

¡Llego El Día! - ¡En El Buffalo Lake! - Este Sabado y Domingo!

# Charreada Mexicana

Después de un mes de demoras, miembros y directores de el Lubbock Centro Aztlan y Chicanos Unidos Campesinos anunciaron que ya se finalizaron todos los detalles para tener la primer Charriada Mexicana en Lubbock después de mas de 10 años. Los Charros, las escaramusas, los caballos, las yeguas, los toros y todo lo necesario regresan a Lubbock para una autentica Charriada. Lubbock Centro Aztlan presentara esta Charriada Mexicana los días 3 y 4 de Julio en el hermoso Buffalo Lake de Lubbock.

Seis Asociaciones de Charros estan compitiendo. Los grupos Charros son: La Asociación de Charros Los Centenarios de Sunland Park Nuevo Mexico, La Asociación de

Charros La Guadalupeana de Plainview, La Asociación de Charros Los Ajiladeros del Rio Bravo de El Paso, La Asociación de Charros de Dallas y La Asociación de Charros Miguel Hidalgo de Midand.

Además de estos cinco asociaciones los campeones de Tejas este pasado año, La Asociación de Charros Los Bigotones de El Paso también estarán participando. Ellos también fueron ganadores de el segundo lugar en la competencia Nacional. Según Jose Quiñones quien en visito a Lubbock hace varias semanas, ellos perdieron el primer lugar en la nacional por solo un punto.

Al visitar a Lubbock el Sr. Quiñones dijo que el grupo de Charros Los Bigotones estan despuertos a venir a Lubbock para compartir con

todo el publico lo bonito y las tradiciones de la Charriada. "Es el deber de cada grupo de Charros trabajar para promover la Charriada para que sigan las tradiciones que hansido establecidas por nuestra gente por mucho tiempo," dijo Quiñones.

Junto con el Sr. Quiñones viajo a Lubbock el Sr. Ignacio Lopez Tello quien es un oficial de la Asociación de Charros Internacional dijo que la Charriada iba ser supervisada por jueces oficiales de la Asociación con Charros Los Bigotones de El Paso también El Sr. Tello dijo que se habia contratado los servicios de el juez y locutor Oscar Maracara para que fuera uno de los jueces.

El Sr. Malacara trae a Lubbock lo mejor en experiencia en anunciar y ser juez de la Charreada según informes de todo el estado. Además de las Asociaciones Charros la semana pasada se revelo que la Escaramusa "Las Rialeras" de El Paso-Juarez también haran una presentación espectacular durante las actividades ambos días el sabado y domingo.

Entre otras actividades que se llevaran acabo sera la presentación de El Ballet Folclorico Tenochtitlan, El

Ballet Folclorico La Adelitas, la presentación de el grupo Johnny G y El Momento, Pueblo Band y Mariachis.

Además de el entretenimiento habran puestos de comida como antojitos Mexicanos incluyendo: tripas, fajitas, barbacoa, cabrito, gorditas, hamburguesas, aguas frescas y cantidades de comida para toda la familia.

Un puesto de comida muy especial que habra sera el del "East Texas Bar-B-Q" que se ha preparado especialmente para esta funcion.

Bidal Agüero, director de Lubbock Centro Aztlan dijo que todo publico estaba invitado para celebrar las tracciones del floreo de reata, colliada de toros, Jineteo de Lluervas y toros, manganas a pie y a caballo, y el peligroso paso de muerte.

"Ademaspa' que no falte el am-



biente, la muica entretenida de nadie mas que el mero mero Niqui Snic, Nick Villarreal y su Conjunto desde la ciudad de San Antonio," dijo Agüero.

Se cobrara solamente \$3 por ambos días mas el normal costo de admision de el Buffalo Lake, \$2.50 por adultos y \$1.00 por niños de 6 a 12

el Sabado día 6. Boletos gratis para la presentación de el sabado se encuentra dentro de esta edicion de El Editor. Para mas informacion llame al 763-3841.

No falte, entretenimiento para toda la familia. Los días 3 y 4 de Junio en el Buffalo Lake de Lubbock. Programa presentado por Lubbock Centro Aztlan, Coors-La Bala de Plata, y el Consejo de la Ciudad. Allí nos vemos!

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"El respeto al  
derecho ajeno  
es la paz"

Lic. Benito Juarez



## EL EDITOR

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## With a Fresh Message, Hispanics Venture into English Talk Radio

By Joseph Torres

As talk-radio has leapt from being a novelty in the radio market to national frenzy, U.S. Latinos are starting to use the medium in English to debate political and social issues among themselves and with the broader community.

The new programs join a multitude of Spanish-language ones that for decades have served as vital communications chains in communities from the rural Southwestern metropolitan enclaves like New York, Los Angeles and Miami.

Nearly all of the Latino hosts in English-language talk-radio are males who launched their shows within the past two years. They range in age from in their 20s to their late 60s.

The National Association of Radio Talk Show Hosts estimates that no more than 3,000 members are Hispanic. One of them, Blanquita Cullum, sits on its 25-member board.

Washington, D.C.-based Cullum broadcasts her often conservative messages to 350,000 listeners in 35 markets. Her three-hour program airs weekdays and has a guest list that Cullum claims "rivals Larry King." It include a doOP presidential race front-runners Bob Dole and Phil Gramm.

Cullum, in her 40s, is one of just two Hispanic hosts whose programs have a national reach. The other is Ray Suárez, who conducts National Public Radio's popular "Talk of the Nation," with an audience of 1.1 million.

While their numbers are still small, Gino pioneers in the field see themselves as serving the Hispanic and pub-

lic interest as well by breaking down stereotypes and expanding the national dialogue on such subjects as immigration and language rights.

On his weekly show "Adelante," delivered on Chicago's WGN to a majority-white audience, Rod Sierra covers all, Lat and national Hispanic issues. "People write in to say that they have never heard that point of view from the mainstream media," notes the 34-year-old host. "They say they've never viewed it like that."

NPR's Suárez, 38, covers all major issues, using his uniquely Hispanic expertise as appropriate on a two-hour local show that reaches 1.1 million listeners. His inclusive definition of news has brought depth discussions on Hispanic matters ranging from Puerto Rico statehood to California's Proposition 187.

One stereotype the journalism veteran has shattered is that Hispanics can report only on Hispanic stories. "I had to learn how to swim in salt water and fresh water," he says.

Some Latino hosts pride themselves on wearing their ethnicity on their sleeves and projecting an "in-your-face" image.

San Diego's Raoul Lowery Contreras, with a majority white audience on KOGO, is one. On his No. 1-rated Sunday morning show, the 54-year-old conservative stacks liberals, nativists, Hispanic leaders and California Gov. Pete Wilson with equal glee.

"One thing people don't want to hear is an uppity Mexican who stands nose-to-nose with them and verbally brawls," he

chides. "Talk-radio allows listeners to choose sides. It is the great American tradition of a political alive at"

He and Xavier Hermosillo, 44, who broadcasts two hours nightly on KMPC in Los Angeles, began their shows in the spring of '94. Says Hermosillo: "I was tired of hearing Anglos talk about Latinos. They had no sensitivity, knowledge or awareness. We may shout at times but, damn it, we are going to talk. That's what debate is all about." He estimates that Latinos are 30 percent of his callers, African Americans 20 percent and whites 45 percent.

