

el Esalvador

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Lubbock, TX USA

Bush, Kerry Mobilize to Reach Hispanics

By Fresia Rodríguez Cadavid

With fewer than seven months to Election Day, the Bush-Cheney re-election campaign has officially launched efforts to mobilize the Latino vote. In response, John Kerry's national Latino steering committee is accelerating its attack on the Bush administration's record on policies affecting the Hispanic community.

To formally roll out the "Viva Bush" coalition, the president's brother, Florida Gov. Jeb Bush, spoke in Orlando on April 13 at the first of several rallies to take place nationwide, urging Latinos to support his brother.

Introduced were members of its National Hispanic Steering Committee, which includes the three Florida

Cuban-Americans serving in Congress: Ileana Ros-Lehtinen, Lincoln Díaz-Balart and his younger brother, Mario Díaz-Balart. Also on board are former U.S. Treasurer Rosario Marín, a Mexican-American from California; and former U.S. Surgeon General Antonia Novello, a New Yorker with roots in Puerto Rico.

"I am honored to be here to highlight the president's impressive record of achievement with the Hispanic community," said Gov. Bush, "and to contrast his positive agenda with that of John Kerry, which hurts Latinos and is out of touch with their values."

Bush enumerated the Latino appointments within the administration, such as Small Business Administrator Héctor Barreto and Alberto Gonzáles, whom Bush brought with him from Texas to serve as White House counsel.

Asked by Hispanic Link to compare the current campaign to its predecessor, Sharon Castillo, director of specialty media for the Bush-Cheney campaign, responded, "We've started earlier and devoted more resources than in the 2000 campaign."

She provided two reasons for the early start: the president's commitment

to engage Latinos in the political process and the anticipated tight race ahead. "We know it's going to be a close election, and we are going to fight for every Latino vote," she said.

Both camps tout Hispanic committees in 30 states and Puerto Rico.

In January, Kerry unveiled his national Latino steering committee. It includes former Housing and Urban Development

Secretary Henry Cisneros, former Small Business Administrator Aida Alvarez and Los Angeles City Councilman Antonio Villaraigosa. Cisneros and Villaraigosa are Mexican American; Alvarez is Puerto Rican.

Cisneros, Villaraigosa, U.S.

Rep. Raúl Grijalva of Arizona and Florida State Rep. Bob Henríquez participated in an April 9 conference call with the press to reiterate how a John Kerry presidency would help Latinos.

All praised Kerry's desire to propose tax cuts to create additional jobs, to increase the minimum wage, his support for earned legalization and the expediting of citizenship for members of the Armed Forces who are immigrants.

(Continued Page 5)



Comentarios

by Bidal Agüero

Although the elections to elect over half of our City fathers and our school board representatives is only a little under 4 weeks away, everything seems quiet in Lubbock political circles. There have been no debates, no political rallies and to our knowledge no open meeting at which people can meet the candidates one on one. Perhaps we are lucky in that some candidates have taken the time to personally come by and visit and tell us their reason for running and what are their platforms. In the next few weeks we will be doing stories on the candidates and our impression of each.

We understand that many have been going door to door and individually talking to people. After talking to various of our community organizations, none have visited the American GI Forum, none have visited LULAC, none have visited the Hispanic Association of Women and none have visited the Hispanic Chamber of Commerce. I don't know how many other organizations there are in our community but these are the major ones and it troubles us that none of our future leaders have bothered to take a little time and go speak to the groups. I know that it's still a few weeks away but let's not hope that everyone is waiting until the last few days.

We are especially concerned that none of the school board candidates have sought to speak to these groups all of whom are primarily concerned with the education of our children. Taking into consideration the fact that the State is in the process of changing the method of how schools are funded, we can imagine that there are many questions that could be asked of the candidates.

Many people are blaming El Editor for having a major affect on the outcome of the Commissioner's election. To all those that are blaming us all we have to say is "thank you!"

A reminder that activities are scheduled for the Cinco de Mayo celebration and include the Magic 93.7 Concert on April 30 and May 1, featuring many major musical groups (call 745-3434 for information, a softball tournament held at Berl Huffman Complex on May 1 & 2 (call 763-3841 for information), a banquet to be held at Texas Tech on May 5, a parade to be held on Saturday May 1st through downtown and of course on May 5th Folklorico groups will be featured at many of our schools.

Contact Bidal at eleditor@llano.net

Bush y Kerry se mueven para llegar a los Hispanos

Por Fresia Rodríguez Cadavid

Al menos de siete meses para el día de las elecciones, la campaña de re-elección de Bush y Cheney ha comenzado oficialmente a mover sus recursos para movilizar el voto latino. En respuesta, el comité directivo nacional de latinos de John Kerry está acelerando su ataque contra el expediente de la administración Bush sobre aquellos asuntos de política pública que afectan a la comunidad hispana.

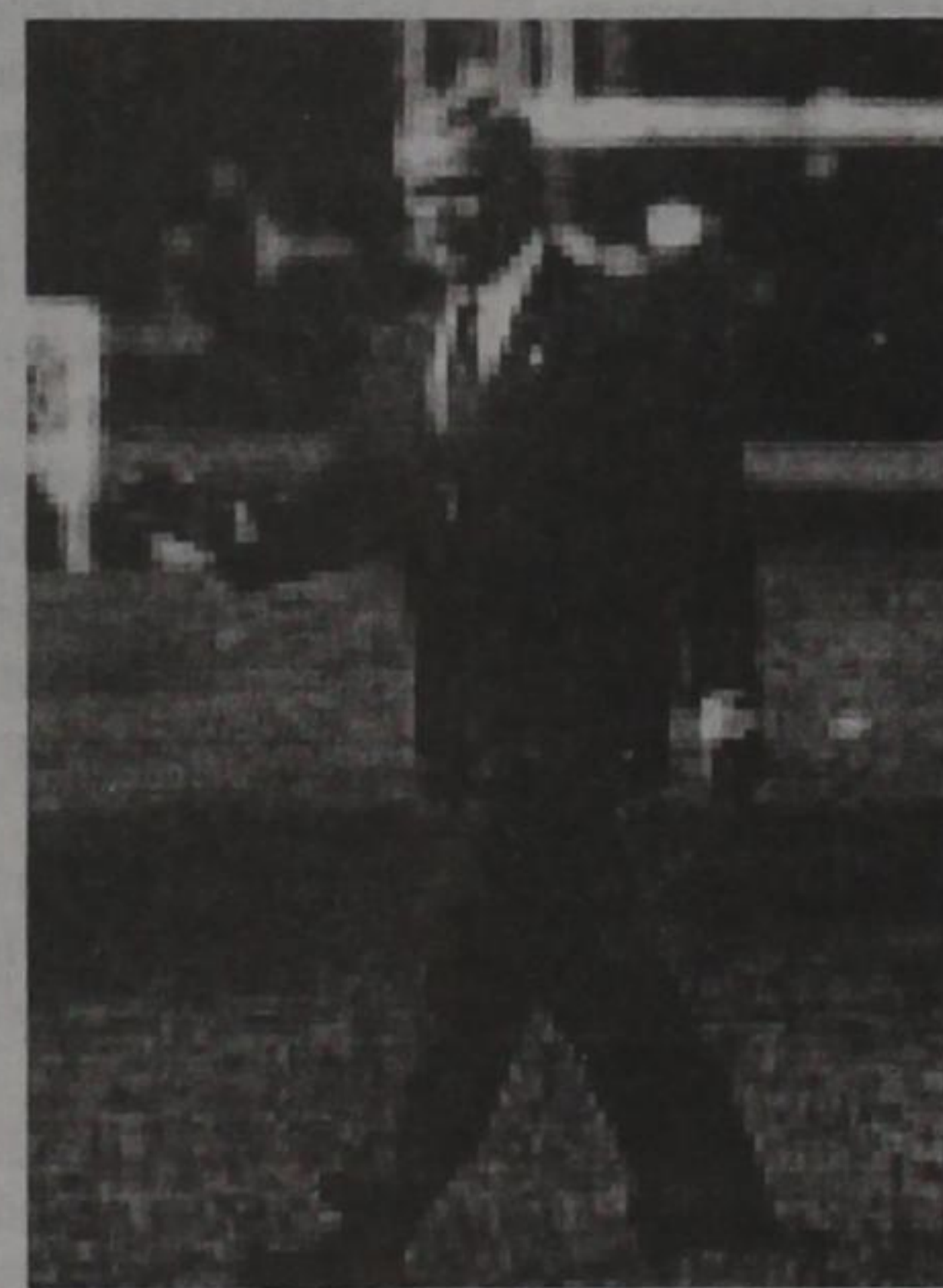
Para presentar formalmente a Viva, la coalición de Bush, el gobernador del estado de Florida y hermano del presidente, Jeb Bush, habló el 13 de abril en Orlando en la primera de muchas reuniones que se llevarán a cabo en todo el país exhortando a los latinos a apoyar a su hermano.

Se presentaron los miembros de su Comité Directivo Nacional Hispano; entre ellos, tres cubanos de Florida que trabajan en el Congreso, Ileana Ros-Lehtinen, Lincoln Díaz-Balart, y su hermano menor Mario Díaz-Balart. También se encuentran a bordo la ex-tesorera de Estados Unidos, Rosario Marín, una mexicana-americana de California, y la ex-cirujana general de Estados Unidos, la neoyorquina de ascendencia puertorriqueña, Antonia Novello.

"Es un honor para mí el estar aquí resaltando el impresionante expediente de logros con la comunidad hispana del presidente," enfatizó el gobernador Bush mientras añadía, "y para contrastar su agenda positiva con la de Kerry, la cual afecta negativamente a los latinos y no reconoce sus valores".

Bush enumeró a los latinos que ocupan puestos dentro de la administración tales como: Héctor Barreto, administrador del Programa de Pequeñas Empresas y Alberto González, a quién Bush trajo consigo desde Texas para trabajar como consejero en la Casa Blanca.

A preguntas de Hispanic Link para que comparara la presente campaña con la anterior, Sharon Castillo, directora de comunicaciones especiales de la campaña Bush-Cheney, contestó, "Comenzamos más temprano y hemos dedicado más recursos que en la



campaña del año 2000".

Ella presentó dos razones para el inicio tan temprano: el compromiso del presidente para involucrar a los latinos en el proceso político y la anticipada lucha tan cerrada que se espera. "Sabemos que van a ser unas elecciones bien cerradas y vamos a luchar por cada voto latino", dijo ella.

Los dos bandos se vanaglorian de tener comités latinos en 30 estados y en Puerto Rico.

En enero, Kerry reveló su comité directivo nacional hispano, el cual incluye a Henry Cisneros, ex-secretario del Departamento de Vivienda y Desarrollo Urbano, Aida Alvarez, ex-administradora del Programa de Pequeñas Empresas y Antonio Villaraigosa, concejal de la ciudad de Los Angeles. Cisneros y Villaraigosa son mexicano-americanos; Alvarez es puertorriqueña.

Cisneros, Villaraigosa, Raúl Grijalva, representante del estado de Arizona y Bob Henríquez, representante del estado de Florida participaron en una conferencia de prensa por teléfono el 9 de abril para reiterar cómo la presidencia de John Kerry ayudaría a los latinos.

