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'Basta Dobbs' Going After CNN's Bosses

By Erick Galindo
Twice now, Lou Dobbs has mentioned Roberto Lovato on his "Lou Dobbs Tonight" show on CNN. Lovato is an investigative reporter and former community organizer. On the air, Dobbs labeled him a "liar" and a "bozo".

Dobbs annoyance stems from the fact that Lovato is part of a national movement to get the controversial commentator dropped from CNN. Lovato's group, Basta Dobbs, is conducting one of three major campaigns targeting the conservative anchor.

Drop Dobbs Now and Demarcia Abora's campaign entitled "Enough is Enough!" are the others. "At some point the Latino community had to do something to push back against the tide of hatred that seeps its cup and pocketbook of Lou Dobbs and CNN," Lovato says.

The majority of Dobbs' shows deal with immigration, a problem Dobbs states "has the potential to change the course of American history." In 140 broadcast hours this year from Jan. 1 through July 23, "Lou Dobbs Tonight" devoted 77 more than half — to the topic of immigration.

Dobbs has claimed that immigrants carry diseases across the border, are criminals and steal jobs from U.S. workers as part of a major Mexican conspiracy to conquer the Southwest as well as of the fabled Aztlan. In 2007 he falsely related a substantial rise in leprosy cases to immigrant



flow across the border. Lovato gives the CNN show credit for one positive advance in the Hispanic community. Dobbs' attacks have brought the community to its

feet, he says. They have facilitated the movement, seriously damaged his credibility with the U.S. Department of Homeland Security (DHS) and put in question CNN's impartial image as "the most trusted name in news."

This year Dobbs aired a piece questioning the citizenship of President Barack Obama even as CNN itself had already discredited the so-called "birthers" movement. In August, he

affiliated himself with the Federation for American Immigration Reform, an anti-immigrant special interest group, prompting Media Matters President Liz Berman to issue an open letter to CNN Vice President Jonathan Klein. "Mr. Dobbs represents an ongoing threat to CNN's credibility as a serious news organization, in no small part because of his polemical coverage of immigration issues and his continued use of his CNN show to lend prominence to groups such as FAIR," wrote Berman.

But according to Lovato, Dobbs threatens more than his reputation. "I know the kind of dangerous threat represented by CNN and Lou Dobbs." Lovato said. "He is willing to draw on some of the famed quotes of imagery and language that perpetuate racism and hate and somehow call it news."

CNN has defended Dobbs opinions and he has repeatedly defended his right to be on the air and state his partially. Yet, his diatribes have contributed to a rise in hate crimes in the community, according to a report by the Southern Poverty Law Center.

"This kind of really vile propaganda begins to hate groups, makes its way out into the larger anti-immigration movement, and before you know it, winds up in places like 'Lou Dobbs Tonight' on CNN," said Mark Potok, director of the Intelligence Project. "This country needs a robust debate on immigration, but it does not need a debate based on racist allega-

tions and bogus conspiracy theories." Lovato said the movement is making great strides and has grown by the tens of thousands in the past few weeks alone, giving him optimism to complete the mission. "What is happening now is a national and multi-prong, multi-focused effort and that's something they have never had before," he said. "It's something bigger they didn't think the community capable of ever really taking on. It's actually really exciting that way."

Lovato said the movement has also made progress at CNN and some inside the network have privately admitted that there is pressure. The fact that extreme caricature zealots, like FOX's Glenn Beck, continue to lose sponsors is also something that concerns the network.

Dobbs has begun to drop in the ratings which could be why he chose to acknowledge Lovato on the air and invite him to come on "Lou Dobbs Tonight" to debate immigration. A move that could re-energize Dobbs' ratings. But Lovato and other leaders of the movement say they are past the stage of trying to debate Dobbs.

"As the network is not going over his head," Lovato said. "We're talking to his bosses. CNN tells us that it is feeling the massive attack. I mean, executives are seeing the national growing pressure from Latinos throughout the United States."

Erick Galindo is a reporter with Hispanic Link News Service based in Washington, D.C. Email him at erickgee@gmail.com • ©2009

Changing Latino Pathways to Adulthood: More Work, More School - But Gaps Remain

Latino youths (ages 16 to 25) are more likely to be in school or in the workforce now than their counterparts had been in 1970. Yet significant gaps remain, not only between the educational attainment of Latino and



white youths, but between the high value that Latino youths place on a college education and their more modest aspirations to get a college degree themselves, according to a pair of analyses of new survey data and Census data by the Pew Hispanic Center, a project of the Pew Research Center.

A new Pew Hispanic Center nationwide survey of Latinos indicates that nearly nine in ten Hispanic youths say that a college education is important for success in life, but that only about half that share say they themselves plan to get a college degree. The biggest reason young Latinos cut their education short is financial pressure to help support a family. The new survey findings are in the "Latinos and Education: Explaining the Attainment Gap" report.