Informing the Hispanic community and closing the information gap between it and the mainstream are goals of "En Vivo" host David Cruz, who broadcasts two hours nightly on Dallas station KESStalk-radrz, 43, lets the conversation flow in both English and Spanish. He estimates that 60 percent of his audience is bilingual, 30 percent speaks Spanish only and 10 percent English only. But, he argues, "It is a myth that we are predominantly Spanish-speaking. The show reflects the process of assimilation that Latinos are going through."

Further south in Texas, Domingo Nick Reyes, 67, and partner Manny Gómez host "Border Talk" on KXCR-FM, a weekly one-hour program that involves El Paso's majority-Hispanic population in conversation. "They like that we are two Hispanic guys telling it like it is. They are intimidated to call Rush, but they go on th intimidated to call two guys with

(Continued Page 5)

## Con un Mensaje Nuevo, los Hispanos se Aventuran en Nuevos Programas

Por Joseph Torres

A medida que los programas de charlas radiales han saltado de ser una novedad a ser un frenesí nacional, los latinos de los Estados Unidos están comenzando a usar ese medio en inglés para debatir los asuntos políticos y sociales entre ellos mismos y con la comunidad en general.

Los nuevos programas se unen a una multitud de otros en español que durante decenios han servido como cadenas de comunicación vitales en las comunidades desde el

suroeste rural hasta los enclaves metropolitanos, tales como Nueva York, Los Angeles y Miami.

Casi todos los animadores latinos de los programas de charlas radiales en inglés son hombres que lanzaron sus programas dentro de los dos años últimos. Ellos fluctúan en edad desde los "veinte y algo" hasta cerca de los 70 años.

La Asociación Nacional de Animadores de Programas de Charlas Radiales (NARTSH en inglés) estima que no más

de una docena de sus 3,000 miembros son hispanos. Una de ellos, Blanquita Cullum, es miembro de su junta de directores, formada por 25 personas.

Cullum, con sede en Washington, DC., transmite sus mensajes a menudo conservadores a 350,000 oyentes en 35 mercados. Su programa de tres horas sale al aire de lunes a viernes y tiene una relación de invitados que Cullum alega que "rivaliza con la de Larry King". La misma incluye a los principales con-

tendientes republicanos para la postulación presidencial en 1996, Bob Dole y Phil Gramm.

Cullum, que está en su cuarta decena de años, es una de sólo dos animadores hispanos cuyos programas tienen una audiencia nacional. El otro es Ray Suárez, que dirige el popular "Talk of the Nation" (Charla de la Nación) por la Radio Pública Nacional (NPR en inglés), con un auditorio de 1.1 millones.

Aunque sus cifras son pequeñas aún, los precursores

(Continúa Pagina 4)

## News Briefs

### Jobs With Justice Plans Protest on GOP Contract

Thousands of working people across the country will protest Congress' Contract with America during the Memorial Day recess week, according to a press release sent by PR Newswire for Jobs with Justice.

In 22 cities, members of Jobs with Justice, a national coalition of labor, community, environmental, religious, and student groups, will hold protest rallies starting on May 30. Most events will be held Thursday, June 1.

Jobs with Justice members are protesting Congressional support for the so-called "Contract with America" and asking U.S. Representatives and Senators to push Congress to support a "Bill of Rights for Working People."

Demonstrators will gather at town meetings and outside local Congressional offices and offices of corporations that have been seen as attacking the right to a job that pays enough to support a family, the right to organize, the right to a safe workplace, the right to affordable housing, and the right to quality public education.

Actions are planned for Texaswil be in Irving on June 7th.

### Clinton May Veto Welfare Bill

President Clinton will veto any welfare bill that fails to provide guaranteed benefits for children, Reuters reported today.

"If there is not a guarantee for kids it doesn't work," a Presidential aide told Reuters, adding that children should not be punished for their parents' actions. If there is no guarantee for children, the aide said, Clinton would veto the bill.

On Friday, a sharply divided Senate Finance Committee approved a welfare reform bill that would end the entitlement status of Aid to Families with Dependent Children, the main cash federal welfare program.

### Chain Gangs Resurface, Concern About Racism

The Arizona Republic reports that chain gangs, out of favor for years, are resurfacing as voters push for harsher criminal penalties. Arizona joined the trend this month, shackling some prisoners at the ankle, but not to each other, and using them for road cleanup around the state prison in Douglas. The practice will move to other prisons in the state. Polls show that 75 percent of Arizonans like the idea.

In Alabama, which also has reintroduced chain gangs, the issue elicits different responses from blacks and whites: 77 percent of whites support the idea; 53 percent of blacks don't. In Arizona, state prisoners comprise several minority groups, while Alabama predominantly has black state prisoners.

Civil rights organizations, such as the NAACP and the local Urban League, have denounced the practice, saying it is inhumane. Many blacks are offended by chain gangs because their origin harkens back to slavery, according to several scholars.

"The whole image of the chain gang is part of the image of slavery," said Bruce Jackson, professor of English and sociology at the State University of New York at Buffalo, who has written 10 books on crime and prison conditions.

### Jackson Says Presidential Bid an Option

On CNN this week, civil rights activist Jesse Jackson said he is considering another bid for the Presidency.

"It is a bit too premature to answer that question," he said when asked by a CNN interviewer whether he will make a presidential bid. "It is a live consideration however."

In 1984, Jackson came in third in a crowded field of aspirants, receiving over three million votes in presidential delegate selection primaries. He was the runner up to nominee Michael Dukakis in 1988 with over 6.6 million primary votes, beating out other prominent Democrats, including now-vice president Al Gore and Rep. Richard Gephardt, the present House Democratic leader.

# La Revolución del "Spanglish" ha Llegado a las Ondas Radiales

Por José Armas

Hoy, mi tema es acerca de ... bueno ... acerca de revolución.

Esta revolución ha venido ocurriendo debajo de nuestras propias narices -- u orejas -- aquí, en el Suroeste. Me di cuenta de ello cuando mi amigo, el Dr. Bob Gish, administrador de una prestigiosa universidad de la Costa Occidental, terminó una carta para mí diciendo: "Hasta soon..."

Eso me hizo despertar a la insurrección que viene sucediendo con nuestro idioma, no sólo entre los hispanos, sino por toda la cultura angloamericana y del otro lado de la frontera, dentro de México. El cambio está acelerándose a velocidad alarmante. Está mucho más allá del "slang" (lenguaje callejero) y del "descastado" o idioma bajo. Ahora es legítimo.

La cultura fronteriza ha sido siempre algo híbrido de valores, costumbres, idioma, alimentos, música, arquitectura -- y sangre. El nuevo idioma está siendo legitimizado por muchos escritores contemporáneos, y por las personalidades de la radio hispana que han tomado el idioma de las personas comunes y adoptado este formato bilingüe singular.

Para el enfado en gran med-

ida de muchos académicos, maestros de español y nacionalistas culturales que sostienen que eso no es nada más que la bastardización de ambos idiomas que hará fracasar a nuestra cultura, su uso y su aceptación vienen extendiéndose. Atravesamos muchas fronteras -- geográficas, sociales y culturales.

