

el Esalitor

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

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Lubbock, TX USA

A Profile in Coimmunity Leadership

Doing one's part to make improvements in the life of the community

By Abel Cruz

National LULAC Week activities in Lubbock ended last week with a banquet that featured Pulitzer Prize winning author, Robert Montemayor as the keynote speaker.

Each year, LULAC councils throughout the country celebrate the founding of what has become the nation's oldest and largest Hispanic civil rights organization. Since its inception on February 17, 1929 in Corpus Christi, Texas, LULAC has evolved into an important force in shaping both political and social agendas as they relate to the large Hispanic population in this country.

Each year, the local organization's members select a person from the community to receive the Community Leader of the Year Award. In addition awards are given in 3 other categories: Council Member of the Year, Young Professional of the Year, and the President's Award. This

year's honorees include Diana Chavez Martinez who was selected as Council Member of the Year, Jose Luis Trevino received the President's Award, and Jose Saucedo was honored as Young Professional of the Year. The Community Leader of the year Award went to

in the local community and gotten involved in issues important to LULAC.

This year's recipient of the Community Leader award is a relative newcomer to Lubbock.

several professional organizations, and local work with the South Plains Closing the Gaps Coalition, with Raiders Rojos, and the Hispanic Association of Women.

In order to understand the importance of community involvement and leadership to LULAC and the community in general, one need only look at the organization's mission, it says:

"The Mission of the League of United Latin American Citizens is to advance the economic condition, educational attainment, political influence, health and civil rights of the Hispanic population of the United States".

So the question becomes, what drives a person to get involved? What drives them to invest the time and effort in a community that, in this case, she has lived in for such a short time? In an effort to

better understand what drives a person like Dr. Santos and to learn from her experience, questions were submitted to her, asking her for her thoughts relating to her award and her involvement in the community.

(Continued on page 5)



La Doctora Sheryl Santos fue reconocida la semana pasada por la organizacion LULAC como lider extraordinaria de la comunidad. Dijo la Dra. Santos que ser un lider es

Dr. Sheryl Santos, Dean of the College of Education at Texas Tech University. The community leader award is presented to a person from the community who is not a member of LULAC but who has assumed a leadership role

Dr. Sheryl Santos was named Dean of the College of Education at TTU effective July 1, 2003, after serving in the same position at California State University in Bakersfield, California. Her credentials include involvement in

Hispanic Spending Power Growing Twice as Fast

Arbitron's Director, Stacie de Armas, Hispanic Services, said "From 1998 to 2003, corporate spending on Hispanic advertising has nearly doubled to \$2.7 Billion.

According to the U.S. Census Bureau, there are approximately 40 million Hispanics-Americans living in the U.S with \$686 billion in spending

power, a number that is growing at twice the annual rate of non-Hispanics."

According to the Arbitron Power of Hispanic Consumers Study 2004-2005, Hispanic consumers are heavier users of radio than newspapers or television. They average over 22 hours per week and spend half their radio time listening to Spanish-language formats from Tropical to Talk.

Hispanic Americans are also

younger than general population, and

*52 percent are married

*55 percent of Hispanic households

have four or more members

*More than one-third has at least

some college education or more.

*Hispanics are more likely to be

employed than the average American

The study also found that Hispanic

Americans are:

*Nineteen percent more likely to

spend \$500 or more on children's

clothing per year

*Twice as likely to spend \$500 or

more on athletic shoes per year

*Spending more on cell phones

*Seeing more movies than the

average American and 81 percent more

likely to see a movie in its opening

week

*31 percent more likely to have

taken five or more trips outside the

U.S. within the last three years

Hispanic Publishers Have a Special Mission

By Frank Gómez

Big media and even foreign firms are buying or creating Hispanic publications right and left. Now, it seems, everyone has awakened to the promise of Spanish- and English-language Hispanic media.

And it's about time.

Latino entrepreneurs labored long and hard to give their industry respectability and credibility, only to see the attention now going to the big guys.

The still-independent Hispanic press, which convenes its 18th annual convention as the National Association of Hispanic Publications in Philadelphia March 9-13, says it welcomes the competition. There are nearly 1,000 Spanish and bilingual publications - small and large weeklies as well as several vital dailies, spread across the country. They can be found in nearly every state in the union.

Their owners are quick to point out major differences between new outside investors and the community-based pioneers.

Significantly, the overwhelming number of Hispanic newspapers in this country was founded by immigrants. With entrepreneurial spirit, they recognized that mainstream media were ignoring community needs. When the establishment press did pay attention, it was too often to emphasize the negative. So activists within the community worked hard, pooled savings, sacrificed and created businesses.

Yes, profit motivated them, but so did service. "Servicio a la comunidad" was a slogan and a mission.

Service is the principal distinction be-

tween those who "discovered" the market yesterday and those who have been in it for decades.

This it not to suggest that the skilled, dedicated Latino media professionals in majority-owned Spanish language media are not service-minded. Indeed, they are equally committed to the betterment of their communities.

But the new investors differ from veterans like Dr. Manuel Toro and his wife Dora, who two decades ago arrived in Orlando, Florida, from Puerto Rico and founded La Prensa.

A psychologist, Toro did not need to open a new business. But he discovered community needs that had to be addressed.

Last year the Toros moved their enterprise into a new building that houses not only La Prensa but also a community center and space for local service organizations. For them, it's about service. And they are fairly typical of Latino publishers elsewhere.

Hispanic print is unique. More than just businesses, Latino papers are of the community. They bind together diverse Hispanic citizens with origins in nearly two dozen Latin countries and their immigrant neighbors. Spanish language media, including print, are the primary source of news and information for well over 50 percent of Hispanic Americans. But beyond language, other facts illustrate their unique role.

Much of the positive news they print about the community are stories that mainstream media ignore. Their front pages regularly carry reports on the accomplishments, successes and victories

of local and national Latinos.

They also cover Latin American news far more thoroughly than mainstream media.

The publications, moreover, organize and support community-focused events, building community, fostering respect for diversity and pride in Hispanic culture.

They are perceived as - and are - civic leaders.

Many local advertisers, and gradually national advertisers, too, recognize the

factors that make Hispanic print a valued vehicle for reaching Latino consumers. Become a friend of a Hispanic publisher and you become a friend of a Hispanic consumer. Loyalty to them is palpable.

Latino entrepreneurs who create these publications are true heroes - in reality and in the minds of their readers. In many ways, they are the lifeblood of their communities.

They have matured, the industry has matured, and growing competition can

Editores Hispanos Con Una Misión Especial

Frank Gómez

Las grandes empresas mediáticas e incluso las extranjeras están comprando o creando publicaciones hispanas por doquier. Por lo visto ahora todo el mundo ha despertado a la promesa de los medios hispanos en inglés y español.

Ya era hora. Los nuevos empresarios latinos han obrado larga y duramente por dar a su industria el respeto y la credibilidad merecidos, para acabar por ver que la atención la capturan los grandes.

La prensa hispana, aún independiente, que convoca su décimoctavo congreso como la Asociación Nacional de Publicaciones Hispanas en Filadelfia del 9 al 13 de marzo, indica que recibe de brazos abiertos a la competencia. Hay unas 1,000 publicaciones bilingües y en español, la mayoría publicaciones pequeñas semanales además de varios diarios vitales, dispersos por todo el país. Se encuentran en prácticamente cada estado de la nación.

Sus dueños se apresuran por señalar que hay importantes diferencias entre los nuevos inversores de afuera y los pioneros

con base en la comunidad.

De manera significativa, la gran mayoría de los periódicos hispanos de este país los fundaron personas inmigrantes. Con el espíritu empresarial, reconocieron que los medios principales hacían caso omiso de las necesidades de la comunidad. Cuando sí prestaba atención la prensa del estamento, era por resaltar lo negativo. Entonces, los activistas comunitarios trabajaron mucho, compartieron ahorros, se sacrificaron y abrieron sus empresas.

De hecho les motivaba la ganancia, pero también les motivaba el ofrecer un servicio. "Servicio a la comunidad" era su misión además de ser un lema.

El servicio es la distinción principal entre los que "descubrieron" el mercado ayer y los que lo han ocupado durante décadas.

Todo lo dicho no sugiere que no tengan afán de servicio los profesionales latinos, talentosos y dedicados, que trabajan en medios en español propiedad de las grandes empresas mediáticas. Por lo contrario, tienen el mismo compromiso con mejorar la vida de sus comunidades.

Sin embargo, los inversores no son

only make them better. Competition presents a great opportunity for them to improve the quality of their publications as readership and interest in Hispanic publications grow.

However, this is no time for them to be complacent. To compete successfully with the growing number of newcomers in this arena, Hispanic publishers need to execute an aggressive plan of action to build on the community trust they have earned

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iguales a los veteranos como el doctor Manuel Toro y su esposa, Dora, quienes hace dos décadas llegaron a Orlando, Florida desde Puerto Rico para fundar La Prensa.

Toro, psicólogo, no tenía la necesidad de abrir un nuevo negocio. Lo que pasa es que descubrió que había necesidades comunitarias a las cuales dirigirse.

El año pasado la familia Toro trasladó su empresa a un nuevo edificio que alberga no sólo La Prensa, sino también un centro comunitario y lugar para organizaciones locales de servicio. Para los Toro, se trata de servicio. Y no son muy distintos de los editores latinos en otras partes.

No hay como la prensa hispana. Los periódicos latinos son más que simples empresas, son de la comunidad. Vinculan ciudadanos hispanos diversos con sus vecinos inmigrantes. Los medios en español, incluyendo la prensa escrita, son la fuente principal de noticias e información para más del 50 por ciento de los hispanoamericanos. Pero más allá del idioma, existen otros factores que iluminan el papel sin igual que desempeñan.

(sigue en la pagina 5)

Comentarios

by Bidal Agüero

So what is happening in Austin concerning our kid's education? According to many, including LULAC, the NAACP, teacher's groups and others... NOTHING GOOD!

Reports from our friends are saying that although the new plan to finance our schools is called the "Roadmap to Success",



That roadmap needs to be redrawn. As it stands, it is the fast path to inferior results! It is riddled with the roadblock to good results. Specifically, this is what the current version of HB 2 does:

Special Programs Eliminates funding weights. This means funding for gifted and talented, low-income students (compensatory education), bilingual education, and special education that currently increases with higher student enrollment will now be fixed and frozen. Instead of automatically increasing, schools will be forced to approach the legislature every two years and ask for financial support, if the state budget allows. A funding system based on a dollar amount does not allow for the system to address changing times, needs, and expectations. HB2 should address the true costs by establishing a weight of at least 4 for economically disadvantaged children and English learners.