Todos elogiaron los deseos de Kerry de proponer una reducción de impuestos para crear más empleos, el aumento al salario mínimo, su apoyo para la legalización ganada, y la otorgación de la ciudadanía a miembros de las fuerzas armadas que son inmigrantes.

(Continúa en la Pagina 5)

Four new Spanish language newspapers for Texas

United States publication firm Meximerica Media announced that as of the second semester of this year it would begin publishing a network of Spanish-language newspapers in different U.S. cities.

The first four dailies will be edited in Texas, in Houston, San Antonio, Austin and the Rio Grande Valley, which encompasses the border communities of Brownsville, McAllen, and Harlingen.

The newspapers will all be published under the same name, "Rumbo", in a tabloid format and they will all target Hispanic readers between the ages of 21 and 45.

Meximerica Media explained in a communiqué that it chose the word "Rumbo" to christen their dailies with because it is an expression linked to a manner of speaking in Latin America that refers to "going North to a better life".

The newspapers will cover general information news, sports, entertainment, and lifestyle articles about daily happenings in the United States, Mexico and other countries.

"Rumbo's introduction in main Hispanic markets around Texas is the first step for our long-range strategy of distributing a nationwide newspaper focused exclusively for the Spanish-speaking population in the United States," explained Edward Schumacher, director and chief executive officer of Meximerica.

Meximerica Media's appearance comes to accentuate the battle started between media companies for meeting the information needs of a growing Hispanic community in the United States.

The battle will be especially intense in Texas, where a few months ago the Belo Corporation, editor of The Dallas Morning News, and Knight Ridder chain, publisher of Fort Worth Star-Telegram, each launched their Spanish dailies.

Meximerica Media, a recently created company, informed in its communiqué that it had been taken over by Spanish firm Recoletos Grupo de Comunicación, S.A., which destined 16.5 million dollars this year for launching these first four newspapers.

As part of the take-over agreement, Meximerica could receive extra financing on the part of Recoletos beginning 2005 to continue consolidating its Texas publications and for launching new dailies in other areas of the United States.

Recoletos is, at the same time, the owner of British Pearson Plc Communication, editor of The Financial Times.



Hispanics see Spanish Language media as more fair, but increasingly turn to English

WILL LESTER

WASHINGTON - Hispanics in the United States view Spanish-language news media as important to their community and more likely than English-language media to portray them positively, according to a survey.

Still, the majority of Hispanics get their news either from English-language media or switch between Spanish and English-language outlets.

The poll found 31 percent of Hispanics get all their news in English, 24 percent get all their news in Spanish and 44 percent get their news from media in both languages.

"The preference for Spanish-language media is highest among recent arrivals to this country," said Roberto Suro, director of the Pew Hispanic Center, sponsor of the poll. "It's very clear that the size of the future market for the Spanish-language media depends on the number of Hispanics allowed to emigrate here."

Suro said "the longer Hispanics are here in this country, the more they migrate out of Spanish-only media, either to English-language or to be switchers. There's a question whether the Spanish-language media can still exercise some hold on the second generation of immigrants."

Spanish-language media are a multimillion dollar business in the United States, with half-dozen national newspapers, two major national television networks and many local TV and radio stations and newspapers in urban areas with large Hispanic populations.

Hispanics are evenly split on the question of the English-language media's handling of stories about the Hispanic community. Among those who get their news in English, more were likely to think Hispanics were portrayed negatively, with an excessive focus on topics like illegal immigration and drug dealing and not enough on accomplishments in business and politics.

Fewer than half, 45 percent, said the English-language media have done an excellent or good job of covering news relevant to Hispanics, yet that number is almost seven in 10 for Spanish-language media.

Views of the media's role in society were generally far more positive among those who get all of their news from Spanish-language outlets.

"Only half of the foreign-born population gets all their news from Spanish-language media only," said Suro. But he said that "the Spanish-language media is held in very high esteem as an ethnic institution. It is very important to the Hispanic community."

Hispanics who are registered to vote and have cast ballots tend to prefer English-language media. More than half of Hispanic voters, 53 percent, get all their news in English, and 40 percent of that group gets their news in both languages, the poll found.

Aske whether they thought the Bush administration had deliberately misled the public on the Iraq threat before the war, 60 percent of Latinos who get their news in English agreed. By comparison 51 percent of those relying on Spanish news thought the administration had misled the public.

English is even more dominant among potential Latino voters, of whom just 5 percent rely solely on Spanish media.

The poll of a random sample of 1,316 Hispanics was conducted Feb. 11-March 11 by International Communications Research of Media, Pa. The margin of sampling error was plus or minus 3 percentage points.

Bilingual Education & Reality:

The Proof Is Here

By Domenico Maceri

When California voters approved Proposition 227 in 1998, an action that virtually eliminated bilingual education from the Golden State, they were sold the idea that with one year of immersion, kids would learn English. The unfortunate result has been that only 7 percent of English-language learners have become proficient.

Opponents of Proposition 227 used arguments based on research to make their point, but voters listened to Ron Unz, the software entrepreneur who spearheaded the proposition.

More research now suggests that California voters were duped.

Robert Slavin of Johns Hopkins University and Alan Cheung of the Success for All Foundation recently released their analysis of more than three decades of research on the subject and conclude that bilingual education programs produce higher levels of student achievement in reading than English-only methodologies. English-only approaches were never more efficient than bilingual education, their report states.

The study has not received much publicity, but it certainly should become familiar to education officials across the coun-

try, particularly in California, Arizona and Massachusetts, three states that have eliminated bilingual education programs through the initiative process.

Slavin and Cheung analyzed data from 17 studies conducted over the course of 30 years. To be included in the analysis, the studies had to compare bilingual instruction to English-only instruction, and there had to be evidence that the two groups of students were comparable when the study began.

The new research is important because about 20 percent of U.S. students come from homes in which English is not the primary language. In addition, the number of students studying English as a new language went up by 72 percent in the past ten years.

It is estimated that almost half of all teachers in the United States have at least one student whose native language is not English. The figure rises dramatically in parts of the country with high concentrations of immigrants. English learners are the majority in certain school districts.

Unfortunately, 59 percent of the 4 million English learners are taught in English. In California, the figure is 90 percent.

These students will in all likelihood be most at risk of

not achieving new federal and state goals for adequate progress required by the No Child Left Behind Act.

The Johns Hopkins/Success for All Foundation study confirms that educational policy should not be determined by voters, who in many cases have little or no knowledge of instructional methodology.

Unfortunately, the three states that virtually abolished bilingual education reduced a complex issue to a simple choice between English and Spanish. Of course, most voters opted for English.

While English is very important, it's not the only thing involved in education. Students are affected by a myriad of additional factors that bilingual education programs take into account. The most significant among them is the recognition that a child's language should be the starting point for educational development.

Bilingual education takes into account the role parents play in the education process. Thus, if the parents don't speak English, teachers make an effort to communicate with them in their language. Developing a partnership between teacher and parents is essential since both have a serious impact on students' learning.

One criticism of bilingual

education focuses on the segregation of immigrant kids from English-speaking peers. The idea is that students learn from teachers, but they learn from other kids as well.

It's a valid argument, and that's part of the reason why some schools have opted to create dual-language programs. In these situations English speakers and immigrant students spend half of the school day learning subjects in English and the other half in a second language. The idea is for both groups to learn both languages.

The Slavin/Cheung report showed that while bilingual education is more effective than English-only programs, dual-language students do better than the other two groups.

The great value of dual-language programs is that it not only provides quality education for immigrant kids, but it also improves the education of U.S.-born children.

Since California passed its anti-bilingual education initiative, 93 percent of immigrant children have failed to learn English in one year.

Is it time to make a change? This latest study suggests this much.

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La Educacion Bilinguaje Y La Realidad:

La Prueba Esta Aqui

Por Domenico Maceri

Cuando los votantes de California aprobaron la propuesta 227 en 1998, la cual eliminaba virtualmente la educación bilingüe en el estado dorado, a ellos les vendieron la idea de que en sólo un año de inmersión, los niños aprenderían inglés. El lamen, pero seguramente debe resultarles muy pertinente a las autoridades académicas de todo el país y muy especialmente en California, Arizona y Massachusetts donde eliminaron los programas de educación bilingüe a través del proceso de iniciativa.

El informe analiza datos de 17 estudios que se llevaron a cabo durante 30 años. Para ser incluidos en el análisis, los estudios tenían que comparar la instrucción bilingüe con la instrucción del inglés-sólo, y tenía que existir evidencia de que los dos grupos de estudiantes eran comparables cuando comenzó el estudio.

La nueva investigación es importante porque cerca del 20 por ciento de los estudiantes en Estados Unidos vienen de hogares donde el inglés no es el primer idioma. Además, el número de estudiantes estudiando inglés como un idioma nuevo subió en un 72 por ciento en los pasados diez años.

Se estima que casi el 50 por ciento de todos los maestros en

Estados Unidos tienen por lo menos un estudiante cuyo idioma vernáculo no es el inglés. Este número aumenta dramáticamente en aquellas zonas del país donde hay grandes concentraciones de inmigrantes. Los estudiantes que están aprendiendo inglés son la mayoría en algunos distritos escolares.

Desafortunadamente, al 59 por ciento de los cuatro millones de estudiantes que están aprendiendo inglés, se les enseña en inglés. En California, el número alcanza el 90 por ciento.

Estos estudiantes corren seguramente el riesgo de no alcanzar las metas estatales y federales de un progreso académico adecuado que es requerido por el Acta "No Child Left Behind" (Que ningún niño quede rezagado, NCLB por sus siglas en inglés).

El informe de John Hopkins y la Fundación de Exito para Todos confirma que la política pública educativa no debe ser determinada por los votantes, quienes en muchos casos tienen poco o ningún conocimiento de la metodología educativa.

Desafortunadamente, los tres estados que virtualmente abolieron la educación bilingüe, confundieron un asunto complicado con una simple selec-

ción entre el inglés y el español. Obviamente, la mayoría de los votantes optó por el inglés.

Aunque el inglés es muy importante, no es lo único en la educación. En el proceso educativo, los estudiantes se afectan por una variedad de otros factores que los programas de educación bilingüe toman en consideración. Entre estos factores, el más significativo es el de reconocer que el idioma de un niño debe ser el punto de partida para su desarrollo educativo.

La educación bilingüe toma en consideración el papel que los padres desempeñan en la formación educativa de sus hijos. Por eso, si los padres no hablan inglés, los maestros hacen un esfuerzo por comunicarse con ellos en su idioma. El desarrollo de una alianza entre padres y maestros es esencial ya que ambos tienen un impacto directo sobre el aprendizaje del estudiante.

Una crítica de la educación bilingüe se concentra en la segregación de los niños inmigrantes de sus compañeros anglo-parlantes. La teoría es que los estudiantes aprenden no sólo de sus maestros sino también de otros compañeros.

