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Week of May 6 thru May 12, 2004

Lubbock, TX USA

# Looms Large in Latino

atino voters, one of the most cov eted constituencies in America -- and once a slam-dunk for Democrats -- have increasingly joined the ranks of the GOP, thanks to a president who speaks Spanish and translates his name as "Jorge."

But experts say President Bush's efforts to reach out may not offset one of the big unknowns of the 2004 election: how Latinos will vote based on an issue that has directly affected their communities, the war in Iraq.

"It is the X factor," said Harry Pachon, president of the Tomas Rivera Policy Institute, a nonpartisan think tank in Los Angeles.

"It isn't a war that is removed from everyday life," Pachon said, noting that Latinos represent 12 percent of the casualties in Iraq.



by Bidal Agüero

It's kind of ironic that this week Chicanos in Lubbock have been celebrating "El Cinco de Mayo" and politicians have been busy campaigning for different posts in City Government.. It's ironic because the fact that Campesinos were fighting against insurmountable odds can be somewhat compared to present day Lubbock Chicanos fighting against overwhelming odds in trying to get adequate representation in City government. After all, when all is said and done, the fact will remain that our community will have one representative on the City Council and one representative on the school board.

For that reason that we, as an electorate and as a collective body, we must take great care when trying to elect persons who will be both responsive and forceful in working to achieve the needs of our community.

This year the election becomes especially important because we are electing over one half of the City Council. The election is also important because there will be a definite change in representation for our area of town both on the City Council and on the School Board.

As we look at the candidates and read the campaign materials clear-cut choices emerge when we consider the options, the candidates and the qualifications as needed to adequately represent our community. We would urge our readers to vote for the following candidates for the following

FOR CITY COUNCIL PLACE 4 Our choice is Dan Burns. We feel that Mr. Burns is an open-minded person who is more empathetic toward our community and will sincerely listen to our needs.

FOR CITY COUNCIL PLACE 1 Our choice is Linda DeLeon. We make this choice with concern. Our concern is that Ms. DeLeon has served for 18 years on the School Board and in the past few years has demonstrated a somewhat lackadaisical attitude. We saw this in her inaction to come to the front when the former superintendent was said to have be discriminating against minorities and we also saw it in her lack of involvement in many community activities. We are very aware that the position is a twoyear term and Ms. DeLeon will have to prove herself to the community within that time an face re-election soon.

FOR MUNICIPAL JUDGE. Although we know that Victor Hernandez has done a good job as our City Councilman, we cannot see a serious effort on behalf of Mr. Hernandez to win this post. Judge Doty is our choice.

FOR SCHOOL BOARD DISTRICT 1 Our crystal-clear choice is Eric Medina. We feel that Mr. Medina can be a strong representative for our community and will work hard for the good of our children. Our District two and Mayoral endorsements will follow next week.

We urge all our voter - regardless of who you vote for - to vote. Early polls are now open. contact Bidal at eleditor@llano.net

Latinos "look at the faces and the names (of the dead), and it's ... Hernandez, Gutierrez, Sanchez," he said. "It's Latino boys and girls dying out there."

The war is just one of the issues that political strategists for the Republican president and his Democratic chal-

lenger, Sen. John Kerry, are considering as they figure out how to pitch their message to Latino voters.

The concerns of those voters are in the spotlight today when Kerry visits an East Los

Angeles high school on Cinco de Mayo to talk about the quality of public schools.

New political battleground Latino voters "represent, in many ways, the great new national battleground in American politics," says Simon Rosenberg, who heads the New Democrat Network, a centrist party group.

"In this election, 1 out of every 11voters will be Hispanic -- and, in my lifetime, 1 out of 5."

Rosenberg notes the profile of this dynamic electorate: Half of all registered Latinos are Spanish-language dominant and foreign-born -- and their numbers are booming. Over the next 20 years, he said "750,000 Hispanics will turn 18 every year."

And that wealth of first-time, newimmigrant Latino voters could make the difference in some of the battleground states this fall, he said. For example, Latinos make up more than 10 percent of the voting-age population in eight states, but almost half of those Latinos who could cast ballots aren't

registered to vote, according to a study by the United States Hispanic Leadership Institute.

For example, the study found that in New Mexico, where Democrat Al Gore won by 366 votes in 2000, an estimated 204,000 Latinos are eligible -- but not registered -- to vote in

> November. Both parties are aggressively battling to improve their numbers over just four years ago, when exit polls showed that Bush won an estimated 38

percent of the 7.3 million Latino votes cast, while Gore received about 61 percent.

This time around, both campaigns have set the bar higher: The Bush team has said it aims for 40 percent of Latino support to win re-election.

And Democrats said Kerry needs to win a greater percentage of Latinos nationwide than Gore did four years ago if he hopes to unseat the incumbent.

A recent Los Angeles Times poll of California found Kerry favored by 58 percent of Latinos surveyed to 36 percent for Bush.

Polls show Kerry with a significant advantage among all voters in California while Bush is far ahead in his home state of Texas, another state with a large Latino voting bloc. But the strategies the candidates are using to win over Latinos in California are the same ones they will use to reach these voters in states where the contest is close, such as New Mexico, Arizona and Florida.

(Continued Page 5)

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

## CHIP rules to tighten

AUSTIN - Disregarding pleas that too many lower-income children have lost their health insurance, the state announced Friday that it will impose an asset test, toughening qualifications for state-subsidized coverage.

The new rules for the Children's Health Insurance Program would bar families whose assets - such as cash and securities - exceed \$5,000.

The state won't count the value of homes, insurance and savings accounts that can be used only for retirement, a home purchase, education or launch of a small business.

With the program's rolls already plummeting because of other cuts, the asset test has drawn political fire. e

#### Coverage

For a family of four, children from families whose income can't be less than \$18,850 or more than \$37,700 are currently eligible.

#### Limits

Next month, coverage will be limited to families earning no more than 150 percent of the poverty level - for a family of four, \$28,275.

#### Assets

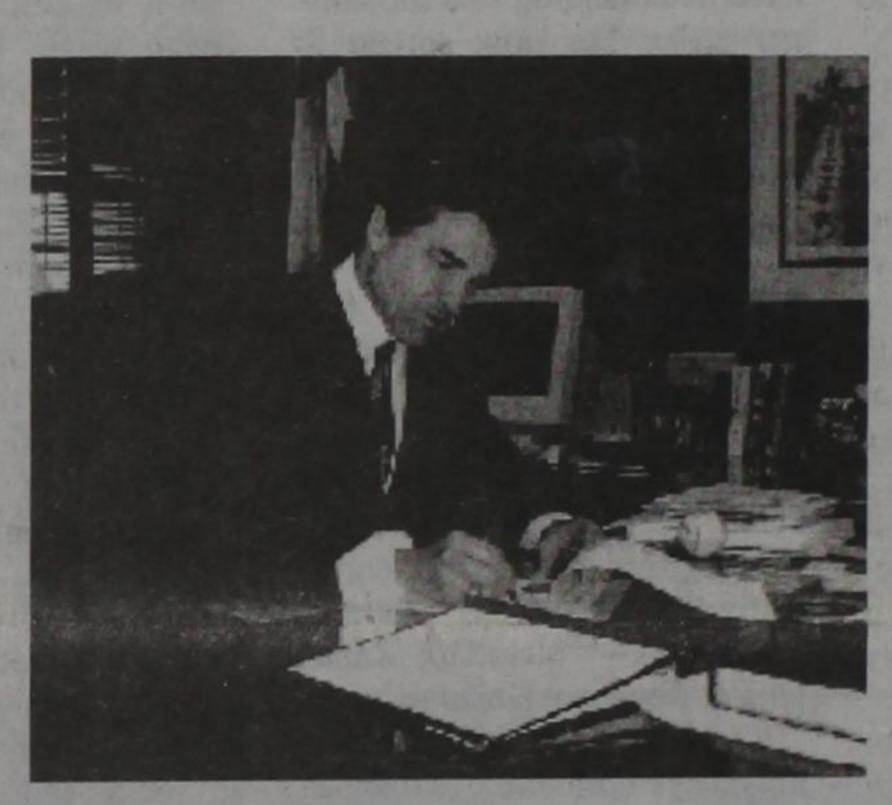
A family could not qualify if it has more than \$5,000 in cash, bank balances or securities. Homes, life insurance, scholarships, and retirement and education savings accounts that have penalties for early withdrawal aren't considered. Some autos will be counted.

