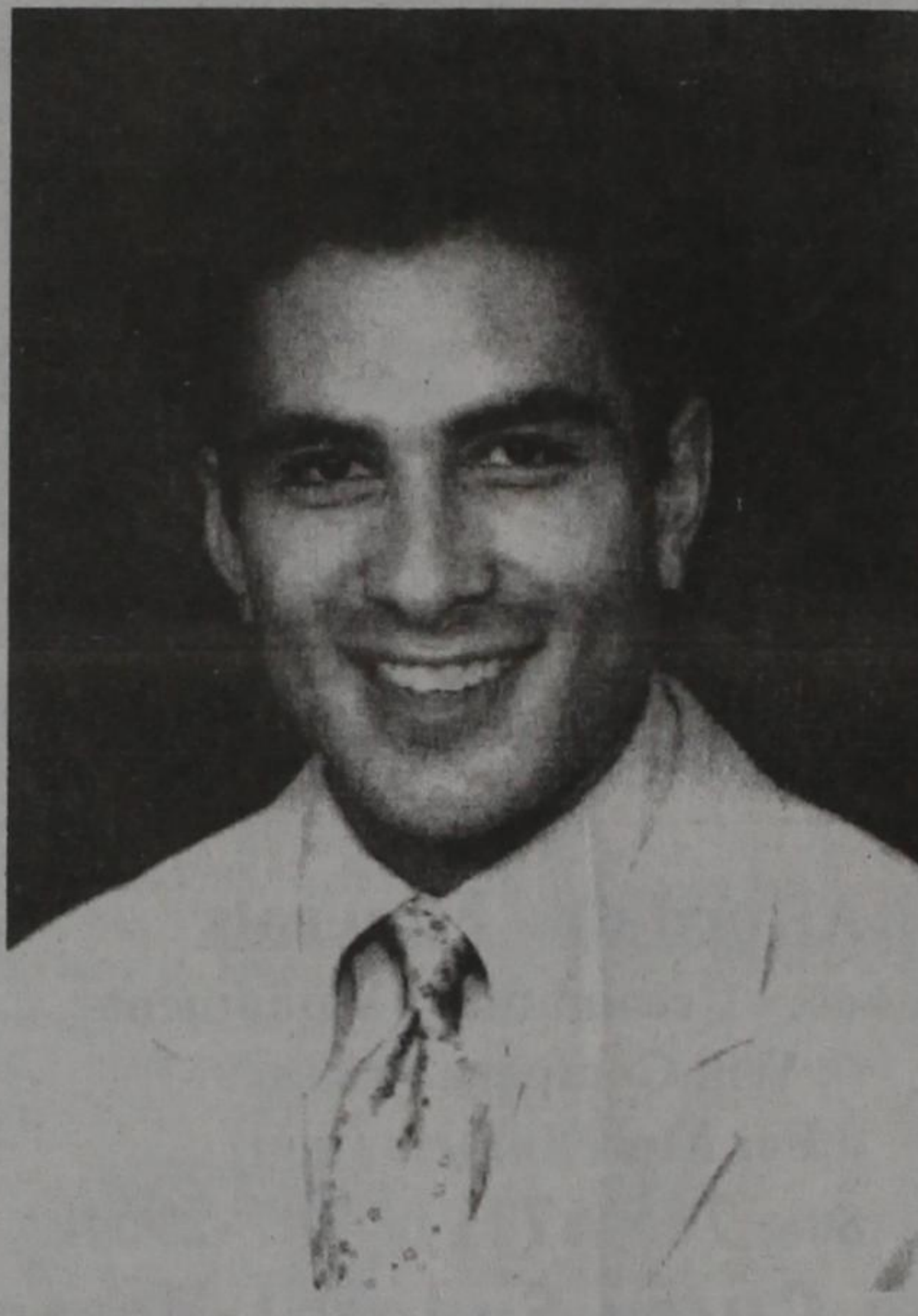
For the National Consumer Research survey, Simmons conducted 25,398 interviews with English- and Spanish-speaking Americans, including 8,221 Hispanics.