A supplemental analysis of Census Bureau data from 1970 to 2007, "The Changing Pathways of Hispanic Youths Into Adulthood," finds that Hispanics — who account for 18% of all youths in the United States ages 16 to 25, up from 5% in 1970 — are more likely now than in the past to be engaged in skill-building activities such as work or school. However, all youths in the United States are more likely now than in 1970 to be engaged in school or work, and the gap between Hispanics and whites on this measure has not closed.

The reports, "Latinos and Education: Explaining the Attainment Gap," authored by Mark Hugo Lopez, Associate Director, Pew Hispanic Center, and "The Changing Pathways of Hispanic Youths Into Adulthood," authored by Richard Fry, Senior Research Associate, Pew Hispanic Center, are available at the Pew Hispanic Center's website, www.pewhispanic.org.

The Pew Hispanic Center, a project of the Pew Research Center, is a nonpartisan, non-advocacy research organization based in Washington, D.C. and is funded by The Pew Charitable Trusts.

DHS: Just Say No to Arpaio

Washington, DC — Contravert Sheriff Joe Arpaio, of Maricopa County, AZ, has told various local media outlets that he has signed a new agreement with the U.S. Department of Homeland Security (DHS) and will continue participating in what is known as the 287(g) program. If this claim is true — Arpaio has a history of dissembling and exaggerating, and DHS has been notably silent on what is transpiring — it is a deeply disturbing development.

The 287(g) program was originally conceived as way for local police and federal immigration authorities to work together to apprehend those in the country without authorization who have committed serious crimes and are a danger to the community. But under the Bush 287(g) program, Sheriff Joe Arpaio and Arpaio wannabes in other localities have been given a long leash to target ordinary immigrants living and working in the U.S. without immigration papers — people who may have violated federal, civil immigration laws, but are committing no crime. Such excesses have turned a number of local communities into areas where immigrants — both those here legally and those here without papers — are terrorized in an apparent quest to drive them out of the jurisdiction. They have created conflict with other policing agencies who are concerned about the impact on crime reporting when a portion of the community is afraid to work with the police.

In Arpaio's case, his heavy-handed sweeps of Latino neighborhoods have led to widespread fear, deep divisions in the community, 3,500 lawsuits, a U.S. Department of Justice civil rights investigation, and a nationwide reputation as the Bull Connor of our generation.

According to Frank Sharry, Executive Director of America's Voice, "If DHS continues its relationship with Joe Arpaio, it is making a historic mistake by lending the full force and legitimacy of the federal government to a rogue cop certain to go down in history as a serial violator of civil rights and an enemy of the Latino community. The Bush Administration recklessly supported the 287(g) program, codifying those like Arpaio who exploited it to terrorize immigrant communities. The Obama Administration must change course, pull the plug on bullies like Arpaio who prioritize the arrest of immigrant workers over the arrest of real criminals, and take a stand for policing strategies that all members of our communities to work with local law enforce-

ment to reduce and prevent crime." The lack of oversight and controls in the 287(g) program have led organizations such as the Police Foundation, and many law enforcement leaders participating in a Police Executive Research Forum (PERF) summit, to call for significant reform. The true purpose of local law enforcement is to protect



the community and root out criminals. As implemented, the 287(g) program has missed its mark, and seriously undermined the ability of law enforcement to effectively do its main job of fighting crime and protecting the public. DHS has announced a series of reforms to the program, but many are concerned that they don't go far enough. So deep is the concern regarding ongoing abuses and excesses the 287(g) program that the Congressional Hispanic Caucus recently took the extraordinary step of writing to DHS Secretary Janet Napolitano to demand she move from ending 287(g) to ending it.

"Ultimately, the only way America is going to have effective enforcement of its immigration laws is to reform them so that the laws are enforceable," said Sharry. "And the only way to forge an enforceable immigration system for the Administration and Congress to enact a workable version of comprehensive immigration reform that combines smart and enforcement — at the border and at the workplace — with admission lines that immigrants can get into, both in our nation and in sending countries. The sooner the President and his Administration move on his commitment to making immigration reform a reality, the sooner the country will have what it truly wants — an immigration system that embodies America's commitment to being both a nation of laws and a nation of immigrants."

America's Voice — Harnessing

'Basta Dobbs' Se Arremete Contra los Jefes de Lou de CNN

Yan dos dobles que Lou Dobbs ha mencionado a Roberto Lovato en su programa "Lou Dobbs Tonight" por CNN. Lovato es un reportero de investigación y organizador comunitario. En su programa Dobbs lo llamó una "pulga" y un "payaso". La crítica de Dobbs se remonta al hecho que Lovato forma parte de un movimiento nacional cuyo cometido es que despidan al comentarista controvertido del canal por cable CNN. El grupo de Lovato, llamado Basta Dobbs, realiza una de tres campañas que enfocan al locutor conservador.