Ya no se trata más de un asunto de idioma apropiado, gente. Está más allá de ser un dilema social.

Jesse Quintana es mejicano; su esposa Ileana es hispana nacida en los Estados Unidos. Ellos tienen tres niños que son completamente bilingües. Ileana insiste fútilmente en que se hablen ambos idiomas correctamente en su casa. "Cuando escucho las palabras "mapiar, quota, parkiar, lockiear, craquesD (equivalentes en español de trapear, moneda de 25 centavos, estacionarse, cerrar con llave, galletitas) eso rechina en mis oídos", dice ella.

Puede ser que rechine en muchos oídos, pero no hay modo de poner un alto a la cultura que rueda como una aplanadora.

La estación de radio KABQ, de Albuquerque, ha sido precursora de esta transición que se legitima. Han pasado cuatro años desde que su propieta-

rio, Ed Gómez, cambió para un formato completamente bilingüe. Los anunciadores, locutores de noticias y sus editoriales combinan palabras, frases y oraciones en español e inglés. Ellos no traducen; cambian del inglés al español en puntos al azar en su discurso.

Gómez, que habla inglés y español perfectamente, precisa que este lenguaje ha sido usado siempre, especialmente a lo largo de la frontera.

Su formato ha captado a una audiencia más joven, cuyo lenguaje híbrido está más a tono con el hispano contemporáneo. El dice que "aún algunos angloamericanos que puedan no ser enteramente versados en español, escuchan porque pueden seguir la conversación".

Nuestro inglés, desde luego, guarda poca semejanza con el británico. Es un mestizaje de alemán, francés -- y español. Los británicos resoplan desdenosamente por nuestra pronunciación de lo que ahora pasa por lenguaje apropiado aquí. Y el modo de hablar de ellos nos divierte a nosotros.

El inglés se ha apropiado aquí de palabras españolas para su léxico durante casi 200 años. Algunas de las palabras más comunes incluyen al dialecto del "cowboy"

(vaquero). Tan arraigadas se hallan estas palabras españolas en nuestra sociedad de cada día, que algunos angloamericanos argumentan que no son palabras españolas del todo; palabras tales como rodeo, hombre, coyote, corral, lasso.

El mestizaje del idioma ha estado efectuándose también en México durante años; "Okay, gracias, es un refrán común de los dependientes y camareros. Ciertas palabras son versiones estropeadas de las originales a ambos lados de la frontera. Los fanáticos ávidos mexicanos del béisbol hablan con entusiasmo del "jonrón" que ganó el juego de "béisbol". Aquí, la palabra inglesa "car" se convierte en carro y los frenos ("brakes") se convierten en brekas. Ya se ha llegado mucho más allá de lo correcto o incorrecto. Se ha convertido en realidad.

Mi amigo Bob prometió, a su regreso a Albuquerque, invitarme a "bagels y huevos rancheros", pero eso queda para otro relato. Como dice el escritor Ed Chávez, de Nuevo México: "Bueno, bye..."

(José Armas redacta una columna semanal para el "Albuquerque Journal".)

Propiedad literaria registrada por Hispanic Link News Service en 1995. Distribuido por The Los Angeles Times Syndicate

bre, coyote, corral, lasso..."

The mestizaje of the language has also been occurring in Mexico for years; "OK, gracias" is a common refrain by Mexican clerks and waiters. Certain words are a mangled version into original on both sides of the border. Avid Mexican baseball fans talk enthusiastically about the "honron" that won the "beisbol" game. Over here, the word car becomes "carro" and brakes become "brekas". It's gone way beyond right or wrong. It's become reality.

My friend Bob promised, upon his return to Albn of thee, to invite me to bagels and huevos rancheros, but that's another story. As New Mexico writer Ed Chávez says, "Bueno, bye..."

(José Armas writes a weekly column for the Albuquerque Journal.)

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## CON UN MENSAJE NUEVO, LOS HISPANOS

latinos en este campo se ven a ellos mismos como que sirven tanto a los intereses hispanos como a los del público, al romper los estereotipos y ampliar el diálogo nacional en asuntos tales como la inmigración y los derechos idiomáticos.

En su programa semanal "Adelante", que se transmite por la WGN de Chicago a un auditorio primordialmente blanco, Rod Sierra informa sobre los asuntos hispanos locales y nacionales. "La gente escribe para decir que nunca han oído ese punto de vista de los medios informativos principales", hace notar el animador, de 34 años de edad. "Ellos dicen que nunca lo enfocaron de ese modo".

Suárez, de NPR, de 38 años de edad, informa sobre todos los asuntos principales, utilizando su conocimiento singular de los asuntos hispanos como sea adecuado en un programa diario de dos horas que llega a 1.1 millones de oyentes. Su definición inclusiva de las noticias ha produci-

# Countdown on CRA in Senate

The Senate Banking Committee is moving toward action on the Shelby-Mack regulatory relief bill, S. 650. The bill has three major sets of provisions that would affect CRA. These are 1) amendments to CRA itself, exempting banks under \$250 million in assets, providing for public input into CRA ratings and prohibiting public comment on applications, and preventing the regulators from collecting data on small business loans; 2) other limitations on data collection, including raising the threshold for reporting under HMDA from the current \$10 million in assets to \$50 million and thereby exempting some 3300 banks that now report, and eliminating the small business loan data that banks now provide in their quarterly reports of condition; and 3) the so-called streamlining provisions that would exempt most banks from filing applications for most activities now covered by CRA, instead allowing them to go ahead with the expansion and simply notify their regulators.

Democrats Looking Weak  
Republican and Democratic staff members in the Senate have begun discussions on the various provisions of the bill. This is the first step towards an actual vote in the Committee. If CRA is going to survive this vote, it will be necessary for every single Democrat to vote against these provisions, as well as one or two Republicans. At the moment, things are not looking good. Too many Democrats have yet to actively weigh in on the bill. This is what we know about where the Committee members stand:

Sarbanes (D-MD) - the ranking Democrat on the Committee, has been very strong in his support of CRA. He was present all through the hearings earlier this month, asking very pointed and helpful questions and making it clear that he opposes the anti-CRA provisions in the bill.

Moseley-Braun (D-IL) - the only other Democrat on the Committee to firmly state her opposition to the anti-CRA provisions of S. 650, threatening a filibuster on the Senate floor if necessary to prevent the bill from passing.

Bryan (D-NV) - the only Democrat to co-sponsor the bill, he made some general comments in support of CRA at the hearings, and said early on that he may seek to have the anti-CRA sections of the bill removed or modified, but has not taken any steps in that direction.

Kerry (D-MA) - has not made any public statements in support of CRA or in opposition to the bill, did not appear at the hearings at all, does not have a staff person following the bill, and has been unwilling to meet with groups in Massachusetts to discuss the bill (although he has apparently met with bankers).

Boxer (D-CA) - like Kerry, did not attend the hearings, has not made any public statements in support of CRA or in opposition to the bill, and apparently does not have someone on her staff following the legislation.

Murray (D-WA) - was not at the hearings, has not spoken out publicly except to make the most general statements in support of CRA. Her staff person claims only to have heard from bankers who support S. 650, and not to have heard from anyone in Washington State who has had any problems getting access to credit.

