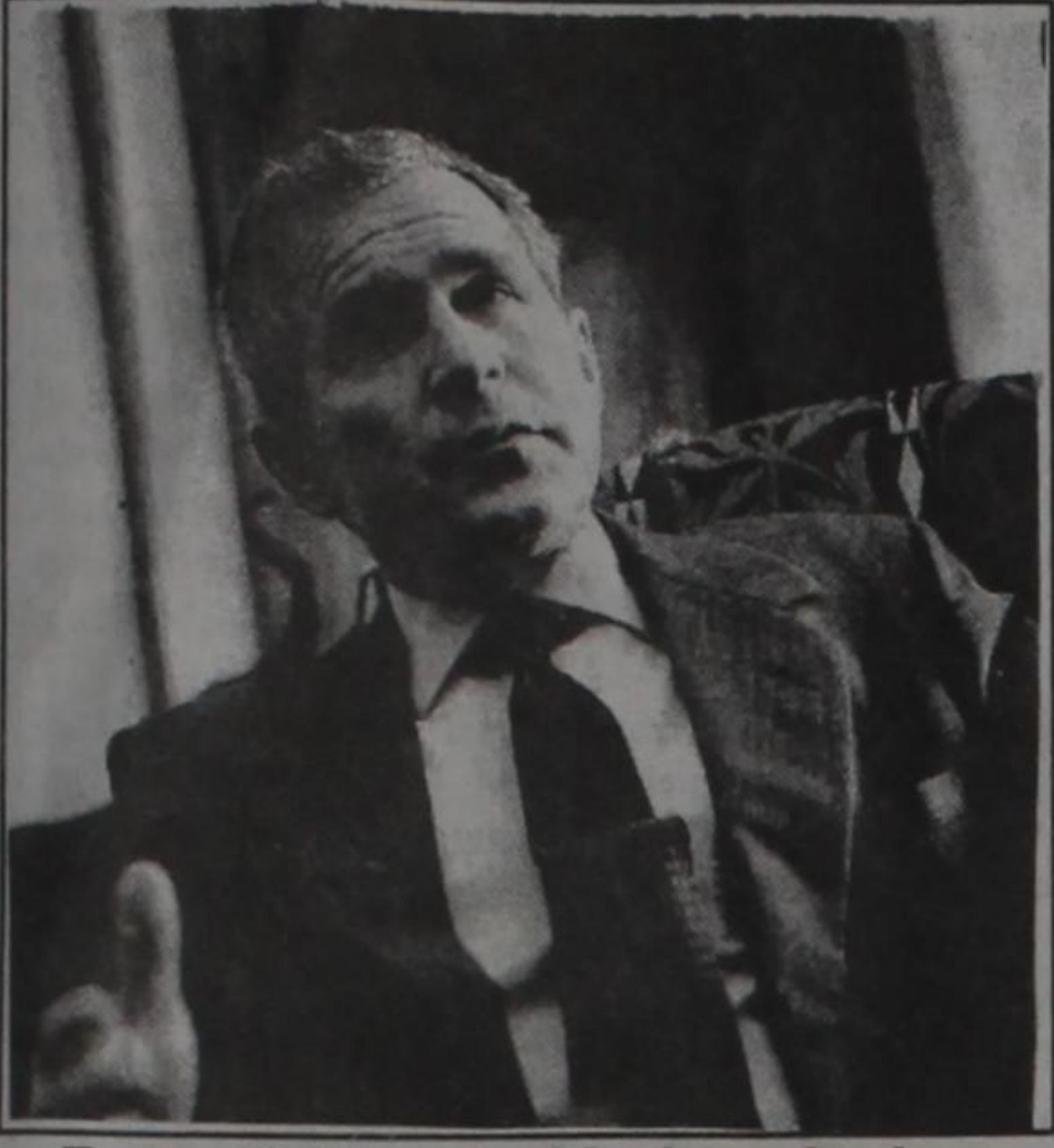


Se Aleja Bush de Temas Contra

Inmigrantes en California



Fresno (California). - El gobernador de Texas, George W. Bush estableció, en su gira por California, una distancia con los temas que en años anteriores promovió el Partido Republicano contra los inmigrantes y las minorías étnicas en California.

En el segundo de tres días de gira por este estado, el precandidato presidencial republicano declaró que "no habrá un sólo voto latino por el que yo no luche en California".

De acuerdo con cálculos de la Secretaría de Estado de California, alrededor del 14 por ciento de los electores en el estado son hispanos, pero según organizaciones no-gubernamentales especializadas en el tema electoral, los latinos tienen más participación electoral que el resto de los grupos étnicos.

"Vengo a pedirles sus votos, y déjenme recordarles que en Texas no tenemos una (proposición) 187", dijo Bush en referencia a la

"El Respeto al Derecho Ajeno es La Paz."
"Respect for the Rights of Others Is Peace"
Lic. Benito Juárez

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Latinos Still Ignored by Network News

By Joseph Torres

Fewer than 1 percent of all stories that appeared on the network news in 1998 were about Hispanics, according to the fourth annual Network Brownout report, released July 7 by the National Association of Hispanic Journalists.

The report, however, found that Latinos were portrayed in a greater variety of stories than in years past.

It found that out of 12,000 news stories that aired in 1998, 118 were about Hispanics, up from 112 in 1997. It also revealed that Latinos were portrayed in a more positive light in 1998. Stories about crime, immigration and affirmative action comprised only 41 percent of all news stories in 1998, compared to more 66 percent of all stories in 1997.

The greatest number of Latin-

no-related stories that aired on the network news were about politics (27). The number of stories about health and safety issues (3 to 11) and sports (1 to 10) also climbed from 1997.

If this is what the data show, the question becomes, Is this a blip or a trend? "If it is a trend," says Felix Gutierrez, executive director of the Freedom Forum's Pacific Coast Center, "then it is a step in the right direction, in terms of Latinos and Latino issues."

Federico Subervi, an associate professor of Radio, Television and Film at the University of Texas, expects there will continue to be a growing number of stories about Latino politics because of the upcoming presidential elections. He, however, believes that while greater diversity of story topics about Latinos will contin-

ue, the number of stories aired each year will remain about the same.

The report also found that a more of Latinos, including Latino experts, were quoted on Hispanic-related stories. Fifteen Hispanic experts were quoted in news stories in 1998, up from seven in 1997.

However, only one Hispanic in 1998 was quoted in a non-Latino story. Hispanics who were identified as experts in 1998 include the Freedom Forum's Felix Gutierrez, Republican political analyst Lionel Sosa, National Council of La Raza president Raul Yzaguirre and New York Daily News columnist Juan Gonzalez.

Nonetheless, Gutierrez said that Hispanic experts are limited to being interviewed in stories about their nationality or cul-

ture, even though Hispanics participate in all aspects of society. He noted that news stories should reflect the fact that there are Hispanic doctors and lawyers who can give expert commentary on non-Latino issues.

The report also found that nearly 40 percent of all Latino-related stories originated from four border states: Texas, Arizona, New Mexico and California. It also found that non-Southwestern cities with large Latino populations were under-represented in the number of Latino-related stories about their city. Only 23 stories originated from New York, Chicago or Miami.

(Joe Torres is the Communications Director for National Association of Hispanic Journalists.)

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Ganan Premios

El Ballet Folklorico Nuestra Herencia recientemente ganó el primer premio por su carro alegórico que se demostró en el desfile del 4 de julio. Este es el tercer año ajulado que se les otorga este premio.

El Ballet también logró ganar el tercer lugar en presentación en un concurso de bailes que se llevó a cabo en Corpus Christi, TX. La directora del Ballet Nuestra Herencia es Debbie Rodriguez.

With all the compassion being shown toward poor people in Lubbock, New York might be the only place that perhaps real needs will be taken into consideration.