Los otros dos campañas son Drop Dobbs Now y la del Demarcia Abora llamada "Enough is Enough!"

"En algún momento la comunidad latina algo tenía que hacer para reaccionar contra la oleada de odio que sella el vaso y el bolicillo de Lou Dobbs y de CNN," explica Lovato.

La mayor parte de los programas de Dobbs tratan de la inmigración, un problema que aserora Dobbs "tiene el potencial de cambiar el curso de la historia de los Estados Unidos." En 140 horas de emisión este año, del primero de enero al 23 de julio, "Lou Dobbs Tonight" dedicó 77 horas — más de la mitad — al tema de la inmigración.

Dobbs ha declarado que los inmigrantes traen enfermedades del otro lado de la frontera, que son criminales y que les roban el empleo a los trabajadores estadounidenses como parte de un complot mexicano por volver a conquistar el suroeste como parte del imaginario Aztlan. En 2007, relacionó falsamente un importante aumento en los casos de lepra al flujo de inmigrantes por la frontera.

Lovato le da crédito al programa de CNN por un avance positivo en la comunidad hispana: los ataques de Dobbs han hecho levantar a la comunidad, indica. Los ataques han facilitado este movimiento, han perjudicado seriamente la credibilidad de Dobbs con el público, y han puesto en tela de juicio la imagen imparcial de CNN como "el presidente de la prensa confiable y de noticias".

Este año Dobbs emitió un programa en el que cuestionó la ciudadanía del entonces presidente Barack Obama aun cuando el mismo Arpaio se había desacreditado al grupo que promovía esta idea, llamado los "birthers". En agosto se alió con la Federation for American Immigration Reform (FAIR), un grupo de intereses especiales en contra del inmigrante, lo cual irritó al presidente de Media Matters, Eric Burma, a sacar una carta abierta al vicepresidente de CNN, Jonathan Klein. "El señor Dobbs representa una continua amenaza a la credibilidad de CNN como una serie organizativa noticiosa, en gran parte por razón de su cobertura negligente de temas de inmigración y el uso continuamente de su programa por CNN para dar prominencia a grupos tales como FAIR," escribió Berman.

No obstante, según Lovato, lo que Dobbs amenaza va más allá de su reputación. "Yo conozco el tipo de amenaza peligrosa que representan CNN y Lou Dobbs," dijo Lovato. "El está dispuesto a volver de algunos de los infames surcos de imágenes y lenguaje que perpetúan el racismo y el odio y que de alguna forma lo obstaculizan".

CNN ha defendido las opiniones de Dobbs y él ha defendido repetidamente su derecho de salir por televisión y declarar su parcialidad. No obstante, sus diatribas han contribuido a un aumento en los delitos cometidos por razón del odio en la comunidad, según un informe del Southern Poverty Law Center.

"Este tipo de verdaderamente vil propaganda comienza en los grupos de odio, extendiéndose como la levadura en la masa de la comunidad de inmigrantes, antes de darse una cuenta, termina en lugares como el programa "Lou Dobbs Tonight" por CNN," dijo Mark Potok, director del Intelligence Project. "Este país necesita un debate robusto sobre la inmigración, pero no necesita un debate con base en argumentos racistas y falsas teorías de complot".

Lovato dijo que el movimiento está dando grandes pasos, que ha crecido por decenas de miles de personas en sólo las últimas semanas, con lo cual se siente optimista con poder cumplir la misión. "Lo que ahora ocurre es un esfuerzo nacional y multifacético, de muchos enfoques, y eso es algo que nunca he tenido que enfrentar antes," explicó. "Es algo mayor de lo que pensábamos fuera capaz de realizar la comunidad. En realidad, en ese sentido es un movimiento muy exitoso."

Lovato dijo que el movimiento también ha progresado dentro de CNN y que algunos dentro del canal han admitido en privado que existe presión. El hecho que fanáticos extremistas de caricatura, como Glenn Beck del canal FOX, continúan perdiendo patrocinadores también es algo que a CNN le preocupa.

"Como ha comenzado a perder su apoyo en las clasificaciones, lo cual podrá ser la razón para la que optó por reconocer a Lovato por televisión e invitarlo al programa "Lou Dobbs Tonight" para debate de la inmigración, una moción que podría dar vitalidad a la clasificación del programa de Dobbs. Pero Lovato y otros dirigentes del movimiento dicen que ya pasaron la etapa de querer debate con Dobbs.

"Nosotros ahora vamos a poner su nombre en las clasificaciones, lo cual podrá ser la razón para que optó por reconocer a Lovato por televisión e invitarlo al programa "Lou Dobbs Tonight" para debate de la inmigración, una moción que podría dar vitalidad a la clasificación del programa de Dobbs. Pero Lovato y otros dirigentes del movimiento dicen que ya pasaron la etapa de querer debate con Dobbs.