Dodd (D-CT) - has been completely silent and completely absent on this issue.

Among the Republicans:  
Bond (R-MO) - has actually said that he intends to vote against the anti-CRA sections in the bill, but seems supportive of the streamlining provisions.

D'Amato (R-NY) - chairman of the Committee, his position will be critical. He has said that he supports the anti-CRA provisions in the bill, but has generally kept a pretty low profile. He has been ducking community groups in New York, who have been seeking a meeting on this issue.

Final Chance for Groups to Weigh In  
The Senate is on recess for Memorial Day from May 29 until June 5. Most Senators will be in their home states, and this is probably the last chance that community groups will have for a meeting.

In addition, it is critical for groups to get as many calls and letters in to the members of the Senate Banking Committee, expressing opposition to the three parts of S. 650 outlined above. Calls and letters should come not only from community groups, but also from mayors, city councilmembers, other elected officials, small business groups, real estate professionals, church and labor organizations -- anyone you can think of who has a vested interest in seeing CRA survive. Copies of any letters should be sent to Sen. Sarbanes, Sen. D'Amato, and us at CCC. We have a sample letter available that groups can use as a model. Call and we will fax it to you.

From: Neighborhood Revitalization Project, Center for Community Change, 1000 Wisconsin Ave, NW., Washington, DC 20007, 202-342-0567

do debates profundos sobre los asuntos hispanos, que van demás y que disputa verbalmente", increpa él. "Las charlas radiales permiten que los oyentes tomen un partido. Es la gran tradición estadounidense de un debate político".

Tanto él como Xavier Hermsillo, de 44 años de edad, que transmite dos horas nocturnas por la KMPC de Los Angeles, comenzaron a transmitir sus programas en la primavera de 1994.

Hermosillo dice: "Yo estaba cansado de oír a los angloamericanos hablar sobre los latinos. Ellos no tenían sensibilidad, conocimiento ni conciencia. Puede que gritemos a veces, pero caramba, vamos a hablar. Eso es lo que hacen mejor las charlas radiales". El estima que los latinos son el 30% de quienes le llaman, los afroamericanos un 20% y los blancos un 45%.

El informar a la comunidad hispana y cerrar la brecha de información entre ésta y la corriente principal son las metas del programa "En Vivo" y su animador David Cruz, quien transmite dos horas nocturnas por la estación KESS, de Dallas.

# The Spanglish Revolution Has Reached the Air Waves

José Armas

Today, my theme is about ... well ... it's about revolution.

This revolution has been happening right under our very noses -- or ears -- here in the Southwest. I realized it when my friend Dr. Bob Gish, an administrator at a prestigious West Coast university, closed a letter to me: "Hasta soon..."

But awakened me to the insurrection going on with our language, not only among Hispanics but throughout Anglo culture and across the bor-

der into Mexico. The change is accelerating at an alarming rate. It's way beyond slang or outcast or low language. It's now legitimate.

The border culture has always been a hybrid of

I customs, language, food, music, architecture -- and blood. The new language is being legitimized by many contemporary writers, and by Spanish radio personalities who have taken up the language of the common folk and adopted this unique bilingual format.

Much to the chagrin of many academicians, Spanish teachers and values, racial nationalists who hold that it's nothing more than the bastardization of both languages which will doom our culture, its usage and acceptance are spreading. They cross many boundaries -- geographic, social, cultural. It's not a proper language issue any more, gente. It's beyond being a social dilemma.

Jesse Quin cultua mejicano; his wife Ileana is a U.S.-born Hispanic. They have three fully bilingual children. Ileana insists futilely that both languages be spoken correctly in her home. "When I hear the words mapiar, quota, parkiar, lockiear, craques (mop, quarter, park, lock, crackers), it grates on my ears," she says.

Maybe tana is es on many ears, but there's no stopping the evolution of the culture that's streamrolling along.

Albuquerque's KABQ radio has been a leader in this legitimizing transition. It's been four years since its owner, Ed Gómez, changed to a complete bilingual format. Announcers, newscasters and their editorials combine Sit gradand English words, phrases, sentences. They don't translate; they switch from English to Spanish at random points in their speech.

Gómez, who speaks perfect English and Spanish, makes the point that this language has been used forever, especially along the border. His format has captured a younger audience whose hpanish nguage is more in keeping with the contemporary Hispanic. He says, "Even some Anglos who may not be completely conversant in Spanish listen, because they can follow the conversation."

Our English, of course, bears little resemblance to that of the British. It's a mestizaje of German, French -- and Spanish. The Bybrid lasniff haughtily at our pronunciation of what now passes for proper language here. And the way they talk bemuses us.

English here has continually appropriated Spanish words into its lexicon for almost 200 years. Some of the most common words include the idiom of the cowboy/vaquero. So ingrained are these Spanish words that our everyday society. some Anglos would argue these are not Spanish words at all; words such as rodeo, hom-

## News Briefs

### Citizenship May be Held From Children of Undocumented Immigrants Under New Amendment

The Chronicle News Service reports today that under a proposed constitutional amendment introduced yesterday, children born in the United States would not be eligible for automatic citizenship if their parents are undocumented immigrants to this country.

Representative Mark Foley -- R, Fla. -- said his Citizenship Clarification Amendment was designed to take away an incentive for immigrants to come to the United States illegally.

Foley, a member of the House Immigration Task Force, said that the amendment would "clarify" the citizenship requirements of the 14th Amendment of the Constitution, which now guarantees automatic citizenship to anyone born in the United States.

### Packwood Senate Welfare Bill to Cut \$41 Billion Over 7 Years

The Congressional Budget Office said Thursday that welfare legislation proposed by leading Senate Republicans would cut projected spending by more than \$41 billion over the next seven years, according to a report on the New York Times News Service.

The budget office said the proposal's work requirements were so stringent that most states could not meet them. And if states did comply, they would have to spend most of their federal welfare money on job training, child care and related services, rather than on direct assistance to poor people.