We keep hearing every day of more and more Republicans are saying that it's not the government's job to provide for their citizens.

I wonder what it would take for Republicans to realize that the government is made up of the people. All people, not just the rich ones.

Contestants are currently being taken for the Ms. Señorita pageant that will take place during the Fiestas. The tradition, established after the Adelita contest, was not held last year due to lack of funding. It looks like Councilman Victor Hernandez is doing just as good a job being executive director of Fiestas del Llano as he is being Councilman. Applications for Señorita can be picked up at our office at 15602 Ave. M or by calling Cristy Martinez Garcia at City Hall.

Más fotos en la página tres.

Stars on the Rise

The Lubbock Hispanic Chamber of Commerce, University Medical Center and Texas Tech University Office of Cultural Diversity celebrated the "Stars on the Rise" Scholarship luncheon on June 29th.

The Chamber and UMC awarded \$7000 scholarships to students. Most of the recipients were Texas Tech bound and others were South Plains college students.

El Editor photographer John Cervantez captured Robert Dominguez or the Chamber and Fannie Rodriguez, Telemundo executive, who were MCs for the event.



Texas Tech Univers.
Lubbock, TEXAS 79401

News Briefs

Bush Avoids Anti-Immigrant and Minority Issues in California

Fresno, California, - Texas Gov. George W. Bush carefully avoided anti-immigrant and ethnic minority issues, common in Republican Party campaigns, during his tour through California.

The Republican presidential frontrunner said in the middle of his three-day trip to the largest U.S. state that there "will not be one single Hispanic vote for which I will not fight in California."

According to California's Office of the Secretary of State, only 14 percent of registered voters in California are Hispanic, but non-governmental organizations say Latinos participate more heavily in elections than any other ethnic group.

"I have come to ask for your vote, and remind you that in Texas we do not have a (Proposition) 187," Bush said in reference to a 1994 ballot measure that sought to bar illegal immigrants and their family members from receiving most forms of state aid.

"I have opposed Proposition 187 since it was first approved ... because I think all children deserve an education, regardless of their parents' immigration status," Bush said.

The Texas governor also criticized Law 209, approved in 1996 to do away with affirmative action programs that benefited ethnic minorities and women.

"I am here to unite, not divide," Bush said in Spanish to voters. "I have done a good deal for the Hispanic community in Texas and I will try to do the same in California, which I intend to visit often, not as a candidate for the party's nomination but a candidate for the presidential election."

Bush also distanced himself from former California Gov. Pete Wilson, who introduced laws which many activists felt went against immigrants, women and other minorities.

Bush said he feels his job is "to urge all of us to work towards an era of responsibility," so that "the (American) Dream is made accessible to all" through education.

"Nobody will be left out of my American vision," said Bush before leaving San Diego and again upon his arrival in Orange County.

Fugitive Doctor Resumes Research in Mexico

Santa Ana, California, - A doctor from the University of California at Irvine Fertility Research Center, who is a fugitive from justice, said Tuesday that he would resume research in Mexico with more than 100 sample eggs removed from patients.

The patients filed a class action lawsuit against Dr. Ricardo Asch for stealing samples from them before fleeing Orange County, California, where he was living.

According to Asch, another three doctors working with him at the fertility center had also taken samples from the university and were trying to implicate him.

The doctor said during a telephone interview from Mexico City, that the other doctors, taking advantage of his absence, were trying to blame him for causing pain to more than 100 women participating in the program.

Asch said that he would file a lawsuit against the three doctors, because they had damaged his reputation when he was about to publish some discoveries.

The university's legal advisor, Byron Beam, said that the university research center had sought information on Dr. Asch, finding only two articles published by him. The university is also studying the possibility of suing the other three doctors, who are still in California, as well as Asch, for unprofessional practices.

Dr. Asch told the media that his research had been successful and that he would prove that the university had mistakenly deprived him of his livelihood.

According to Asch, he had been unsuccessfully trying for two years to get the university to consider him for a position as professor.

Asch is now located at the Angeles del Pedregal luxury hospital in Mexico City where he has resumed his scientific research on reproduction.

Mexican Resebdez Ramirez Sighted in New Mexico

Albuquerque, New Mexico, - Mexican fugitive Rafael Resendez Ramirez, the target of an intensive FBI manhunt, was seen in the state of New Mexico on Monday, July 5, said police sources in the town of Mountainair, New Mexico, on Tuesday.

The police spokesman said the most credible of the three reported sightings came from a truck driver who said he saw Ramirez walking near railroad tracks in the central part of New Mexico on Monday, July 5.

Ramirez, who was placed on the FBI's Ten Most Wanted list last week, is a suspect in eight killings in the states of Texas, Illinois and Kentucky. The murders usually occurred near railroad tracks.

The truck driver who claimed he saw Ramirez on the outskirts of Mountainair gave an exact description of the suspect, according to police sources in Torrance County.

At present, the Justice Department is investigating why U.S. Immigration and Naturalization Service Border Patrol agents deported Resendez Ramirez to Mexico - and freedom - in June, after they arrested him for entering the United States illegally.

40 member of "Mafia Mexicana" Gang Charged

Los Angeles, - A federal grand jury on Friday handed down charges against 40 alleged members of the "Mafia Mexicana," a gang that controls drug-trafficking and other illegal activity in several U.S. penitentiaries.

During an operation carried out with 130 agents from several federal agencies, seven of the suspects were arrested Thursday. Twenty-six others are already serving terms for other crimes, and seven are fugitives.

The Federal Bureau of Investigations and other federal agencies have been investigating the group for 30 months.

Among those apprehended Thursday were five women, an 18-year-old man involved in a triple homicide and another male suspect, the Federal District Attorney's Office in Los Angeles reported.

A report by the Federal District Attorney's Office in Los Angeles said the charges include six counts of murder, four counts of attempted murder, 14 counts of conspiracy to murder and intent to sell narcotics within a penitentiary system.

Among the suspects belonging to the so-called Mafia Mexicana, or the "MM", is Margaret Farrell, an "Anglo" who teaches English to immigrant children in a specialized learning center in Los Angeles.

According to the authorities, Farrell, 50, acted as an intermediary between members of the organization inside and outside the prisons on at least six different occasions.

During the operation, Sally Peters was also arrested, who allegedly acted as a messenger between the prisoners and members outside. She is the wife of a convict who the authorities identify as the leader of the gang, Benjamin Peters, nicknamed "El Topo," who is currently serving a life sentence.

The Mafia Mexicana is known for controlling inside prisons the distribution of illegal drugs and for severely punishing or killing those who disobey their orders.

The Mafia Mexicana competes with other prison crime organizations to control the illegal activities in the prison system, federal officials said.

Dejemos Que Nuestros Hijos Muestren El Camino

Por Domenico Maceri

El hermano de mi vecino es empresario internacional. El insiste en que su sobrina — la hija de mi vecino — debería empezar a estudiar el español inmediatamente. La niña tiene 4 años de edad.

Eso puede ser un poco temprano, pero no es una mala idea.

La renombrada estupidez de los Estados Unidos cuando se trata de idiomas extranjeros tiene que terminar, si es que deseamos continuar siendo una potencia importante. Y el proceso tiene que empezar con los niños.

En California, es relativamente fácil para los niños empezar su estudio del español a temprana edad. California tiene 90 de las 200 escuelas públicas de educación bilingüe disponibles en los Estados Unidos, en las cuales las asignaturas se enseñan tanto en inglés como en español, o en algún otro segundo idioma.

Estas escuelas difieren de los programas de educación bilingüe que se encaminan estrictamente a los estudiantes que no saben inglés. El objetivo de los programas de doble idioma es que todos los estudiantes aprendan dos idiomas.

Las ventajas de saber español, especialmente, son evidentes.

In Language-Learning.