"People are finally recognizing the Latino community for its creativity," he said. "It recognizes somebody who's been in the business for quite a while and is very well regarded."

Montalban's career has

ERIK MEDINA

FOR SCHOOL BOARD
 DISTRICT 1



"Erik's life is a culmination of everything that is positive about Lubbock public schools. Here is a young man who saw the opportunity an education afforded him, and he embraced it."

Erik Medina, M.D. has come full circle from the time he announced his candidacy for LISD School Board Trustee and now he seeks your vote. His academic successes have taken him from the playgrounds of Tubbs Elementary School, during his early childhood days, through the halls of Matthews Junior High and Monterey High School as a student. During his tenure in the Lubbock Independent School District, Erik was

ELECTION IS MAY 15

accomplished in not only the classroom, where he graduated from Monterey High School with a grade point average over 4.0; but, as a student-athlete where Dr. Medina was a State Tournament qualifier in wrestling for three years and was All-City and 2nd team All-District in football. He was involved in numerous academic organizations during his tenure in Lubbock.

"Erik's life is a culmination of everything that is positive about Lubbock public schools. Here is a young man who saw the opportunity an education afforded him, and he embraced it," said Lubbock County Sheriff David Gutierrez who has known Dr. Medina and his family for over 25 years.

Dr. Medina's success continued at the collegiate and post-graduate level. He attended Baylor University on a full academic scholarship and was placed on the Freshman Leadership Organization. He majored in Spanish and Pre-Med. Dr. Medina was a member of Alpha Epsilon Delta Pre-med Society, and volunteered at multiple food banks, hospitals, adopt-a-highway programs, and nursing homes as a college student.

Education is Power

We Must Embrace
 Our Strengths

We Must Improve
 Our Weaknesses

Dr. Medina completed his academic goals at the University of Texas Medical School in Houston and was voted President of his class.