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Centenals - Opinions

Mexican-Americans have deep U.S. ties

By Tomás R. Jiménez
Editor's note: Tomás R. Jiménez is an assistant professor of sociology at Stanford University and an Irvine Fellow at the New American Foundation. He is also author of the forthcoming book, "Replenished Ethnicity: Mexican Americans, Immigration, and Identity" (University of California Press).

Just about any celebration of Hispanic Heritage Month (September 15-October 15) will highlight the diversity among Hispanics. They come from different parts of the Spanish-speaking world, have settled in various areas of the United States, have distinctive customs and come in all shapes and colors.

But an often overlooked difference among Hispanics relates to how many generations back they trace their roots to U.S. history.

Hispanics are not just immigrants or the U.S.-born children of immigrants. They are also Americans with deep family histories in the United States. This is especially true of the Mexican-origin population, the largest Hispanic subgroup and one that has been continually replenished by immigrant newcomers for a century.

The Latino population is set to nearly triple by 2050. This October, Soledad O'Brien journeys into the homes and hearts of a group destined to change the U.S. Witness the evolution of a country as Latinos change America and America changes Latinos.

October 21, at 22:9 p.m. ET
Truly knowing what it means to be a person of Mexican origin requires understanding the experiences of the nearly 3 in 10 (8.5 million) Mexican-Americans who were born in the United States to U.S.-born parents.

These later-generation Mexican-Americans' experience in the United States, though rooted in a distant past, is nonetheless deeply affected by current and interrupted immigration from their ancestral homeland.

In some ways, Mexican Americans have lived what amounts to a classic tale of assimilation.

They speak English (and in Spanish in the majority of cases), intermarry in large numbers, live in ethnically mixed neighborhoods, work in just about every imaginable profession, are honored on Memorial Day and Veterans Day, occupy important political positions and are highly patriotic. But ongoing Mexican immigration puts a twist on this classic assimilation tale, making "Mexicanness" relevant to later-generation Mexican-Americans in both problematic and enjoyable ways.

Of American ethnic surmises, but "Gen" "Fernandez" and "Martinez" remain bright threads that, combined with dark skin color, can make Mexican-Americans and other Hispanics seem foreign in the eyes of others.

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Summarizes that end in "ski" or starts with "O" are woven into the fabric of American ethnic surmises. But "Gen" "Fernandez" and "Martinez" remain bright threads that, combined with dark skin color, can make Mexican-Americans and other Hispanics seem foreign in the eyes of others.

Ask the later-generation descendants of earlier waves of Mexican immigration, and they'll tell you that "Where are you from... where are you really from?" are questions that they have to field all too often. And even if it's clear that they are Mexican Americans, they still get quizzed about how well they speak Spanish. Assumptions about them being foreign turn from annoying to downright scary when law enforcement personnel suspect them of being illegal immigrants.

But continuous immigration also makes being Mexican American enjoyable in some ways. While there is no shortage of people who see the growing Mexican-origin population with alarm, there are also plenty of people who see the growth as an opportunity.

Corporations, retailers, political parties and churches are all trying to grab a slice of the "Hispanic market," the overwhelming majority of which is Mexican. Retail marketing campaigns, sprinkles of the Spanish language in political speeches and Mexican-themed media are generally aimed at the immigrant audience. All of this attention adds cachet to Mexican identity that even later-generation individuals enjoy.

We live in a time when America often celebrates its ethnic vibrancy. People who are cut off from an immigrant population of the same ethnic origin have a hard time finding ways to celebrate their roots in any significant way, and they often lament being ethnically blind.

"Mexican-Americans, in contrast, don't have to worry about ethnic blindness because the opportunities to celebrate their heritage are all around. Ongoing Mexican immigration means constant access to the food, language, traditions, popular culture and customs that makes being Mexican American enjoyable.

As we celebrate Hispanic Heritage Month and recognize all of the diversity among Hispanics, it begs the question: How do we know what it means to be Hispanic?

The answer can only be arrived at by appreciating the experiences of those Hispanics whose families have called the United States home for several generations and those who more recently have come to call this land their home. No matter how deep or shallow their roots extend into American history, what almost all Hispanics have in common is that immigration profoundly defines their experience.

The opinions expressed in this commentary are solely those of Tomás R. Jiménez.

Oh, when the suits go marching in

group referred to by the Southern Poverty Law Center as a hate organization.

Dobbs bypasses the professional media standards of checks and balances. For him, ratings — not the facts — determine the "oh, when the suits go marching in" — not the facts. So long as he is popular with some market segment, it seems, he must be right no matter what he says.

Will before his ratings fall off the cliff weeks or years from now, his defamation of others will have accomplished its harm.

So where's the accountability in all this?