Es un argumento válido y es parte de la razón por la que algunas escuelas han optado por crear programas educativos de

dos idiomas. En estos casos, los anglo-parlantes y los estudiantes inmigrantes pasan la mitad del día escolar aprendiendo diferentes materias en inglés, y la otra mitad aprendiendo otras materias en un segundo idioma. La estrategia es que ambos grupos pueden aprender los dos idiomas.

El informe de Slavin y Cheung demostró que mientras la educación bilingüe es más efectiva que los programas de inglés-sólo, los estudiantes de dos idiomas salen mejor que los otros dos grupos.

El gran valor de los programas de dos idiomas es que no sólo proveen una educación de calidad para los niños inmigrantes, sino que también mejoran la educación para los niños estadounidenses.

El gobierno federal provee algunos fondos para implantar programas de dos idiomas. Las escuelas de San Bernardino en California recibieron \$1,375,000 por un periodo de cinco años para implantar su programa de dos idiomas.

Desde que California aprobó su propuesta anti-bilingüe, el 93 por ciento de los niños inmigrantes han fracasado en aprender inglés en un año.

¿Será hora de hacer un cambio? Este último estudio así lo implica.

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Presidential Elections 2004 & the Issue of Employment

By Erika Robles

The presidential elections are here. We can feel the heat building up of what it could be the most important and most awaited election. November is not far away; and the decision as to whom we want to lead this country depends on all of us.

We need a leader who's going to address Hispanic issues with truthfulness and find viable solutions to them. We need a leader who cares—not with words, but with actions—about the Hispanic population. We need to see results, not just campaign slogans.

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El Editor Newspapers

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P.O. Box 11250 Lubbock, TX 79408

Dear Stranger

I call you stranger because I really don't know you!
But, I have finally gotten up the strength and courage to write you the letter that has been rattling around in my brain for a long, long time. In fact, there are some days that the letter was the only thing that was in my head.

I guess I have been hesitant to write to you since we have never been on good terms with each other and I hardly even know you. In fact this year will mark the 18th year of my life and I haven't heard from you since I was just a little boy. I decided to write this letter to the newspaper in the hopes that you might see it, but mostly to get it off my chest.

Why is it that you have never made an attempt to contact me? Where have you been all these years? Is it true that you gave up your visitation rights so that you wouldn't have to pay child support? These are just 3 questions that have been eating at me for what seems like my whole lifetime. If I had a dime for every time that I have lay awake at night and asked myself those questions, I would probably have all the money anybody could ever want.

I guess what I want to know more than anything is if you have ever wondered about me, your son? Have you ever wondered if I look like you or whether I look like my mom? Have you ever thought about what grade I am in or what I am doing in school, or if I am even in school? Do you even know how old I am?

Do you even care?
See, there are a lot of questions and these are just a few that come to mind. I never will know what caused you to disappear from our lives, but I cannot imagine anything that could have. Whatever happened between you and my mom was between you two, but it seems like I was the one that paid the price. I don't mean that you should not have gotten a divorce, but you agreed to divorce her, not me.

You know, there are a lot of other kids in my situation. A lot of them have grown up with just one parent if they were lucky. Most of them say that it is one of the hardest things they have ever done. Me, I'm not so sure. Sometimes the unanswered questions are the hardest part.

But, like I said I am not alone in this. I have too many friends in the same situation. Some of them have never even seen their fathers; some don't even know who their real fathers are. And that is only because their fathers never accepted the responsibilities of fatherhood. They probably were like you, and felt that if they didn't see their kids, then they didn't have to help support them. Even I know that there is more to being a father than just having children. Little did you all know that sometimes all we were wishing for was a card on our birthday or a phone call on a special holiday!

Well, they say that to everything, there is a silver lining. If there is one in our situation, it is that I have promised that I will never be like you. I will think long and hard before I have any children. I will always remember what it was like to grow up without a father. And above all, I hope that if I do have kids I will be with them until the day they don't need me anymore.

So, good luck to you in whatever you are doing. I want you to know that I am not resentful about what you did to me, just sad.

But I do want you to know that it will be very hard to forget, and even harder to forgive.

Take care,
The Son that you forgot

(Editor's note: This letter could have been written by any one of thousands upon thousands of kids that have been forced to grow up alone, sometimes without a father, sometimes without a mother. It is a situation that is often shared by too many of our youth.)

We publish it in the hope that it may touch the hearts of those parents that are absent from their children's lives, whether physically or emotionally, and hope that it inspires them to reacquire themselves with their own children)

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Letters to the Editor

Together..... We Can Make It Happen! It's Time For a Change!

This Spring, La Raza has a unique opportunity to change the way City Government is run. For too long, the City...like so many other governments...has been in the grip of a powerful group of developers, builders and real estate agents...folks who want power only to make money, nothing else. Special interest government, pure and simple.

The citizens of Lubbock deserve better. Yet, poor voter turnouts and confusion about the electoral process have contributed to special interest government...and the rest of us have suffered. High utility bills, high taxes, poor social services...these are the results of failing to vote. Su Voto Es Su Voz...it has never been truer than now. Just ask the folks who pay 1/4 to 1/3 of their income to outrageous utility bills...just ask the people of Overton North, who lost their homes to the McDougals...just ask the average family who pays high taxes and watches as their money is funneled to South Lubbock.

If you doubt that North and East Lubbock is unfairly treated by government, just visit one of the barrio schools...and then drop by Whiteside or Waters or any of the grand schools in Southwest Lubbock. The City Council debates paving more roads like Milwaukee while North and East Lubbock has more dirt roads than any other part of town.

THE TIME HAS COME FOR A CHANGE! May 15 represents a great opportunity for La Raza to assert itself....Linda De Leon is leading her race for District One, and Janie Landin Ramirez is running hard for District Two. Two Chicanos, Luis Trejo and Erik Medina, are vying for the School Board Place # 1, and until Tuesday, Margie Aguilar was in the race for Place 2. On April 13, Ysidro Gutierrez, one of the best candidates La Raza has seen in a long while, triumphed in his race for Precinct 3 County Commissioner. He won 64% of the vote, 1423 votes, proving that the community is ready for new leadership.

We must not forget the race for Mayor. Marc McDougal is trying to snow the people with his North and East Lubbock Redevelopment Plan...but remember, this is the man...and the family...whose Companies displaced hundreds of Hispanic families from Overton North, bullying and pressuring them into selling their homes to face an uncertain future.

Mayor McDougal is the man who presided over the awful City Manager affair, in which two highly qualified finalists, Tommy Gonzales and Ricky Childers (who is Black), were tossed out when the last white finalist withdrew. Make no mistake...if the Mayor had shown some leadership, this exercise in Racism would not have happened. Instead, he sat by and let the Council insult our best City Manager in decades, Tommy Gonzales.

ENOUGH OF THIS! Are you mad as hell? Do you not want to take it anymore? There is an alternative to McDougalville...I am Roger Quannah Settler, and I am running for Mayor to represent those who have been left out of City Government....Minorities, women, Tech students, environmentalists, alternatives, GLBTs, small businessmen, family farmers, overtaxed, hard-working folks who pay high utility bills, people and neighborhoods instead of developers and special interest groups...these are ideas whose time has come!

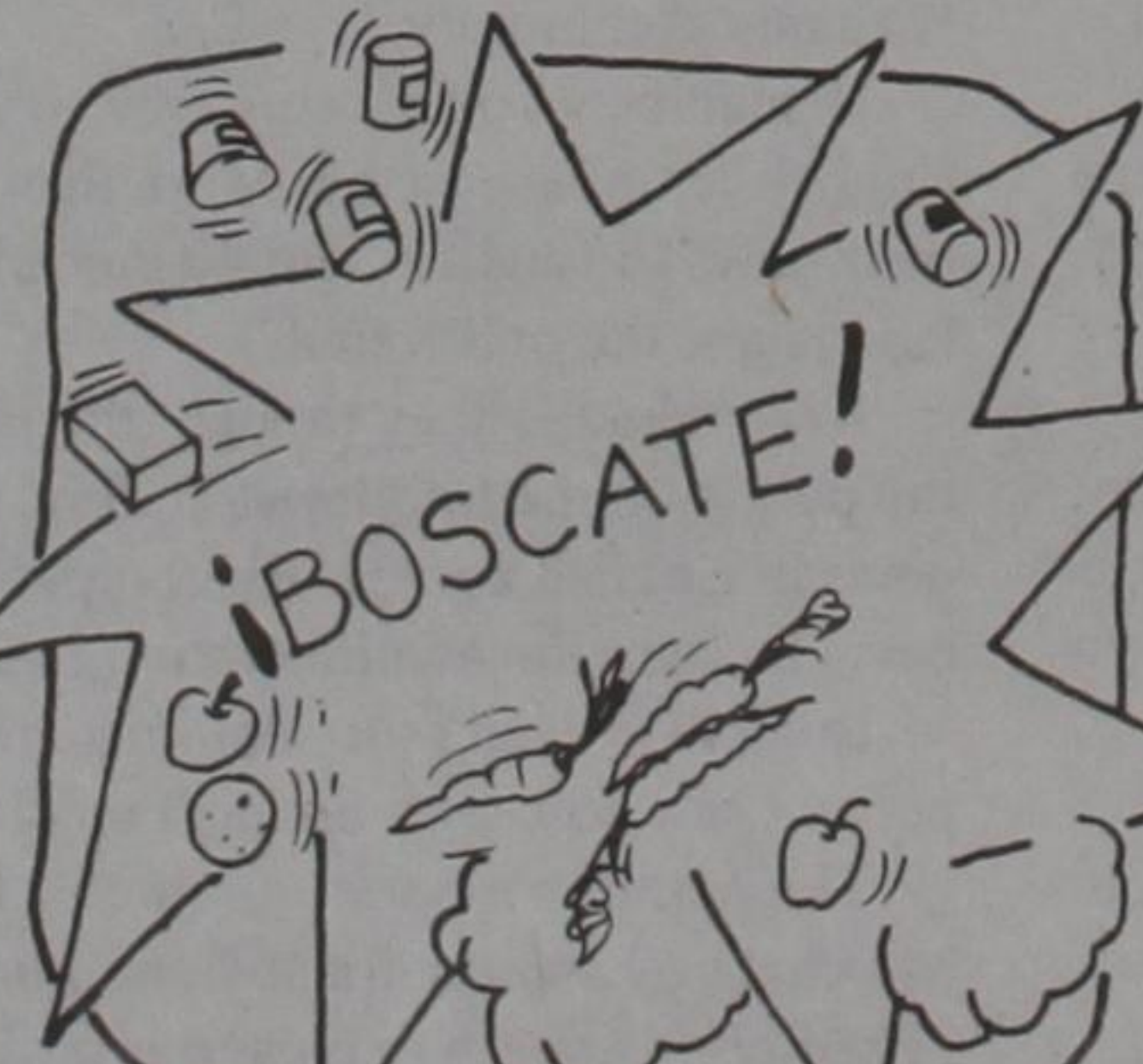
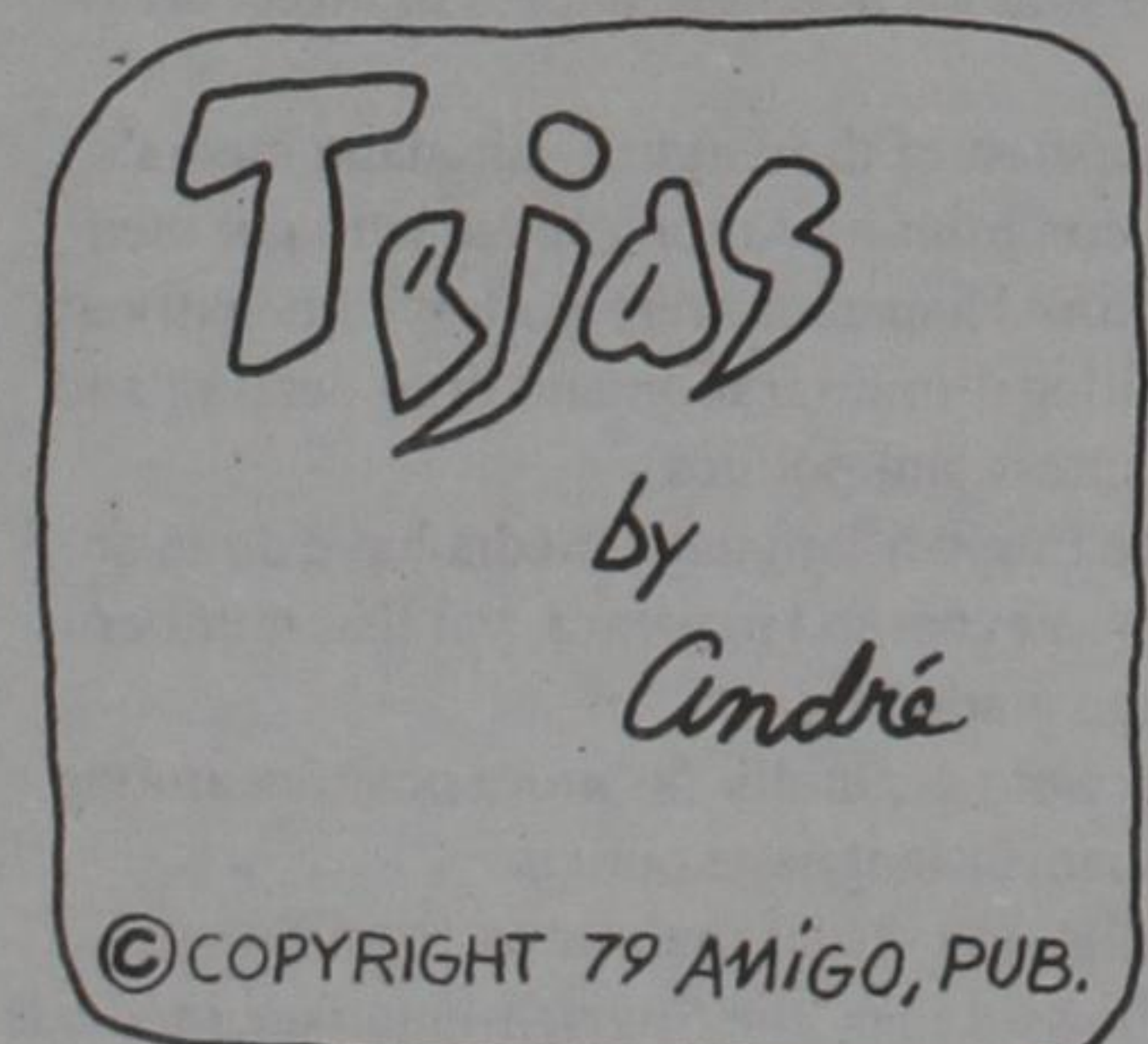
I believe in a City which saves trees and conserves water instead of killing prairie dogs....a City which gives taxes back to the people, instead of money to developers...these are not impossible dreams. It is said that without a vision, the people perish. The recent City Manager mess shows that we need leadership in the Mayor's office, not politics as usual.... On May 15, don't give up....don't lose hope....speak out....vote....and together we can make it happen!