Let Our Children Show The Way

By Domenico Maceri

My neighbor's brother is an international businessman. He insists that my neighbor's daughter should begin studying Spanish immediately. The child is 4.

That may be a little young, but it's not off the mark.

The United States' world-renowned stupidity when it comes to foreign languages has to end if we want to remain a major power. And the process needs to begin with children.

In California, it's relatively easy for children to start their study of Spanish early. The Golden State has 90 of the nation's 200 dual-language public schools in which subjects are taught in both English and Spanish, or some other second language.

These schools differ from the bilingual education programs aimed strictly at children who don't know English. The goal of dual-language programs is for all students to learn two languages.

The advantages of knowing Spanish, in particular, are obvi-

ous. First are the economic benefits. A study conducted by researchers at the University of Miami reveals that linguistic knowledge among Hispanic families drastically affected annual family income. Those who spoke only Spanish had an average income of \$18,000; families with only English, \$32,000; and those with Spanish and English, \$50,376.

In addition to the dollar signs, studying other languages also makes students better learners of all subjects while they are still in school. Bilingual/bicultural children have many advantages over those who are monolingual because they possess what researchers call a "plasticity" of the brain. This ability to learn new languages translates into other areas. Bilingual/bicultural individuals grasp that just as there are two ways to say the same thing, there are two ways to learn new things or solve problems.

Bilingual children develop a mental agility and flexibility

antes que nada, hay beneficios económicos. Los resultados de un estudio efectuado por unos investigadores de la Universidad de Miami revelan que el conocimiento idiomático entre las familias hispanas afectaba drásticamente los ingresos de la familia. Las familias que hablaban solamente español tenían un ingreso promedio de \$18,000; las que sólo hablaban inglés, de \$32,000; y aquéllas que hablaban ambos, de \$50,376.

Además de lo económico, el estudiando otros idiomas hace también que los estudiantes aprendan mejor todas las asignaturas mientras todavía estén en la escuela. Los estudiantes bilingües y biculturales tienen muchas ventajas sobre los monolingües, porque poseen lo que los investigadores llaman una "plasticidad" del cerebro.

Esta capacidad para aprender nuevos idiomas se traslada a otros dominios. Las personas bilingües y biculturales graban en sus mentes que al igual que hay dos modos de decir la misma cosa, hay dos modos de aprender cosas nuevas o de resolver problemas.

Los niños bilingües desarrollan una agilidad y una flexibilidad mental que no desarrollan

los monolingües. Esta flexibilidad es vital en el mundo de hoy, donde se pide a menudo a los empleados que adquieran nuevas habilidades para mantenerse al tanto de los cambios tecnológicos.

Aunque el bilingüismo en inglés y español puede ser el más fácil de lograr y el más deseable, los beneficios prácticos e intelectuales del bilingüismo pueden alcanzarse con otros idiomas.

El francés, el japonés o algunos otros idiomas podrían tomar fácilmente el lugar del español en algunas partes del país. Este segundo idioma debería llegar a ser parte del plan de estudios a largo plazo, porque a fin de ganar fluidez, los estudiantes necesitan estudiar durante cinco o seis años.

Otros países comprenden muy bien la importancia de los idiomas. Con una economía dirigida primordialmente a la exportación, los japoneses han aprendido que, para vender sus productos, ellos tienen que conocer a los clientes — y que eso significa el idioma de los clientes.

El aprender sobre los clientes no es sólo asunto de aprender sus palabras. El estudio de la cultura — la historia, la geografía, la política, las tradiciones —

va mano en mano con el idioma. Los idiomas y las culturas son elementos indispensables de un sistema de aprendizaje con miras hacia afuera. Es típico del Japón, así como de otras importantes naciones industriales.

Hoy, los acontecimientos en cualquier parte del mundo pueden tener efectos dramáticos en Estados Unidos. Una baja en las bolsas de valores de Asia puede desatar una en Nueva York.

Para entender estos acontecimientos y ser capaz de influir sobre ellos, necesitamos el conocimiento idiomático y cultural que va más allá del inglés.

A fin de preparar a nuestros hijos para un mundo que continúa llegando a ser cada vez más pequeño, necesitamos darles todos los instrumentos necesarios, incluyendo el conocimiento de un segundo idioma. Dejaremos de ser una potencia importante si nuestros hijos no pueden comunicarse con el resto del mundo.

(Domenico Maceri es profesor de idiomas en Allan Hancock College, de Santa María, California. Es posible comunicarse con él mediante el indicador de correo electrónico: dmaceri@aol.com)

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not just a matter of learning their words. The study of culture — history, geography, politics, traditions — goes hand-in-hand with language. Language and cultural study are essential components of an outwardly looking educational system. It is typical of Japan, as well as other major industrial countries.

Today, events in any part of the world can have dramatic effects in the United States. A slide in Asian stock markets can trigger one in New York. To understand these events and be able to influence them, we need linguistic and cultural knowledge that goes beyond English.

To prepare our children for a world that continues to get smaller, we need to give them the necessary tools, including the knowledge of a second language. We will cease to be a major power if our children cannot communicate with the rest of the world.

(Domenico Maceri teaches foreign languages at Allan Hancock College in Santa María, Calif. He may be reached by e-mail at dmaceri@sign.aol.com)

about learning that the monolingual do not. This flexibility is vital in today's world, where employees are often asked to acquire new skills to stay abreast of technological changes.

Although English and Spanish bilingualism may be easiest to achieve, and most desirable, the practical and intellectual benefits of bilingualism may be reached with another languages. French, Japanese or some other crucial languages could easily take the place of Spanish in some parts of the country. This second language should become part of the curriculum for the long haul, for in order to gain fluency, students need to study it for about five or six years.

Other countries understand very well the importance of languages. With an economy aimed primarily at exporting, the Japanese have learned that to sell their products, they have to know the customers — and that means the customers' language.

Learning about customers is

arising. The American ideology appears to be durable yet it is already dying away and our Aztec thoughts are new and arising, and we will win because we want it more!

What are the new ideas of our Cultural Movement for the 21st Century? The first and most enlightening one is the fact that our name comes from Mexi, prophet of la raza. Mexi chose us, and for this reason that we must be Mexi-khans. Those unconscious Mexicanos must be reborn if they are to live an honorable and productive life. We must take over our own destiny and our culture like the Tecpatzins once used by Tlacaclel and Cuauhtémoc and those Tecpatzins later used by Villa and Zapata and later still like the one used by our dearest brother Rodolfo Cadena who sacrificed his life for la raza in a Viet Nam nobody knows. Who can know him? Yes, we know Rodolfo Cadena, and la raza will not come to know him until we educate, agitate and organize la raza.

How do we do this? During the preparatory phase, you Mexican students must disseminate our principles and beliefs among la raza. Go to them and be in their communities. Enter their homes and teach them Nahuatl thought. Share the love Tlacaclel shared with la raza and reveal La Raza's true name - Mexi-khan, the chosen of Mexi. Be patient and loving with our people. In this epoch of cultural destruction, la raza is still in the cusp of adolescence. We are living in a mode of darkness, a darkness that has befallen us and our homeland with the advent of oppression and injustices, and this mode of ignorance is not conducive to the advent of the 21st Century Mexicano. We must project the Mexicano image before la raza and the world. The Mexicano has always fought against all odds and won, and we will win again.

Seek out other dedicated Mexicanos and Mexicanas. Encourage them to donate their time and effort toward the building of our brave new Artian. Once you have surrounded yourself with a few courageous Mexicanos, speak with la raza, and patiently explain to them the need for our reunification. Remember to approach women as well as men; arm their spirit. We are a core of true believers of the fact that women hold up half of the sky. Las mujeres detienen la mitad del mundo.