Eliminates Pre-Kindergarten. Funds for pre-Kindergarten programs are not included.

Accountability Uses accountability as a double-edged sword. The hypocrisy is that legislators want to crack down on misused funds, but want to allow districts to use funding for transportation and for students in special programs however they wish.

Pressures schools to push students out of bilingual programs before they are ready. Schools will be pressured to prematurely transition students into all-English classes. The bill also has students in bilingual programs take more English proficiency tests. These students are already being tested regularly to monitor progress.

When students are in excellent bilingual programs about five years, they have a very strong base in English. These students excel academically. Conversely, when they are exited from bilingual education prematurely, they encounter problems in school and require extra help. In the end, forcing students to exit bilingual programs too early, will create academic failure and will be costly to the system.

Facilities Ignores the need for renovation and construction of school buildings to alleviate over-crowded and dilapidated classrooms. Without a permanent annual funding source for facilities the legislature is inadequately funding our education on a "if funds are leftover basis." Every child deserves the opportunity to learn in structurally sound, technologically-equipped classrooms.

(continued on page 5)

A Challenge to Hispanics Entering the Newsrooms HB2 Be or Not To Be

By Ray Suárez

One of the most important things the National Association of Hispanic Journalists does is make sure the future is well supplied with Latino journalists. Look across this vast business - papers, radio, TV, magazines, websites -- and ask yourself if Latino journalists are yet given the highest-level responsibility to tell this nation's story, if they are yet the high-impact players.

Well, as a matter of fact, it's a lot better today. We are given those roles more often than in 1995 or 1985, when I joined this organization. When I was growing up, there were almost no Latinos on television. There was Desi Arnaz, Aida Alvarez, JJ González, and Quick Draw McGraw's burro sidekick Bobba Looie. Four.

It's a pretty short list. Today, when I scan the news business, I get a huge kick out of seeing old friends, people whose work I enjoy and admire.

But I think we'd be making a mistake if we focus on the number of jobs as the measure of our success. I say that because as we're scrambling to get the best rooms on board the ship, we're neglecting the fact that it's the Titanic. We're helping young Latinos bust through the front door and forgetting to tell them the building's on fire. The evening news has become irrelevant to

millions, magazines are going belly up, and newspapers face shrinking circulations.

And worst of all, the public tells researchers year after year they don't trust us, that they don't believe us.

Here we are, in this nation, embarking on some of the most critical policy arguments, nothing less than a battle for the soul and future direction of the country, and our readers, viewers and listeners are more and more comfortable doing without us. In a country that has a higher percentage of adults with four-year college degrees than ever before, the kind of people we assumed would be our natural customers are more and more likely to give us a pass.

This is a disaster for us. We create products for mass audiences, as mass as we can make them. We write to be read. We speak to be heard. We show to be seen. And if we find that the eyes, ears and minds we're targeting don't trust us, find us trivial or ignorable, we're not going to make it.

As Hispanics, we've just spent decades fighting our way in from the edges of a business that seemed all too happy to do without us. From being ethnic novelty acts, we've fought the good fight and are busting into the vital center of the culture, only to find it really doesn't matter so much any more.

We may be in for a painful renegotiation of what it means to be a reporter in the 21st Century. For all

the carping I've done about it over the years, I love this business. I have been able to live out my dreams with a notepad, a typewriter, and now, a laptop.

I dreamed this work would give me a chance to see the world beyond my hometown of Brooklyn. And it has. I've arrived at Plainfield, Illinois, just seconds after a tornado had flattened the town; I've watched a stadium explode with joy on the last day of Nelson Mandela's campaign for president of South Africa; I've sat on a carpet with an imam in Uzbekistan, as he talked about the future of Islam for his people after the repression of the Soviet years. I've interviewed slumlords, rock stars, tribal chiefs, big city mayors, small town police chiefs, death row inmates and lottery winners, the best and worst that life has to offer, and everything in between. We have been given this wonderful gift - the privilege of going out in the great vast world beyond our front doors and then telling everyone else what we've found out.

But along with struggling in competitive workplaces to get ahead, we've got another really important job. We've got to do everything we can to save this business. We've got to start a whole new relationship with our public, the ones we're doing this

for. We work for them.

The preparation for a life in the business has to change. A four-year degree is just the beginning. Today's journalist has to be conversant with avian flu and West Nile virus, be able to explain why California suddenly has no electricity, whether there's really stimulus in an administration's economic stimulus plan, and why anyone would want Elizabeth Taylor to testify at his trial. Why would Saddam Hussein want yellow cake, or aluminum tubes? And what exactly is a centrifuge anyway?

The world is becoming a more complex place to understand, much less explain to everyone else. Journalists today have to understand economics, political science, the constitution, global warming, zoning laws, labor market theory, and the history of Islam.

With any luck, that's what some of the money we're raising today will do. It will help us give some of those bright, ambitious young people the tools they need to tell the rest of us what happened, why it happened, and what it's going to mean.

It's one of the most important jobs we've got going in this country. And if they believe it, we have a better shot at making our audiences believe it again, too.

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By Abel Cruz

In a clear party line vote reminiscent of the battle between affluent and poor Texas school districts, the Texas legislative Public Education Committee approved House Bill 2 by a Republican majority 6-3 vote on Wednesday, March 2. The committee will now send the bill to the full House where Republicans hold a party edge.

Authored and introduced by Rep. Kent Grusendorf, R-Arlington, the bills aim is to increase school funding by about \$1.5 billion per year. This funding would be in addition to the money that will be needed for future student enrollment.

But in an indication of how passionate special interest groups are and how contentious the battle over school funding is, organizations representing tax payers and teachers groups quickly lined up to attack the bill. In Austin, the Texas PTA, Texas State Teachers Association, and the Texas Association of School Boards among others quickly held a news conference reiterating their opposition to HB2.

In an email sent out on Wednesday, March 02, 2005, Johnnie Jones, Chair of the Lubbock County Democratic Party urges recipients to do "everything possible to stop this nonsense legislation". She urges recipients to call the offices of Lubbock area

Representatives Carl Isett and Delwin Jones and urge them to vote against this bill.

But proponents of the bill, and specifically committee chairman Grusendorf, argue that the bill focuses on the children of the state. They also point out that the bill provides for tougher oversight and penalties for poor performing districts and incentives for exemplary teachers.

Much of the argument revolves around the more than \$3 billion in cuts imposed by the Legislature last year. Democrats say the \$1.5 billion is not enough to offset those cuts and that the majority of the money will wind up in wealthier school districts. To illustrate that fact, they point to a provision in the bill that would cap at 35%, the amount of local property tax money that wealthy districts would have to send to poorer ones. The beneficiaries: about 12 smaller and wealthier Texas school districts that would be able to keep a larger share of tax revenue designated for education financing; one of which is in the Dallas suburb of Highland Park.

According to Dawson Orr, Wichita Falls school district superintendent, "the bill fails because it does not restore the program cuts from last season and institutes a host of new requirements without providing adequate dollars".

But a leading Democrat, Vice Chair of the Education Committee, Rene Oliveira, D-Brownsville put it more bluntly saying that the "bill is going to be balanced on the backs of the people that are served by our Texas budget: the sexually abused children that we've been trying to assist, the blind the needy, the sick and all the other people that are served by our budget". Another committee member, Democrat Scott Hochberg, Houston, echoed Oliveiras' comments by saying that the bill does not do enough to help children from low income neighborhoods and those students who speak limited English.

Another major provision of the bill calls for privatization of low performing public schools. Traditionally, the majority of low performing schools in the state have been in poorer school districts. If in fact that is the case, opponents of the bill argue that students from poor socio-economic backgrounds will be hurt the most and be forced to settle for a second class education compared to their wealthier counterparts in the state.

HB2 is scheduled to be debated by the full House next week. Contact Abel Cruz at acruzsc@aol.com

El Reto Para Los Hispanos Que se Inician en las Salas DePrensa de la Nación

Ray Suárez

Una de las funciones más importantes de la Asociación Nacional de Periodistas Hispanos (NAHJ por sus siglas en inglés) es asegurarse de que haya muchos periodistas hispanos en el futuro. Dé una ojeada a este vasto negocio -periódicos, radio, televisión, revistas, portales de internet - y pregúntese, si en la actualidad, al contar la historia de esta nación, a los periodistas latinos se les encomiendan las tareas de más responsabilidad, si ellos constituyen los protagonistas de alto impacto de esta industria.

De hecho, la situación es mucho mejor en la actualidad. Nos asignan esos roles con más frecuencia que en 1995 o 1985, cuando ingresé a esta organización. Cuando era más joven, casi no había latinos en la televisión. Estaban Desi Arnaz, Aida Alvarez, JJ González, y Pepe Trueno, el burro que acompañaba a Tiroloco McGraw en sus aventuras. Cuatro.

Una lista bastante corta. En la actualidad, cuando le echo un vistazo a los negocios de noticias, me da un placer inmenso ver a viejos amigos, personas cuyo trabajo disfruto y admiro.

Pero considero que cometeríamos un error si concentráramos nuestra atención en la cantidad de empleos como una medida de nuestro éxito. Digo eso porque, a medida que nos peleamos para obtener los mejores camarotes a bordo del barco, olvidamos el hecho de que es el Titanic. Estamos ayudando a los latinos jóvenes a irrumpir por la puerta principal pero nos olvidamos de advertirles que el edificio se está incendiando. Las noticias de la tarde se han hecho irrelevantes para millones de personas, las revistas se están

yendo a la bancarrota y los periódicos confrontan reducciones en su circulación.

Y lo peor es que, año tras año, el público les dice a los encuestadores que no confían en nosotros, que no nos creen.

Y aquí estamos, en esta nación, enfrascados en algunos de los argumentos más críticos sobre políticas, nada menos que en la batalla por el alma y la dirección futura del país, y nuestros lectores, televidentes y radioescuchas están cada día más y más cómodos sin nosotros. En un país que cuenta, como nunca antes, con el mayor porcentaje de adultos con títulos de educación universitaria, las personas que suponíamos serían nuestros clientes naturales, están cada día, menos y menos inclinados a patrocinarnos.