Carta abierta al editor:

Mi estimado Bidal, Permitame tomar esta oportunidad para felicitar al candidato para comisionado (Precinct 3 Lubbock County) el Señor Ysidro Gutierrez por llevar a cabo su campana de desmante en la primaria democrata con una victoria sobresaliente. No hay duda de que las comunidades escucharon el mensaje de la campana. Lo significativo para mi es que ese mensaje que Ysidro postulo fue contestado por los votos de muchos en las cabinas de votacion. Eso es lo lindo de nuestro sistema libre democratico donde contrincantes de valor lanzan campanas para ser elegidos, comunican con la jente y la jente piensa "mi voto, si es mi voz y si es importante."

Ahora el desafio es de continuar la oportunidad de seguir con un dialogo constructivo para llamarle la atencion a todavia mas votantes. El poder votar es un derecho civil de todo mundo que no se consedio sin un precio. La apatea de los que pueden votar y no lo hacen blasfema la memoria de los que dieron sus vidas defendiendo la libertad de la patria y los que tambien perdieron sus vidas peleando por nuestros derechos civiles. Gracias por darme la oportunidad de dirigir estas palabras y nos vemos en noviembre. Sinceramente, Frank Gutierrez (R)

Candidate for Precinct 3 Lubbock County Republican Party



How Labor Unions Will Use Immigration Reform

Hungry union organizers believe President Bush's new proposals to provide eventual citizenship to millions of illegal immigrants, mainly Mexican, will spark a new wave of unionization efforts in the paperboard converting industry.

Although some box plants have a high percentage of Spanish speaking employees, the paperboard converting industry overall had about 13.9 percent Hispanic workers, which will grow to about 17 percent by 2010. Although nobody can accurately say how many immigrants are here legally (or even here), the Census Bureau estimates that 73.3 percent of those coming to this country before 1970 are citizens, whereas only 7.3 percent of those coming here since 1990 have that status.

President Bush's proposals have already been attacked by liberals for being too conservative, and by conservatives for being too liberal. Although it is a safe bet that his new initiative will be well mangled in the Congressional meat grinder, many believe the outcome of Bush's proposals will be millions of law-abiding, undocumented immigrants receiving some sort of protected status. After all, this is an election year. Led by AFL-CIO President John Sweeney, most unions have championed Bush's move because they think it will make it easier for them to organize Hispanics.

Deja Vu All Over Again—When immigration laws were last liberalized 17 years ago, unions targeted Hispanics in a series of organizing drives. The 1987 changes granted amnesty to illegal immigrants who had lived continuously in the U.S. for five years or longer. Millions applied, and many are now full American citizens.

The nation's top demographers report the number of undocumented now is between 7.1 and 8.5 million, of which 3.9 to 4.5 million are Hispanic. This is far higher than in 1987, when experts guesstimated that some 1.5 to 3 million Hispanics were here illegally. Undocumented immigrants have long been able to easily secure the papers needed for U.S. employment (birth certificates, social security cards, driver's licenses, "green cards," etc.) from counterfeiters in most major American cities.

"This is a big business," says Chicago's Marquette Police District Commander Dennis Prieto, who estimates that counterfeit rings make from \$15,000 to \$20,000 a week. ("Four Arrested in Sale of Bogus IDs," Chicago Tribune, January 27, 2004). Their trade is probably one of America's strongest growth industries.

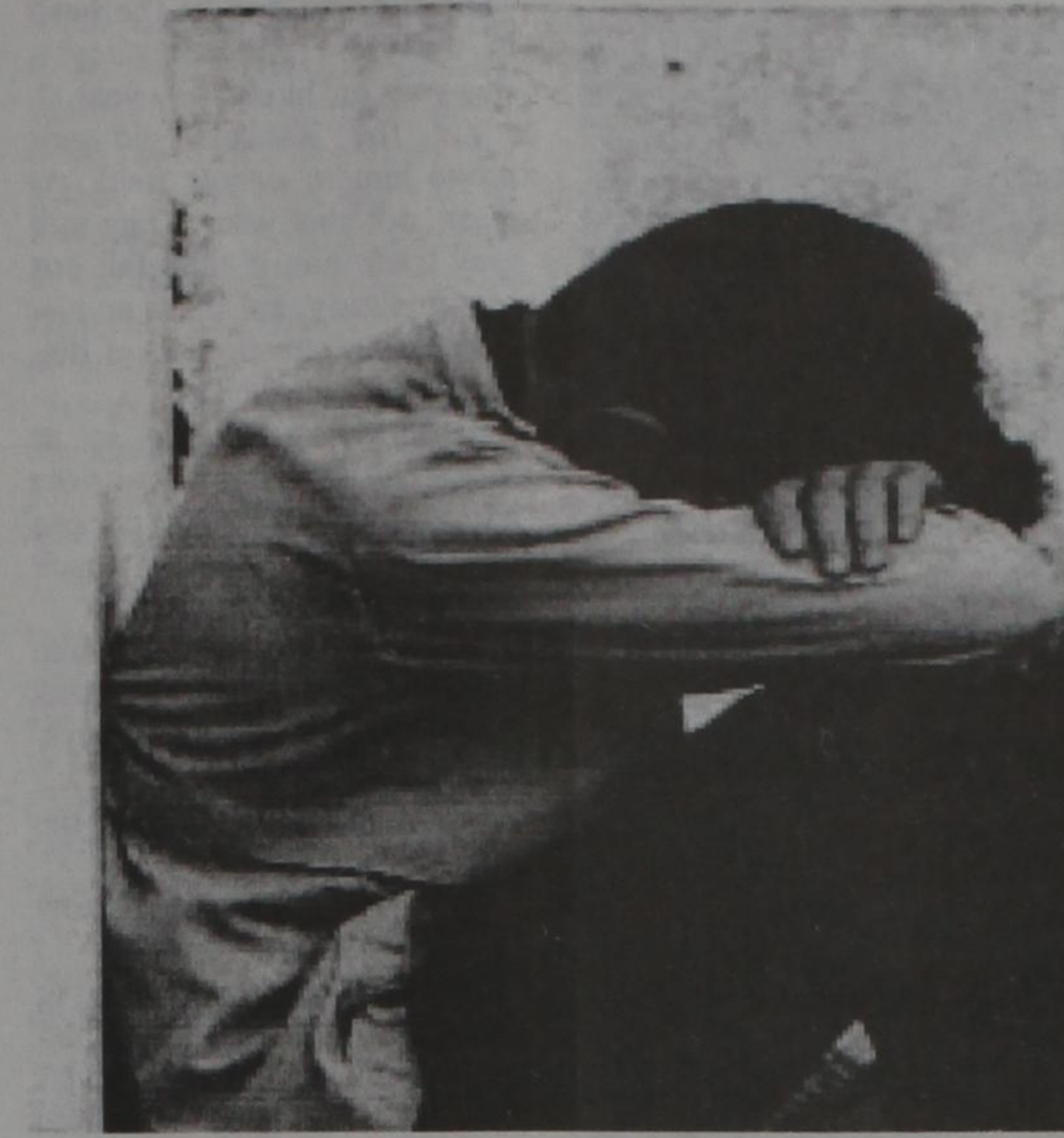
The human wave flooding over America's borders is due to U.S. prosperity contrasted against widespread poverty in Mexico and Central America. As a result, Hispanics are America's fastest growing ethnic group. Most Hispanic immigrants are from hard scrabble rural areas, with little knowledge of American unions or American labor laws. They don't know that unions and collective bargaining in the U.S. are far different than in Mexico or Central America. The average legal Mexican immigrant has less than a sixth grade education. The undocumented ones no doubt have spent even less time in school.