There seemed to be none until last month, when the respected polling organization Bendixen & Associates, interviewed 100 Hispanic adults about Dobbs, and 89 percent of them expressed a negative view of Dobbs. Ninety percent were offended by his news content and regarded him as an anti-Hispanic megaword.

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U.S. Congress Members Jump Into Honduras Fracas - On Both Sides

By Erick Galindo and Camila Rodríguez Campo

Tensions continue to grow in the Andean region of the tumultuous political climate of Honduras. Ousted President Manuel Zelaya's return to his country under the protection of the Brazilian Embassy has not only escalated violence but it has raised the stakes in U.S. chambers.

The rift between Republicans, who support conservative coup-installed president Roberto Micheletti, and Democrats, who defend democratically elected president Zelaya, is underpinned by a confrontation between Senators John Kerry (D-Mass.) and Jim DeMint (R-S.C.).

Kerry blocked U.S. State Department funding for DeMint's Oct. 3 trip to Honduras. The senator's aides had called the visit a "fact-finding" trip, but also told The New York Times that the senator was going to Honduras to encourage the coup government to "resist" U.S. pressure.

Three other Republican members of Congress accompanied DeMint, and three more, all Cuban-Americans, are scheduled to travel there Oct. 5.

Obama Administration policy calls for reinstatement of Zelaya, although U.S. officials stated in the last OAS meeting that the way Zelaya returned to his own country was irresponsible and foolish. They stressed the importance of recreating a peaceful democratic environment.

Six House members sent a letter to the president of the Honduran Congress on Oct. 3 clarifying that the GOP legislators' view did not reflect that of the U.S. Congress as a whole, which includes the all-Democrat, 24-member Congressional Hispanic Caucus, Arizona's Raúl Grijalva and 15 other House members in a letter urging Obama to take stronger action against the coup regime.

Despite the U.S. posture and lack of international support for Honduras de-facto government, DeMint acquired logistical support for his trip through the U.S. Department of Defense.

The trio of Cuban-American congressional members represent Florida districts.

The Diaz-Balart brothers, Lincoln and Mario, and Ileana Ros-Lehtinen, all Republicans, made arrangements to travel to Honduras Oct. 5 to explore whether current U.S. policy is "undermining the democratic aspirations of the Honduran people and vital U.S. national security and commercial interests," as Ros-Lehtinen framed it.

Zelaya was seized and spirited out of the country on June 28 for what his foes called constitutional violation. New his associates are attacking Micheletti for suspending constitutional rights. His regime has already re-gained the Brazil Embassy where Zelaya has taken refuge.

The coup government recently ordered the closure of media outlets, including Radio Globo, one of that country's largest broadcasters. Responding to world reaction, coup leaders later lifted such sanctions.

Ros-Lehtinen has remained adamant of her support of Micheletti. "I am traveling to Honduras to conduct my own assessment of the situation on the ground and the state of U.S. interests in light of the U.S.'s misguided Zelaya-focused approach," she said.

The de-facto government gave Brazil a ten-day ultimatum either to give political asylum to Zelaya or to turn him in to the Honduran authorities in order to keep his diplomatic status. Brazil responded by warning Honduras that invading the Brazilian Embassy would be a major violation of international law.

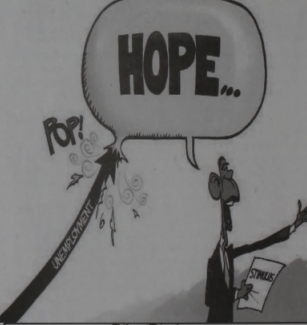
Ros-Lehtinen explained her visit, "I wish to ensure that the Honduran people and democratic constitutional government have the opportunity to tell their side of the story, given that the international community has ignored the will of the Honduran people throughout this process."

Neither her fact-finding mission nor those of the Diaz-Balarts included a meeting with Zelaya. Ros-Lehtinen communications director Alex Cruz, traveling with her, told Weekly Record, "It's not part of our agenda."

(Erick Galindo and Camila Rodríguez Campos are reporters with Hispanic Link News Service based in Washington, D.C. Telephone: 202-234-0280 or email care of carlose@hispaniclink.org)

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CUANDO SE PRESENTAN LOS JEFES

José de la Isla

El mayor problema con las tremendas exageraciones de algunos comentaristas por televisión, como Lou Dobbs del canal CNN, es que su discurso bramanse puta por noticia.

El tema del papel del periodista es una responsabilidad, hasta es servir de guardián de la confianza del público. Pero cuando un periodista resulta ser de carácter divisivo o cuando caracteriza inexactadamente las situaciones y a las personas, cuando tergiversa la naturaleza de los problemas y los asuntos, hasta formula la disensión — pues, esto sí que no es periodismo.