I will serve as a cultural advisor and as such, direct you to many primary sources of our ancient history in Español, English and Latin which will awaken our people and guide them toward liberation, and enable them to "serve la raza" with courage and unyielding determination. Remember that my name, Tezcatlipoca, has always symbolized Nahuatl destiny and the "Mirror that Smokes" has always meant the universe as Theater of the Real. We are coming to a real theater of la raza. That is why I say, "It's a great time to be alive!"

In conclusion, we must act, and not talk. The 21st Century Mexicano is different because he is too intelligent, and knows that words are cheap. We must act, create, and be Mexicanos. Let us learn from the pyramid builders. Let us continue their interrupted work. Let us perform Mexicano work. It must be of the heart and mind of Mexicanos. We must reveal the Holy Land (Mexico). The prophecies must be fulfilled. The air trembles. It is Quetzalcoatl coming back to live among his people — los Mexicanos.

"I stand chained and shackled, naked, sacrificed by the whip of injustices and the oppressor. But as a Mexicano political prisoner, I stand nonetheless with my head held high — as high as the golden eagle flies. My chest is inflated with confidence and power of breath — a breath of justice, liberation, and land. It is a reath I have held for 500 years."

Ramiro R. Muñiz - Tezcatlipoca

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How do we do this? During the preparatory phase, you Mexican students must disseminate our principles and beliefs among la raza. Go to them and be in their communities. Enter their homes and teach them Nahuatl thought. Share the love Tlacaclel shared with la raza and reveal La Raza's true name - Mexi-khan, the chosen of Mexi. Be patient and loving with our people. In this epoch of cultural destruction, la raza is still in the cusp of adolescence. We are living in a mode of darkness, a darkness that has befallen us and our homeland with the advent of oppression and injustices, and this mode of ignorance is not conducive to the advent of the 21st Century Mexicano. We must project the Mexicano image before la raza and the world. The Mexicano has always fought against all odds and won, and we will win again.

Seek out other dedicated Mexicanos and Mexicanas. Encourage them to donate their time and effort toward the building of our brave new Artian. Once you have surrounded yourself with a few courageous Mexicanos, speak with la raza, and patiently explain to them the need for our reunification. Remember to approach women as well as men; arm their spirit. We are a core of true believers of the fact that women hold up half of the sky. Las mujeres detienen la mitad del mundo.

I will serve as a cultural advisor and as such, direct you to many primary sources of our ancient history in Español, English and Latin which will awaken our people and guide them toward liberation, and enable them to "serve la raza" with courage and unyielding determination. Remember that my name, Tezcatlipoca, has always symbolized Nahuatl destiny and the "Mirror that Smokes" has always meant the universe as Theater of the Real. We are coming to a real theater of la raza. That is why I say, "It's a great time to be alive!"

In conclusion, we must act, and not talk. The 21st Century Mexicano is different because he is too intelligent, and knows that words are cheap. We must act, create, and be Mexicanos. Let us learn from the pyramid builders. Let us continue their interrupted work. Let us perform Mexicano work. It must be of the heart and mind of Mexicanos. We must reveal the Holy Land (Mexico). The prophecies must be fulfilled. The air trembles. It is Quetzalcoatl coming back to live among his people — los Mexicanos.

El Editor, Lubbock, Tx, July 8, 1999

TEX-MEX FOOD IS UNHEALTHY FOR HISPANICS, SAY EXPERTS

Austin, Texas, Jul 1 (EFE).- Tex-Mex food may be doing much harm to the health of Hispanics, due to their excessive use of lard, oil, sour cream, cheese and flour tortillas, say experts.

"Hispanics are a high-risk group for developing obesity, heart conditions and diabetes. And it's mainly because of their diet," said nutrition expert Luby Garza.

"We think nothing is ever going to happen to us if we eat too much of that type of food, but it hits you sooner or later," warned Garza, who has researched the nutritional habits of residents along the U.S.-Mexican border, 85 percent of whom are Mexican Americans.

The nutrition expert points out that even though oranges, grapefruit and greens are produced in large quantities along the border, Mexican Americans do not eat any healthier than people in other parts of the United States.

"If you are poor, you eat what's cheapest: potatoes and beans," she points out.

Another strike against health is a high intake of sodas, instead of water, milk or fruit juices.

Experts believe water is the most natural and refreshing beverage a person can drink.

"Hispanics today consume twice as much soda and 40 percent less milk than they did 20 years ago," Garza points out.

"We are not telling people not to drink soda, but to do so in moderation. Parents should control the amount of sugared drinks children drink and try to include other sources of nutrition and vitamins in their diet," Texas Department of Health spokesman Dr. Maria Guzman says.

Guzman thinks this sort of nutrition "is responsible for the high number of Hispanic children suffering from obesity and high blood pressure."

A recent Behavioral Risk Factor Surveillance poll, a subsidiary of the Center for Disease Control (CDC), revealed that only two of every 10 Hispanics take in the minimum daily requirement of five types of fruit or vegetables in their diet.

The same study also concluded that 37.4 of Hispanics suffer from weight problems and said that lack of exercise, together with fatty foods, increases the risk of disease.

"Only one out of every three U.S. Hispanics does any kind of physical activity," Garza laments.

LA NUEVA PROGRAMACION TELEVISIVA: BIEN BLANCA

Por Antonio Mejias-Rentas

Los latinos y otras personas de color continuarán siendo ciudadanos de segunda clase en la programación de los principales canales de televisión en la nueva temporada que comienza este otoño.

De entre cerca de dos docenas de nueva programación para la temporada de 1999 a 2000, sólo dos destacan a actores latinos en papeles principales. Según las presentaciones hechas por ABC, CBS, NBC y FOX a las agencias de publicidad, no hay otros actores de color en papeles principales en los nuevos programas.

Ambos de los nuevos programas con actores principales latinos están en la ABC. Uno de los dos actores representa a un personaje latino.

Martin Sheen se destaca como el presidente Josiah Bartlet en "The West Wing," un drama de una hora que ofrece un "mirada íntima de la oficina del presidente de Estados Unidos." Está señalado para transmitirse los miércoles por la noche.

En "Third Watch," un drama de una hora sobre el trabajo de los paramédicos, bomberos y policías, que saldrá al aire por primera vez los domingos por la noche, el actor Anthony Michael Ruivivar representa a un paramédico novato llamado Carlos.

NBC tiene dos programas que regresan con actores latinos en papeles principales -- las comedias "Suddenly Susan" y "Jesse," con los actores Néstor Carbonell y Bruno Campos, respectivamente.