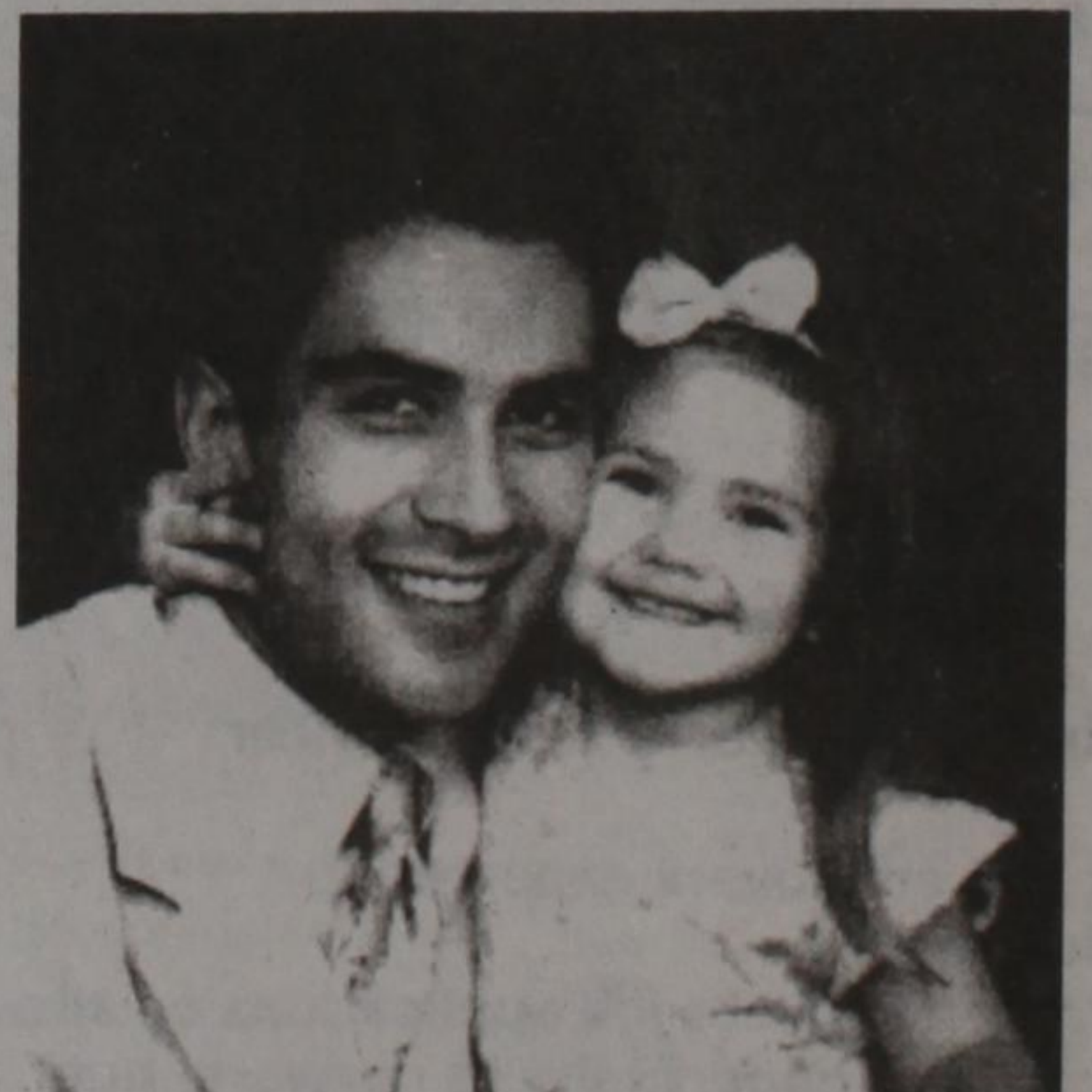
Of the many places across the country Dr. Medina could have selected for his residency, he chose Lubbock. During a time when many young professionals seek to relocate to a larger cosmopolitan area, Dr. Medina embraced the idea of coming home to raise his family. Dr. Medina, and wife Angelina, have two children in the household, Brooke, age 11 and Sofia, age 3, and are expecting a son in 5 weeks. Dr. Medina's aspiration to serve as a school trustee is motivated not only by his desire to serve a school system which gave so much to him, but by the fact that he will have children in the school system for at least another 20 years.

"I have known Dr. Medina for a very long time," said Sheriff Gutierrez. "He has always been an honest man of integrity, definitely one to lead our school system into the future."

Dr. Medina's commitment to the community does not surprise many people who know him. According to Mark Johnston, President of Ki Corp, Dr. Medina "has as much potential as anybody I have ever met both professionally and for the community."

Dr. Medina is in the final months of an anesthesiology residency at Texas Tech where he's received the Teaching Award for instructing medical students and currently serves on the Institutional Compliance Committee for his department. His father is 237th District Court Judge; his mother is a top realtor with Coldwell Banker, his brother, Jason, is an attorney with Law Offices of Kevin Glasheen.

"He is not only the future of Lubbock, but a humble community servant who understands the importance of being a role model." Sheriff Gutierrez concluded by adding that "many of the young people in this community will learn from his work ethic and leadership."



"He has always been an honest man of integrity, definitely one to lead our school system into the future."

Political Ad Paid for by Erik Medina Campaign, Tony Renteria, Treasurer. * 2131 52nd Street, Lubbock, Texas 79412

Observando a Texas

Demanda de Enfermeras

Texas necesitará hasta 138,000 enfermeras con licencia, enfermeras registradas y enfermeras de apoyo en los próximos siete a diez años.

El Centro de Estadísticas Laborales de los Estados Unidos proyecta que la profesión de enfermera será la ocupación con más rápido crecimiento en los próximos cinco años.

Para más información acerca de carreras en enfermería, visite <http://www.twc.state.tx.us/careers/nursing.html>.

Fuentes: Carole Keeton Strayhorn, Contralora de Texas (www.window.state.tx.us) y la Comisión de la Fuerza Laboral de Texas.