#### Enrollment

September 2003: 507,259 children

April 2004: 377,051 children

"That isn't means testing," Comptroller Carole Keeton Strayhorn said recently. "That is mean."



Gov. Rick Perry, frequently at odds with the comptroller, has been under increasing pressure from a variety of groups to scuttle the test. They say program cutbacks have affected far more families than originally expected.

Albert Hawkins, whom Mr. Perry appointed to head the Health and Human Services Commission, released data on Friday to buttress his argument that the insurance program is on track

to hit enrollment targets assumed in the state's current two-year budget. (Continued Page 5)

## Hispanc Groups Launch Campaign to Demand Federal Jobs

By Sonia MeleDndez

ispanic organizations have coalesced in Washington, D.C., and beyond around an issue that has been smoldering in the community for more than three decades: the U.S. government's consistent failure to treat the Hispanic community with fairness and respect in federal hiring and promotions, and in extending opportunities to Hispanicowned companies to compete for government contracts.

This week (May 10), they vented their frustrations and laid out demands at a news conference at the National Press Club, delivering three principal messages:

1) To the federal General Accounting Office: By the Fourth of July, it calls for completion of a thorough audit of federal Hispanic employees that was requested by Congress last year.

While Hispanics make up 13.1 percent of the civilian labor force, they constitute barely 7 percent of the nearly 2 million people holding federal jobs.

2) To the Congress: By Labor Day, Sept. 6, it wants public hearings on this critical shortfall that now exceeds 100,000 jobs based on civilian labor force parity.

3) To President Bush: It asks for a public commitment and action by the president to make Hispanic federal jobs a priority during the final months of Bush's current term in office.

Republican majorities in both congressional chambers decline to help set up official hearings for fear they would reflect negatively on candidate Bush, the Democratic Congressional Hispanic Caucus has signaled a willingness to conduct its own public sessions. The CHC will be holding its annual issues summit in September.

"The problem transcends politics," insists Larry GonzaDlez, Washington office director of the National Association of Latino Elected and Appointed Officials.

Other coalition members agree that six administrations of mixed Democratic and Republican presidents produced lots of promises, but no real results.

"Action needs to be taken now," says Gil Sandate, vice president of the National Association of Hispanic Federal Execu-

tives. Latinos comprise only 3.4 percent of those holding six-figure senior pay government positions.

For a full year, Latino groups both inside and outside of government have been attempting, in fits and starts, to structure a campaign to direct the attention of Congress and the White House, as well as the press and public, to what it calls a massive slight.

Early in 2003, representatives of several groups began meeting under the umbrella title of "Fairness for Hispanics in Federal Government" to shape the national strategy. In recent weeks, the group gained support from the National Hispanic Leadership Agenda, the premier network of the country's most powerful Latino leadership organizations.

NHLA agreed to work through its government accountability committee to help lead the effort. It includes applying fresh pressures to both major political parties, a forceful presence at their nominating conventions, and demands for public commitments to action by the parties and their candidates.

NHLA chairman Manuel Mirabal stresses that while the lack of Hispanic representation seriously affects the Latino community's ability to address critical problems in such areas as education and health, denying Hispanics a chance to contribute also keeps the nation from realizing its own potential.

While dozens of Hispanic organizations are signing on to the campaign, some say it's not radical enough to produce results and are shaping dramatic protest actions of their own. Others are weighing class action lawsuits.

Points out management consultant Ida HernaDndez, who spent eight years with the federal government and is helping guide the campaign, the biggest wave of retirement of federal employees in history is approaching and if Latinos don't seize the moment, they'll continue to lag behind for years to

Sandate, an executive with the Library of Congress, suggests setting a goal as dramatic as increasing Hispanic federal employment by one percent annually for the next seven years.

## Grupos Hispanos Lanzan Campañia Para Exigir Empleos Federales

Por Sonia Meléndez

as organizaciones hispanas se han aliado en Washington, D.C., y otros lugares por un asunto que ha estado latente en la comunidad durante más de tres décadas: la consistente imposibilidad del gobierno norteamericano para tratar a la comunidad hispana con justicia y respeto a la hora de emplear y ascender a los hispanos en puestos federales y de extender a las compañías hispanas las oportunidades para competir por los contratos gubernamentales.

Esta semana (del 10 de mayo), ventilaron sus frustraciones y expresaron sus exigencias en una rueda de prensa celebrada en el National Press Club. En la misma ofrecieron tres mensajes principales:

1) A la Oficina de Contabilidad General federal: Para el cuatro de julio, se solicita que se complete la auditoria detallada de los empleados federales hispanos que solicitó el Congreso el año pasado.

Mientras que los hispanos forman el 13.1 por ciento de la fuerza laboral civil, apenas comprenden el 7 por ciento de las cerca de 2 millones de personas que ocupan puestos federales.

2) Al Congreso: Para el Día del trabajo, el 6 de septiembre, se pide que se celebren vistas públicas relacionadas con este déficit crítico que, basado en la paridad con la fuerza laboral civil, excede ahora 10,000 puestos..

3) Al Presidente Bush: es necesario que se comprometa públicamente y tome acción para que los puestos federales para hispanos sean una prioridad durante los últimos meses de su incumbencia en este cuatrienio.

Si las mayorias republicanas en ambas cámaras se niegan a ayudar a concertar audiencias oficiales por miedo a que se

reflejen negativamente en el candidato

Bush, el caucus hispano demócrata del Congreso, CHC por sus siglas en inglés, ha expresado su disponibilidad para celebrar sus propias sesiones públicas. El CHC llevará a cabo su cumbre anual de asuntos en septiembre. "El problema trasciende la política", insiste

Larry González, director de la Asociación nacional de oficiales latinos electos y nombrados, con base en Washington.

Otros miembros de la coalición están de acuerdo con que seis administraciones de presidentes demócratas y republicanos entremezcladas han producido muchas promesas sin mostrar resultados verdaderos.

"Hay que tomar acción ahora", dice Gil Sandate, vice-presidente de la Asociación nacional de ejecutivos federales hispanos. Los latinos comprenden sólo el 3.4 por ciento de aquellos que tienen posiciones gubernamentales con sueldos de seis dígitos por años de servicio.

Durante todo un año, los grupos latinos tanto dentro como fuera del gobierno han

estado intentando, a empujones, de estructurar una campaña que dirija la atención del Congreso y la Casa Blanca, asi como de la prensa y el público a lo que ellos llaman un desprecio masivo.

A principios de 2003, los representantes de varios grupos empezaron a reunirse amparados bajo el título de "Justicia para los hispanos en el gobierno federal" para dar forma a la estrategia nacional. En semanas recientes, el grupo recibió el apoyo de la Agenda nacional del liderazgo hispano, NHLA por sus siglas en inglés, la red principal de las organizaciones de liderazgo hispanas más poderosa de la nación.

NHLA accedió a trabajar a través de su comité de disposición gubernamental para ayudar a dirigir el esfuerzo, el cual incluye el aplicar nuevas presiones a ambos partidos políticos, el tener una fuerte presencia en sus convenciones de nominaciones y exigir compromisos públicos para tomar acción de ambos partidos y sus candidatos.

(Continúa en la pagina 5)

## Economy, not immigration, top issue for Hispanics

Top congressional Democrats who have proposed legalizing millions of illegal immigrants are betting that millions of Hispanic voters will view immigration as a make-orbreak issue in this year's presidential election.

But their strategy, formally unveiled yesterday, may do little if anything to sway the opinions of the 7 million Hispanic voters expected to cast ballots in November, according to political analysts and survey results.

In a poll of 800 Hispanics released in late January, immigration ranked fourth out of five on a list of the most important issues facing the country. About 30 percent of those polled named the economy as most important, compared to 15 percent who cited immigration.

The poll had a margin of error of plus or minus three percentage points. It was conducted by Bendixen & Associates, a Florida-based polling company that regularly tracks the opinions of Hispanics.

Immigration represents a "symbolic" issue for most Hispanics, said Sergio Bendixen, president of the polling com-

Louis DeSipio, a political science professor who has written extensively about Hispanic issues, said Hispanics typically share the concerns of non-Hispanic Americans.