While most try to live unobtrusively, there is a large population of indocumentados in California and the Southwest, the Greater New York City area, the heartland "rust belt" cities of Mid America like Chicago, and in many rural areas throughout the Midwest and Mountain states.

True Employment Situation—Experts aware of employment realities and U.S. labor laws know undocumented workers are some of the most exploited employees in the nation.

Fearful of being deported back to the poverty they escaped, they rarely complain about supervisory abuse and must cope with conditions most Americans would not tolerate. These Hispanics know that if their papers are scrutinized too closely, their true status would become known, and back they go South of the Rio Grande, courtesy of Uncle Sam.

The Supreme Court has even tied the hands of the National Labor Relations Board, the



Federal agency whose expansive eclecticism in policing our nation's labor laws has so angered employers over the years. Under the 2002 Hoffman Plas-

tic Compounds case, the Supreme Court ruled that even if an employer illegally fires an undocumented worker for pro-union activities (a common tactic, according to the unions), that worker is not entitled to re-instatement nor is he eligible for back pay of any type. In short, not even the most aggressive union can help him now.

As proved true in 1987, experts predict Hispanic workers will again quickly assert their rights when offered legal protection. And as before, union organizers will be just as quick with promises to help, in return for votes in representation elections.

All Treatment Widespread—Afraid to complain, or even to be noticed, today's indocumentados stand in the shadows of American life. A number of them are exposed to a range of employer abuses in some converting plants where safety standards and federal wage laws are sometimes ignored. These silenced workers are often paid less than Anglos or others having similar jobs—but far more than they could ever earn in their native lands.

In addition, undocumented workers must sometimes tolerate abusive supervisors, almost invariably behind the backs of

senior management. Supervisors have been known to "sell jobs"—a new employee must turn over his first week's paycheck to his foreman; forced purchases of Anway or similar products hawked by supervisors; favoritism in overtime and job assignments, etc. Senior executives are almost invariably unaware of these abuses because they do not speak Spanish, and the Hispanics are reluctant to complain.

Less pernicious but equally galling are the slights and insults unknowingly visited on these workers by supervisors who understand neither the Spanish language nor the Hispanic cultures. Even well meaning supervisors often inadvertently offend their Spanish speaking employees by their manners and supervisory approach.

As hope engendered by President Bush's proposals spreads, the most recent wave of Spanish speaking immigrants will stand tall for their rights, just as have earlier ones. Like other minorities who suffered abuse in America's past, Hispanics

will not tolerate such treatment when the law protects them. They will remember past abuses, and who inflicted them, as they look for spokesmen who claim they can eliminate the indignities.

Enter the Union Organizer—Enter the union organizer. Easily-led, eager-to-believe Hispanics flock to Spanish speaking organizers who promise to end insults and abuses, who offer "free" health and medical insurance, more paid holidays, and pie-in-the-sky raises. And all for just "signing this little ole (union) card." No union organizer has blushed guiltily when promising the sun and the moon and all the stars in the sky to would-be recruits, any more than a used car salesman is guilty of understatement.

Employers with high Hispanic populations need unbiased and unfiltered knowledge of their employees' current morale and attitudes in order to uncover and cure any beneath-the-surface problems that might make their converting plant a

continued on page 4

¿Que Pasa? LHCC & AAC Host Cinco de Mayo Luncheon

The Lubbock Hispanic Chamber of Commerce and African American Chamber will join Magic 93.7 "Cinco de Mayo Celebration" and you are invited to the West Texas Canyon Amphitheater which is located on east 19th Street, on Friday, April 30. The event is scheduled to start at 11:30 am to 1:00 pm. There will be a Mexican buffet line which opens at 11:15 am.

The sponsor of this event is Law Offices of Kevin Glasheen, L.L.P.

Girl Scouts to Hold Camp Fair

The Girl Scouts of Caprock Council are holding "Camp Fair 2004" on April 24, from 10 am - 2 pm at the Lubbock Service Center 2567 74th Street. All interested girls age 6-17 are invited to attend.

Girls do not have to be in a Girl Scout troop in order to attend camp.

For more information, contact 745-2855 or 1-800-530-4957.

Civic Lubbock, Inc. Accepts Grant Applications

Civic Lubbock, Inc. is now taking grant applications for events to be scheduled in the Civic Center or Auditorium-Coliseum for the 2004-2005 fiscal year (Oct. 1 through Sept. 20, 2005).

Civic Lubbock, Inc. is a non-profit organization whose chartered purpose is to foster cultural and educational entertainment activities, as well as public art programs, for the citizens of Lubbock. This grant program is in place to provide funds to assist programs and events in building strong participation in order to become self-sufficient on an annual basis.

Applications and inquiries can be obtained at the Civic Center Administration Office, 1501 6th Street, between 8 am to 5 pm Mon thru Fri. The deadline for submitting completed is Fr., May 28.

Feria de salud/Health fair La Iglesia Metodista "La Trinidad" estara teniendo una "Feria De Salud" (Health Fair) para la comunidad el Sabado, May 1 de las 11 am a 3 pm

Todos son invitados para este evento especial. Habar fuegos, premios, un Policia estara dando information sobre proteccion, y una troca de bomberos, comida, refrescos, traga su familia, amigos, y vecinos.

South Plains Job Fair

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

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

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



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Graduates, Please contact chapter for details.



The Family of Jaquelyn Monique Salazar would like to wish her a Happy Sweet 16th Birthday. She will be celebrating this occasion on Saturday, April 24th. The whole entire family is proud of her accomplishments and love her very much. Congratulations y Felicidades!



Michael B. Silva, Jr., M.D. and children

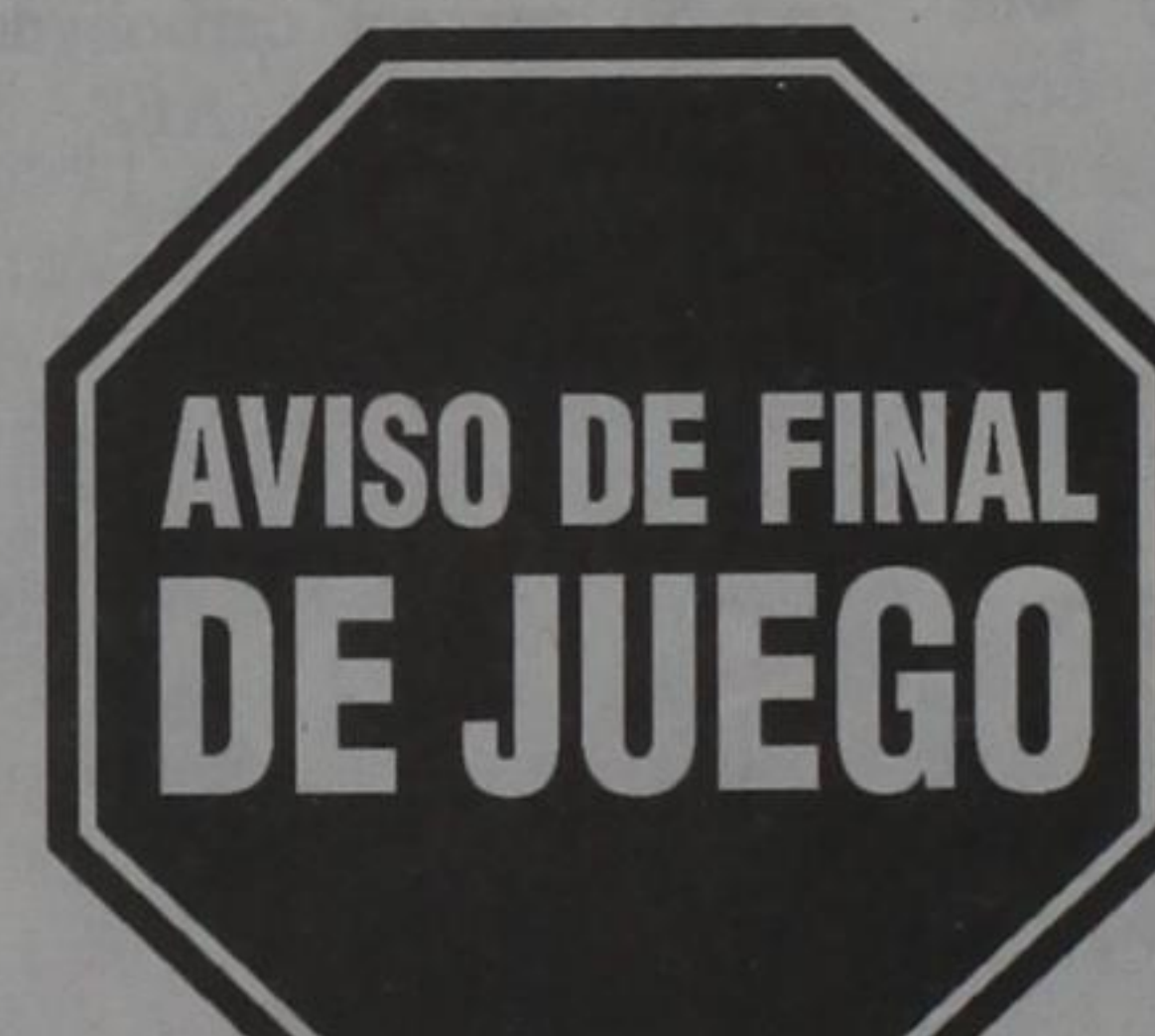
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Today, a father teaches his children to paint.

It takes a steady hand and can be a very delicate process. The same is true of his work, where Texas Tech Medical Center is on the leading edge of minimally invasive vascular surgery; a new way to repair blood vessels that lead to the heart. In fact, the program is one of four in the nation in which other surgeons come to learn these advanced techniques. But that will all continue tomorrow, right now he's just being dad. The physicians at Texas Tech Medical Center ...Teaching, Caring, Healing for Life.



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Estos juegos se terminan el 31 de mayo de 2004. Tiene hasta el 27 de noviembre de 2004 para cobrar cualquier boleto ganador de estos juegos.