Esto es un desastre para nosotros. Creamos productos para las masas, y los hacemos tan masivos como podemos. Escribimos para que nos lean. Hablamos para que nos escuchen. Mostramos para que nos vean. Y si descubrimos que los ojos, los oídos y las mentes a los que nos dirigimos no confían en nosotros, nos consideran triviales o piensan que nos pueden ignorar, no podremos esperar el éxito.

Como hispanos, acabamos de pasar décadas luchando para abrimos camino desde el margen de un negocio que parecía prescindir de nosotros. De ser actos étnicos novedosos, hemos dado la lucha y hemos irrumpido en el centro vital de la cultura sólo para encontrar que en realidad, ya no importa tanto.

Podemos esperar una renegociación dolorosa en torno a lo que significa ser un reportero en el siglo veintiuno. A pesar de todas las críticas que le he hecho a través de los años, amo este negocio. He podido hacer realidad

mis sueños con un bloc de notas, una máquina de escribir, y en la actualidad, con una computadora portátil.

Soñé que este trabajo me daría la oportunidad de ver el mundo más allá de mi ciudad natal Brooklyn. Y así ha sido. He llegado a Plainfield, Illinois pocos segundos después de que un tornado arrasara la ciudad; he visto a un estadio reventar de alegría el último día de la campaña para presidente de África del Sur de Nelson Mandela; me he sentado en una alfombra con un imán en Uzbekistán mientras le escuchaba hablar sobre el futuro del islamismo para su gente después de los años de represión soviética. He entrevistado caseros conocidos como "slumlords" en la lengua inglesa, estrellas de rock, jefes de tribus, alcaldes de ciudades grandes, jefes de policía de pueblos pequeños, partidarios del pabellón de la muerte y ganadores de la lotería, lo mejor y lo peor que la vida puede ofrecer, y todo lo que se encuentra entre estos dos extremos.

Hemos recibido este regalo maravilloso: el privilegio de salir al vasto y grandioso mundo que está más allá de nuestra puerta y luego contarles a todas las personas lo que hemos descubierto.

Pero junto con la lucha por salir adelante en lugares de trabajo competitivos, tenemos otro trabajo muy importante. Debemos hacer todo lo posible por salvar este negocio. Debemos iniciar una relación completamente nueva con nuestro público, para quienes

hacemos esto. Trabajamos para ellos.

La preparación para desempeñarse en el negocio tiene que cambiar. El título universitario inicial es sólo el comienzo. El periodista de nuestro tiempo tiene que ser versado en la gripe aviary y el virus del Nilo, debe ser capaz de explicar por qué, de repente, California, se quedó sin servicio eléctrico, si en realidad hay incentivos en el plan de incentivos económicos de un gobierno y por qué a cualquier persona le gustaría que Elizabeth Taylor testificara en su juicio. Debe saber por qué Saddam Hussein quiere el pastel amarillo y los moldes de aluminio en forma de tubo. Y en total, debe saber, con exactitud, lo que es una centrifuga.

El mundo se está convirtiendo en un lugar más complejo para entender y mucho más difícil para explicar a todas las demás personas. Los periodistas de esta época tienen que saber de economía, ciencias políticas, la constitución, el calentamiento global, las leyes de zonificación, la teoría del mercado laboral y la historia del islamismo.

Con un poco de suerte, una parte del dinero que recaudemos esta noche se utilizará con ese propósito. Nos permitirá facilitarles a algunos de esos jóvenes brillantes y ambiciosos las herramientas que necesitan para contarnos al resto de nosotros lo que sucedió, por qué sucedió y lo que eso va a significar.

Es uno de los trabajos más importantes que tenemos en este país. Y si ellos lo consideran así, tenemos una mejor oportunidad de lograr que nuestro público también vuelva a creerlo.

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FORGIVE HIM, ULTIMA

By Marisella Veiga

I was startled to learn that one of my favorite novels, Bless Me Ultima by Rudolfo Anaya, was pulled from a ninth grade classroom in Norwood, Colorado, this semester.

Norwood school superintendent Bob Conder said some parents were offended by the novel's use of obscene language. Also, they objected to the pagan religious practices described in the story, according to one report.

I've read the novel three times since the early 1980s, so I must have read the offensive words as many times. Yet I don't remember them. The use of such language is so common - think television, movies, music - I'm sure it had little impact on its young readers.

What is unforgettable is Anaya's use of poetic language. Few fiction writers are able to write prose that reads like poetry. This is one reason why the novel remains on my list of favorites. It's probably one reason our first lady, Laura Bush, recommends it.

Besides the author's sensitivity to language, characters and environment, Anaya tells a good story. By skillfully weaving together the cultural and religious heritages that initially confuse Antonio, the child narrator, Anaya gives readers a fantastic introduction to Guadalupe, New Mexico.

Antonio struggles to understand and balance this rich heritage, one that belongs to so many people who live in the land that was once Mexico's and now forms part of the western United States. This heritage includes the Roman Catholicism of the Spanish conquistadors, the religion of the indigenous Aztecs as well as the spirituality of the native Comanche.

Ultima, who comes in her old age to live with Antonio's family, is a curandera. She's a healer who takes elements and practices of all three religions to do good works.

Like many of the minor characters in the novel, Norwood parents who complained that the novel was offensive probably consider Ultima a witch. Clearly, they have not read the book. To them, I bet Roman Catholicism, though a mainstream Christian church, is pagan, too.

It wouldn't be the first time I've heard my church characterized that way by Christians of other denominations.

Of course, a discussion ensued concerning the First Amendment, which guarantees freedom of speech and religious expression.

A few days later, I read that the same superintendent apologized for his behavior in a letter published in the local newspaper, the Norwood Post. In it he admits his laziness: he hadn't read the book nor had he read the school board's policy regarding controversial issues, according to a Rocky Mountain News report.

I'm glad Conder saw his mistakes and apologized for them. I know you'll forgive him, Ultima.

However, the Norwood community still has a leader who can't be bothered even to read Cliff Notes before making a decision that impacts curriculum. He's in charge of the education of thousands; yet he is afraid of a book that contains so much about the history of the people of their region. He's a public servant who didn't have enough time to inform himself on school board policy before making a decision.

I hope there are ample copies of Anaya's beautiful novel for all of Norwood's children have a chance to read it. Then they, like Ultima, can decide too whether to forgive this man entrusted with their education for his arrogance and his ignorance.

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Red El Editor on the Web
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PERDONALO, ULTIMA

Marisella Veiga

Me sorprendió saber que este semestre habían retirado, de un aula de noveno grado en Norwood, Colorado, una de mis novelas favoritas, Bless Me Ultima, de Rudolfo Anaya.

El superintendente de escuelas de Norwood, Bob Conder, indicó que algunos padres de sentían ofendidos por el lenguaje obsceno de la novela. También, objetaron las prácticas religiosas paganas descritas en la trama, según un reportaje.

Desde principios de la década de 1980 he leído la novela tres veces, así que debo haber leído las palabras ofensivas el mismo número de veces. Y sin embargo, no las recuerdo. El uso de dicho lenguaje es tan común - considere su uso en la televisión, el cine y la música -

que estoy segura de que tuvo poco impacto en los lectores jóvenes de la novela.

Lo que resulta inolvidable es el uso que Anaya hace del lenguaje poético. Pocos escritores de ficción son capaces de escribir una prosa que se lee como poesía. Esa constituye una razón para que la novela permanezca en mi lista de favoritas. Probablemente sea una razón para que nuestra primera dama, Laura Bush, la recomiende. Aparte de su sensibilidad al lenguaje, a los personajes y al ambiente, Anaya cuenta una buena historia. Al tejer con destreza la herencia cultural y religiosa que confunde inicialmente a Antonio, el niño narrador, Anaya brinda a los lectores una introducción fantástica a Guadalupe, Nuevo México.

Antonio lucha por entender y balancear esta rica herencia, la que pertenece a tantas personas que habitan

en esas tierras que una vez pertenecieron a México y que ahora forman parte de la parte occidental de los Estados Unidos. En esta herencia están incluidos el catolicismo romano de los conquistadores españoles, la religión azteca, así como la espiritualidad de los indígenas comanches.

Ultima, quien llega, en su vejez, a vivir con la familia de Antonio, es una curandera. Ella toma elementos y prácticas de las tres religiones para hacer buenas obras.

Como muchos de los personajes secundarios de la novela, los padres de Norwood que se quejaron de que la novela es ofensiva probablemente consideren a Ultima una bruja. Evidentemente, ellos no han leído el libro. Apuesto que para ellos, el catolicismo romano, aunque sea una iglesia cristiana principal, también es pagano.

No sería la primera vez que escucho a cristianos de otras sectas referirse de esa manera a mi iglesia.