"Traditional issues - education, health care, the economy trump immigration as more pressing matters for most Hispanics," said DeSipio, who teaches at the University of California at Irvine. "What will encourage more Latinos to support Democrats will be the party's position on these traditional issues."

Top Democrats don't disagree, but they believe immigration resonates with a large bloc of Hispanic voters. They plan to highlight the differences between their bill and a guest-worker proposal pushed by President Bush.

Under Bush's plan, which he outlined in January, millions of illegal immigrants would receive temporary legal status for six years or longer. But they would not be eligible for permanent residency.

Under the Democrats' bill dubbed The Safe, Orderly, Legal Visas and Enforcement Act (SOLVE Act) - most of the nation's estimated 8 million to 10 million illegal immigrants would be legalized.

Up to 350,000 foreigners also would be allowed to work here with temporary visas and would eventually be allowed to remain here permanently.

"Unlike President Bush's concept, which is unworkable and a pathway to deportation, our legislation provides a pathway to the American Dream," said Rep. Bob Menendez, D-

Administration officials say Bush's plan is workable and represents a reasonable compromise between those who want to shut the country's doors to immigrants and those who want to swing the doors wide open. Bush's plan hasn't yet been drafted as legislation.

The Democrats' bill, which

Congress appears unlikely to act on before the end of the year, is supported by dozens of unions, business groups and ethnic organizations, including fense and Educational Fund.

the National Council of La Raza, said the bill is a critical issue to the nation's Hispanics because "many are immigrants themselves or have petitioned for their family members."

That may be true, but most Hispanic immigrants won't be eligible to vote come November unless they become naturalized U.S. citizens.

Census data from the previous presidential election in 2000 shows that nearly 40 percent of Hispanics were not eligible to vote because they weren't citizens. That left 13.1 million eligible Hispanics of voting age, but only 5.9 million voted.

some of the nation's top Hispanic groups, the National Council of La Raza and the Mexican American Legal De-Raul Yzaguirre, president of

how dare you" Morrison decided that he didn't like the spotlight (no pun intended) shining on him and decided to step aside. The frontrunner in this race is Ms. Phyllis Jones and she should win after what I predict will be a run off election between her and Dan Burns. She will be a welcome change from the aforementioned Mr. Morrison. By virtue of Victor Hernandez's resignation from the council,

and voters in District 2 recognizing that's it's time for T. J Patterson's ineffective leadership style to step aside, this city

will hopefully undergo the transformation that it has needed for a long time. The fact that half of the council could be women is a tribute to the sacrifice that women are willing to make in the area of public service. The "good ole boy" network which has been in place since ex-mayor Windy Sitton left the council, is about to fade off into the sunset. Since city council elections changed from a city wide format

communities.

to single district, there have only been 2 elected representatives from District 1. Maggie Trejo was the first elected council person followed by Victor Hernandez. And though they both contributed to the well being of the district, the district has not really progressed as much as it is capable of. One could even argue that although the two predominately minority districts, 1 and 2, both on the city council and school board, have been politically led by so called minority elected officials, (Victor Hernandez, T.J. Patterson, Linda DeLeon, and Vernita Woods-Holmes), these two districts are not too much different than they were 10-12 years ago? Aside from the demolition of North Overton to build "McDougalville", and the 4th street corridor to make room for the Marsha Sharp Freeway, it looks almost like it did when I left Lubbock back in 1989. A new school and a new United Supermarket on University along with a McDonalds and new Sonic, although admirable, do not constitute major educational or economic development. Neither does a cement plant. Just look at how much development has occurred in South/Southwest Lubbock since 1989.

A New Voice for a New Day?

By Abel Cruz

On Saturday, May 15, 2004, after all the ballots have been

counted, voters in this city will have changed the make up of the

Ramirez is successful in her race for District 2, a much welcome

For one, our dear District 4 councilman, Mr. "I am outraged,

Lubbock City Council by at least 2 new faces. If Janie Landin

change will have taken place in 2, if not 3, of the districts that

are most important to our Hispanic and African American

If voters have been using ethnicity as a selection criteria, as could be evidenced by the above names, perhaps it's time that voters think about making a change in the way that their officials are elected. For that to change, the criteria that the Hispanic community uses to choose their elected officials, has to be void of any racial preferences.

It's no big secret that the district's majority Hispanic population gives Linda DeLeon a clear advantage against her opponent, Cloetta Shotts. But that alone should not be the reason that someone is elected. We don't like it when we suspect that it's done in reverse order, for example, whites voting against someone because they are a minority, and therefore should not stoop to those same tactics. We should be equally open to the idea that a candidate, who does not share our ethnicity, can do a good job of representing the district. We should be a community that leads by example and one that doesn't judge as we are so often judged; by the color of one's skin.

In the very least, voters should ask themselves a couple of questions before deciding who will get their vote:

1) Which candidate has a better chance of working with the present city council in an effective and consensus building manner?

2) Which candidate has the most experience in city politics and has an established network of city council contacts that will make the transition process smoother?

The answers to the above questions, represent what it will take in order for one of these candidates to be effective on a city council which has proven time and time again to turn a deaf ear to District1. Remember, this is only a 2 year term and the winner will have to be familiar with the way city politics work, with no time for on the job training.

Each candidate has her own style of political leadership. Ms. DeLeon's is well known by her service on the LISD school board. And she won a few battles, but at what expense? Often times, she has been criticized for her brashness and her confrontational style, and is fond of saying that she has "never run away from a fight". Which is all fine and good, but will that style work with the present city council members. Will it work with Tom Martin, who can be pretty brash and out spoken. Gary Boren? The Mayor? Or will council meetings turn into finger pointing, shouting matches. Think about it this way, what kind of reputation does Victor Hernandez have on this council and how effective has he been since uttering the infamous "B" word. Sometimes, your leadership style, ability to get along well with others and your ability to build consensus towards a common good, goes a long way towards achieving common objectives.

So there you have it. Probably not a very popular position in the DeLeon political camp.

But...

We are entering a phase in city political representation which will make your vote probably more important than ever. With the physical barriers that will be created by the new Marsha Sharp Freeway, isolating the two most important neighborhoods in the district, the district has to have a person whose political baggage will not weigh them down. She will have to be willing to listen to her constituents by utilizing neighborhood advisory groups and be willing to work with the other 43.3% diverse District 1 population. (District 1 has an Hispanic population of 56.7%). She will have to work with the rest of the council in a positive and productive way. She will have to know, as the old Kenny Rogers song says, "Know when to walk away and know when to fight"!

To everything there is a season, and for city politics and especially for District 1, perhaps the time has come to listen to a new voice so that we may start down the road towards a new

beginning?

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## No Quiero Cerveza or Taco Bell

By Patrisia Gonzales and Roberto Rodriguez

April could not have ended soon enough, though luckily, it ends in time for a low-carb Drinko del Cinco. With the deteriorating situation in Iraq, we all might need several drinkos, especially after listening to L. Paul Bremer, the head of the American occupation, address the Iraqi people: "If you do not defend your beloved country, it will not be saved."

That's echoes of: "We had to destroy the village to save it."

Speaking of Cinco de Mayo: Last year, we were asked to support a boycott of Cinco celebrations involving liquor. Count us in. (Incidentally, Cinco de Mayo commemorates an event in the '60s when the five largest beer companies got together and decided to have an annual weeklong beerfest.) Also, count us in for a boycott of all fast-food chains, especially those that serve up pesticide-laden and genetically and culturally modified foods.

This year, in addition to supporting liquor-free Cinco events, we've been asked to support the Coalition of Immokalee Workers' (CIW) nationwide boycott of Taco Bell. The fast-food chain is charged by its workers with refusing to own up to its role in the exploitation of farm workers in

Florida's tomato fields. Sure, although we have to think outside the bun on this one as we don't actually know anyone who eats there. Most lovers of Mexican food consider Taco Bell an assault on the culture, if not the palate.