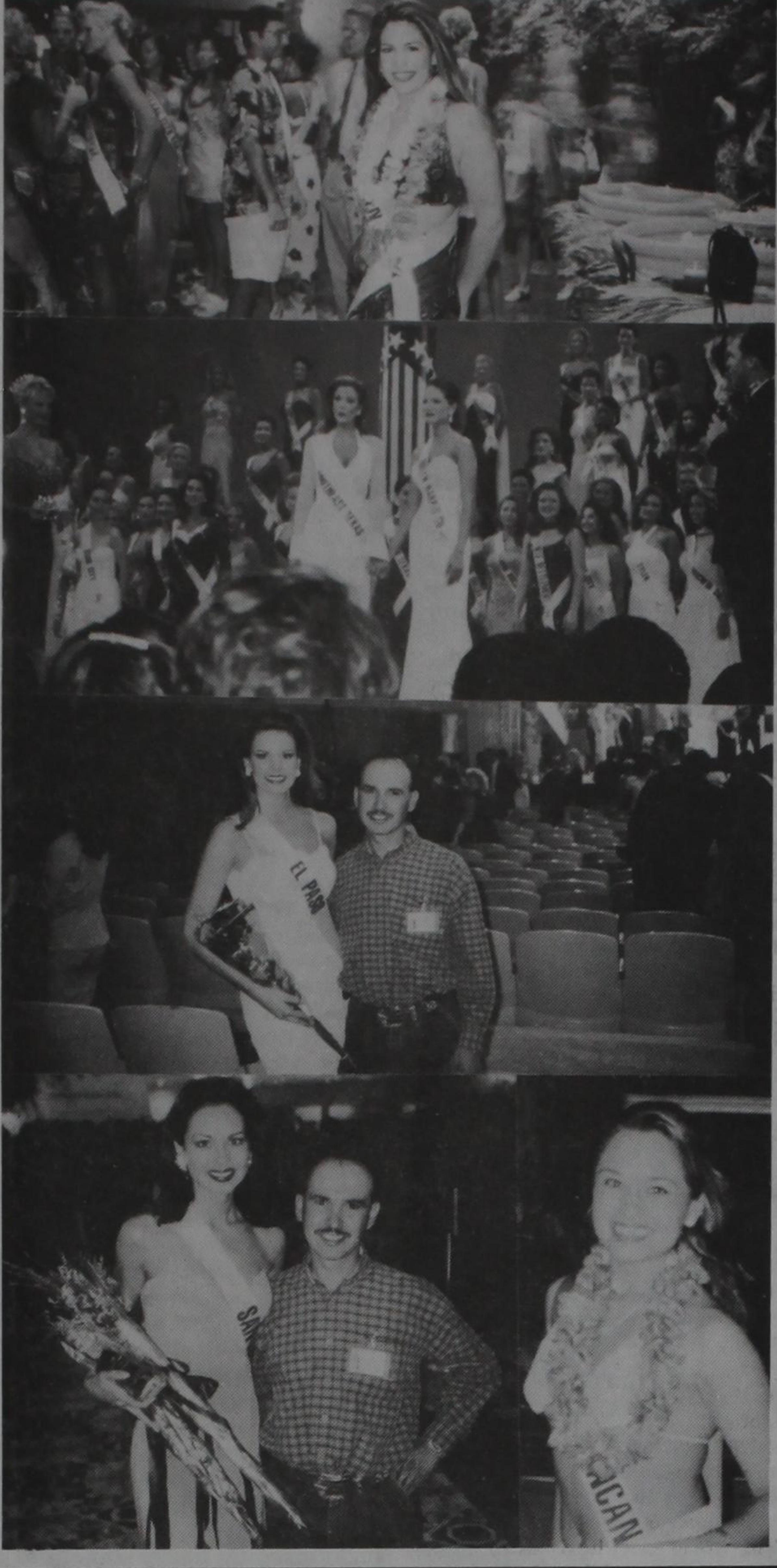
Los hispanos serán el grupo más subrepresentado en los cuatro principales canales de televisión, según su proporción del 12 por ciento de la población de los Estados Unidos. Y ninguno de los programas tiene a una latina en un papel principal.

Los dramas de una hora en CBS con latinos en papeles principales son programas viejos: "Chicago Hope," con Héctor Elizondo, y "Nash Bridges," con Cheech Marin.

El otro programa que regresa es la comedia de Fox, "That '70s Show," con un reparto de que incluye a Walter Valderrama.

ABC no tiene ningún programa que regrese con un actor latino. Irónicamente, ABC transmite los Galardones de los Medios Informativos Latinos Estadounidenses (ALMA en inglés), un programa producido por el Consejo Nacional de La Raza (NCLR en inglés) que homenajea a los latinos en la industria de las diversiones, alrededor del mismo tiempo en que la red hizo su anuncio para la temporada de otoño. El NCLR fue criticado originalmente por algunos grupos por firmar una asociación de producción con ABC, que había sido el objetivo de un boicot nacional por la Coalición Latina de los Medios Informativos. El último grupo levantó su boicot el año pasado, diciendo que la

Miss Texas Pageant



Reporte Indica Bajo Porcentaje De Notas Sobre Latinos En Las Noticias

Por Joseph Torres

Menos del 1 por ciento de todos las notas que aparecieron en las noticias de las principales redes de televisión en 1998 trataban de los hispanos, según el cuarto informe anual Network Brownout, publicado el 7 de julio por la Asociación Nacional de Periodistas Hispanos.

El informe, no obstante, halló que los latinos fueron presentados en una mayor variedad mayor de notas que en los años anteriores.

El informe halló que, de 12,000 reportajes llevados al aire en 1998, 118 trataban de los hispanos, en comparación a 112 en 1997.

También reveló que los latinos fueron presentados con una luz más positiva en 1998. Las notas sobre la delincuencia, la inmigración y la acción afirmativa comprendieron sólo el 41 por ciento de todos los reportajes en 1998, comparados con más del 66 por ciento de todos los artículos en 1997.

La mayor cantidad de notas relacionadas con los latinos que salió al aire trataba sobre política (27). El número de notas sobre asuntos de salud y seguridad fué de 3 a 11 y de deportes (1 en 10), también aumentó desde 1997.

Si esto (el informe) es lo que muestra la información, la pregunta es entonces: ¿Es esto algo pasajero, o una tendencia? "Si es una tendencia," dijo Félix Gutiérrez, director ejecutivo del Centro para la Costa del Pacífico del Freedom Forum, "entonces se trata de un paso adelante en términos de los latinos."

Federico Subervi, profesor de Radio, Televisión y Cine en la Universidad de Texas, reflexiona que continuará habiendo una creciente cantidad de notas sobre la política latina debido a las elecciones presidenciales que se aproximan.

El, sin embargo, cree que aunque continuará una mayor diversidad de temas para notas sobre los latinos, la cantidad de

asuntos llevados al aire cada año permanecerá siendo la misma. El informe halló también que más latinos, incluyendo a los expertos latinos, fueron mencionados en notas relacionados con los hispanos.

Quince expertos hispanos fueron citados en notas en 1998,

participan en todos los aspectos

de la sociedad. El precisó que los

latinos, incluyendo a los expertos

latinos, fueron mencionados en

notas relacionados con los hispanos.

El informe halló tambien que

casi el 40 por ciento de todos las

notas relacionados con los latinos

se originaron en cuatro estados

fronterizos, Texas, Arizona, Nuevo

Méjico y California. Igualmente halló que las ciudades que

no son del suroeste pero que tie-

nían grandes poblaciones latinas,

estuvieron subrepresentadas en

la cantidad de notas relacionados

con los latinos sobre su ciudad.

Sólo 23 artículos se originaron en

Nueva York, Chicago o Miami.