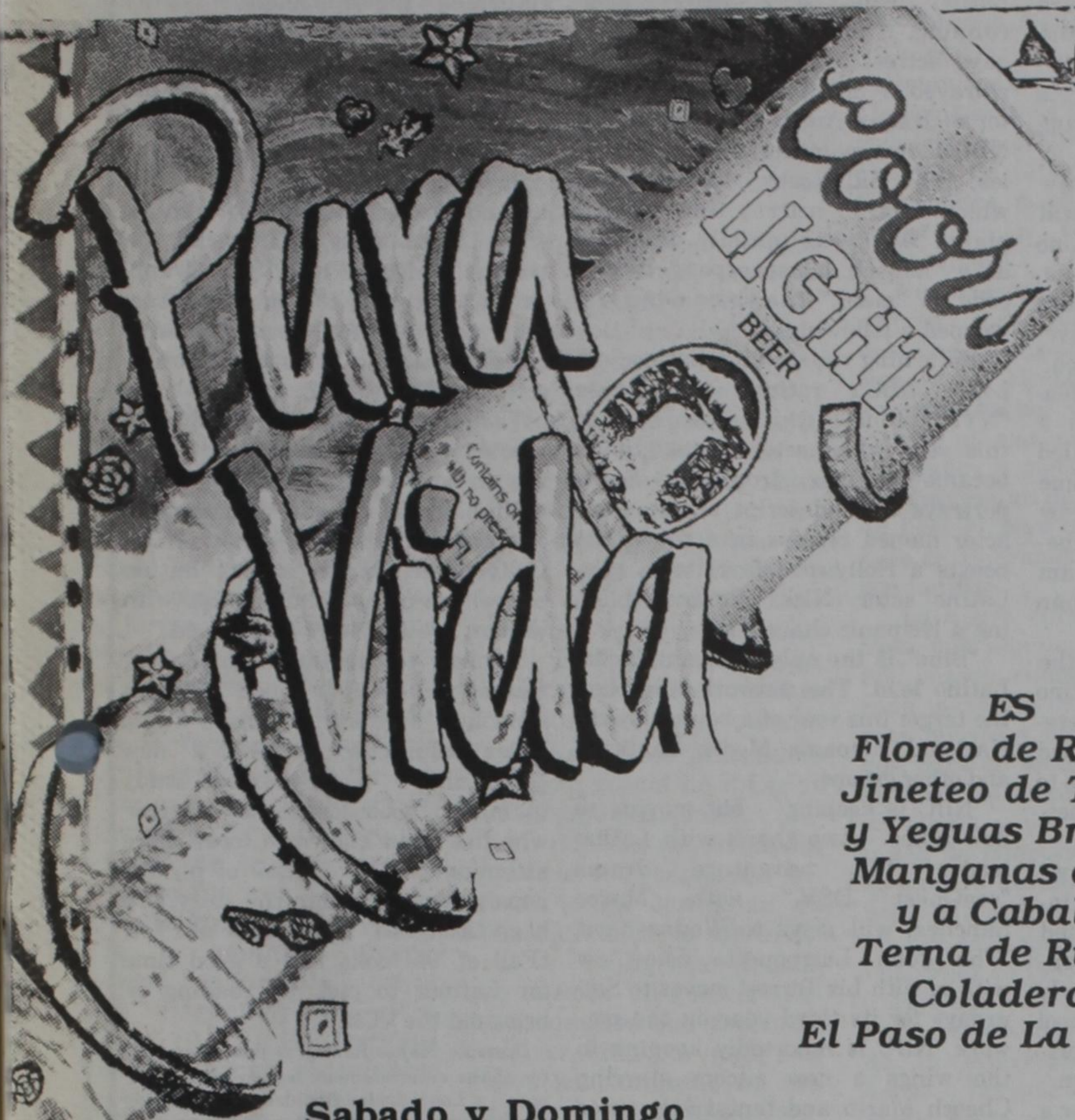
Under Packwood's bill, the block grants would total \$16.8 billion a year from 1996 through 2000, without any adjustment for inflation or population growth. The grants would not necessarily increase if hard times led more people to seek aid.

Half of all the adults on welfare in each state would have to be enrolled in work or training programs by 2001. States failing to meet these requirements could lose 5 percent of their federal welfare money grants.

The Department of Health and Human Services said that to comply with these requirements, states would have to spend \$12.7 billion a year, or three-fourths of the block grant money, on jobs, training, education and child care.

That would leave only one-fourth of the money for actual welfare benefits. The department, like the Congressional Budget Office, concluded that many states would simply pay the financial penalties rather than comply.

Republicans say that states can cope with the block grant restrictions because they can run welfare programs more efficiently than the federal government and will move many people from welfare to work.



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# Have the Big Three Networks Given Up On Latinos?

By Antonio Mejias-Rentas

Latinos are featured in a handful of entertainment shows slated for the 1995-96 television season, but viewers need not look to the traditionalistic 3 networks to find them.

Three new shows with Latino lead actors will premiere on network television this fall, according to announcements made last month by the networks. They join seven returning shows from the 1994-95 season, for an expected total of 10 network dramas or comedies with Latinos.

The new tally is only broadly higher than last year's, when the fall season began with four new and four returning -- for a total of eight shows with Latinos. One major casting change and a midseason replacement last season upped the number of shows with Latinos to 10, which was also the number of entertainment programs with Latinos in the 1993-94 season.

But this year it appears the so-called "Big Three" networks -- which dominated the television landscape until cable and aggressive competition for stations brought unprecedented diversity to the nation's viewing menu -- have given up on Latinos. Not a single one of the 26 new shows on ABC, CBS or NBC will have a Latino actor in a lead or starring role.

Instead, the shows with Latinos have been scheduled by the newest kids on the TV block: the daring, youth-oriented Fox Network, which

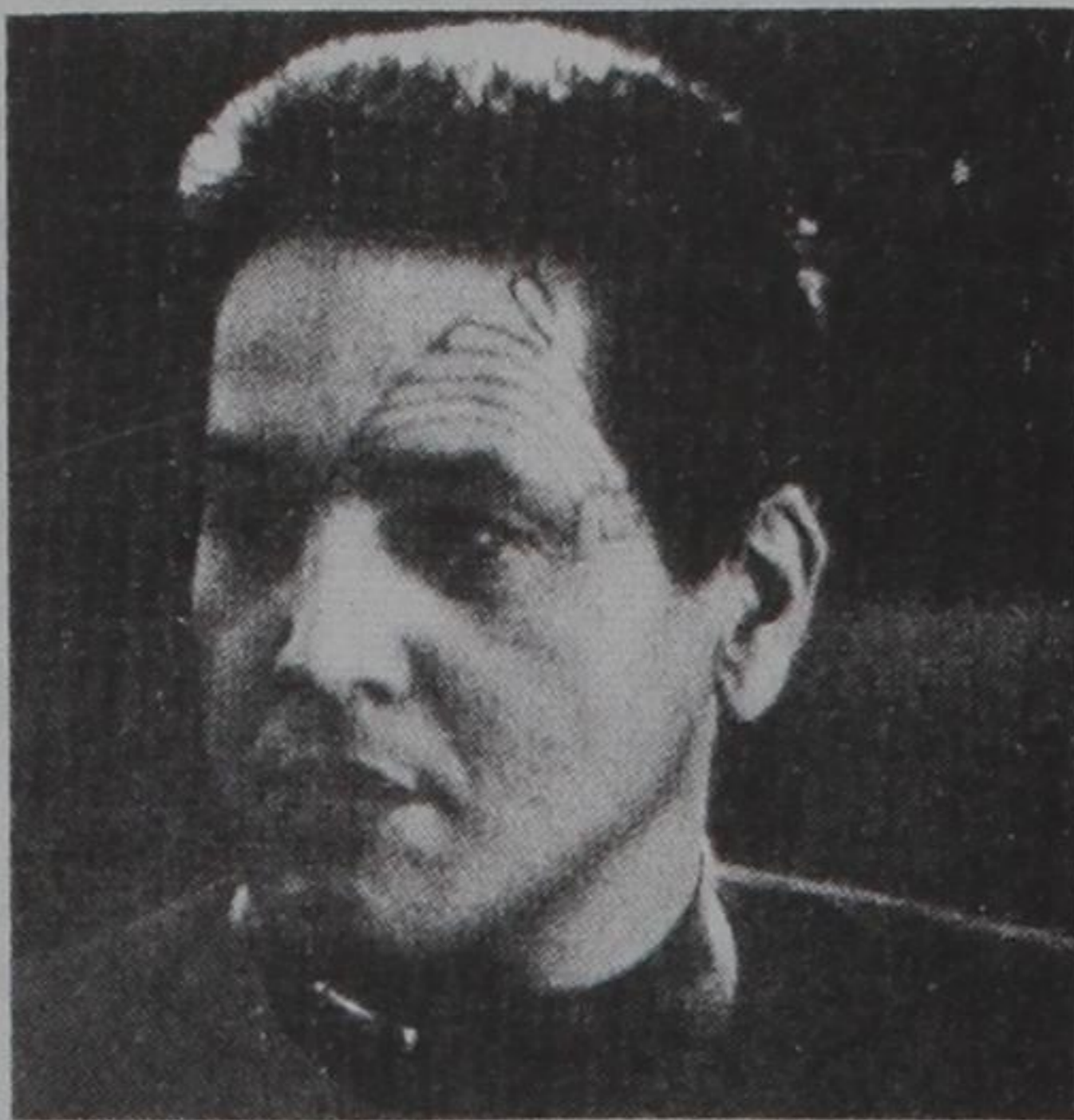
after years of trying harder is now beginning to act like one of the "Big Three" networks, and two programming services launched in January, Unite Latino Network and The WB Network.