Seriously, we recently met a student at Notre Dame who is part of a series of nationwide actions, from marches and protests to rolling hunger strikes. There, more than 100 students have been fasting, and the hunger strike has now spread to many college campuses nationwide. At Notre Dame, the strikers are also asking the university to purchase fair trade coffee. This action is part of an international movement that seeks to pay coffee workers a fair wage(a rejection of exploitive "free trade"). Such coffee, certified by the Fair Trade Labeling Organization, is purchased from democratic cooperatives of coffee farmers worldwide -- including Zapatista coffee from Chiapas.

It's great to see students nowadays committed to something other than partying, especially as these actions coincide with May 1, when the world pays attention to the rights of workers. Tragicomically, defending the dignity and rights of workers is still associated by some with "communist subversion," though with the dismantling of the Soviet Union, most people have finally put that paranoia to rest.

Here, May 1 has been transformed; in many cities it is now also used to highlight the rights of migrant workers. It's a far cry from a generation ago when the labor movement used to view immigrants as their enemies. Of course, in the post-Sept. 11 climate of fear we're now living in, how long can it be before the right to a living wage, humane working conditions and the right to universal health care is associated with "terrorism"?

Not long. But a pirate shakedown economy that favors the rich -- and an unpopular war -is causing people to once again identify with these movements.

For example, despite the administration's "good news" pronouncements about the economy, the massive federal deficit and national debt, compounded by record-setting state deficits, have resulted in debilitating nationwide cutbacks to social and human services. Perhaps the worst hits are taking place in the educational arena, where tuition continues to skyrocket and the trend toward resegregation at our nation's major universities continues unabated.

For example, education in

California has suffered greatly as a result of the governor's budget decisions. As a result, enrollment at the nine-campus University of California is down generally, but moreso for African Americans, Chicanos/ Latinos and Native Americans. UC-Berkeley, statistics show that Chicano/Latino admissions fell 7 percent, to 955 from 1,030 last fall. Native Americans declined 22 percent, to 40 from 51. And African American students offered admission there dropped 29 percent, from 298 to 211. These drops in student (staff and faculty also) numbers at major universities are not unique nationwide. In addition to this, the governor has also eliminated funding for diversity outreach programs -- this during the 50th anniversary of the landmark Brown v. Board of Education of Topeka desegregation case.

It is in this context that the war looms large: There's seemingly a limitless supply of billions of dollars to destroy, occupy and "rebuild" nations, yet there appears to be no money for our own infrastructure or for human dignity, and none to educate the next generation.

Anyone know how to mount a boycott against institutions of higher learning that practice segregation?

### A Day Without a Mexican

By: Alberto Pena

It is not customary to review a movie before its release but this writer simply cannot resist the urge to comment on the fictional-comedy "A Day Without a Mexican in California."

For those who question the wisdom of reviewing a film that is purported to be controversial and that the reviewer has not seen, the reason is that it's just too difficult to wonder what the filmmakers might have missed and what they got right in the 28 minute video. A second reason is that I'm somewhat of an adventurer and I just couldn't let pass an opportunity to have a little fun at the expense of my paisanos, that is to say my fellow Americans.

A "google" search immediate removes all doubts that the video is not only a comedy, but pure unadulterated fiction. One internet promo features a "Missing Person" poster with the picture of a mustached Mexican. Now this is really funny and it would NEVER happen - it is pure fiction.

The film undoubtedly will attempt to show what would happen if suddenly every Mexican were gone from California. Even a casual observer will suggest that without Mexicans; restaurants would shut down, hotel rooms would go unmade, beef slaughter plants would shut down, trash would go uncollected, crops would rot in the field, and the affluent would have to deal with their own effluent. Indeed another internet promo shows a Yuppie couple attired in domestic garb. Yuppies attired in domestic garb is comedy at its best and fiction in its purest form.

These are the obvious effects of a day without a Mexican, but the truly astute moviegoer must set higher standards.

This writer would consider it a 5-Star movie if it shows: \* Wal-Mart stores closed due to lack of employees and shoppers

\* the Democratic Party poopers,

\* a doubling of patrols along the US Mexico Border

\* schools without English Only rules

\* high-rider automobiles \* one child families

\* men with clean shaven faces

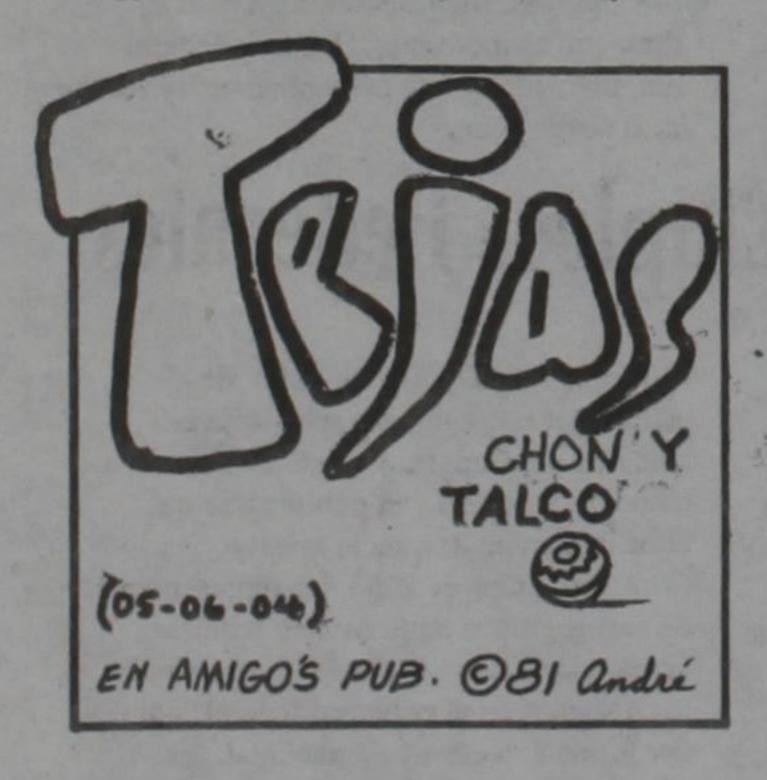
\* women with size "A" bras

\* the Catholic Church relocated to Mexico

\* houses without roofs

My first hope for the video is that the issues raised by the filmmakers will, at the very least, lead to serious discussion and treatment of the topic of immigration. At best the film may awaken a new found appreciation of honest, hardworking, people who are family oriented and desire a better life for themselves and their loved ones. So what is controversial about that?

If I could suggest anything to the filmmakers it would be that if they were truly interested in provoking belly roll laughter, they should have made it a "A Year without a Mexican." Anyone laughing yet?













## MADRE

Por Raymond Rodríguez

El día de las madres siento la presencia de mi madre de un modo muy reverente. Tal vez es lógico, ya que ella sola se hizo cargo de mi desde que yo tenía diez años.

Cansado de la histeria antimexicana y la preocupante lucha para conseguir a duras penas lo necesario para vivir en una pequeña granja en Long Beach, Calif., durante la gran depresión, mi padre decidió regresar a México.

El insistió a mi madre, Juanita, que fuera con él. Cuando ella se negó, él le dijo que no tenía elección, que la ley estaba de su parte.

Mamá le pidió consejo al cura de nuestra parroquia, quien le explicó que sus hijos eran ciudadanos norteamericanos y no podían ser forzados a irse del país.

Armada con ese consejo, Mamá resistió todas las amenazas de Papá. Sus hijos eran vivirian norteamericanos y como tal.

Papá dijo que nos moriríamos de hambre.

"¡Dios sabrá¡", le contestó Mamá, "pero nos moriremos de hambre aquí y no en México".

Mi madre sentia un gran amor por su patria adoptiva. Con poco más de 20 años, dejó a su familia en Michoacán para reunirse con su marido en Los Angeles. Era 1918 y la revolución mexicana estaba en todo su apogeo. No había garantía de que los trenes funcionaran o que pudieran transportar pasajeros. Era un viaje muy arriesgado para un hombre, y mucho más para una joven mujer.

El peligro no la detuvo. Cuando su padre, un comerciante acomodado, se negó a prestarle el dinero para el viaje, tomó dinero prestado de un banco, alquiló un pedazo de tierra, lo sembró, produjo una cosecha, la vendió y pagó el préstamo al banco. Con la pequeña ganancia, financió su viaje al norte.