El Editor Newspaper

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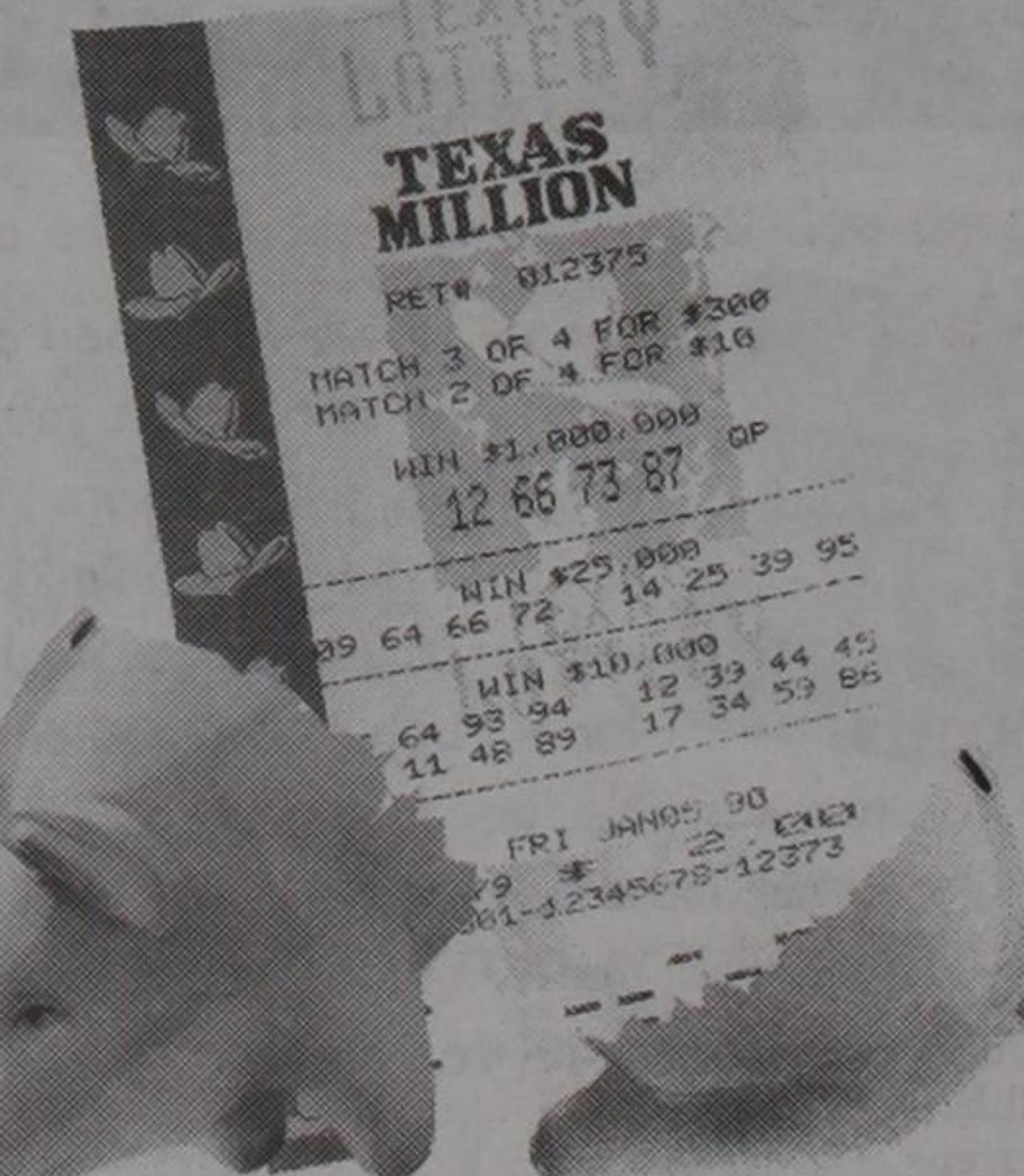
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7 Oportunidades De Ganar.



Gana Campionato El Boss Office Bar

Members of the Boss Office Bar Pool Team pulled out a close victory against R-33 and Longhorn Club in the recent championship matches held to determine the Chicano Bar Champions for East Lubbock. Members of the team included (left to right) Red Prieto, Buddy Godinez, Manuel Rios Ruben, Sam (Meno" Lopes, Joe Olivarez, Freddy Reyes and Indio Garza. Not pictured were Rene Cantu and Mando.



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Breves de la Salud

Hay que triplicar la ingesta de vitamina C

Chicago - La ingesta cotidiana de vitamina C debería estar entre los 0.1 y 0.2 gramos, o sea, el doble o el triple de la cantidad (0.06) actualmente recomendada por las autoridades médicas de Estados Unidos, indica un estudio realizado por los Institutos Nacionales de Salud de Bethesda (Maryland).

"Si es posible", señala el profesor Mark Levine, uno de los autores de la investigación, "la vitamina C debe provenir del consumo de frutas y legumbres y los médicos deben alentar a sus pacientes a comerlas hasta cinco veces al día". La vitamina C es una de las 13 vitaminas esenciales para el cuerpo humano, pero éste no la produce y por lo tanto es necesario ingerirla para evitar su carencia. Los autores del estudio también destacan que tomar más de un gramo de vitamina C por día puede ser peligroso.

Embriones tardíos: riesgo de aborto

Boston - Los riesgos de abortar espontáneamente son más elevados cuando los embriones se fijan en el útero de la madre más de diez días después de la ovulación, afirman varios médicos estadounidenses en la revista New England Journal of Medicine del jueves.

Realizado en 221 mujeres, el estudio, elaborado por un equipo de los Institutos Nacionales de Salud (NIH), reveló que si un embrión se fija nueve días después de su fertilización, los riesgos de abortar espontáneamente son del 13%.

Por el contrario, el riesgo alcanza el 26% cuando el embrión se fija en el útero el décimo día, 52 cuando lo hace el undécimo y incluso el 82 cuando se fija todavía más tarde.

El mecanismo que origina este fenómeno sigue siendo un misterio, confiesan los autores del estudio. Sin embargo, "puede ser que el útero sólo sea receptivo al embarazo durante un corto período" y que elimine los embriones defectuosos si se fijan demasiado tarde", agregan.

El VIH permanece para siempre en el organismo

Washington - Las personas infectadas con el Virus de Inmunodeficiencia Humana (VIH) están condenadas a medicarse toda la vida, según un estudio que apareció en la revista Nature Medicine.

Varios investigadores de la Clínica Moore, dependiente del Instituto Johns Hopkins de Baltimore (Maryland), descubrieron que el VIH "escondido" en algunas células T del sistema inmunológico pueden permanecer allí unos sesenta años, aunque las personas seropositivas no presenten rastros de VIH en la sangre.

Esto no significa que sea imposible curar el VIH, pero es un obstáculo", subrayó el principal autor del estudio, el profesor Robert Siliciano. "Demuestra claramente que los enfermos necesitan seguir el tratamiento, a lo mejor durante el resto de su vida", agregó.

Ese equipo de investigadores descubrió en 1995 que el VIH se protege de los medicamentos refugiándose en reservas, donde permanece en estado latente. Para saber cuánto tiempo es capaz de quedar ahí, los especialistas siguieron la evolución de 34 pacientes durante dos años. Se dieron cuenta de que el número de células T infectadas que permanecían ocultas era estable o disminuía muy poco.

Un cálculo estadístico los llevó a deducir que estas reservas duran al menos 60 años. "La buena noticia (de este estudio) es que los pacientes que siguen la terapia pueden mantener la carga viral en niveles indetectables", subrayó, por su parte, el profesor Joel Gallant, director de la Clínica Moore. "Pensamos que el tratamiento para los seropositivos debe ser aplicado durante largos períodos, de por vida. Este estudio da a entender que es así", destaca. "Pero también sugiere que las personas infectadas por el VIH pueden llevar una vida larga y sana, sin síntomas, si siguen rigurosamente su tratamiento", subrayó Gallant.

Cruzar las piernas no es saludable

Cruzar las piernas puede ser muy "sexy" o elegante, o simplemente una forma cómoda de sentarse para miles de personas, pero lo cierto es que puede ser perjudicial para la salud, de acuerdo con estudios médicos estadounidenses.

Muchas mujeres y hombres cruzan sus piernas mientras leen, ven televisión, conversan, comen o descansan en sus hogares, pero este hábito puede agravar problemas del sistema de venas en las piernas. Una reciente encuesta realizada en EE.UU. reveló que un 45% de las mujeres cruzan sus piernas durante gran parte del tiempo, a pesar de que un 75% sabe que es perjudicial para la circulación.

Para la mayoría de las mujeres -un 59 por ciento- y de los hombres -62 por ciento- cruzar las piernas es también una forma de expresión corporal, una manera de "coquetear" de las féminas, "un toque de clase" que les sirve para mostrarse elegantes. Sin embargo, este hábito, lejos de ser "sexy" o refinado, puede ocasionar problemas de salud, ya que dificulta el libre flujo de la sangre por las extremidades, según explicó a EFE el doctor Luis Navarro, fundador del Centro para el Tratamiento de las Venas en la ciudad de Nueva York.