Si bien otros como él se posicionan como críticos de algún partido político, esto es diferente a lo que se conoce como la "veriente de la verdad". Con frecuencia dicha a la nación como asediada por los "ilegales". Su cruzada, de enero a julio, dedujo más de la mitad de sus 140 programas a la inmigración sin autorización. Proviene de aquella escuela de pensamiento que asereva que un puñetazo a la quijada es en realidad una caricia cuando de los latinos se trata, por lo que no se puede decir nada de lo que se conoce como la "veriente de la verdad".

Lo que es los hispanos saben que lo marginaliza a algunos, los marginaliza a todos. La razón es sencilla. La mayoría de las familias inmigrantes "ilegales" tienen parientes que son ciudadanos. El movimiento en contra del inmigrante es, por lo general, un movimiento en contra de la familia. Pero eso no es lo que se oye por televisión, ni en los programas de radio.

Alfons Dobbs que los trabajadores estadounidenses están perdiendo su empleo por la inmigración, por enfermedades como la lepra, la tuberculosis, y otras que entran al país con los inmigrantes. Incluso cuando Leslie Stahl de "60 Minutes" lo captó con la mentira de la lepra, él no lo marca así. Dobbs ha ido hasta el punto de cuestionar la paridad de nacimiento del presidente Obama, como el grupo desdoblado llamado "birthers" en inglés.

Emplea el órdago del odio — las palabras guerra, invasión, conquista, criminal — para hacer sus peticiones con base en la raza. Esto lo identifica la Anti-Defamation League como una clara señal de aquel que trafica el odio. Para muchos latinos, la gran que colmó el vaso fue en septiembre, cuando Dobbs emitió su programa desde el congreso de la Federación for American Immigration Reform (FAIR), grupo que el Southern Poverty Law Center describe como organización con base en el odio.

Dobbs no repara en las normas profesionales de las revisiones y el equilibrio. No es lo rating — y no se rating en sí — determinan los "hechos". En tanto que continúa siendo popular con algún segmento del mercado, parecerá, ha de tener la razón sea lo que fuere que él diga.

No obstante, antes que su rating se vayan por la borda de aquí a unas semanas o varios años, su difamación de los demás habrá cumplido con el periplo intencional.

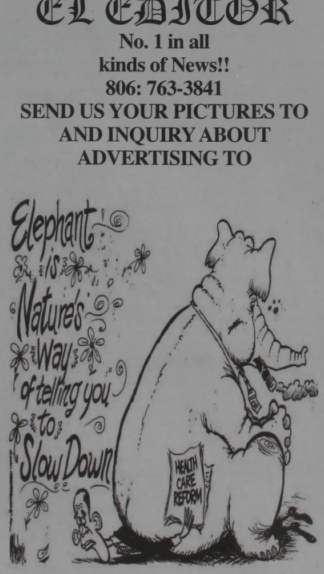
Enonces, ¿quién se responsabiliza por todo esto? Parecía que nadie hasta el mes pasado, cuando la respetada organización de encuestas, Bendixen & Associates, entrevistó a cien adultos hispanos sobre Dobbs, y de 89 por ciento expresó una opinión negativa sobre Dobbs. El noventa por ciento se siente ofendido por el contenido noticioso de su programa y lo consideran un enemigo en contra de hispanos.

Lo que a la encuesta le dio mayor impacto fue que Bendixen hizo las preguntas a los más influyentes ejecutivos y dirigentes nacionales hispanos, de empresas de Fortune 500, y presidentes, vicepresidente, directores de importantes negocios. Algunos de los que respondieron eran congresistas, otros periodistas de televisión y radio.

No fue el perfil de un grupo de activistas salvajes. Lo que le da importancia a esta encuesta, comisionada por Democracia Ahora, es que el 70 por ciento concordó en que una campaña en contra del programa de televisión por CNN de Lou Dobbs es una buena idea, idea que debió salir hace mucho tiempo, si hubiera existido algunos. El sesenta y ocho por ciento declaró que apoyarían tal campaña.

Estos sentimientos se dirigen a más que el ultraje que causa un hombre. Imporan la restauración de la dignidad del periodismo de televisión, cable y radio. José de la Isla, cuyo último libro se encuentra en versión digital gratuita en www.DayNight.Life.Death.Hope.com, redacta un comentario semana que el Hispanic Link News Service. También es autor de The Rise of Hispanic Political Power (2003). Contactarse con él a: joseisla@yahoo.com

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Supreme Court Opens Annual Term, Sotomayor's First



The U.S. Supreme Court opened its annual term with much of the attention focused on the high court's newest member, Justice Sonia Sotomayor, who was confirmed by the Senate in August, is the first Hispanic justice on the court and only the third woman to serve as a Supreme Court justice.

Sotomayor's first term on the high court is promised to be busy. The court is scheduled to hear cases involving gun rights, free speech and whether juvenile offenders should be sentenced to life in prison without parole in criminal cases that do not involve murder.