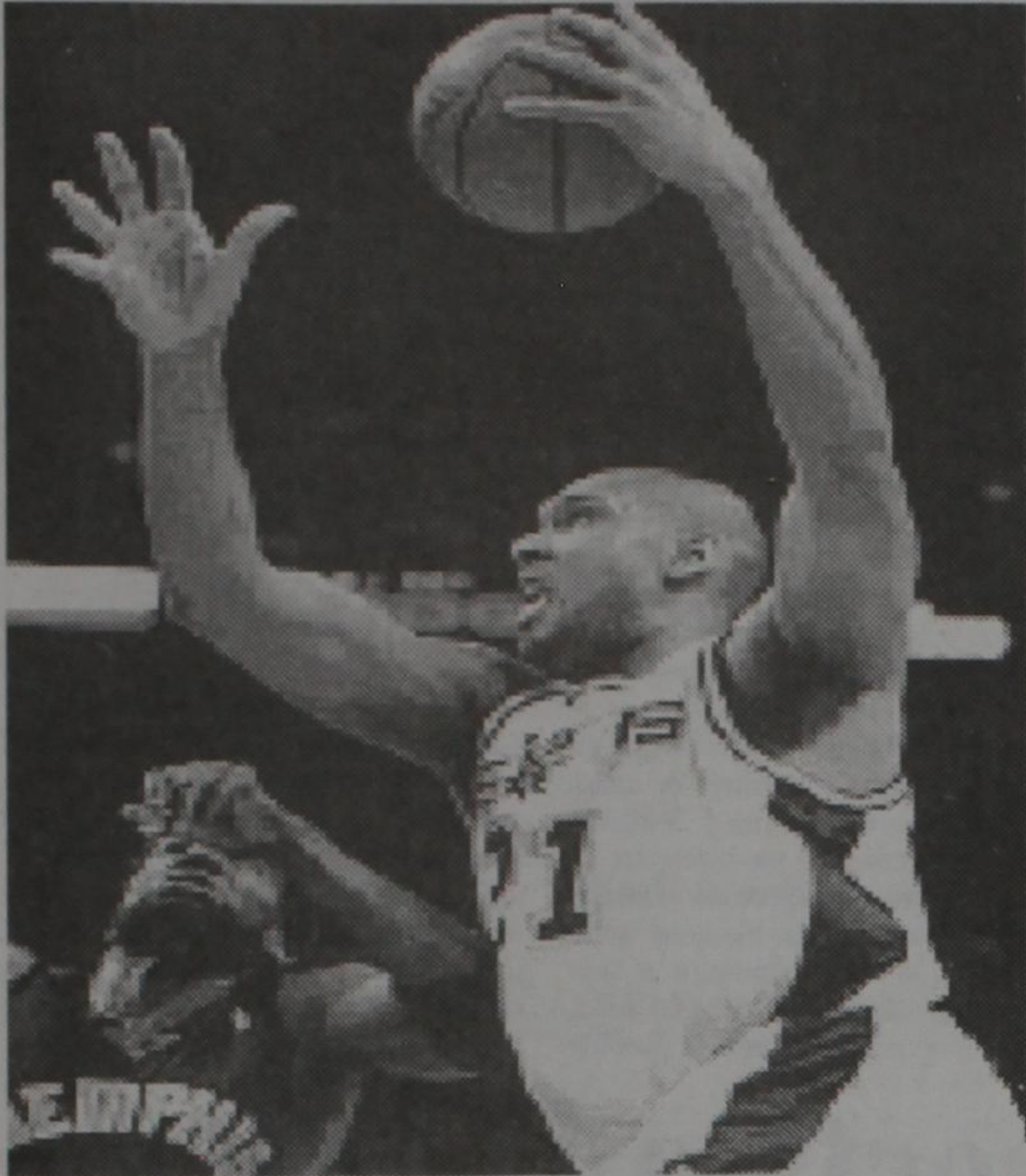
Por supuesto, se suscitó un debate en torno a la primera enmienda, que garantiza la libertad de expresión y de culto.

Unos días más tarde, leí que el mismo superintendente se disculpó

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Sports*Deportes

Power Rankings: Locked in & Loaded at Top



As we were going over the power rankings this week, we noticed how brilliant we have been.

Anytime you don't have to touch the top six teams in your rankings, or swap anyone out of the top 10, you have to feel fairly good about the rankings you're churning out. Is this gloating? Absolutely, but it's for a purpose.

Tim Duncan's Spurs can beat you playing their game or using your own style against you. There are absolute truths developing in the NBA. We know about them, so we figure we'll share.

The Heat, meanwhile simply get fat on the Eastern Conference and aren't really a threat. That's what many of our letter writers will have you believe.

Who would have thought that the old East Coast bias would one day be countered by the West Coast snob factor? We understand the Heat are 13-10 against the Western Conference, but ask any coach in the league how much they look forward to game-planning for Shaquille O'Neal and Dwyane Wade and you'll get exasperated looks or death stares.

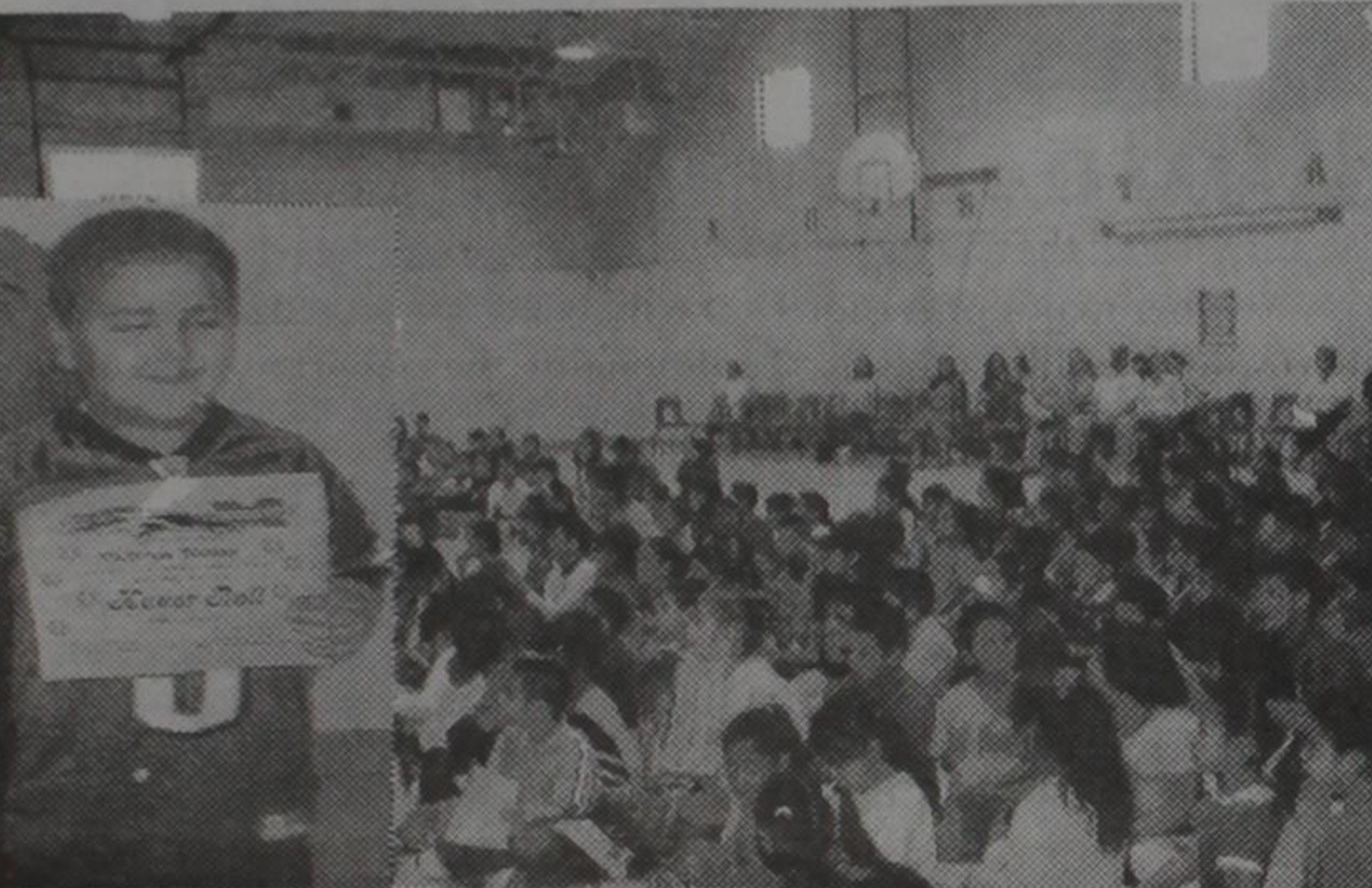
Defending champion Detroit is the league's hottest team, and is playing at a level deserving of cracking the top three -- if that trio wasn't holding its own so nicely. Still, it's hard to imagine them not reaching the Eastern Conference finals, making it likely you'll see defensive stand-outs Ben Wallace and Tayshaun Prince lining up to stop Shaq and Wade.

In spots Nos. 5-9 lie the West's x-factors, the teams that could make a run depending on how healthy and cohesive they remain. Our favorites out of that group are Dallas and Houston, provided Bobby Sura returns to full health.

If your team isn't mentioned above, it's not a title contender, though that shouldn't temper renewed enthusiasm in Washington, Cleveland, Chicago, Boston and Philadelphia. They have more to be excited about there than in recent memory. Just remember not to set your hopes too high. Better to know now than later, right?

For starters, the San Antonio Spurs are the clear-cut top team. That isn't likely to change. They can win with a number of styles, go out on the road and execute buzzer-beating plays as if they were in an empty practice gym, and just added Nazr Mohammed to fortify their frontcourt.

Phoenix and Miami are up next, much to the chagrin of many non-believers. The Suns don't play a style conducive to winning in the playoffs, you'll hear. They're going to run out of gas. Tune in Thursday, and we'll tell you why those are likely myths.



Yesterday, McWhorter Elementary held a special assembly in which all A & AB Honor Roll students were recognized for their outstanding performance in their studies. Nicholas Riojas was one of the straight 'A' Honor Roll students and was given a McWhorter cap in which special pins will be placed on the cap for each achievement he reaches. Congratulations.

Texas Tech within striking distance of Big 12 leaders

LUBBOCK, Texas -- Jarrius Jackson scored 22 points to lead Texas Tech to a 69-65 victory over Texas on Tuesday night in the Red Raiders' first regular-season win over the Longhorns since Bob Knight arrived in 2001.

Knight raised a clenched fist in response to cheers from remaining fans as he left the court as the arena cleared out.

The win put Tech in a tie for third place in the Big 12 Conference with Oklahoma, which plays at Lubbock on March 5. The Red Raiders and Sooners are just one game behind first-place Kansas and Oklahoma State, who square off Sunday.

Jackson hit his fourth 3-pointer with 1:10 remaining in the game to give Tech a 65-59 lead, but Daniel Gibson answered with one for Texas to give the Longhorns a chance with less than a minute remaining.

Down 65-62, Texas tried to press Tech guard Ronald Ross as he dribbled up the floor. But all alone under the basket stood



Darryl Dora, who dunked the ball to put Tech up 67-62 with 48 seconds remaining.