Navarro destacó que el ejercicio y una dieta equilibrada son muy importantes para mantener en buenas condiciones los músculos de la pantorrilla y del pie junto con las venas y sus válvulas, particularmente en el caso de las mujeres, que son las que más sufren de varices, que es una dilatación permanente de una vena, muy frecuente en las piernas. Este tipo de dolencia afecta a todas las mujeres, pero en el caso de las latinas no suelen darle el tratamiento requerido. "Un 50 por ciento de las mujeres mayores de 35 años tiene molestias en las piernas, por lo menos cada semana o dos semanas aunque no tenga venas varicosas, debido a la actividad cotidiana, estar mucho tiempo de pie o sentada, cruzar las piernas, falta de ejercicio, embarazos o ingestión de hormonas, entre otros", señaló Navarro.

Según este especialista, las varices son el problema más frecuente del sistema venoso y constituyen una afección que hay que tratar porque puede provocar úlceras, flebitis, hemorragias y otros trastornos serios. Cruzar las piernas no desarrolla venas varicosas pero si la persona tiene un factor hereditario, problemas de obesidad, no hace ejercicio regularmente o usa ropa excesivamente ajustada, esa acción, que se ha convertido en hábito para muchos, va a incidir en que aparezcan, sin importar la edad del sujeto.

La incidencia de venas varicosas es más alta en la mujer que en el hombre debido a que toma hormonas, como pastillas anticonceptivas y a los embarazos, que es uno de los factores que más influye en su desarrollo.

Dieta de la madre que amamanta

Las dietas y los ejercicios aeróbicos pueden combinarse con seguridad para que las madres que amamantan pierdan el exceso de peso que ganan durante el embarazo, según investigadores de la Universidad de California.

Esta combinación ayuda a reducir la grasa en vez de los tejidos, de acuerdo con el estudio dirigido por Kathryn Dewey, profesora de nutrición. "Hay fuerte evidencia sobre la relación que existe entre la retención del peso de la parturienta y la obesidad", explica Dewey. "Como consecuencia, las mujeres necesitan normas para perder de manera segura ese sobrepeso durante el período de lactancia".

Dewey y sus colegas estudiaron a 67 mujeres por un período de 11 días. Un grupo de mujeres que estaba a dieta o combinó su dieta con ejercicios, rebajó en promedio casi cuatro libras. Otro grupo que no hizo ni dieta ni ejercicios bajó sólo un tercio de libra, lo que es una reducción normal en mujeres que amamantan a sus bebés.

Las actividades incluyeron caminar, correr, aeróbicos, bicicleta, natación y el uso de máquinas para hacer ejercicio.

Justicia Realiza Campaña Para Prevenir Discriminación en Empleos

Washington. - El Departamento de Justicia de EEUU ha iniciado hoy una campaña a nivel nacional para prevenir la discriminación contra los inmigrantes en los puestos de trabajo y educar a los trabajadores y empleadores sobre sus derechos y responsabilidades bajo las leyes de inmigración.

Esa secretaría estadounidense informó de que la campaña está siendo coordinada por la oficina especial del consejero para inmigración y prácticas de empleo justas (OSC), e incluye propaganda publicitaria por radio y televisión.

Esa propaganda publicitaria cuenta con dos mensajes en espa-

ñol y en ella participa el veterano actor y líder de la comunidad asiático-estadounidense George Takei.

"El cumplimiento de las leyes contra la discriminación en los empleos incluye la protección de los trabajadores con sus documentos migratorios en regla, de acciones que les perjudiquen por su acento, origen, condición migratoria o ciudadanía" según dijo John Trasvina, consejero especial para inmigración y prácticas justas de empleo, del Departamento de Justicia.

Agregó que mientras muchos empleadores cumplen con las leyes de inmigración, "la discriminación persiste" en esta área, y que la oficina a su cargo puede asistir y dar adiestramiento en prácticas justas de contratación de trabajadores y ayudar a éstos a conseguir empleo o que se les paguen los salarios caídos por causa de la discriminación.

DWI Some People Can Afford It!

Why?

As parents and concerned citizens, we are extremely saddened and alarmed at yet another "Drunk Driver" related death of a young adult.

Let us ask ourselves, "What is the purpose of initiating more laws concerning limitations of alcohol consumption, if those laws are not enforced and there are no repercussions for breaking those laws?"

In November of 1998, Carlos Chavez, age 24, was hit by a car driven by a drunk driver and killed. The driver was residing in a "dry county". At the time of Carlos's death, the driver of the car was "dead drunk" (meaning he had almost twice the legal limit of blood alcohol in his system). Two women over the age of 21 were passengers in the driver's car.

The driver, who was only 18 years of age and not legally able to purchase alcohol in Texas, has now killed someone.

The horrible details of how Carlos was killed will remain imbedded in our minds. As parents we cannot forget, and are once again reminded that there are laws to restrict these deaths from occurring. If people who continue to defy our social boundaries of caution and safety face few consequences, what is to stop them from continuing to harm themselves and more important-harm innocent victims?

Laws are enacted, Parents form groups such as M.A.D.D. and Mad D.A.D.S., and will innocent people are hurt or killed. The destruction continues, but until we make the consequences harsh enough, nothing will change. Pray for Carlos, and all the other victims of "Drunk Drivers". Contact your local government officials. The death and destruction must stop.

Please Join Us In Our Quest to Get Justice for Our Son and Other Victims of DWI at a Rally to Be Held Sunday, July 11th at the County Courthouse Lawn Starting at 11 a.m.

For more information contact Steve Chavez at 4313 43rd St. Lubbock, TX.



Oct. 1, 1974-Nov. 19, 1998

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NOTICIA DEL BORRADOR DEL PERMISO FEDERAL DE OPERACION

BORRADOR DEL PERMISO NO.: 0-01072

SOLICITUD. Plains Cooperative Oil Mill, Inc., P.O. Box 841, Lubbock, Texas ha solicitado a la Texas Natural Resource Conservation Commission (TNRCC) la Solicitud Inicial del Permiso Federal de Operación (FOP) Solicitud No. 1072 para la operación de Plains Cooperative Oil Mill, Inc.

- Avenue A Facility, asentarse en 2901 Avenue A en Lubbock, Condado de Lubbock, Texas. Copias de la solicitud completa, del borrador del FOP, y todos los materiales relevantes estan disponibles para su inspección y reproducción en la oficina central de TNRCC y la oficina regional de Lubbock, 4630 50th Street, Suite 600, Lubbock, Texas. El propósito del FOP es mejorar el total cumplimiento de las reglas y regulaciones que gobiernan el control de la contaminación de aire listando detalladamente todos los requerimientos aplicables, como esta definido en el Título 30 del Código Administrativo de Texas § 122.10 (30 TAC § 122.10). El FOP no autorizará nuevas construcciones, ni tampoco el aumento de emisiones en el sitio en cuestión.

COMENTARIO PUBLICO/AUDIENCIA DE COMENTARIO Y NOTICIA. Comentarios del público por escrito y solicitud de una audiencia para comentar deberán ser sometidas a la División de Permisos para Operación, dentro de los 30 días de publicada la noticia a la dirección proveída en la sección de información abajo. Todos los comentarios por escrito recibidos dentro de 30 días después de la publicación de esta noticia deberán ser considerados por el Director Ejecutivo en la determinación de el otorgamiento del permiso y en la determinación de la exactitud y precisión del permiso. El TNRCC podrá otorgar una noticia y audiencia para comentarios en esta solicitud si una petición de audiencia por escrito es sometida dentro de 30 días después de la publicación de esta noticia. Solo comentarios pertenecientes a el cumplimiento de los requerimientos de 30 TAC capítulo 122 del borrador del permiso puede iniciar cambios en el. Cualquier persona que sea afectada por las emisiones de contaminantes de aire de este lugar tiene el derecho de solicitar una audiencia de noticia y comentarios.