Luego de haber sobrevivido a esa prueba, años más tarde, ella no iba a tener miedo a la probabilidad de quedarse sola y criar a seis hijos sin ayuda. Como ella decia siempre que se tenía que enfrentar a pruebas aparentemente insuperables, "Hay que fajarse las enaguas".

Esa fue la actitud que ella inculcó en sus hijos. Fuimos educados para creer en nosotros mismos, para creer que éramos tan buenos como cualquier otra persona.

En las mañanas, antes de irnos a la escuela, nos acomodaba en fila para verificar que aparentábamos estar bien

El Editor #1 in News! 763-3841

Vote May 15th

Linda DeLeon

City Council District 1

1986 to 2004 District 1

specifically in District 1.

Early Voting

April 28 -

May 11

limpios, le echaba la bendición a cada uno de nosotros y nos decía que nos comportáramos. "Y no se dejen". Ella se preocupaba hasta por el modo en que caminábamos. Nos advertía que camináramos con orgullo y con nuestras frentes

bien en alto. Tan solo sobrevivir la depreextremadamente sión fue dificil. Teníamos pocas cosas materiales, pero Mamá se aseguró de dos cosas: de educarnos en un ambiente bien religioso y de prodigarnos amor y afecto. Ella era estricta cuando impartía disciplina, pero siempre nos abrazaba después que nos pegaba. Como yo era el travieso, me llevé la mayoría de las tundas.

La pobreza era constante. Afortunadamente, vivíamos en la granja y podíamos cultivar vegetales y tener gallinas y otros animales para alimentarnos. Luchamos para poder cubrir nuestras necesidades, pero, eventualmente, tuvimos que solicitar ayuda de bienestar social. Esta fue la única vez que vi a Mamá criticar duramente a nuestro padre: "Nos dejó a un pan pedir".

¡Qué verguJenza! Tan pronto pudimos, no pedimos más ayuda de bienestar social.

La segunda guerra mundial aun no terminaba cuando cumpli los 17 años. Le supliqué a Mamá que me permitiera alistarme en la Marina. Ella había perdido a uno de sus hermanos gemelos en la revolución mexicana, por lo que estaba recelosa y se negó. Yo segui insistiendo hasta que finalmente cedió y me permitió alistarme en la Marina. Una mañana fría y brumosa, esperábamos de pie a que llegara el autobús en el que comenzaría un largo viaje que me llevaría hasta Japón.

"No he de recibirte en desgracia". Fue lo último que me advirtió mientras yo abordaba el autobús. Ella esperaba que cumpliera con mi deber.

Estoy seguro que sus lágrimas y oraciones permitieron que regresara sano y salvo y que tuviera una vida exitosa. En reconocimiento a su profunda influencia en mi vida, le dedico esta columna. Dios te bendiga, Mamá, y a todas las demás madrecitas que son una inspiración para sus hijos.

(Raymond Rodríguez, de Long Beach, Calif., es profesor universitario retirado y columnista de Hispanic Link News Service. Comuniquese con él por correo electrónico a

rayrodriguez@earthlink.net) © 2004, Hispanic Link News Service. Distribuido por Tribune Media Services International

Read El Editor First to find the latest!

## Tales of Two Mothers in My Life

By Elisa MartiDnez

The headline in the El Paso Times reads: "Women Have to Take The Lead." It brought a smile to my face. Haven't they

always? My grandmother was a widow living in Mexico during the revolution of 1910. Pancho Villa and his troop of bandits would sweep through and raid her small ranch often. They would slaughter the animals and take her provisions. She would remember having to hide her two daughters in the well until they were gone.

Living in fear without enough food became unbearable. She gathered her three children and a few personal belongings, among them her Singer sewing machine, and made her way from San Francisco del Oro, some 700 miles south of the U.S. border, to Ciudad JuaDrez, Chihuahua, just across the bridge from El

She left her whole life behind her and never looked back. She came on a crude wagon drawn by an old faithful burro.

She remembered kind people

who fed and sheltered her and

her children on their long trek. remembered bodies hanging from the trees and others piled on top of each other, having faced the firing squad. She remembered thanking God in relief when the men on horseback passed them by, with the dust sticking to the sweat on their faces. She remembered crossing the river into the United States and meeting with friends. She remembered working in a private school, scrubbing floors on her knees. She remembered traveling to Chicago, where life would be better.

Her three children became responsible adults and contributing members of their commu-

My mother went to school only through the sixth grade. She married my daddy and managed her household, helped him with his business. Later she became the owner of several successful restaurants.

She remembered Chicago in the '20s. She remembered walking in several feet of snow to get to work. She remem-

bered standing in the large crowd of curiosity seekers across the street from the St. Valentine's Massacre. She remembered making it through the Great Depression and the rationing of the Second World

She raised her three children to be responsible adults and contributing members of their community.

These women took the lead long ago, as many others have in years past. They ladies conquered the many challenges in their lives, but their legacy continued with motherhood. Their legacy was their children.

I remember my mother often, and always in pleasant situa-

I remember her at mass on Sunday mornings, I remember her in the good smells of the food when I'm cooking for my family, I remember her when I hear the paso doble on the radio because she loved to dance, I remember her when I'm in my garden because she loved her plants. I remember her when I hear laughter because she was happy and laughed often. I re-

member her when I'm with my extended family because she nurtured hers. I remember her at Christmas because she so loved the season and because she died on December 21 and was buried on Christmas Eve.

This year, as usual, I'll celebrate Mother's Day twice. On the second Sunday of May and on diez de mayo. On the 10th of May, Mexico dedicates the length of the day to its mothers with music and fresh flowers. It's almost like a national holiday with all the fuss.

I'll go visit the graves of my mother and grandmother, and I'll remember.

JoseD Vasconcelos, the great Mexican philosopher, once asked his students for the significance of the word madre. Needless to say, he received a multitude of answers, some of them definitely unprintable. This still remains a valuable and interesting question.

How would you answer?

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By Raymond RodriDguez

On Mother's Day, I sense my mother's presence in a very

Perhaps that is natural because she raised me alone since I was 10 years old.

to go back to Mexico.

He urged my mother, Juanita, to go back with him. When she refused, he told her

Mom sought the advice of our parish priest, who explained that her children were U.S. citizens and could not be

threats. americanos

reverent way.

Fed up with the anti-Mexi-

can hysteria and the worrisome struggle to eke out a meager living on a small farm in Long Beach, Calif., during the Great Depression, my father decided

she had no choice, that the law was on his side.

forced to go.

Armed with that advice, Mother resisted all of Dad's Her children were and would be raised as such.

Dad said we would starve to death.

"!Dios sabraD!" Mom replied. God's will. We will starve here and not in Mexico.

My mother had an undying love for her adopted country. In her early 20s, she left her family in MichoacaDn to join her husband in Los Angeles. The year was 1918, and the Mexican Revolution was raging. There was no guarantee

that the trains would be operating or able to accommodate passengers. It would have been a perilous journey for a man, and more so for a young

The danger did not deter her. When her father, a well-to-do merchant, refused to loan her money for the trip, she borrowed from a bank, rented some land, had it planted, harvested the crop, sold it and paid back the loan. With her small profit, she financed her trip north.

Having survived that ordeal, she wasn't frightened years later by the prospect of being alone, raising six children by herself. As she always said when faced by seemingly insurmountable challenges, "Hay que fajarse las enaguas." Tuck in your skirt.

That is the attitude she instilled in her children. We were raised to believe in ourselves, that we were as good as anyone else. In the mornings before we

left for school, she would line us up to be sure that we were

scrupulously clean. She would bless each of us and tell us to behave ourselves. "Y no se dejen". Don't let anyone demean you. She was even concerned with the way we walked. We were admonished to walk proud, with our heads held high.

Surviving the depression alone was extremely difficult. We had little in the way of material things. But Mom made sure of two things: We were raised in a very strong religious environment and she lavished us with love and affection. She was a strict disciplinarian, but she always hugged us after she spanked us. Being el travieso, the mischievous one, I got most of the spankings.

While poverty was constant, we lived on the farm and were able to raise vegetables, chickens and other animals to bolster our food supply. But eventually we were forced to apply for welfare. It accounted for the only harsh criticism l recall Mom ever making about our father: "Nos dejoD a un pan pedir". He left us to beg for our bread.

What shame! As soon as we could, we got off of welfare.