Justice Sotomayor was nominated by President Barack Obama to replace retired Justice David Souter. Souter often sided with the court's liberal faction, and Sotomayor is expected to largely follow in his footsteps. But the ideological balance on the court that favors the five-member conservative majority is not expected to change.

a fair judge, that I was a caring person and that I lived my life serving my country," she said.

Sotomayor spent years as a federal judge before her Supreme Court appointment, and legal analysts expect her to be an active advocate in the court's oral and written debates.

Attorney Carter Phillips has argued numerous cases before the Supreme Court. He spoke at a legal forum at William and Mary Law School in Virginia.

"She will, I am sure, be a relatively active participant in the court and will, almost certainly, express her views fairly forcefully," said Phillips.

The opening day of a Supreme Court term often draws a variety of protesters to the high court steps, and Monday was no different, though perhaps a bit more subdued than usual.

Lois Fischbeck of Maryland had come to urge the court to ban capital punishment, even though the justices are not scheduled to

take on a particular case this term that would deal with the issue directly.

"Because this is where the law can be changed by one decision of the nine judges and make us in unison with the majority of countries of the world who have already decided that killing is not right by the government," Fischbeck said.

A few steps away, a woman named Sandy from Oklahoma held aloft a sign protesting abortion.

The court is not expected to consider any direct challenge to abortion laws this term, but Sandy wants some of the Supreme Court justices who support abortion rights to retire.

"And then we need to replace them with people who honor the Constitution. All men are created equal and that includes babies," she said.

One of the most closely watched cases this term will be heard early next year when the high court considers a challenge to gun control laws in the city of Chicago.

Last year the court ruled in a five-to-four decision that the 2nd Amendment to the U.S. Constitution protects the rights of individuals to own handguns in the District of Columbia, the nation's capital.

The high court is also expected to rule soon on whether longstanding restrictions on corporations and unions contributing to political candidates are constitutional.

Obama sopesa alternativas para tropas de EEUU en Afganistán

El presidente Barack Obama convocó a su equipo de seguridad nacional el miércoles para una nueva sesión estratégica sobre Afganistán, después de afirmar que no está en consideración un retroceso de fuerzas, mientras las estadísticas demuestran que se desvanecen el apoyo del público al conflicto que ya lleva ocho años.



Obama, que heredó la guerra cuando asumió en enero, estudia cómo proceder mientras se deteriora la situación que ya ha costado 800 vidas estadounidenses.

La guerra, lanzada después de los ataques terroristas del 2001 para derrotar al Talibán y desalojar a al-Qaida, ha durado más de lo anticipado. Líderes legislativos de los dos partidos salieron el martes de una conversación de 90 minutos con Obama elogiándolo por su franqueza y su interés por escuchar, pero desde el punto de vista político, los dos bandos se mantuvieron como llegaron: los republicanos presionan a Obama para que siga el consejo de sus comandantes militares y los demócratas dicen que no debería apresurarse.

El apoyo del pueblo estadounidense a la guerra ha bajado del 44% en julio al 40% actual, según una nueva encuesta de The Associated Press-GK. Un total de 69% encuestados

favorecen enviar más soldados, mientras que el 57% de quienes dicen ser demócratas se oponen.

Obama ha dicho que el conflicto no debe reducirse a una acción vaga para combatir el terrorismo, con el retiro de numerosos efectivos estadounidenses y un énfasis en las fuerzas de operaciones especiales contra los terroristas en la riesgosa zona fronteriza entre Afganistán y Pakistán.

El presidente no se ha pronunciado sobre un aumento de tropas. Su comandante principal en Afganistán, el general Stanley McChrystal, insiste en que se necesitan más soldados para enderezar el rumbo de la guerra, quizá unos 40.000 más. Obama ya envió 21.000 este año y aumentó el total a 68.000 soldados.

Obama insistió el martes en que tomará una decisión cuando tenga la estrategia a seguir.

"Reconocemos que tiene una decisión difícil y quiere tiempo suficiente para tomar una buena decisión", dijo

Cámara de Representantes, John Boehner. "Francamente, yo apoyo eso, pero necesitamos recordar que cada día que pase, las fuerzas que tenemos allí están en un peligro mayor".

Lo que sí está claro es que la misión en Afganistán no va a cambiar. Obama dijo que su objetivo es impedir que los terroristas de al-Qaida tengan una base desde donde puedan lanzar ataques a Estados Unidos o a sus aliados. El presidente escuchó a 18 legisladores y dijo que sigue analizando la situación, aunque sabe que su decisión final no complacerá a todos.

El apoyo de los estadounidenses a la guerra en Afganistán disminuye. Llegó a 40%, una reducción en comparación con el 44% en julio, según un nuevo sondeo de Associated Press-GK. "El presidente va a tomar una decisión, popular o impopular, con base en lo que cree que le conviene más al país", dijo secretario de prensa de la Casa Blanca, Robert Gibbs, a periodistas.