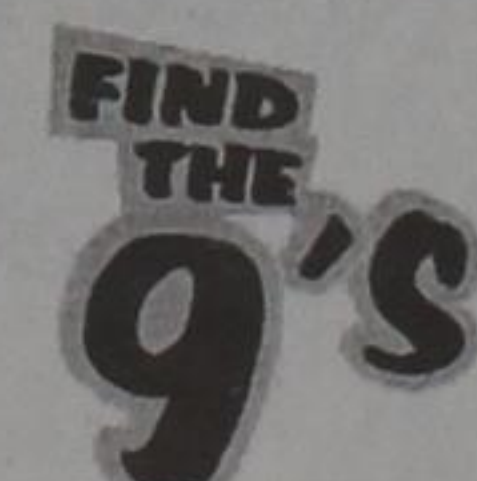
Juego #293 (\$5)
Fun In The Sun
*Probabilidades son 1 en 4.16



Juego #294 (\$2)
Cash Lane
*Probabilidades son 1 en 3.61



Juego #297 (\$2)
Beat The House
*Probabilidades son 1 en 4.64



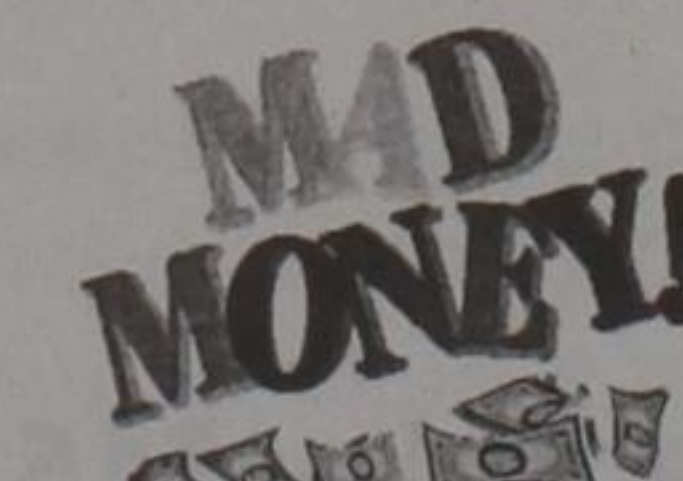
Juego #366 (\$1)
Find The 9's
*Probabilidades son 1 en 4.85



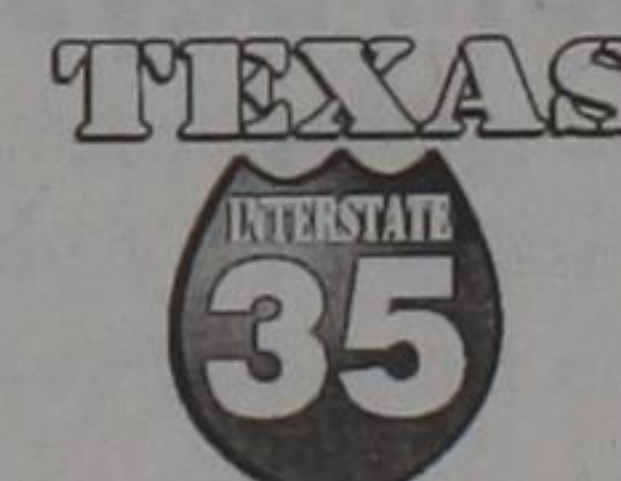
Juego #368 (\$2)
Red Hot 7's
*Probabilidades son 1 en 4.32



Juego #382 (\$2)
Fast Tracks
*Probabilidades son 1 en 4.32



Juego #396 (\$1)
Mad Money
*Probabilidades son 1 en 4.90



Juego #399 (\$3)
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*Probabilidades son 1 en 4.36



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Young Gives Rangers Options, No Trouble

It shouldn't be surprising that someone with a name like his gets lost in the shuffle. Michael Young. Nothing flashy about that. Open up the phone book in whatever city you're in and there are probably at least 15 or 20 Michael Youngs in the White Pages alone.

So maybe that's where it started. Maybe that's why the Texas Rangers now have yanked the poor guy around in a big-league way twice since 2000. There is strength in numbers. There are plenty of Michael Youngs.

Except for a shaky season opener, Michael Young has been steady at shortstop.

Why not ask theirs to change positions?

The ripples from the Alex Rodriguez trade this winter extend far and wide. But there's only one person around who has been caught in the wake of two transactions involving Texas and A-Rod and has been forced to swim for it.

When the Rangers signed A-Rod to that historic contract before the 2001 season, they asked their up-and-coming minor-league shortstop to shove over to second base.

Michael Young said sure, if it gets me into the major leagues more quickly, you bet.

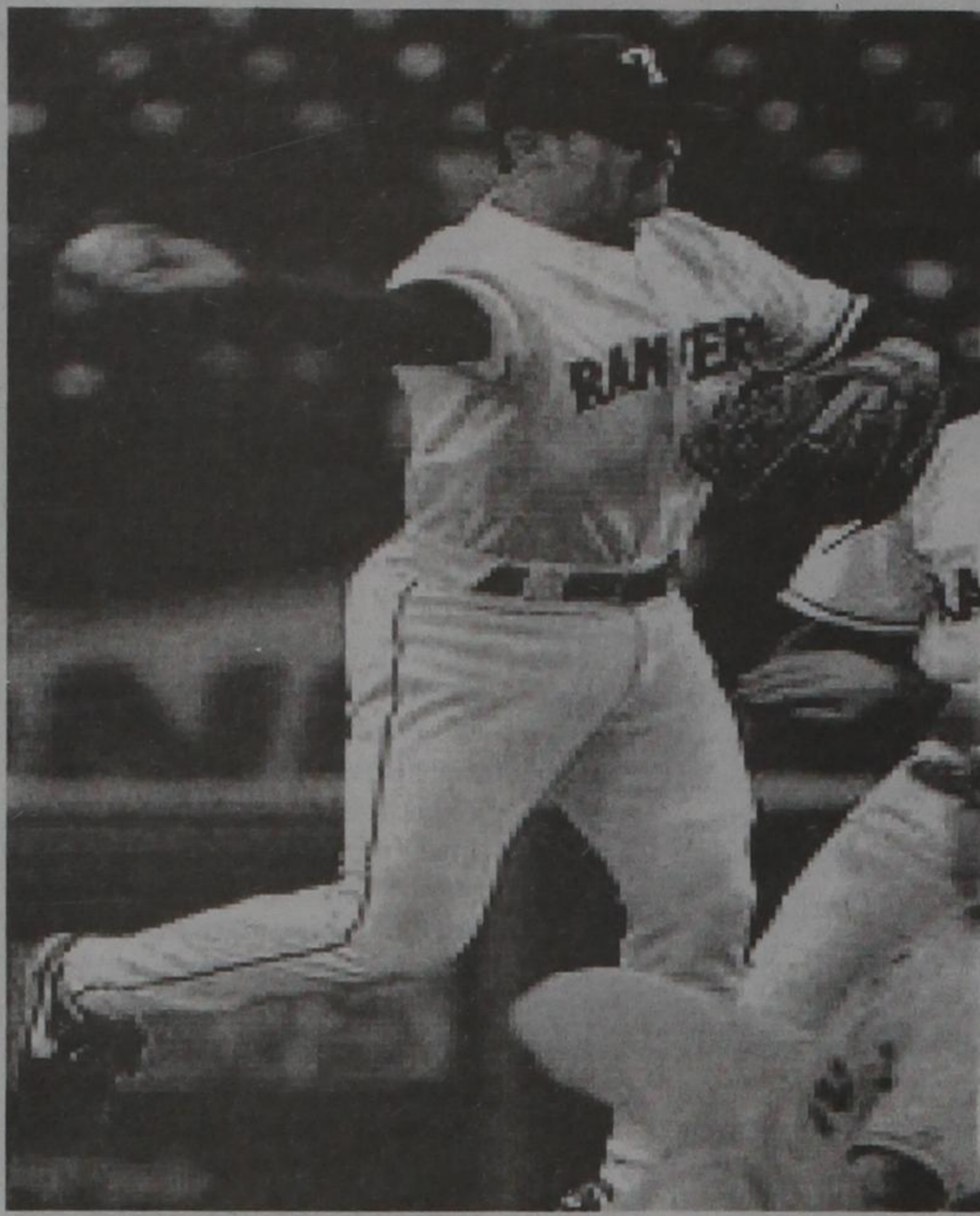
When the Rangers dealt A-Rod to the Yankees last winter for second baseman Alfonso Soriano, well, they didn't have to ask.

"I knew immediately when the trade went down that I was going to play shortstop," says Young, who took the initiative of going to Rangers officials and saying, look, let's just make things simple, I'll play shortstop. "The team was saying that they didn't know, but I was pretty sure the way things shook down.

"My stated preference at the time was second base, but I have to consider my teammates and what they needed."

It's easy in this world to take the team guys for granted. Ask Michael, he'll do it. Sure he will. He always does, no questions asked. The selfish ones get their way. The squeaky wheels get the oil. The good guys often just quietly slide on over and fill in the gaps.

Thing is, Young had established himself as a darn near-Gold Glove second baseman.



The guy committed only 10 errors in 786 total chances last summer, ranked third among AL second basemen with a .987 fielding percentage in 159 games and finished second to Seattle's Bret Boone in Gold Glove voting.

Soriano? There were those around the Yankees last season who thought he should be moved to center field and Bernie Williams to designated hitter and a couple of defensive problem areas would have been solved. You will not find So-

riano near the top of the heap in the Gold Glove voting -- this year or, likely, any year.

Yet the Rangers did not move him to center field. At least, not this year. They still may trade him if they fall out of contention, but that's an unanswerable question for a distant day.

Right now, Soriano is at second. And, after a four-year gap, Young, 27, has packed his bags and moved back across second base.

"There's been a great attitude with Soriano here," Texas manager Buck Showalter says. "The first day he walks in, Michael has sacrificed for the good of the club."

"That would certainly get my attention if I was Soriano."

The most impressive thing about Young is that he's doing this having long since moved past the just-happy-to-be-here stage.

Not only was the guy among the AL's best at second base, he is one of the league's best-kept secrets offensively, too. Young ranked third in the AL with 204 hits last season, and his .306 batting average led all AL second basemen.

Of course most of this was completely overshadowed because, well, playing alongside A-Rod is kind of like being the frame around one of Van Gogh's paintings. People don't exactly stand around looking at that.

But now that the traveling A-Rod exhibit has moved along to another museum, as you might expect, Young deservedly is becoming much more visible. Mostly, that's going to be beneficial for the Rangers. But doggone if he didn't commit two errors in Texas' home opener against Anaheim on April 9.

Figures. Do a million little things right for three years, nobody notices you over in the corner. Get a couple of things wrong on opening day, and it's, 'Oh yeah, that's the guy who took over for A-Rod.'

On the first ball hit to him, Young threw wide to first on Jose Guillen's ground ball.

Moments later, Tim Salmon sent another ground ball in Young's direction, and the shortstop threw wide to second base attempting to force Guillen.

Moments after that, Anaheim's No. 9 hitter, Adam Kennedy, blasted a three-run homer.

Fortunately for Young, the Rangers ended up winning 12-4, so it was far less of a fiasco than it could have been.

Fortunately for the Rangers, the kid they acquired from Toronto in the Esteban Loaiza trade in July 2000 grew into a player who is both tough as nails and even-tempered.

"I've made two errors in games before," Young says. "It just so happened that that was opening day in Texas. There are going to be more. But that was just going to be scrutinized."

"I'm more comfortable at shortstop. Not as comfortable as I was at second base, where I felt I was really ready to take off defensively. But comfortable."

Strange thing is, though Young has been knocked around like someone riding the bumper cars at the County Fair because of Rodriguez's coming and going in Texas, the two still grew into close friends during A-Rod's three seasons in Texas. Young said they spoke often this spring, A-Rod from Tampa, Fla., Young stationed in Surprise, Ariz.