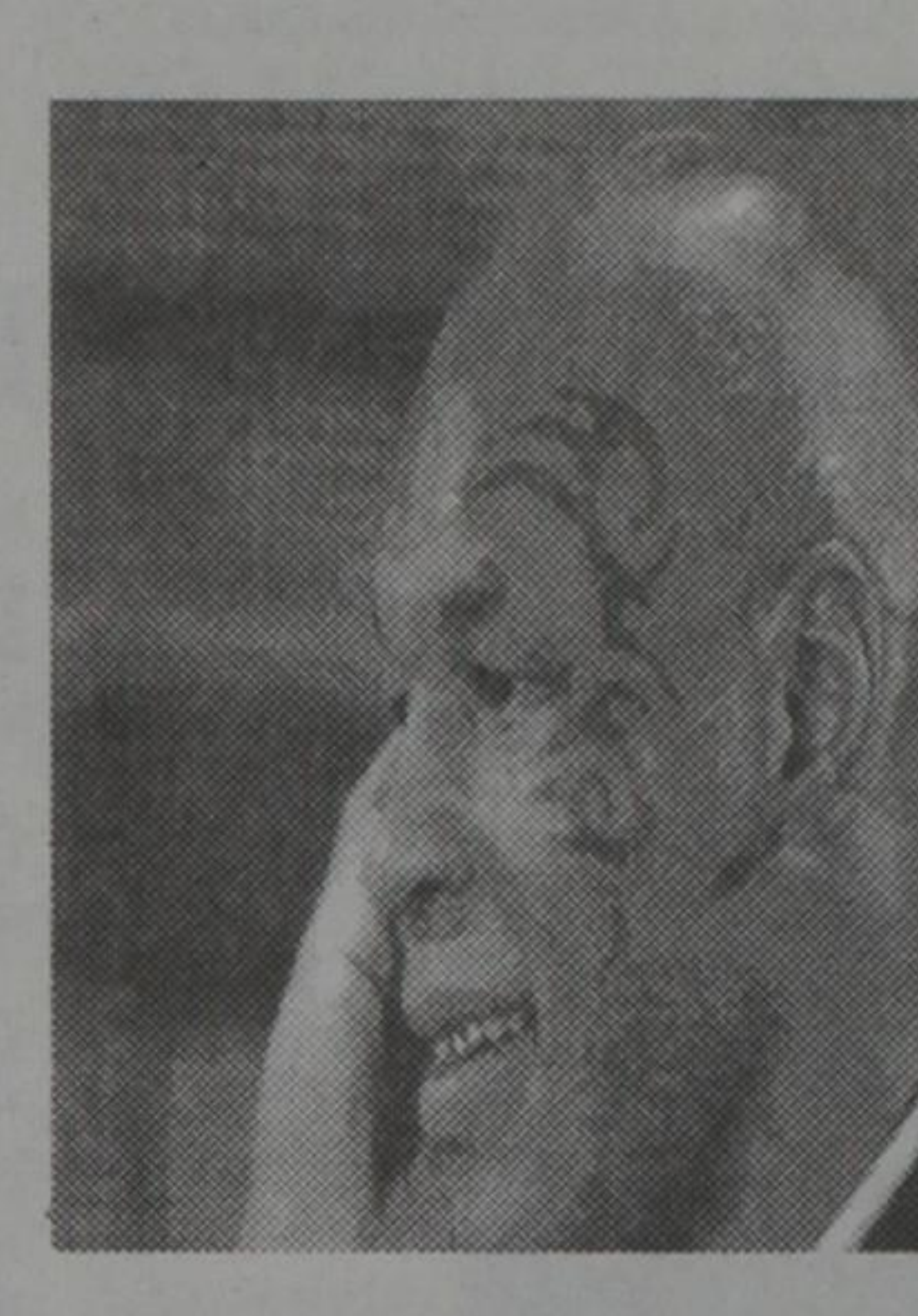
The only time Tech (17-7, 9-4 Big 12) has beaten Texas since Knight's arrival was in March 2003 at the Big 12 tournament.

It was also the first loss in Lubbock for Rick Barnes, who is in his seventh year coaching Texas (18-8, 7-6). It ended a three-game win streak for the Longhorns.

Chivas Reacts After Missing Shot



Mexican Chivas player Adolfo Bautista reacts after missing a shot against Colombian Once Caldas during their Libertadores Cup match celebrated at the Jalisco Stadium Wednesday, March 02, 2005, in Guadalajara City, Mexico. Chivas and Colombia tied, 1-1. (AP Photo/Guillermo Arias)



Mike Tyson Interviewed

Former heavyweight boxing champion Mike Tyson is interviewed during the Festival di Sanremo Italian Songs contest, in San Remo, Italy, Wed., March 2, 2005. Mike Tyson is one of the international guests featured in the show aired on the Italian State TV RAI, from Tuesday through Saturday, March 5.

Sign-ups for new players with the Lubbock Senior Softball League (Slo-Pitch) are now being accepted. Play begins April 4th and will include a 20-game schedule and a double elimination tournament at the conclusion of the season. All games will be played at the BH Softball Complex. A player must be 50 years of age by December 31st of this year to participate. There is a one-time registration fee of \$45.00 which includes all games plus a team shirt and cap. For more information contact Steve at 793-5470, Les at 885-1471, or chuck at 765-7565.

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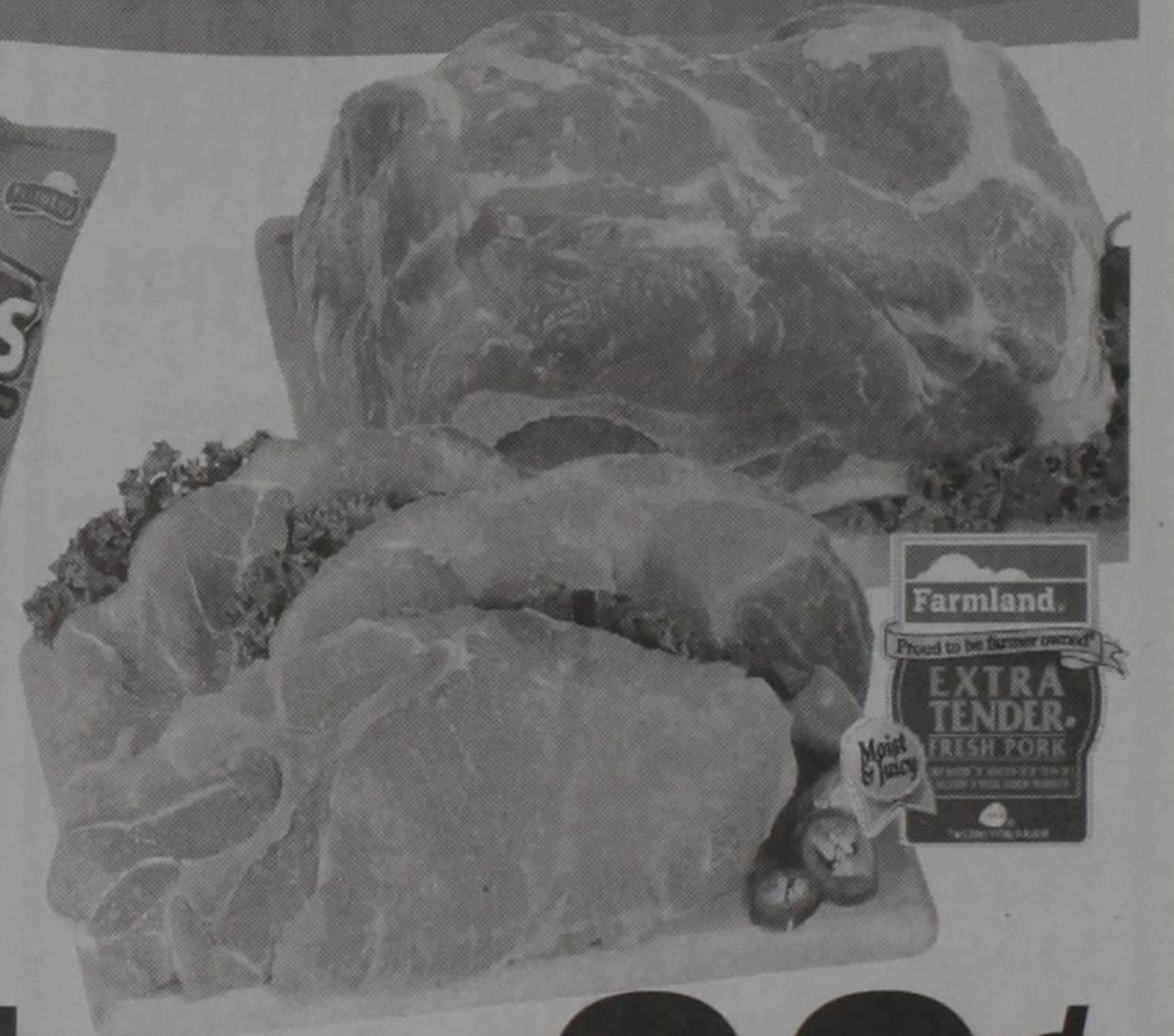
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Sandino receives invitation to Cartagena Film Festival



Colombian actress Catalina Sandino, who was nominated in the "Best Actress" category in the latest edition of the Oscar awards, was invited to the International Film Festival of Cartagena to start Friday, indicated organizers today. The festival's coordinator, Gerardo Nieto, said that Sandino will

receive a "well deserved homage" for being Oscar nominated after her performance in the American-Colombian co-production "Maria Full of Grace."

"She's done too much for Colombian cinema already just by being nominated, and that's historic for Colombian and Latin America cinematography", indicated Nieto, who awaits the actress confirmation which has a very tight schedule these days.

The award for "best actress" that grants the Academy of Motion Pictures Arts and Sciences was given to American actress Hillary Swank by her starring role in Clint Eastwood's "Million Dollar Baby."

Nieto recalled that Sandino won the "India Catalina" award last year for best actress in the International Film Festival of Cartagena for her leading role in the film "Maria Full of Grace."

The co-production tells the story of a deprived young Colombian who chooses to transport cocaine to the United States hidden in her stomach to try to escape from poverty, situation that is frequent in this South American country.

La Corte prohíbe ejecutar a menores

La Suprema Corte de la nación prohibió ayer la ejecución de reos condenados a muerte por delitos cometidos cuando eran menores de 18 años de edad porque se trata de un castigo cruel e inusual que es anticonstitucional a tenor de la Enmienda Octava.

16 latinos se libran de la ejecución

La decisión del máximo órgano judicial de la nación afecta a 72 reclusos, todos hombres, que cometieron delitos cuando tenían 16 o 17 años.

La decisión anula las sentencias de ese tipo que pesan sobre los menores de edad y prohíbe a los estados solicitar la ejecución de menores en el futuro.

El máximo tribunal dijo que las ejecuciones violan la Octava Enmienda de la Constitución sobre castigos crueles e inusuales.

El fallo logrado en votación 5-4 afecta a 72 casos de reos que aguardan por su ejecución en 19 estados de la Unión Americana. Unos 16 latinos se beneficiarán de la decisión y entre ellos hay tres casos de mexicanos que su gobierno ha seguido de cerca.

En 1988, la Corte prohibió ejecutar a quienes cometieron crímenes cuando eran menores de 15 años y, hace tres años, los magistrados prohibieron las ejecuciones de los retrasados mentales.