INFORMACION. La solicitud por escrito de una audiencia de noticia y comentarios y los comentarios públicos deberán ser sometidos a la Operating Permits Division, Technical Operating Permit Support, MC 163, P.O. Box 13087, Austin, Texas 78711-3087. Para información adicional, miembros del público en general podrán contactar la Oficina de Asistencia Pública en 1 (800) 687-4040. Información general concerniente al TNRCC podrá ser encontrada en su sitio web en www.tnrc.state.tx.us.

NOTICIA DEL BORRADOR DEL PERMISO FEDERAL DE OPERACION

BORRADOR DEL PERMISO NO.: 0-01075

SOLICITUD. Plains Cooperative Oil Mill, Inc., P.O. Box 841, Lubbock, Texas ha solicitado a la Texas Natural Resource Conservation Commission (TNRCC) la Solicitud Inicial del Permiso Federal de Operación (FOP) Solicitud No. 1075 para la operación de Plains Cooperative Oil Mill, Inc.

- East 50th Street Facility, asentarse en 3305 East 50th Street en Lubbock, Condado de Lubbock, Texas. Copias de la solicitud completa, del borrador del FOP, y todos los materiales relevantes estan disponibles para su inspección y reproducción en la oficina central de TNRCC y la oficina regional de Lubbock, 4630 50th Street, Suite 600, Lubbock, Texas. El propósito del FOP es mejorar el total cumplimiento de las reglas y regulaciones que gobiernan el control de la contaminación de aire listando detalladamente todos los requerimientos aplicables, como esta definido en el Título 30 del Código Administrativo de Texas § 122.10 (30 TAC § 122.10). El FOP no autorizará nuevas construcciones, ni tampoco el aumento de emisiones en el sitio en cuestión.

COMENTARIO PUBLICO/AUDIENCIA DE COMENTARIO Y NOTICIA. Comentarios del público por escrito y solicitud de una audiencia para comentar deberán ser sometidas a la División de Permisos para Operación, dentro de los 30 días de publicada la noticia a la dirección proveída en la sección de información abajo. Todos los comentarios por escrito recibidos dentro de 30 días después de la publicación de esta noticia deberán ser considerados por el Director Ejecutivo en la determinación de el otorgamiento del permiso y en la determinación de la exactitud y precisión del permiso. El TNRCC podrá otorgar una noticia y audiencia para comentarios en esta solicitud si una petición de audiencia por escrito es sometida dentro de 30 días después de la publicación de esta noticia. Solo comentarios pertenecientes a el cumplimiento de los requerimientos de 30 TAC capítulo 122 del borrador del permiso puede iniciar cambios en el. Cualquier persona que sea afectada por las emisiones de contaminantes de aire de este lugar tiene el derecho de solicitar una audiencia de noticia y comentarios.

INFORMACION. La solicitud por escrito de una audiencia de noticia y comentarios y los comentarios públicos deberán ser sometidos a la Operating Permits Division, Technical Operating Permit Support, MC 163, P.O. Box 13087, Austin, Texas 78711-3087. Para información adicional, miembros del público en general podrán contactar la Oficina de Asistencia Pública en 1 (800) 687-4040. Información general concerniente al TNRCC podrá ser encontrada en su sitio web en www.tnrc.state.tx.us.

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Fall Lineup On Network TV: Color It White

By Antonio Mejias-Rentas

Latinos and other people of color will continue to be second-class citizens on network TV this season, if the new fall schedules are any indication.

Out of nearly two dozen dramas and comedies being added to the prime-time lineups of the four major networks for the 1999-2000 season, only two feature Latino actors in leading or regular roles. According to presentations made to advertisers by ABC, CBS, NBC and Fox, there are no other actors of color in leading roles in the new programs, many of which feature ensemble casts in urban settings.

Both of the new shows with Latino leads are on NBC. One of the two actors plays a Latino character. Martin Sheen stars as President Josiah Bartlet in "The West Wing," a one-hour drama that offers a "behind-the-scenes glimpse into the inner workings of th! Oval Office." It is scheduled to air Wednesday nights.

In "Third Watch," a one-hour action drama about paramedics, firefighters and police premiering Sunday nights, actor Anthony Michael Ruivivar plays a rookie paramedic named Carlos.

NBC has two returning shows with Latino leads -- sitcoms "Suddenly Susan" and "Jesse," with regulars Nestor Carbonell and Bruno Campos, respectively.

Hispanics will be the most under-represented group on the four major networks, in terms of their representation -- 12 percent -- in the general U.S. population. And none of the shows -- new or returning -- has a Latina in a leading, regular role.

One-hour dramas on CBS with Latino leads are also returning: "Chicago Hope," with Hector Elizondo, and "Nash Bridges," with Cheech Marin.

The other returning program is the Fox comedy "That '70s Show," with an ensemble cast that includes Wilmer Valderrama. ABC has no returning show with a Latino actor.

Ironically, ABC broadcast the American Latino Media Awards (ALMA), a show produced by the National Council of La Raza honoring Latinos in the entertainment industry, around the same time the network made its fall season announcement. The NCLR was originally criticized by some groups for signing a production partnership with ABC, which had been the target of a national boycott by the Latino Media Coalition. The latter group lifted its boycott last year, saying the network had improved its numbers in Latino hiring.

"That this is the whitest schedule in quite a few years. Navarrete says the NCLR will

wait until full casting for the fall season is completed before issuing this year's annual "report card" on the state of Latinos on TV.

But while Latino actors made slight but steady gains in their employment since 1994-1995 -- as reflected by prime-time network programming up to last year's season -- all employment studies conducted by the entertainment unions, including the American Federation of Television and Radio Artists, the Writers Guild of America and the Directors Guild of America, have shown Latinos to be under-represented in their ranks. In fact, a study released in December by the Screen Actors Guild and based on TV casting for the period 1994 to 1997 has similar findings.

The entertainment unions say the fall lineup is no different. "We are extremely disappointed in the makeup of the new shows in the fall lineup," says SAG president Richard Masur. "It bespeaks of a remarkable lack of sensitivity and good business judgment."

(Antonio Mejias-Rentas is the entertainment editor at the Spanish-language daily *La Opinion* in Los Angeles.)

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More than 80 percent of those surveyed were aware that Social Security benefits depend on wage levels, that programs provide benefits for workers who become disabled and that the dependents of deceased workers are entitled to Social Security benefits.

"Hispanics will soon become the largest minority in the United States. We have to make sure that they will receive the services to which they are entitled and we have to provide the necessary information," said SSA Deputy Commissioner John R. Dyer.

He added that benefits are especially important for Hispanics who are in the lower income brackets or live below the poverty line.

With regard to SSA recruitment policies, Dyer said that "these meetings serve to publicize the fact that we are interested in recruiting Hispanics."

Hispanic employee levels at the SSA increased from 6.2 percent in 1990 to 8.6 percent in 1999.

A 1998 report entitled "SSA-Hispanic Action Strategy" recommends that the 1998 level of recruitment be maintained in response to the quickly-growing Hispanic worker population in the United States.

Hispanics Lack Information on Social Security System

Chicago, - Lack of information on Social Security benefits is one of the major challenges for Hispanics, warned the participants in the annual conference of the Consultative Council for Hispanic Affairs of the Social Security Administration (SSA) in Chicago on Thursday.

The conference, which started Thursday under the slogan "Hispanics Prepared for the Next Millennium," will last through Saturday and is being attended by managers and employees from regional and federal SSA offices.

Some 150 million workers are protected by the Social Security system to which they contribute and more than 44 million of them receive Social Security retirement checks.

A recent survey revealed that only 17 percent of Hispanics are familiar with Social Security programs as compared to 55 percent of the general public.

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