And it was A-Rod, according to Young, who offered the most level-headed advice regarding Young's impending position change.

"Everything that made you so successful at second base is going to make you successful at shortstop, too," Rodriguez told Young. "So just simplify your approach."

So far, Young says he would give himself a "C" for his work at shortstop.

"But I think if you asked me about second base, I'd give myself a 'C' as well," Young says. "I always make sure I'm never where I want to be as a player."

He still has to remind himself of certain things before every play just so he knows he'll be moving in the right direction on a pickoff play or throwing to the proper place on a relay throw. In time, it will become reflexive. It isn't quite there yet.

"All good infielders have a clock," Showalter says. "They know when to hurry and when to slow down, when to come in and get a ball and when to stay back. It's a lot different at shortstop than at second base."

"He'll figure it out. Michael is the type of guy who will figure it out."

As he does, he is proving nightly that he is nimble enough to keep his shortstop thoughts separate from his concentration at the plate. As the Rangers' leadoff hitter, Young entered Tuesday night's series opener at Anaheim tied for second in the majors with 22 hits, tied for fourth in the majors with 13 runs and tied for third in the AL with 33 total bases.

"Michael has turned himself into a pretty dagdum good offensive player," Showalter says. "People forget there were only two or three more people in the league with more hits than him last year."

Oh, and the Dallas-Fort Worth chapter of the Baseball Writers' Association of America voted him the club's Good Guy Award at the end of last season, too.

Before Rodriguez was shipped to the Yankees, and Young volunteered to change positions.

Look out. This kid is going to make a name for himself yet.

Health Study:

Low-Calorie Diet Reduces Stroke, Heart Attack Risk

Severely restricting calorie consumption can drastically reduce the risk of developing diabetes, a heart attack or a stroke, according to a study published Monday.

Researchers at Washington University School of Medicine in St. Louis, Missouri, found that the people in their 50s or 60s who adopted a low-calorie diet experienced the same risks as people who were decades younger.

"It's very clear from these findings that calorie restriction has a powerful, protective effect against diseases associated with aging," said John Holloszy, a professor of medicine who led the study published in the Proceedings of the National Academy of Sciences.

"We don't know how long each individual actually will end up living, but they certainly have a much longer life

expectancy than average because they're most likely not going to die from a heart attack, stroke or diabetes," Holloszy said.

Eighteen people ages 35 to 82 who participated in the study were under a low-calorie diet for three to 15 years. They were compared to a similar group of 18 people who had a typical "Western" diet.

The low-calorie diet group consumed 1,100 to 1,950 calories per day, depending on individuals' height, weight and gender. Of the calories, 26 percent consisted of protein, 28 percent fat and 46 percent complex carbohydrates.

The Western diet group ate between 1,975 and 3,550 calories a day, and consisted of 18 percent protein, 32 percent fat and 50 percent carbohydrates, including starches. AFP

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From Page Three

fertile ground for union organizers. This is best done in face-to-face interviews by a knowledgeable interviewer in an employee audit. Obviously, an outsider who can be trusted by the Hispanic workers, and to whom they will speak freely should conduct such an audit.

As a result of an audit, ameliorative actions can be taken: rest rooms can be cleaned, safety hazards (which cause sky-high workman's comp claims) can be rectified, wage and benefit programs unscrambled and explained, lunch rooms brightened, and supervisory practices improved.

Unfortunately, most paper-board converters most frequently use canned training because it is inexpensive. Rarely worth more than its price, such training is full of generalities and discounted by supervisors who cannot connect the lessons with their own specific situations. Effective training requires materials drawn from the supervisors' own plant, so they understand that the problems are real and are having deleterious effects on their employees and their performance.

The results of an employee audit and supervisory training are two-fold. First, they create an environment conducive to high employee performance: quality and productivity. While many Hispanic employees are not educated, they are far from ignorant. They have as much common sense as anybody else, and if asked in an encouraging way, they can quickly point out many ways in which press speed can be improved, or printing errors reduced. Second, an employee audit and customized supervisory training will reduce the appeal of the union organizers, who no doubt will soon come a-calling, to near zero.

High workplace performance and a disinterest in unions isn't that what most paper-board converters like you want from your employees?

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Bush, Kerry Mobilize

"Around the issue of education, the Bush administration has effectively been denying the (American) Dream to the Latino community through its actions, and no amount of fanfare in Florida by the president and his brother and no amount of smoke and mirrors by him is going to deny his record," Grijalva claimed. He attacked the administration for underfunding the No Child Left Behind Act, a lack of sufficient support for Head Start and freezing of Pell Grant amounts, despite the low numbers of Latino college graduates.

In response to accusations from the conference call participants, the GOP's Castillo said she would love to ask John Kerry what he has done for Latinos in his 19 years in the Senate. "If anyone doesn't have the record with the Latino community, it's John Kerry," she countered, expounding on the administration's accomplishments in areas such as homeownership and small business.

Kerry campaign spokesman Dag Vega countered by saying that Kerry has worked his entire life to improve opportuni-

ties for Latino youth, supporting, for example, YouthBuild U.S.A., a program to curb high-school dropouts. He also pointed to Kerry's work to increase health-care coverage among low-income families.

The Kerry campaign is starting to open offices in certain battleground states that will include staffers specifically tasked with Hispanic outreach. The full list will be revealed at a later date, he said. The campaign is scheduling trips where Kerry will be accompanied by key Latino supporters. It is also in the process of hiring a national spokesperson to deal with the Latino press.

Cisneros emphasized that in addition to Kerry's work in areas such as education and labor, the candidate's strong international record will allow him to be very effective in his relationship with Mexico.

"I have no doubt he will be in that relationship, as well as the nations beyond Central America, on economic policies, trade issues and very importantly, addressing immigration in a thoughtful way," Cisneros said.

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Presidential Elections 2004

from page two

The unemployment situation of Hispanics is worrisome. By January 2004, the unemployment rate was 7.3 percent. By March, the rate had gone up to 7.4 percent. This means that more than 1.26 millions of Hispanics are currently unemployed.

There are over 16 million Hispanic workers in the U.S. However, the employment status of a significant segment of Latinos is characterized by low-skilled jobs at inadequate wages with few benefits. There are several factors to consider as to why heavy concentrations of Latino workers are in these types of jobs. The NCLR report "State of Hispanic America 2004," cites these crucial factors: "poor educational attainment and insufficient or incorrect preparation for the current labor market, poor employment networks through which to seek other opportunities, geographic location in regions of the country that have suffered economic downturns and economic restructuring, and employment discrimination."

The combination of these factors has prevented them to go up the economic ladder, leaving them with "unstable employment, low wages, limited economic mobility, slow accumulation of assets, and high poverty, especially among working families with children."

The overall Latino labor force participation rate is of 68.4 percent. When the 35 percent of Latinos currently under 18 years of age enter the labor force, Latino workers will become "more integral to the U.S. economy, not only in terms of labor force productivity but also in taxes paid to support government services and in consumer spending."

It's in the country's best in-

terest to invest in the Latino population. After all, Latinos' invaluable contributions to the U.S. economy - Hispanic purchasing power has now reached over \$575 billion- are destined to keep growing. But there are still many challenges faced by the Latino community that prevent many from climbing the economic ladder. As mentioned earlier, a large number of Latino workers lack "sufficient academic and skills training preparation," which are key factors for economic success.

The high percentage of Latinos not finishing high-school and the very low percentage attending college stops them from getting "better jobs and better wages." Language barriers - 27.8 percent of the working-age Latino population speaks English less than well-also have a tremendous impact on their earnings and career advancement opportunities.

The current funding for Adult Basic Education -including English-as-a-Second Language (ESL)- doesn't match with the current nationwide demand for them. "Despite the effectiveness of ESL and other adult education services that help Latino immigrants learn English and increase their literacy levels," the NCLR report continues, "demand for ESL in communities nationwide has outweighed the existing supply."

The Workforce Investment Act (WIA) of 1998, which is the major source of funding for this nation's skills training and English acquisition, doesn't "address the training needs of the Latino workforce..." According to the U.S. Department of Labor (DOL), in the year 2000, 20.4 percent of the training slots were offered to Hispanics, compared to 20.4 percent for Blacks and 52.8 per-

cent for Whites.

Education is the key to success in a competitive country like the U.S. The Latino community should start acting upon it and finding ways to increase the number of Latinos attending college. However, the federal government also has a role to play. Adequate funding of the WIA is an essential component, as well as the funding of community-based organizations (CBOs) -which have been shut out of the WIA system- in order to improve the employability of Latinos. Many CBOs have linguistically "knowledgeable staff and are more accessible to immigrants with lower English proficiency than other local agencies."

It's a two-way commitment. Job seekers should be able to enroll in any type of training services that would increase their skills and language acquisition. The Latino community should also commit -once these programs are fully accessible- to be participants of it.

The adequate funding and accessibility of these programs, and the commitment of the Latino Community to take advantage of them, could improve the employability of Latinos, as well as their wages; having as a result, a stronger U.S. economy.

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Bush y Kerry se muevan

"Sobre el asunto de la educación, la administración Bush le ha estado denegando, efectivamente, el sueño 'americano' a la comunidad latina a través de sus acciones, y no importa la fanfarria que el presidente y su hermano presenten en la Florida, y no importa las nubes de humo y los espejos que utilicen, no van a poder esconder su expediente", proclamó Grijalva. También atacó a la administración por la falta de fondos para la ley No Child Left Behind (Que ningún niño quede rezagado, NCLB, por sus siglas en inglés), su falta de apoyo suficiente al Programa Head Start y por congelar fondos de las becas Pell Grant a pesar de los números tan bajos de latinos en las universidades.

En respuesta a estas acusaciones de los participantes de la conferencia, Castillo, del partido republicano, dijo que a ella le encantaría preguntarle a John Kerry qué él ha hecho por los latinos en los 19 años que lleva en el Senado. "Si alguien no tiene ningún expediente con los latinos, es John Kerry", respondió ella al resaltar los logros de la administración en áreas tales como el propietario de viviendas y las pequeñas empresas.

Dag Vega, portavoz de la campaña de Kerry, ripostó diciendo que Kerry ha trabajado toda su vida para mejorar las oportunidades de vida de la juventud latina, al apoyar, por

ejemplo, YouthBuild U.S.A., un programa para ayudar a los desertores escolares. El también destacó el trabajo de Kerry para aumentar la cubierta médica entre las familias de bajos ingresos.

La campaña de Kerry está comenzado a abrir oficinas en algunos estados que son frente de batalla y estas oficinas tendrán un personal con tareas específicas de mantener el alcance y contacto hispano. La lista completa se dará a conocer en una fecha futura, dijo él. La campaña está programando viajes donde Kerry estará acompañado de partidarios latinos.

Además, está en proceso de contratar a un(a) portavoz nacional para trabajar con la prensa hispana.

Cisneros enfatizó que además del trabajo de Kerry en áreas como educación y trabajo, el sólido expediente internacional del candidato le permitirá ser bien efectivo en sus relaciones con México.