El fallo de ayer se desprende del caso de Christopher Simmons, condenado a muerte en Missouri en 1993 por asesinar a una mujer cuando él tenía 17 años de edad. Su abogado, Seth Waxman, argumentó que la pena de muerte era inútil como elemento disuasivo porque los adolescentes "no evalúan los riesgos (de sus actos) como los adultos".

Simmons ató a una mujer y la arrojó, viva, desde lo alto de un puente.

El joven recibió apoyo internacional para evitar su ejecución incluyendo la Unión Europea y ex diplomáticos de la ONU. De los 19 estados que imponen la pena capital a menores de edad, sólo Texas, Oklahoma y Virginia han ejecutado a menores en la pasada década. Estados Unidos forma parte de la lista de ocho países que han ejecutado a menores de edad desde 1990: China, Irán, Nigeria, Pakistán, la Repú-

blica Democrática del Congo, Arabia Saudita y Yemen.

Y desde 1990 cada uno de los otros siete países ha abolido la práctica de ejecutar a adolescentes o se ha manifestado en contra de la misma.

Casi 3,500 reos aguardan por su ejecución en cárceles estadounidenses en 38 estados de la Unión Americana.

Según el máximo tribunal, la ejecución de menores de edad "viola las normas de la decencia que marcan el progreso de una sociedad madura" y especifica que la sociedad estadounidense considera a los delincuentes juveniles como menos culpables que los adultos.

"La edad de 18 años es el punto donde la sociedad traza la línea entre la infancia y la adultez para muchos fines. Es, concluimos, la edad en la que debe descansar la línea de quiénes pueden ser ejecutados", escribió el magistrado Anthony Kennedy a nombre de la mayoría. "La inestabilidad y el desequilibrio emocional en los jóvenes pueden ser un factor en el crimen", agregó Kennedy.

continúa en la pagina 5

Viva Morena! Tips for Women with Brown Hair



It's no secret...there are more brunettes than any other hair shade in America! And more women are coloring their hair!

But brunettes have special needs when it comes to hair color and hair care that blondes or redheads don't have. For example, dark

hair needs extra lightening, but over lightening can produce brassy results that some brunettes don't want.

Here are some tips from Nice 'n Easy Color Expert Giselle for coloring and caring for dark hair:

(6)Choose a hair color designed specifically for dark hair. Now brunettes can choose from beautiful browns and stunning reds to sultry medium blondes made just for them because Nice 'n Easy has introduced a whole range of shades formulated specifically to lighten dark hair while adding rich color and dimension without brassiness

(7)Don't automatically assume you need the most powerful conditioner on the market; over-conditioning and product build-up can often be a detriment to dark hair, causing dullness

(8)Try rinsing your hair with espresso for extra shine

(9)Apply finishing products for fullness underneath your hair and at the scalp area so as not to dull the shine and vibrancy

(10)Use a color-enhancing shampoo made especially for dark hair every couple of shampoos to boost dimension

De la huerta a la mesa

Las mujeres muchas veces damos vueltas y vueltas en la cocina a la hora del almuerzo o la cena con una pregunta rondando la cabeza: ¿Qué hacer de comer?

Es la pregunta de los 100 mil dólares que nos hacemos todos los días. Y, a veces, el problema se solucionaría con una simple visita al mercado.

Así de fácil, porque las frutas o verduras que usted ve en grandes cantidades en el mercado, y generalmente a precio reducido, son

ingredientes que están en temporada, en lo mejor de su cosecha. Por lo tanto hay que aprovecharlas y usarlas en abundancia en nuestras recetas.

En California, somos muy afortunados porque realmente podemos encontrar una gran variedad de frutas y verduras todo el año, pero, compare el sabor del repollo o la col ahora en invierno, con los que encuentra en el verano.

La diferencia la encuentra, no

sólo en el precio, sino también en el sabor.

En la temporada invernal usted puede encontrar muy buena calidad de brócoli, repollo, raíces de apio, cítricos y hojas verdes para cocinar como acelgas, mostaza y nabos verdes. Así como chirivías (parsnips) y rutabagas, una variedad de nabo que originalmente se producía en Suecia.

Con estas frutas o verduras puede preparar deliciosas sopas o guisos, al igual que compotas o mermeladas.

Con las hojas verdes, por ejemplo, puede hacer un guiso combinándolas con papa. Pele unas papitas y póngalas a cocinar hasta que estén suaves; luego escúrralas y pártalas en cuatro partes.

Aparte, en una sartén saltee en un poquito de aceite de oliva la mitad de una cebolla mediana, picada; unos dos dientes de ajo machacados y dos tazas de hojas verdes. Puede usar mostazas, acelgas o espinacas.

Cuando las hojas estén casi cocidas, añada las papas y con cuidado para que no se rompan deles vuelta. Sazone con sal y pimienta.

Con los cítricos, por su parte, no piense sólo en las naranjas y los limones. Pruebe también las mandarinas y las toronjas rojas. Están sabrosísimas.

¡Buen provecho! Si tiene preguntas, comentarios o quiere conocer más trucos de cocina o aprender nuevas recetas, escriba a La Opinión, Vida y Estilo, 700 S. Flower St., Suite 3100, Los Angeles CA, 90017, o envíe un mensaje de correo electrónico a vidayestilo@laopinion.com

Pepe Aguilar to sing unreleased tunes in Selena's Tribute

Singer-Songwriter Pepe Aguilar told the press he will perform some unreleased songs in the upcoming Selena Tribute to be held next March 21 in Los Angeles, California.

Aguilar said that although he doesn't know with whom he will share the stage, he's ready and anxious to dedicate some tunes to "the woman that left a legacy."

"Since I was invited to participate by my friend A.B. Quintanilla I'm readying the songs I will perform at the festival, which will be

a surprise, because there are some I've never performed before", said.

The singer emphasized that she respects Selena Quintanilla "because she's a great artist, even not being here, and she got the audience support and respect".

Aguilar just started a promotional tour through Miami to support his latest album "No soy de nadie", and after finishing the trip will return to Mexico to start planning his next album, to include songs in the pop-ranchero genre.

The performer added that his current record, that hit the shelves February 5, includes a DVD featuring the videos "Miedo", "El Autobus" and "No soy de nadie".

The disc also includes an exclusive interview from his ranch "El Soyate", in Zacatecas and pop versions of songs "No soy de nadie" and "Se fue de mi".

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A Profile in Community Leadership

from page one

On her thoughts on receiving the award, Dr. Santos response reflects the LULAC mission:

"I was deeply touched by the award. It means more than any recognition I could ever receive at work related to my professional accomplishments. This is because the time and effort I put into helping others comes from the heart and reflects my personal values and beliefs about the importance of teamwork, service, and being part of making life better for our community and for humanity in general."

Although most people may think that community leadership is out of their reach, Dr. Santos response to what her definition of community leadership is is very clear and concise.

"I define community leadership as being committed to doing one's part to make improvements in the life of the collective (community). It means never being too tired or too busy to make time for serving others in any way that one is able to do so. Leadership is a privilege...it gives one's life true meaning in a historical continuum...it means taking chances, it means speaking out when there are obvious injustices and suffering in our midst."

Being informed and aware is also an integral part of community leadership. When asked what advice she would give to someone who does not like to get involved in community activism, Dr. Santos responded that the best advice she could give is to read. She continues, "Become aware of what is happening systematically to our people by reading". She goes on to say that people who are not involved, "do not realize that they cannot hide from injustice and racism. Injustice done to one person is done to all. Strength comes from the community...together we can move mountains". She goes on to add that people can do simple things like vote, become a bilingual election worker, and become involved in their children's education by visiting their schools. Dr. Santos adds that families have a responsibility to take a leadership role in their own lives by becoming informed about the issues that directly affect their lives. She adds, "I believe that when people become aware, they will become empowered and mobilized. I also believe that supporting one another spiritually and applauding each other's accomplishments goes a long way to community-building of a true democracy".

Every democracy has its chal-

lenges. The one we live in is unique in that a large segment of this area is predominately Mexican American and the challenges faced by those of us fortunate to share a common culture are many. And when it comes to the challenges that the Mexican American community faces, Dr. Santos clearly understands them. According to her, the short supply of decent paying jobs with health insurance in Lubbock and the West Texas area is just one of those challenges.

"Education, the perennial key to better jobs or self sufficiency through entrepreneurship continues to pose challenges. In my opinion, the Latino community should work more closely together to elect more representatives to City Council, the legislature, government and other critical roles. When a community allows itself to be overlooked or oppressed over time, it becomes more difficult to mobilize. The initial solutions can be found within the community itself, the community does not have the luxury to avoid activism".

When it comes to education, the reasons why so many Mexican American youth do not attend college are many. But according to Dr. Santos, there are solutions to these barriers. As dean of the college of education, Dr. Santos is a champion of the many local organizations that help promote secondary education. "Going to college is not the only pathway to success", she says, "but it can certainly open doors to a brighter future for a young person". She adds that young people interested in a college education should take advantage of the many resources available, such as the Raiders Rojos Alumni Association or they can call the college of education at 742-1837.

In a world where our lives are defined by the station that we occupy in life, success as defined by the majority's opinion can be elusive. Here's Dr. Santos take on success:

"A person who defines his or her own goals and then reaches them is a success. Success is not merely measured in money or possessions. It can only be meas-

ured by the self-satisfaction of the person, as they strive to set and meet goals. I believe that success comes by following one's heart and developing one's mind to seek ways to understand the deep meaning of life. One can be a success as an individual, but until the greater issues are solved at the societal level, can we say that anyone is really successful? That is why it is so critically important for our youth to not only become educated, have good jobs and fulfilled professional jobs, but also to have a solid sense of service and giving back to their community. Our future as a people rests with our youth's understanding of their historical legacy, destiny, and their willingness to continue the struggle for improving the lives of all".

According to Dr. Santos one of those persons that continued to fight the struggle to improve people's lives until her untimely death was Irma Guerrero. Ms. Guerrero last service to her community was as the Chairperson for the Lubbock County Democratic Party. "Ms. Guerrero's untimely death at a young age should serve as a wake up call to all of us that life is short...the birth of a new generation requires adults to be links in a chain to ensure those future generations will be able to enjoy productive lives".

Community service is not easy. The road is full of disappointments and more often than not, more battles are lost than won. But we all have a responsibility to leave this world a better place than how we found it. Call it our ethnic heritage, our gift to our children.