World War II was still raging when I turned 17. I begged Mom to let me join the Marines. She had lost one of her twin brothers during the Mexican Revolution, so she was apprehensive and refused. I kept pestering her until finally she relented and let me join the Navy. It was a cold, foggy morning as we stood waiting for the bus that would start me on a journey that led all the way to Japan.

"No he de recibirte en desgracia". I will not take you back in disgrace. That was her final admonition as I boarded the bus. She expected me to do my duty.

I am sure her tears and prayers led to my safe return and a successful life. In recognition of her profound influence in my life, I dedicate this column to her. God bless you, Mom, and all the other madrecitas who are inspirations to their children.

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## Spot Bid Contract Fair

Doing Business Texas Style

The Texas Lottery Commission welcomes Black Enterprise to Texas for their 9th Annual Conference in Dallas, Texas

**Bid on State Contracts** 

Small and Historically Underutilized Business will have a unique opportunity to participate in this exciting business exchange with state agencies and universities.

May 13-14, 1:00 p.m. to 5:00 p.m. each day **Wyndham Anatole Hotel** Dallas, Texas

The Spot Bid Fair is free and open to minority or women-owned businesses. Please visit: www.utdirect.utesax.edu/hub/hub\_bid\_list.WBX for bid postings.

For more information contact: Annette Smith (512) 471-2850 or asmith@austin.utexas.edu

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Technology Center

◆ Construction of Pete Ragus Aquatic Center

♦ Construction of the Bryon Martin Advance

Accomplishments

Records show that from 1986 to 2004 bond money

and grants to the total of \$79,878,718.97 were spent

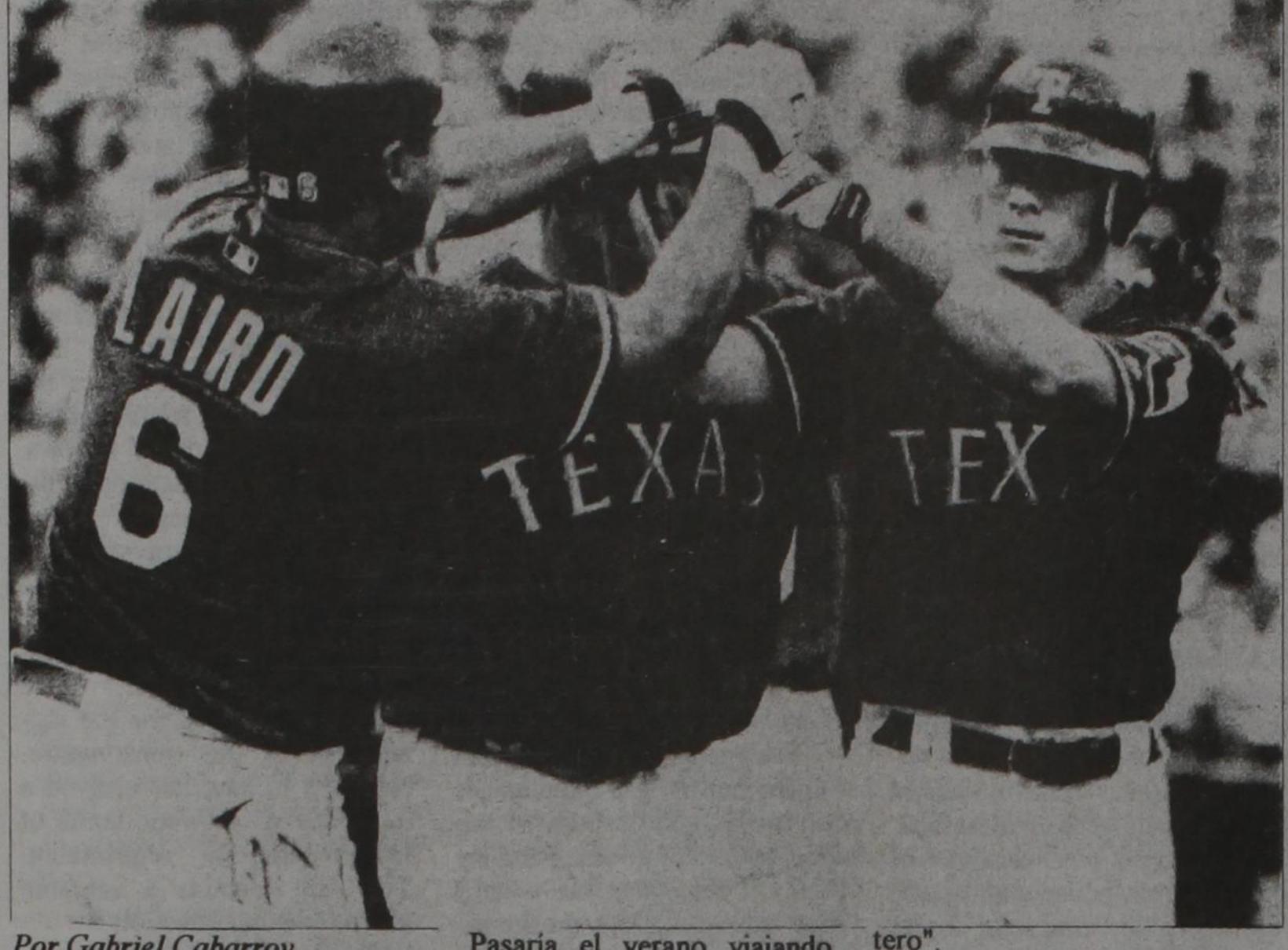
◆ 18 years on Lubbock Independent School Board

◆ Construction of Cavazos Junior High

◆ Construction of several additions to overcrowded Elementary Schools

♦ Installed Air Conditioning in all older schools Paid for and approved by the campaign for Linda DeLeon for City Council District 1 - Treasurer Alicia Alvarez

### 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 vuelacercas. y Ryan Drese se apuntó su segunda victoria de la temporada, con bola de cinco imparables en seis entradas y dos tercios

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

Pasaria 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 puertorriqueño "Cheo" Cruz, quien jugó como jardinero para los Astros de Houston. Sus tios 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 crie de otra manera. Es normal para mi. 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 mi 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, "tenia 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 Peréz, 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 jugara 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 Peréz. "Me crié con muchos jugadores de gran

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.



EARLY VOTING APRIL 28 - MAY 11

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

### Cinco mexicanos se imponen a estadounidenses

Javier Quiroz

Cinco mexicanos impusieron la supremacia 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 boxistica Triple Corona organizada por Hitz Boxing que continúa el viernes 7 de mayo en Rock-

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

El boxeador mexicano Gre-

gorio Vargas nacido en el es-

tado 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

Gregorio "Goyo" Vargas (44-

8-1,30 KOs) llegó a esta ciu-

dad para participar en la serie

Triple Corona de Boxeo bus-

cando regresar a la fama mun-

Javier Quiroz

dos naciones.

Oscar Bravo y cumplió con un nocaut en el segundo round a tuvo la pelea. Tyrone Mack, y sumó de esta forma su 15 triunfo por la via 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 espúblico vaticinaba el triunfo de quina neutral y lo acabó con la

dial que vivió al ser campeón

México por haberme dado la

vida, un país y por ser mexi-

Pero agrega: "También le es-

toy agradecido a Estados Uni-

dos por la fuente de trabajo que

me ha dado porque he ganado

un sueldo que no hubiera con-

seguido en 27 años que es lo

que tengo en el boxeo". Por

esta razón Gregorio Vargas de-

cidió subir al ring con las dos

cano" dice el boxeador.

"Estoy agradecido con

en las 131 libras.

derecha hasta que el referee de-

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 empeonato" 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.

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

"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 campeonado mundial, mientras tanto sigue su concentración en el gimnasio propiedad de su padre en Mission, Texas desde hace 8 me-

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.