"No tengo dudas de que él trabajará con esas relaciones al igual que con aquellos países más allá de la América Central en política pública económica, asuntos de intercambio económico y, muy importante, manejando el asunto de la inmigración de una forma muy considerada", dijo Cisneros.

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4 New Spanish Language Newspapers for Texas

United States publication firm Meximerica Media announced that as of the second semester of this year it would begin publishing a network of Spanish-language newspapers in different U.S. cities.

The first four dailies will be edited in Texas, in Houston, San Antonio, Austin and the Rio Grande Valley, which encompasses the border communities of Brownsville, McAllen, and Harlingen.

The newspapers will all be published under the same name, "Rumbo", in a tabloid format and they will all target Hispanic readers between the ages of 21 and 45.

Meximerica Media explained in a communiqué that it chose the word "Rumbo" to christen their dailies with because it is an expression linked to a manner of speaking in Latin America that refers to "going North to a better life".

The newspapers will cover general information news, sports, entertainment, and lifestyle articles about daily happenings in the United States, Mexico and other countries.

"Rumbo's introduction in main Hispanic markets around Texas is the first step for our long-range strategy of distributing a nationwide newspaper focused exclusively for the Spanish-speaking population in

Victor is Thrilled with his Short but Successful Career

Young Mexican singer Victor Garcia stated that after what he has already lived through his funeral can come, a daring reference to one of the musical hits, "Mi funeral", which won him a nod for the 2003 Billboard awards.

"After what I've already received from my career anything that comes afterwards is all profit, everything has been like a dream to me," he said during an interview with Notimex.

Garcia said that after having lost his father he recalls his grandfather's advice, "living 100 percent, and to this day life has given me more than I dared hope for, and it has given me a hundred fold."

"As my grandfather says, whatever comes along is a profit and if I have the chance I want to leave the proof that we young people are willing to make efforts, have dedication, vocation and strength," he stated.

"If one is true to that, anything can happen and proof of that is what's happened to me, it has shown me that nothing is impossible, kids need many such examples," he stressed.

The young singer, who came from a televised musical reality show in Mexico City, and who has quickly turned into a revelation in the regional Mexican music genre, described himself as "a kid with aspirations".

His comment was that having come from a group of anonymous youths, hungry to prove their talent and capabilities, is the way to show that they are kids with aspirations.

"I'm a young man with aspirations as thousands all over the place. I don't have green eyes, I'm not a blonde hunk, and any young guy who sees me can see that he could have had this opportunity."

"The only difference is that I was there at the right moment, besides, when I talk to people I talk as if we came from the same world, no barriers," he continued.

He said, "In Mexico and

the United States," explained Edward Schumacher, director and chief executive officer of Meximerica.

Meximerica Media's appearance comes to accentuate the battle started between media companies for meeting the information needs of a growing Hispanic community in the United States.

The battle will be especially intense in Texas, where a few months ago the Belo Corporation, editor of The Dallas Morning News, and Knight Ridder chain, publisher of Fort Worth Star-Telegram, each launched their Spanish dailies.

Meximerica Media, a recently created company, informed in its communiqué that it had been taken over by Spanish firm Recoletos Grupo de Comunicación, S.A., which destined 16.5 million dollars this year for launching these first four newspapers.

As part of the take-over agreement, Meximerica could receive extra financing on the part of Recoletos beginning 2005 to continue consolidating its Texas publications and for launching new dailies in other areas of the United States.

Recoletos is, at the same time, the owner of British Pearson Plc Communication, editor of The Financial Times.

among Latinos in the United States there are many of us who dream of getting a big break and that is all we need to make our dreams come true."

With his first musical production Garcia had three hits on the radio in Mexico, "Mi funeral", "Otra vez", and "Invisible", something he hopes to do on American radio stations as well.

Garcia began his promotion in the United States where he is already popular without having needed an introduction.

"Mi funeral" is nominated as the recording most listened to in 2003 in the Mexican regional category of the upcoming Billboard awards and it was on the Lo Nuestro awards as well.

Latinos en TV:

Más Pero No Suficiente

El número de personajes latinos en las series de televisión en inglés ha aumentado, aunque su representación permanece muy por debajo del porcentaje latino de la población estadounidense, según un nuevo estudio al respecto que será divulgado hoy.

El estudio, Fall Colors 2003-04: Prime Time Diversity Report, es el cuarto realizado durante los últimos cinco años por la organización sin fines de lucro Children Now basada en Oakland. El mismo revisó todas las series de "entretenimiento"—dramas y comedias, pero también programas de variedades y del género reality—transmitidas en horario nocturno por las seis principales cadenas de televisión del país durante el inicio de la temporada televisiva que concluye en estos días, de agosto a diciembre pasado.

El estudio se enfocó en varios aspectos de diversidad en los personajes dramáticos y cómicos, no sólo los relacionados con raza o etnia sino también de género, edad y ocupación.

En el caso específico de los personajes latinos, el estudio de Children Now encontró que la mayoría de ellos eran representados con trabajos de bajo salario, y que el número de personajes blancos no latinos



en puestos profesionales era tres veces el de los latinos. En contraste, el número de latinos en empleos domésticos era cuatro veces el de los otros grupos raciales.

Según el estudio, el número de personajes Latinos aumentó del 4% en la temporada 2001-02 a 6% en la actual temporada 2003-04. El aumento fue aún más impresionante entre los

personajes principales o protagonistas —definidos en el estudio como aquellos cuyos intérpretes aparecen en los créditos iniciales de la serie— que subió del 2% al 6% en el mismo periodo.

El estudio encontró además que más de la mitad de las series de televisión del periodo nocturno conocido como prime time —entre las 8:00 y 11:00 p.m.— tienen a por lo menos un personaje latino.

Por primera vez en los cinco años en que Children Now ha realizado su estudio se incluyó una serie en la que todos sus protagonistas eran personajes latinos. Se trata de la comedia George López de la cadena ABC.

No obstante el aumento de los personajes latinos, el estudio reconoció que la mayoría de los personajes de la televisión estadounidense continúan

siendo blancos no latinos, casi tres cuartas partes (73%). La mayoría de los personajes también son masculinos, el 65% y los personajes femeninos tienden a ser más jóvenes que los hombres.

Según la organización, la falta de diversidad en la televisión crea una imagen distorsionada del mundo en el que viven la mayoría de los televidentes.

"El mensaje que los programas de prime time envían a los chicos sobre el mundo en que viven es que algunos grupos raciales son privilegiados, mientras otros son casi invisibles", dijo Patti Miller, directora del programa de Niños y los Medios de Children Now.

Entre otros datos incluidos en el estudio, se encontró que los personajes asiáticos o provenientes de las islas del Pacífico no aumentaron en los últimos cinco años pero el personaje de protagonistas bajó del 2% al 1%. Casi la mitad de los personajes provenientes del Medio Oriente (46%) eran criminales, comparado con el 15% de los asiáticos o del Pacífico y de los latinos, un 10% de los afroamericanos y el 4% de los blancos.

El estudio no encontró a un solo personaje nativoamericano en los programas de la temporada estudiada.

Como en estudios anteriores, se determinó que el espacio de las 8:00 p.m., cuando la mayoría de los niños podría estar viendo la tele, es el menos diverso de todo el bloque de prime time. De la misma manera, el género de comedias, el más popular entre los jóvenes, es el menos diverso de todos los estudiados.

El estudio no determinó que ninguna cadena fuera más o menos diversa que otra.

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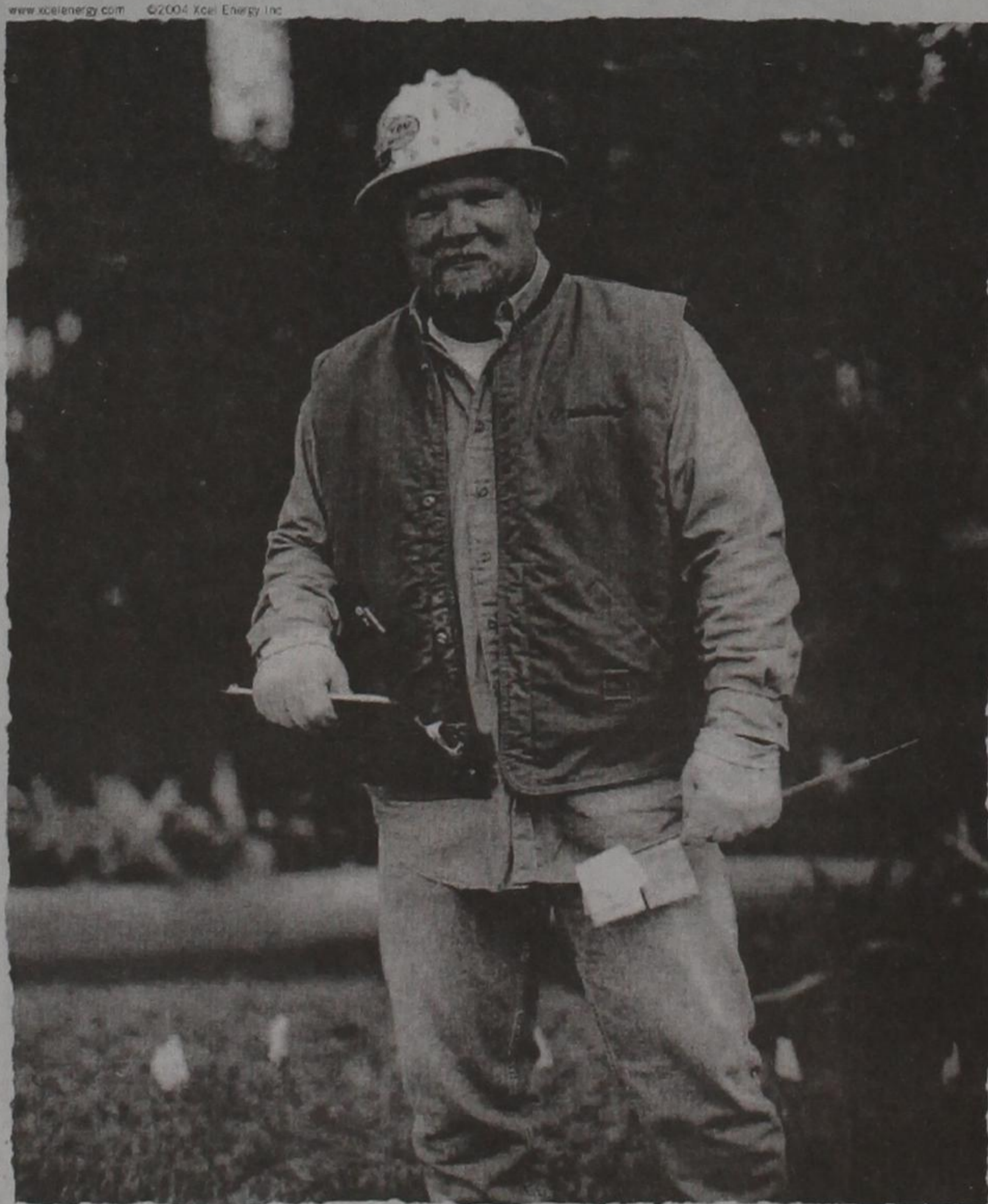
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