And we would all do well to follow the example that has been set by a person such as Dr. Santos if we can expect to realize our dreams and aspirations.

But if you still have doubts about what is gained from giving of yourself and participating in some form of community service, the following quote by Mother Teresa illustrates what can be gained when we are not afraid to get involved:

"The fruit of silence is prayer; the fruit of prayer is faith; the fruit of faith is love; the fruit of love is service; the fruit of service is peace."

(c)acruz2005 Email: acruzts@aol.com

Texas Police Detaining more Hispanics than Caucasians

A race profile study which analyzed the millions of arrests to drivers by the Texas police showed Hispanics and Afro-Americans are prone to be stopped than Caucasians.

According to the report, two out of three Texas Police Stations registered higher inspection rates among minorities than among Anglo-Saxons on driving issues.

The study, based on 2003 data collected from one thousand and sixty Texas Police Stations, warned no positive changes have been witnessed in almost four years since a State law forcing local authorities to register the detainee's ethnicity.

The study was conducted by the Steward Research Group from Austin, Texas, and was made public this week by the Criminal Justice Coalition of Texas, a network of activist groups that keep an eye on police corporations, civil rights and prison issues.

The report remarked the high detention rates among Hispanics and African-Americans do not translated into a higher confiscations of drugs or any other illegal merchandise.

According to the document, Caucasian drivers are equally likely than Hispanics and African-Americans to be found in possession of illegal cargo.

Even so, police officers who stop a higher rate of Hispanics get to confiscate a higher amount of drugs from Caucasians than from Hispanics.

The Texas Police Sheriffs Association did not approve of the results of such study by stating it offers nothing new about the subject and warned these kind of reports are strongly committed to revision.

Under the race profile law, passed last September 2001, the Texas Police Stations are forced to reports the race and ethnicity of stopped drivers.

The law prevents police officers from focusing on stopping drivers who belong to a minority and makes them investigate the detainee's ethnic origin.

La Corte viene de la pagina 4



La decisión fue aprobada con los votos de Kennedy y de los cuatro magistrados más liberales: John Paul Stevens, David Souter, Ruth Bader Ginsburg y Stephen Breyer.

Los votos en contra fueron los del presidente del Alto Tribunal, William Rehnquist, y los magistrados Antonin Scalia, Clarence Thomas y Sandra Day O'Connor.

La Corte también reconoció "el abrumador peso de la opinión internacional en contra de la pena de muerte juvenil".

Sólo Estados Unidos y Somalia no han adoptado la convención de la Organización de las Naciones Unidas (ONU) que prohíbe la ejecución de reos que eran menores de edad al momento de cometer el crimen.

Sin embargo, el juez Antonin Scalia escribió a nombre de la minoría que la interpretación que la Suprema Corte haga de la Constitución no debe regirse por las opiniones de otros países.

Paso adelante Con todos, grupos defensores de los derechos humanos calificaron el fallo como un paso adelante.

"Esta histórica decisión se produce en momentos en que hay una necesidad urgente de que Estados Unidos evidencie que cumplirá con los estándares internacionales sobre los derechos humanos y su buen ejemplo contribuirá a la erradicación final y total de esta práctica internacional ilegítima en todo el mundo", escribió la organización Amnistía Internacional (AI).

Por su parte, la Unión Americana de Libertades Civiles (ACLU) dijo que el fallo reconoce el amplio consenso existente en torno a la anticonstitucionalidad de la pena capital para los jóvenes.

"La decisión de la Suprema Corte es un importante paso adelante. Sin embargo, también apunta hacia la necesidad de reevaluar el sistema de la pena de muerte que se ha revelado incapaz de distinguir entre el culpable y el inocente, aun cuando se trata de adultos", dijo ACLU.

"Con este dictamen, la Corte repudió la idea errada de que Esta-

dos Unidos puede proclamar que no dejará a ningún niño rezagado y simultáneamente enviar niños a la cámara de muerte", dijo William F. Schulz, director de AI en Estados Unidos.

Con la decisión de su Tribunal Supremo de abolir la pena de muerte a menores, Estados Unidos ha abandonado el pequeño grupo de países que aún toleran esta práctica "bárbara", se felicitó la organización humanitaria Human Rights Watch (HRW).

"La ejecución de delinquentes menores es un acto bárbaro", dijo Lois Whitman, encargada de la división de derechos del niño de HRW.

"Gracias a la decisión de la Suprema Corte, Estados Unidos puede andar con la cabeza bien alta como una sociedad justa", agregó en un comunicado difundido en Nueva York.

El Centro de Información sobre la Pena Capital (DPIC) indicó que desde que la Suprema Corte restauró la pena de muerte en 1976, han sido ejecutados 22 reos que cometieron los crímenes por los cuales fueron condenados cuando todavía no habían cumplido los 18 años de edad.

El DPIC también informa que de los 72 reclusos afectados por el fallo todos son hombres y 16 de ellos son latinos, la mayor parte encarcelados en prisiones de Texas.

Un beneficiario del fallo será Lee Boyd Malvo, el francotirador adolescente que está cumpliendo dos cadenas perpetuas por dos de los 10 asesinatos que sembraron el terror en los alrededores de Washington en 2002. El fiscal Paul Ebert esperaba pedir la pena capital para Malvo, que tenía 17 años cuando perpetró los asesinatos, pero dijo que un nuevo juicio provocaría gastos innecesarios.

Los 19 estados que permiten ejecuciones a menores de 18 años son Alabama, Arizona, Arkansas, Carolina del Sur y la del Norte, Delaware, Florida, Georgia, Idaho, Kentucky, Louisiana, Mississippi, Nevada, New Hampshire, Oklahoma, Pennsylvania, Texas, Utah y Virginia.

Editores Hispanos con una Mision Especial

viene de la primera pagina

Muchas de las noticias positivas que publican sobre la comunidad son notas de las que los medios principales no hacen caso. Los titulares de las publicaciones latinas con frecuencia tienen informes sobre los logros, los éxitos y las victorias de latinos locales y a nivel nacional.

También cubren las noticias de América Latina de manera mucho más completa que los medios principales.

Es más, las publicaciones organizan y apoyan los eventos de enfoque comunitario, a la vez que fomentan la comunidad y el respeto por la diversidad y el orgullo de ser hispano.

Los editores tienen fama de ser y son - dirigentes cívicos locales.

Muchos de las agencias publicitarias locales, y de a pocas las nacionales, también reconocen los factores que hacen de la prensa hispana un vehículo importante para llegar al consumidor latino. Házte amigo de un editor hispano y te haces amigo de un consumidor hispano. Para ellos la lealtad se palpa.

Los empresarios latinos que crean estas publicaciones son los verdaderos héroes - en realidad -- y en la opinión de sus lectores. De muchas formas son el corazón de sus comunidades.

Han madurado, la industria ha

madurado, y la competencia creciente podrá sólo hacerlas mejor. La competencia presenta una gran oportunidad de mejorar la calidad de sus publicaciones en la medida que crece el número de los lectores y aumenta el interés en las publicaciones hispanas.

No es momento de volverse complacientes. Los editores hispanos deben ejecutar un plan de acción agresivo para retener y fomentar la confianza que se han ganado de la comunidad para competir con éxito contra el número en auge de novatos que han llegado al ámbito.

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Comentarios

Continued from Front

School Leadership: Gives a green light to poor school leadership. The bill permits those with little preparation in education to become school principals.

Transportation: Short-changes transportation needs. Especially for students in rural communities transportation to school is essential. The bill permits school districts to use transportation funding for unrelated items.

The Have-a-Lots and the Have-Just-Barely-Enough

Eliminates overall funding equity among all school districts, rich and poor. It will allow for the wealthiest 10% percent of districts to spend over \$1,000 more for each of their students. The other 90% of students in Texas will have to do more with less

* Creates the illusion of increased funding while cutting essential programs that will benefit students with the greatest challenges.

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¿TIENES PZEESRNAA?

Para quienes sufren de Alzheimer leer, escribir y simplemente hablar puede ser mucho más difícil. Pero los últimos estudios muestran que mantener tu cerebro activo así como una buena dieta y hacer ejercicio, podrían ayudar a reducir los riesgos de contraer Alzheimer.

Comienza desde ahora a utilizar tu cabeza: encuentra la palabra oculta y verás que sí hay esperanza.

Para más información sobre tratamientos contra el Alzheimer y medidas que podrían reducir los riesgos, llama al 1-800-272-3900 o visita www.alz.org

alzheimer's association



Respuesta: línea 6, palabra 5.

Viva Aztlan Festival to Feature 15 Ballet Folkloricos from Texas, Oklahoma, and New Mexico

When most people attend Fiestas held to commemorate holidays such as el Cinco de Mayo 16 de Septiembre or even when people stop to look at the dancing at the Fiesta stage during the 4th of July or the Lubbock Arts Festival, they probably don't realize the many hours of work needed to perfect the intricate steps, hand make the colorful dresses or learn the different styles of dances. The beautiful dresses and costumes of Mexico along with the sounds of mariachi music will come to Lubbock on March 11th and 12th as Lubbock Centro Aztlan hosts 11th Annual Viva Aztlan Dance Festival. The festival celebrating Hispanics in the art of folklorico will be held at the Lubbock's beautiful Memorial Civic Center.

More than 500 young persons ages 3 and up will take to the stage to compete for awards to be presented during the Festival.

The Festival features dance groups from Texas, New Mexico and Oklahoma in competition for awards for the Best Company, the Best Technique and Form, Best Choreography, Best Costumes, Best Male and Female Dancers and many more awards for a children's division. Awards will be categorized and awarded to A, B or C division adult groups as determined by the official judges.

A total of 15 adult and children's groups will compete. The groups will come from San Antonio, Terlingua, El Paso, Dallas, Victoria, Muleshoe, Anyder, Hobbs New Mexico, Guymon Oklahoma and Lubbock Texas.