The latter two are services begun by movie studios -- Paramount and Warner Bros. -- that schedule only two nights of programming a week. The two will premiere eight new shows, including two that will substantially increase the number of Latino actors working on television.

One is Paramount starring comedian Jackie Guerra, one of WB's five new shows. "Girlfriends" (a working title) is slated for Sunday nights. It is set in a beauty shop and centers on the lives of two Latinas -- a network first -- who are best friends.

Among three one-hour dramas that will premiere on UPN is "Live Shot," an ensemble sitcom that will feature actors Wanda de Jesús and Eddie Vélez as staffers in a Los Angeles television newsroom. It will air on Tuesdays.

UPN canceled all of its shows but one -- "Star Trek: Voyager," the program that launched the "webnet" in January with a cast that includes actor Robert Beltrán. Cancellations include Western adventure series "Legend," which premiered in April



and introduced newcomer Mark Adair Rios in the role of Huitzilopochtli Ramos, a brilliant young scientist.

One of eight new shows on Fox will have a Latino lead. It is a one-hour adventure drama tentatively titled "Space," which will feature actor Cluade Fuenta in a prominent role. Fox has scheduled "Space" to air on Sundays, at a time slot occupied earlier this year by "The House of Buggin'," a sometimes controversial sketch program that starred Latino comedian John Leguizamo.

"Buggin'", which re-visited the age-old question of whether Latino comedians should de-familiar stereotypes to create satire, had mixed reviews but ultimately succumbed to the harshest critic of all -- the network programmer.

It was one of four network shows with Latinos canceled this year, including ABC's critically acclaimed "My So-Called Life," in which teenage actor Wilson Cruz sensitively portrayed a troubled, gay high school student. The show had been supported by a national write-in campaign -- and even given extra exposure for a few weeks on the MTV cable network -- to no avail.

The two other canceled shows with Latino leads were ABC's long-running "The Commish," which gave actress Theresa Saldaña a role as the lead character's Italian-American wife, and NBC's disappointing freshman series, "The Bill Cosby Mysteries," in which veteran actress Rita Moreno played what was initially described as a "holistic housekeeper." It was code for "maid." The show never developed a following.

Returning shows with Latino exposure ABC's ratings powerhouse "NYPD Blue," which was boosted this year when actor Jimmy Smits became its star. Ironically, Smits portrays a nondescript ethnic character named Simone in a show that boasts a Hollywood favorite: a non-Latino actor (Nick Turturro) playing a Hispanic character.

"Blue" is the only ABC show including a Latino lead. The network has been the target this year of a boycott by the National Hispanic Media Coalition and other groups.

NBC is keeping -- but moving to new times -- two shows with Latino leads. The adventure drama "seaQuest DSX," with Marco Sánchez, will move to Wednesdays. "The John Larroquette Show," with m'with Liz Torres, moves to Saturdays for its third year on the network. NBC is reportedly keeping in the wings a new sitcom starring Cheech Marin and tentatively titled "Valdez," for a mid-season replacement.

In spite of its poor ratings, CBS is returning the freshman hospital drama "Chicago Hope," which features a sitcom Elzondo in its ensemble cast. Among new shows on CBS, the drama "Courthouse" will introduce a prosecutor named Edison Valdez -- played by Jeffrey Sams.

And Fox is returning two shows with Latino leads, the trashy but trendy "Melrose Place," with Daphne Zúniga, and the daring freshman series "New York Undercover" co-starring Michael DeLorenzo.

The latter show is a reminder that whatever progress is made by Latinos on network TV should be taken with a grain of salt. DeLorenzo's character on the program was initially described as "a sexy Latino cop whose many relationships with women are typically short-lived."

A new cover, "the Latin Lover" stereotype? It isn't much different from how producers describe Eddie Vélez' character on UPN's new "Live Shot": "a 28-year-old stud in macho good looks... a reporter who has been known to focus more attention on the creases of his expensive trousers than the story he's been assigned to cover." The fall of '95 looks like a good time for Latinos to pick up reading or bring out the VCR.

(Antonio Mejias-Rentas is managing editor of the entertainment section of "La Opinión," a Los Angeles Spanish-language daily newspaper, and arts editor for the national newsweekly "Hispanic Link Weekly Report.")

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## Mensaje Nuevo

Hispanic surnames." Reyes describes himself as moderate-to-liberal and his partner as right of center. Their political differences, he says, make for lively on-air commentary.

Two other visible Latinos -- 28-year-old Rubén Navarette, who wrote a book about his travels as a Cre notat Harvard, and 51-year-old writer/activist José Armas, who contributes a weekly column to the Albuquerque Journal -- had shows until recently, but both are off the air -- at least for now. Navarette co-hosted "Twentysomething Talk" six hours weekly on KMPC in Los Angeles for less than a year before it was canceled because of low ratings.

Armas hosted a weekly bilingual show, "Voces Hispanas," on KABQ radio in Albuquerque last year until back surgery sidelined him. The show focused on statewide issues and their effect on Hispanics. Now he's in negotiations to syndicate an English-language talk-format program throughout this exico.

Hispanics have much to say and contribute, Armas says. "It may or may not be a universally held perspective, but it is a perspective that is currently missing."

(Joseph Torres, of Washington, D.C., is a reporter with the national newsweekly Hispanic Link Weekly Report.)

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## Un Rayito De Luz

by Sofia Martinez

Podemos sentir gozo hasta cuando estemos tristes. Por experiencia propia he descubierto que esto es verdad, y seguramente que usted tambien ya lo ha comprobado. Podemos sentir gozo por medio del milagro de la gracia de Dios.