# Montelongo's Restaurant

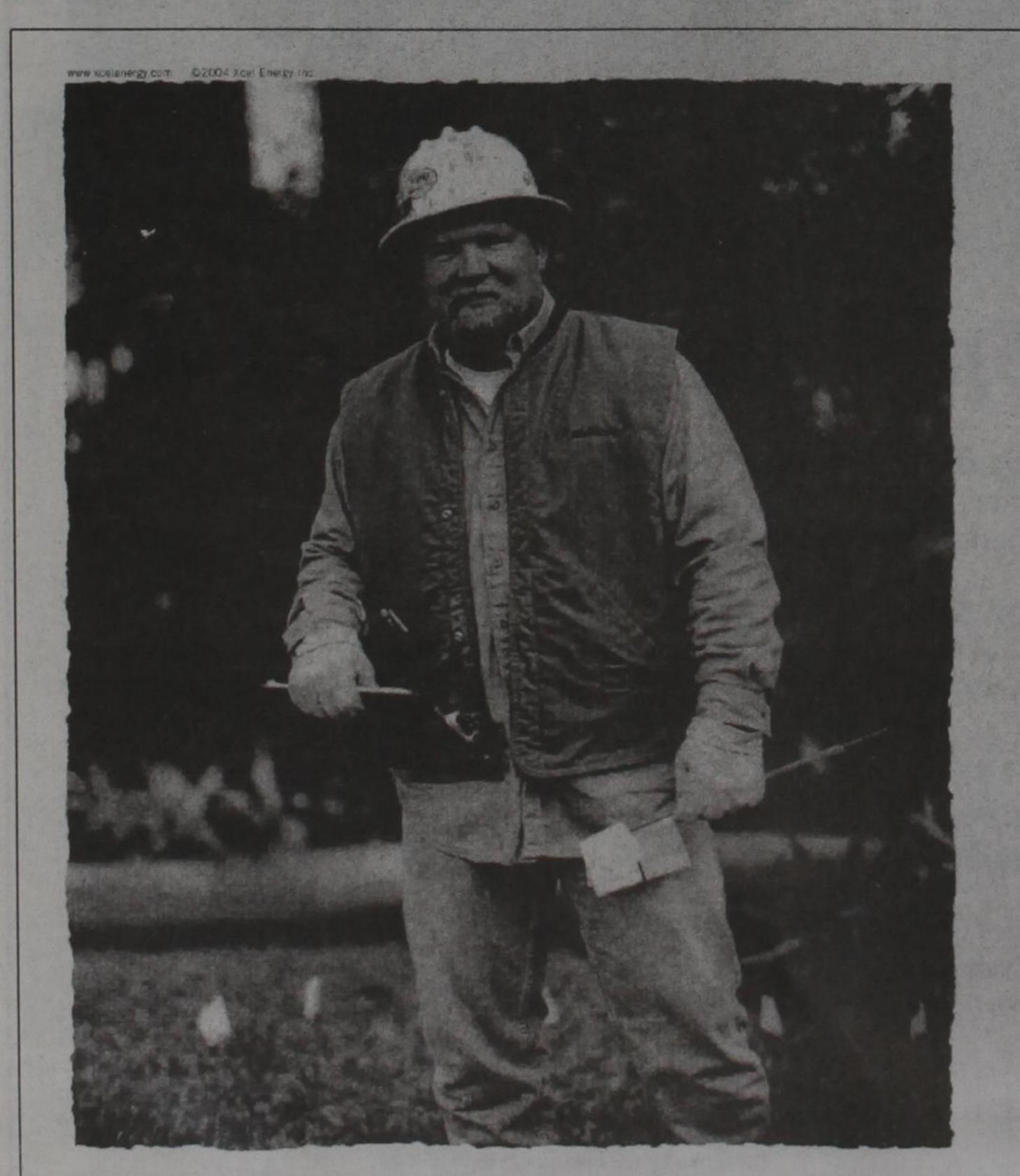
"Goyo" Vargas agradecido con

México y Estados Unidos



3021 Clovis Road

Lo Mejor en Comida Mexicana Llame 762-3068 Lubbock, TX

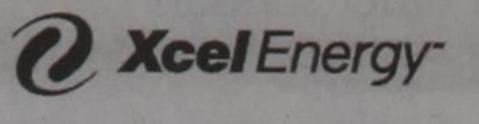


#### HACER EXCAVACIONES EN SU JARDIN SIN INFORMACION PREVIA PUEDE CAUSARLE SOPRESAS DESAGRADABLES.

"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 subterráneas. 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.



#### 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, financ-

ing, 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 campagin will inform the public about their right to obtain housing of their choice regarless 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 diabilities.

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.

## 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

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

by August 2005.

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 Tex-

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."

Raiders Rojos

National Alumni

a chapter of Texas Tech Alumni Association

Graduates, Please

contact chapter for

details.

## 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 campania 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 encauzar 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. Comuniquese con ella electrónico correo soniam@HispanicLin.org.)

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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 Network Democrat launched a \$5 million Spanishlanguage television campaign aimed at reminding Latinos about what it calls a legacy of promesas 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 Demo-

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

Source: Public Policy Institute of California

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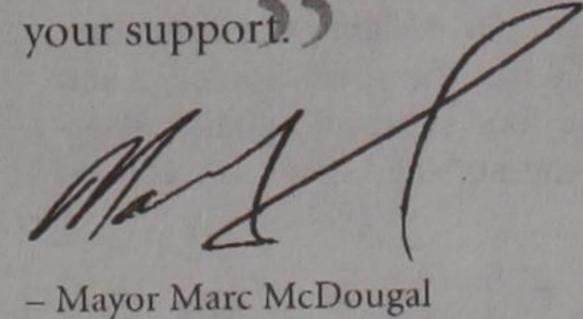
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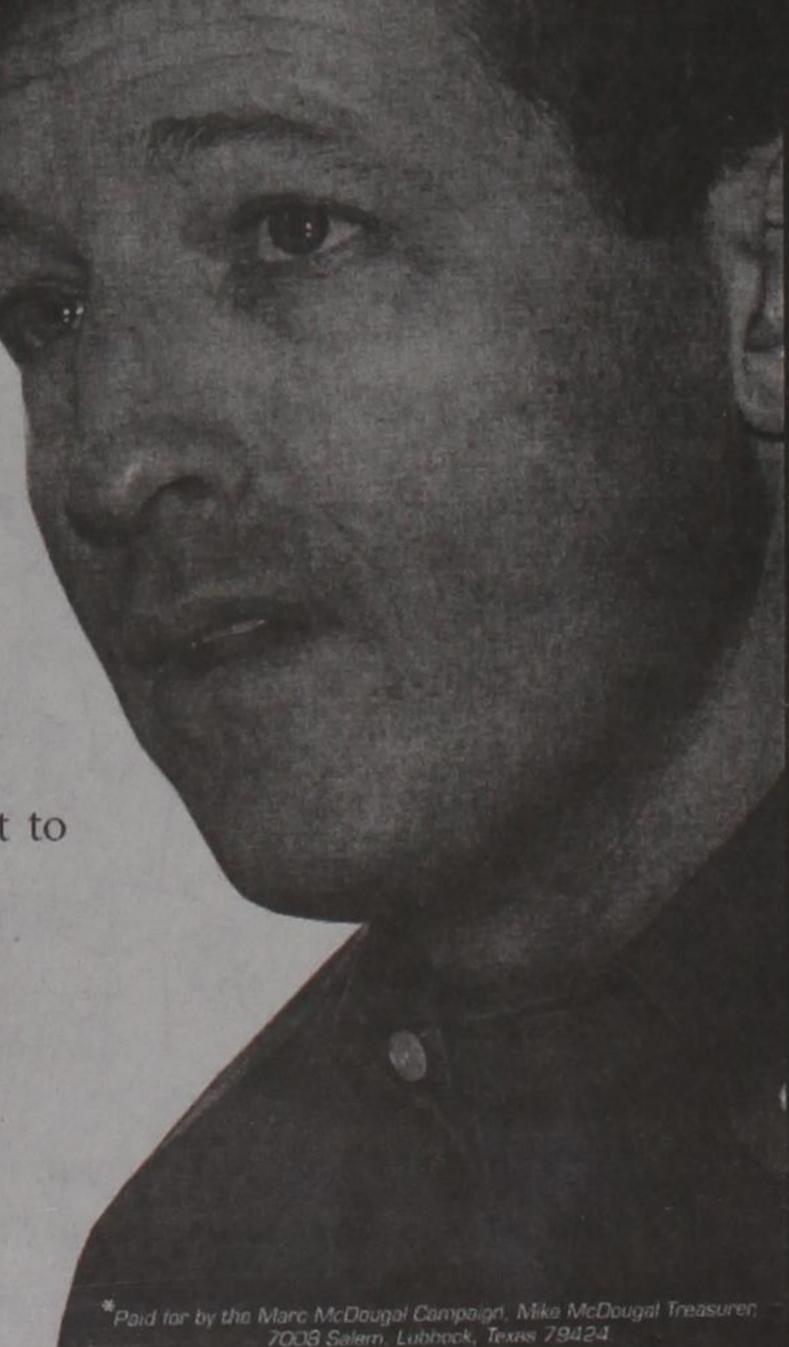
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"It has been my honor to be your Mayor. I need your support to continuing serving as your mayor. I thank you in advance for







## 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 indus-

"You can imagine. It's a dream a 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 coowned 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.