Activities will begin on Friday morning at 10 am with workshops for the dance companies and Mariachi groups that will be conducted by

renown instructors who have studied in Mexico and have years of experience in teaching dance. On Friday afternoon activities will consist of competition sessions starting at 4 pm on Friday and continuing at 9 am on Saturday. Evening

Chorography of Professor Rodolfo Hernandez, was founded in 1976 and was affiliated with the El Paso Community College. In 1978, the company officially became known as Ballet Folklorico Paso del Norte. The name of

governors of the Mexican States of Chihuahua and Zacatecas requested performances in several of their major cities. Again in 1989, the company performed in Casas Grandes and Cd. Juarez under invitations. In that same

importance of this invitation, the company presented it's best performances, thus acquiring excellent comments by special critics. In the summer of 1993, the University of Oklahoma presented the group for five performances as part of the "Summer Wind Festival". Since then the group has been invited back four more times as part of this festival. In 1993, for two consecutive years, the dance troupe received with great pride the Presea Frontera Internacional given by Salas Productions and special press of the El Paso/Juarez area. This prize named the group as the best folklorico group in El Paso and Cd. Juarez. The group in 1995, traveled to Lubbock under a grant from the Lubbock City Council and the Ballet Folklorico Aztlan. In 1997, the dance troupe, again under the support of Ms. Norberta Fresquez, traveled to Detroit to present a special Christmas program. The presentation was so successful that in December of 1999, Ms. Fresquez again presented the program to the City of Albuquerque, New Mexico.

Tickets for the Viva Aztlan Festival for general public are priced at \$3.00 per person, per day; \$10 per day reserved. Seating is first come first serve and are available at the door. For ticket information call 806-763-3841. The event is being made possible by a grants Civic Lubock Inc, the Lubbock City Council as recommended by the Lubbock Arts Alliance and through the generosity of the Lubbock Avalanche Journal, United Supermarkets, Xcel Energy, the Lubbock Avalanche Journal and El Editor Newspapers



sessions will also be held Friday and Saturday starting at 7 pm.

A highlight of the Festival will be the presentation of a professional dance company. The ballet "Paso del Norte from El Paso Texas" will present a show starting at 8 pm on Saturday.

The Ballet Folklorico Paso del Norte, rich in tradition and history, diffuses the Art and History of Mexico through song and dance. The dance troupe, under the Artistic Direction and

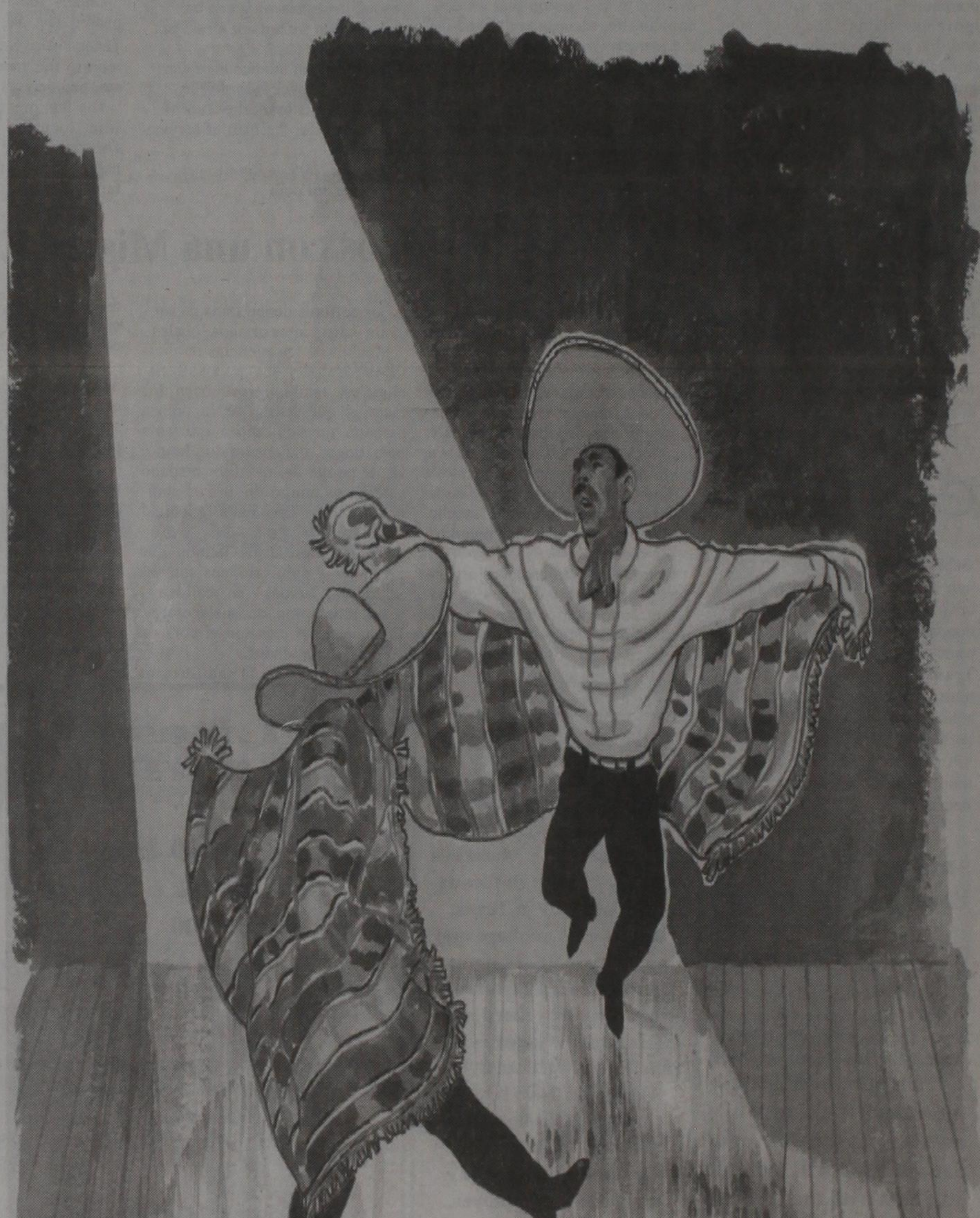
the company has a historical relevance to the community where it developed to which it owes a great responsibility to excel. The company has traveled extensively throughout the United States and Mexico. In 1986, Paso del Norte was proud to represent the City of El Paso in the Texas Sesquicentennial Celebration in Houston. In 1987, the

town Fiesta '91 in Detroit, Michigan. The year 1992, marked a high point for Ballet Folklorico Paso del Norte, accomplishing to be the first American Folkloric dance group to be invited by the Instituto Mexicano Norteamericano de Relaciones Culturales or the Mexican North American Institute of Cultural Relations in Mexico City. Aware of the

Program Schedule

Friday's Schedule - March 11, 2005		
Registration	9:00 a.m.	Civic Center Theatre Lobby
Children's Workshop Jesus Chacon	10:00 a.m. to 12:00 p.m.	Civic Center Theatre Campeche or Aguascalientes
Mariachi Workshop	10:00 a.m. to 12:00 p.m.	Civic Center Rooms
Lunch (On your own)	12:00 Noon to 1:30 p.m.	
Children's Workshop Jaime Guerrero	1:30 to 3:30 p.m.	Civic Center Theatre Nuevo Leon
Mariachi Workshop	1:30 to 3:30 p.m.	Civic Center Rooms
Children's Competition	4:00 to 4:20 p.m. 4:25 to 4:45 p.m. 4:50 to 5:10 p.m. 5:15 to 5:35 p.m.	Ballet Folklorico Paloma Libre - Lorenzo, TX Ballet Folklorico Guadalupe - Muleshoe, TX Folklorico de Guadalupe - Snyder, TX Ballet Folklorico de Maria Isabel - El Paso, TX
Dinner (On your own)	5:35 to 7:00 p.m.	
Children's Competition	7:00 to 7:20 p.m. 7:25 to 7:45 p.m. 7:50 to 8:10 p.m.	Ballet Folklorico Nuestra Herencia - Lubbock, TX Grupo Folklorico Rio Bravo - El Paso, TX Ballet Folklorico Aztlan - Lubbock, TX
Scholarship Competition	8:15 to 8:30 p.m.	Civic Center Theatre
Mixer	8:30 to 10:00	Holiday Inn - Civic Center

Saturday's Schedule - March 12, 2005		
Adult's Workshop Ramiro Loera	8:30 to 10:30 a.m.	Civic Center Theatre Queretaro & Guerrero
Mariachi Workshop	8:00 to 10:00 a.m.	Civic Center Rooms 108 - 111
Director's Seminar Presented by the three Judges	10:45 to 11:45 a.m.	Room - 112
Mariachi Workshop	10:00 a.m. to 12:00 p.m.	Civic Center Rooms 108 - 111
Lunch (On your own)	12:00 noon to 1:30 p.m.	
Mariachi Workshop (If needed)	1:30 - 3:00 p.m.	Civic Center Rooms 108 - 111
Adult's Competition	1:30 - 1:55 p.m. 2:00 - 2:25 p.m. 2:30 - 2:55 p.m. 3:00 - 3:25 p.m. 3:30 - 3:55 p.m. 4:00 - 4:25 p.m. 4:30 - 4:55 p.m. 5:00 - 5:25 p.m. 5:30 - 5:55 p.m.	Ballet Folklorico Paloma Libre - Lorenzo, TX Star Dance Academy - Hobbs, NM Folklorico de Guadalupe - Snyder, TX Ballet Folklorico Nuestra Herencia - Lubbock, TX Paisano Folklorico Dancers - Terlingua, TX Ballet Folklorico Aztlan - Lubbock, TX Alma Folklorica de Oklahoma - Guymon, OK Mexico 2000 Ballet Folklorico - Dallas, TX Santa Maria H S Ballet Folklorico - Nipomo, CA
Dinner	6:00 - 7:30	Provided by Viva Aztlan Festival Location: TBA
Showcase	7:30 - 9:00 p.m.	Civic Center Theatre
Special Performance by Guest Group		Ballet Folklorico Paso del Norte - El Paso, TX
Awards Ceremony	9:15 - 10:00 p.m.	Civic Center Theatre



Festival Viva Aztlan

March 11 and 12 - Lubbock Civic Center Theater - Admission \$3 Per Day

Featuring Competition by Folkloric Dance Groups from Texas, Colorado, Oklahoma and New Mexico
And Workshops for Mexican Folklorico Dance and Mariachi Students

Presented by Lubbock Centro Aztlan, Civic Lubbock Inc, the Lubbock City Council as recommended by the Lubbock Arts Alliance
with support from El Editor Newspaper, the Lubbock Avalanche Journal, United SuperMarkets, Xcel Energy and other generous businesses

Special Showcase Presentation - Saturday 7:30 p.m from Juarez/El Paso
El Ballet Folklorico Paso del Norte

For Ticket Information Call 806-763-3841 or e-mail vivaaztlan@sbcglobal.net