La gracia es algo que viene de Dios, como la reluciente belleza de un glorioso amanecer. La gracia es la forma personal en que Dios se da a nosotros, pero no lo miramos. Nomás podemos responderle en fe, por la fe apenas nos deja ver la grandeza de Su luz. Dios quiere guiarnos en el camino de la vida pero nosotros no le entendemos. Por eso fue que Jesus vino al mundo, para enseñarnos a caminar alegremente, danzando hasta que llegemos al cielo. (Juan 10, 10). Por ejemplo, los que hacen el esfuerzo de perdonar, a aquellos que les han ofendido, o herido, o lastimado, simplemente porque Jesucristo pidio que perdonáramos. Esos ya han sentido el gozo, y ese gozo es muy grande, sin duda, todo lo contrario de la amargura y resentimiento.

La amargura, que encierra los corazones, estrangula el gozo: Un hombre que fue discriminado hace diez

años. Le hicieron un daño que fue como un herida abierta que sangraba todos los dias de su vida, hasta que dejó aquel trabajo. sus amigos trataron de ayudarlo a olvidar y a perdonar, El parecia que no oia a nadie, porque a nadie le hacia caso de sus consejos. No entendia que el gozo es producto e los corazones que perdonan.

La importancia de la ayuda de los demas, para alcanzar el gozo, no debe de ser despreciada. San Pablo dice: "Alegrense siempre, sean agradecidos de todo y por todo". (Filipenses 4,4). Esto quiere decir que el poder de alegrarnos esta dentro de nosotros.

Que pasaria si usted decidiera perdonar todo, y sbrirle su corazon a Dios en señal de agradecimiento? Si usted se concentra en el agradecimiento no habra lugar ni tiempo para la amargura. Rece pidiendole a Dios la gracia de hacer lo que enseñó Jesucristo.

Aun cuando su situación actual le este causando tristeza, tenga confianza en Dios. El le dara lo sobrenatural y milagrosa gracia, que necesita. El gozo les llega a aquellos que procuran devolver bien por mal. Los malos sentimientos no son eternos, sino pasajeras emociones. No les ponga atención. La obediencia a Dios esta en la voluntad. Y la voluntad dice si o no. Ore por todos aquellos que lo han ofendido, especialmente si usted cree que no lo merecen. Entonces empezara a conocer lo que vale el gozo y la felicidad de la vida, como lo prometio Jesucristo. (Mateo 7, 21).

## Si Busca a Latinos En La Television, No los Encontrara En Las 'Tres Grandes' Cadenas.

Por Antonio Mejias-Rentas

Un puñado de programas de entretenimiento que han sido anunciados para la temporada televisiva de 1995-96 destacarán a los latinos, pero los televidentes no deberán buscarlos en las transmisoras tradicionales.

Tres nuevos programas con actores principales latinos debutarán en la televisión nacional en el otoño, según anuncios hechos por las televisoras el mes pasado. Ellos se suman a siete programas que regresaran de la temporada 1994-95, para un total esperado de 10 dramas o comedias con Latinos.

La nueva cifra es solo un tanto mas alta de lo que fue el año pasado, cuando la temporada inició con cuatro programas nuevos y cuatro renovados, para un total de ocho con latinos. Un cambio principal en elenco y un reemplazo a mitad de temporada aumentó el numero de programas latinos en la última temporada a 10, que es la misma cifra de la temporada de 1993-94.

Pero este año, tal parece que las tres cadenas principales de la televisión estadounidense -- las que dominaron el medio hasta que el cable y la competencia agresiva para adquirir estaciones trajeron una diversidad sin precedentes al menú televisivo de la nación -- se han dado por vencidas en lo que a latinos se refiere. Ninguno de los 26 nuevos programas que las cadenas ABC, CBS y NBC estrenarán en el otoño tendra a un actor latino en un papel principal o protagonista.

En cambio, los programas con latinos han sido programados por los nuevos competidores del ámbito televisivo: la atrevida y juvenil cadena Fox, y dos servicios de programación adicionales que fueron introducidos en enero: United Paramount Network y The WB Network.

Los últimos dos son servicios creados por estudios de cine -- Paramount y Warner Bros. -- que solo programan dos noches por semana. Las mini-cadenas son vistas en estaciones independientes en la mayoría de los mercados principales del país, alcanzando un estimado del 80 por ciento de la población. Los dos servicios traerán ocho programas nuevos en el otoño, incluyendo dos que podrían incrementar substancialmente el número de latinos visibles en la televisión.

Uno es una comedia protagonizada por Jackie Guerra, uno de los cinco nuevos programas de WB. Con el título tentativo de "Girlfriends" (Amigas), la trama del programa, que saldrá al aire los domingos por la noche, ocurre en un salón de belleza e involucra a dos latinas que son buenas amigas -- una novedad para la televisión nacional de las "networks", o cadenas.

Entre los tres dramas de una hora de duración que debutarán en UPN se encuentra "Live Shot", en el que Wanda de Jesús y Eddie Vélez aparecerán como miembros del personal de una noticiario en una estación de televisión de Los Angeles. Saldrá al aire los martes.

UPN canceló todos sus programas menos uno -- "Star Trek: Voyager", la serie que lanzó a la mini-cadena en enero y cuyo elenco incluye a Robert Beltrán. Las cancelaciones incluyen la serie de aventuras "Legend", que debutó en abril e introdujo al nuevo actor Mark Adair Ramos en el rol de Huitzilopochtli Ramos, un científico joven y brillante.

Uno de los ocho nuevos programas en Fox tendra a un actor principal latino -- es una hora de aventuras espaciales con el título tentativo de "Space", en la que el actor

Joel de la Fuente tendrá un papel prominente. Fox ha programado "Space" para que salga al aire los domingos por la noche, en el horario previamente ocupado por "The House of BugginD", un a veces controversial programa de "sketches" cómicos protagonizado por el comediante latino John Leguizamo.

"BugginD" volvió a posar la pregunta de si los latinos deben o no usar los estereotipos familiares para crear sátira, y tuvo crDíticas mixtas hasta que sucumbió en las manos del peor de los críticos -- el programador de cadenas. Es uno de los cuatro programas con latinos cancelado este año, que incluyeron al drama alabado por los críticos "My So-Called Life" de la ABC, en el que Wilson Cruz interpretó con sensibilidad a un estudiante de secundaria homosexual con problemas en el hogar. El programa había sido apoyado por una campaña nacional de cartas -- y hasta recibió visibilidad adicional por varias semanas en el canal de cable MTV -- pero sin éxito.

Los otros dos programas con latinos cancelados son el drama de la ABC "The Commish", que le dio tremenda visibilidad a la actriz Theresa Saldana en el papel de la esposa italo-americana del personaje principal, y la decepcionante serie debutante de la NBC "The Bill Cosby Mysteries", en el cual la veterana actriz Rita Moreno interpretaba a un personaje descrito como "un ama de llaves con poderes curativos". En otras palabras, una criada. El programa nunca creó un público fiel.

Entre los programas que regresan se cuenta la exitosa serie de la ABC "NYPD Blue", que mejoró sus niveles de audiencia con la introducción este año de su nueva estrella, el actor Jimmy Smits. Irónicamente, Smits hace un papel de etnia no definida cuyo apellido es Simone, en un programa que se enorgullece de uno de los elementos favoritos de Hollywood: un

actor no-latino (Nick Turturro) interpretando a un personaje hispano.