"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

He has appeared in more than 100 films, plays and TV shows. Born in Mexico, he says he

spanned more than 60 years.

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 Argentineans

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

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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 Englishlanguage 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 Spanishlanguage 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).

Spanish-language Those 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."

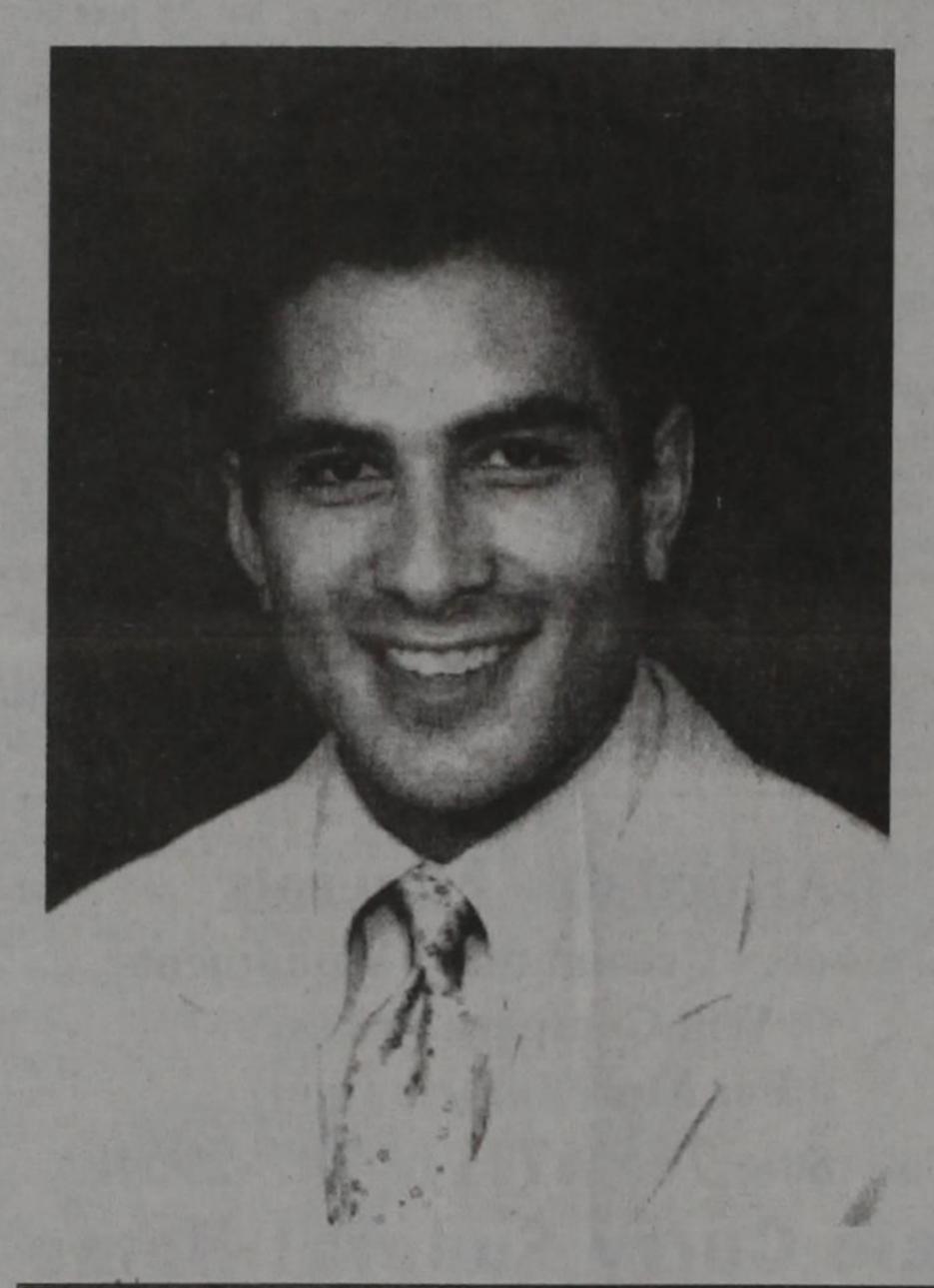
Given the purchasing power of Hispanic Americans--\$650 billion per year and growing-these feelings could translate into big returns for marketers.

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 market's exponential growth) that companies realized what they were missing. "In a way, it was a chicken-orthe-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 Simmons Research survey, conducted 25,398 interviews with English- and Spanishspeaking Americans, including 8,221 Hispanics.

FOR SCHOOL BOARD DISTRICT 1

has



"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, adopta-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.

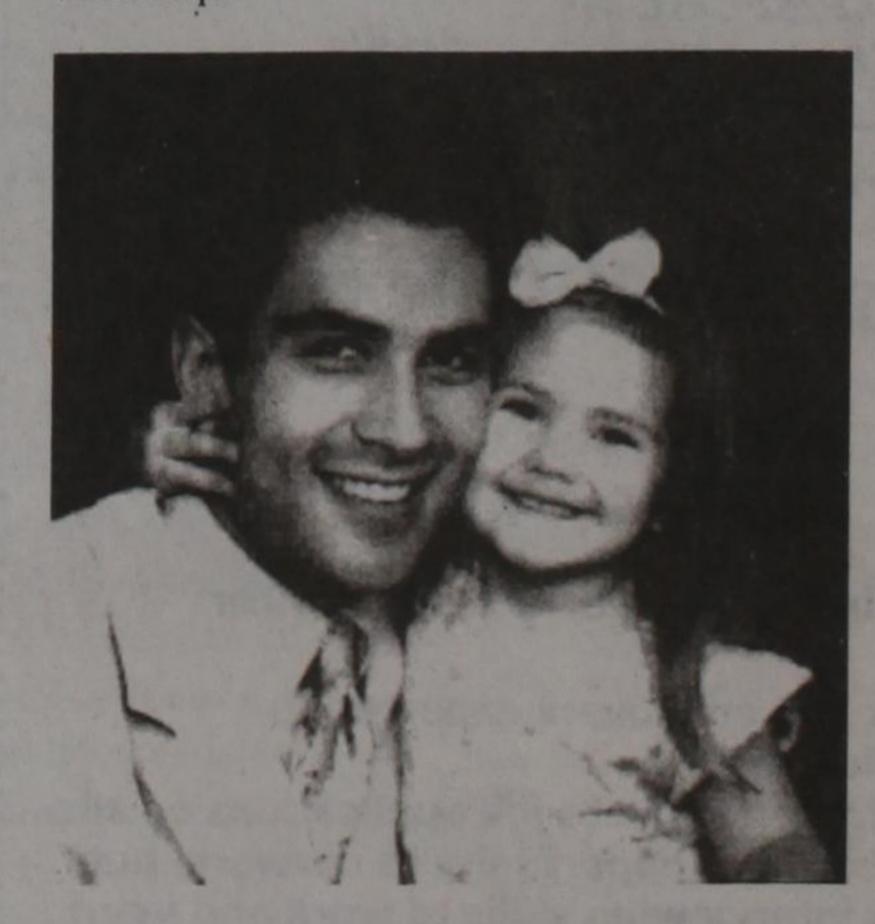
Of the many places across the country Dr. Medina could have selected for his residency, he chose Lubbock. During a time when many young professionals seek to relocate to a larger cosmopolitan area, Dr. Medina embraced the idea of coming home to raise his family. Dr. Medina, and wife Angelina, have two 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 52<sup>nd</sup> Street, Lubbock, Texas 79412

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