"Blue" es el único programa de la ABC con un protagonista latino. La cadena ha sido el enfoque de un boicot iniciado este año por la National Hispanic Media Coalition y otros grupos nacionales.

NBC va a retener -- pero cambiar a nuevos horarios -- dos programas con protagonistas latinos. El drama de aventuras "seaQuest DSV", con Marco Sanchez, se cambiará a los miércoles. "The John Larroquette Show", una comedia con Liz Torres, se moverá a los sábados para su tercer año en la cadena. Según informes, NBC ha ordenado una serie titulada "Valdez" y protagonizada por Cheech Marin, para introducir como reemplazo a mitad de temporada.

A pesar de sus bajos "ratings", CBS retendrá el drama de hospital "Chicago Hope", que incluye al actor Héctor Elizondo en su elenco. Entre los nuevos programas de la CBS, el drama "Courthouse" introducirá a un fiscal llamado Edison Valdez, interpretado por Jeffrey Sams.

Y Fox regresará dos programas con latinos, el popular "Melrose Place", con Daphne Zúñiga, y el atrevido "New York Undercover", la serie de policías que debutó el año pasado con Michael DeLorenzo en un papel principal.

¿Un nuevo giro al estereotipo del amante latino? No es muy diferente de como los productores de "Live Shot" describen al personaje de Eddie Velez: "un ejemplo de 28 años de la hermosura de un macho... un reportero conocido por interesarse mas en los dobles de sus pantalones caros que en los reportajes que se le asignan".

La temporada del otoño de 1995 parece un buen tiempo para que los latinos recuperen el hábito de leer, o para que arreglen sus descompuestas videocasetas.

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On June 8, 1995 the city of Lubbock board of Health will hold a public hearing pertaining to the Proposed Smoking Ordinance. The hearing will be held at 7:00 P.M. in the City Council Chambers, 1625 13th Street. Persons wishing to speak must sign in at the door prior to the hearing

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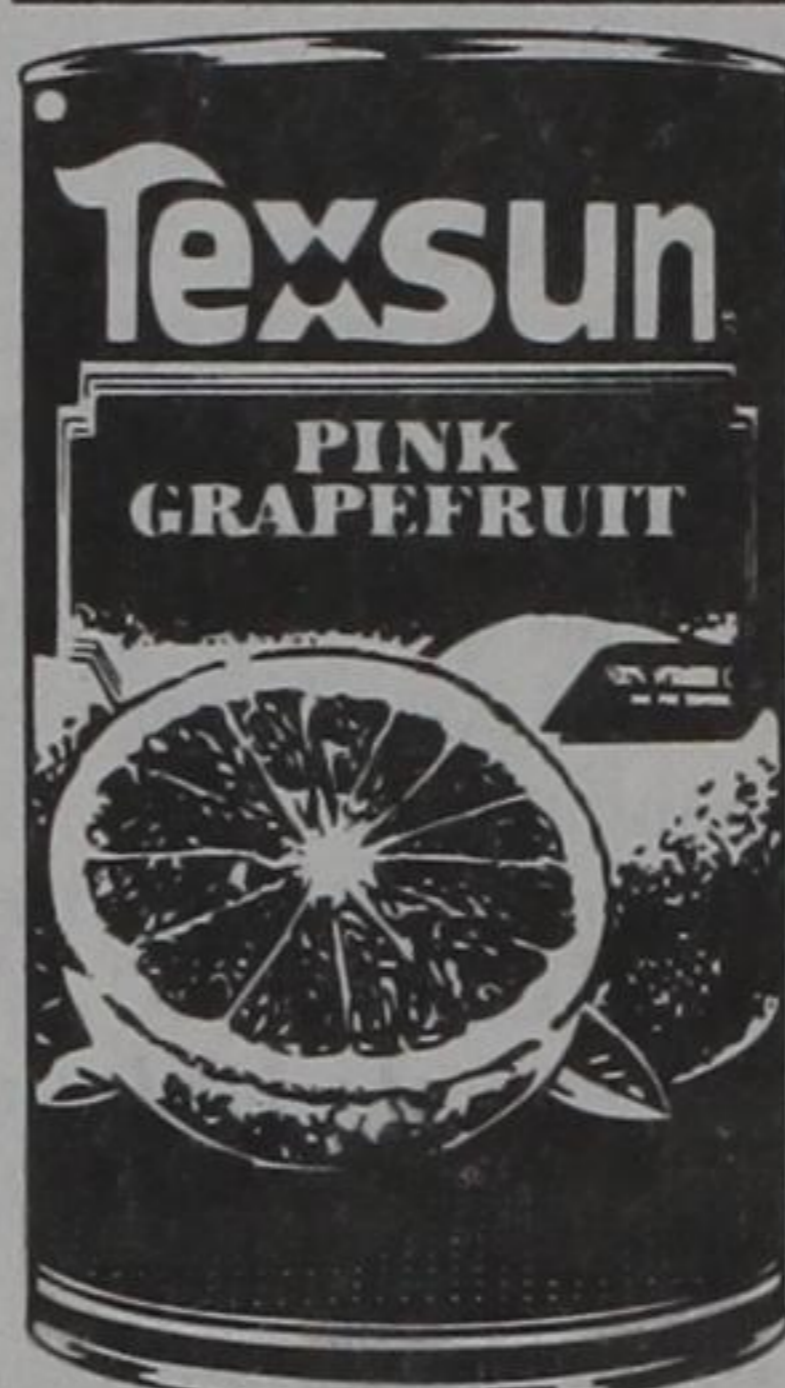
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**Hy•Top "2-Ply" Bathroom Tissue**  
4 roll **.78**

MEAT

**Ground Beef**  
5-7 lb. avg. **lb. .89**  
Super Value Pak  
Family Pak Ground Beef 3-5 lb. avg. **lb. .98**

**United USDA Select Center Cut Round Steak**  
Super Value Pak **\$1.19 lb.**  
Single Pak Round Steak **lb. \$1.29**

**United USDA Select Boneless Rump Roast**  
**\$1.49 lb.**

**Better Valu Shoestring Potatoes**  
20 oz. **4 for \$1**

**Texsun Orange Juice**  
12 oz. **.78**  
Frozen

**Bell Milk**  
Homogenized, Super Proteen, Slim 'n Trim or Lite Time  
Gal. **\$1.98**

**Kraft Parkay Quarters**  
Regular or Light  
1 lb. **2 for \$1**

HEALTH & BEAUTY

**Aquafresh Toothpaste** Asst. **\$1.49**  
6-6.4 oz.  
**Edge Shaving Gels** Assorted 7 oz. **\$1.58**

CHILDREN'S MIRACLE NETWORK

**Hershey "Bonus Bags"**  
Hugs, Kisses, Nuggets, Reeses & More!  
**\$2.19**  
14.3-15.4 oz.  
**Hershey Loose Bars Assorted 3 for \$1**

FOR YOUR CONVENIENCE WE ARE NOW ACCEPTING THESE QUALITY CARDS

WED	THU	FRI	SAT	SUN	MON	TUE
31	1	2	3	4	5	6

PRICES GOOD THRU JUNE 6  
IN LUBBOCK, SLATON, POST, AND BROWNFIELD  
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