Kmart Introduces Online Layaway

In an ongoing effort to provide its customers with innovative ways to shop, Kmart has announced online layaway as part of its National Layaway Week, taking place Oct. 5 through

E-mails - Reminds shoppers of payment due dates. Kmart's convenient online layaway comes at a time when layaway interest is strong. Online trends show the word "layaway" had

or from the comfort of their own homes.

Online Layaway Transaction Guidelines

- When initiating a layaway contract online, customers enter their zip code to select a Kmart store to hold their layaway items. Merchandise must be picked up when final payment is made at that location.

- Customers who initiate layaway contracts in store also can make payments online by logging in/registering and entering their layaway contract number from their in-store receipt.

- Similar to Kmart's traditional layaway, online layaway users have eight weeks to pay for items in full.

- Payments must be made biweekly online or at any register in the Kmart store where the layaway order is held.

- Customers pay only a \$5 initiation fee to start a layaway contract (fees may vary by state).

- Customers must make a down payment of \$15 or 10 percent (whichever is greater).

- Online layaway customers can use one or any combination of these acceptable payment options: credit card (Sears credit card, Visa, MasterCard, Discover, American Express), debit card, Kmart Gift Card or Kmart Cash Card.

- Layaway purchases are protected by Kmart's 90-day return policy. If for any reason a customer is not satisfied, products can be returned for a refund, with receipt, at any Kmart store, within 90 days after the final layaway payment date (some exceptions apply).



Oct. 9, Online layaway at Kmart launches Friday, Oct. 9, allowing shoppers the option of using kmart.com to safely layaway holiday items using a secure online network.

On kmart.com, shoppers can browse items; have the option of placing those items on layaway through its online process and conveniently picking the items up at a local Kmart store.

The online layaway process and easy-to-use Web site allow users to securely manage their layaway contracts.

Online Layaway Contract Management Features - Layaway Availability Grid - Helps shoppers confirm the availability of their items at time of purchase.

- Layaway Calculator - Details the layaway payment schedule and down payment information on the layaway contract.

- Layaway Manager - Allows users to make payments; view their payment schedule and other contract details.

- Contract Management

more than double the interest among U.S. searchers in August 2009 than it had in August 2008. Kmart's layaway program has seen double-digit increases in layaway customers and sales in 2008. This increased consumer interest inspired Kmart to create an online layaway, empowering customers to manage their lives more conveniently.

"We have an entire generation of customers that grew up shopping online," said Mark Snyder, chief marketing officer, Kmart. "Launching online layaway at Kmart engages these customers by allowing them to spread their payments out over time and better plan their spending."

Online layaway is also available at Sears. With programs like the Christmas Club Card and now online layaway, Sears and Kmart continue to respond to a broad range of consumer needs. These programs give customers the flexibility to shop any way they prefer, whether in store

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AVISO LEGAL

Este juego de raspar de la Comisión de la Lotería de Texas termina el 24 de octubre de 2009. Tienes hasta el 22 de abril de 2010 para canjear cualquier boleto de este juego: Juego #1112 Cash Vault (\$5) Probabilidades son de 1 en 3.95

Este juego de raspar de la Comisión de la Lotería de Texas termina el 29 de octubre de 2009. Tienes hasta el 27 de abril de 2010 para canjear cualquier boleto de este juego: Juego #1022 \$250,000 Bingo (\$10) Probabilidades son de 1 en 3.14

Este juego de raspar de la Comisión de la Lotería de Texas termina el 31 de octubre de 2009. Tienes hasta el 27 de abril de 2010 para canjear cualquier boleto de este juego: Juego #1131 Bonus BlackJack (\$2) Probabilidades son de 1 en 4.85

Estos juegos de raspar de la Comisión de la Lotería de Texas terminan el 2 de diciembre de 2009. Tienes hasta el 31 de mayo de 2010 para canjear cualquier boleto de estos juegos: Juego #1049 Aztec Gold (\$3) Probabilidades son de 1 en 4.23

Juego #1154 Fast Bucks (\$3) Probabilidades son de 1 en 4.59

Juego #1165 Easy 10's (\$1) Probabilidades son de 1 en 4.73



Para detalles de las probabilidades de los juegos y más información, visite lottery.org o llame al 1-800-211-LOTTO. Dibuje en mayor de 10 para comprar boletos de lotería. La Lotería de Texas organiza su operación en Texas. © 2009 Texas Lottery Commission. Todos los derechos reservados.

'Luna Nueva' para Ximena



Ximena Saniñana ya demostró que no es nada 'mediocre' para lograr una carrera llena de éxitos. A pesar de haber saltado al campo profesional de la música hace poco tiempo, la cantante ya prepara un nuevo disco y también formará parte de la banda sonora de la película *New Moon*.

La expansión musical de esta cantante no quedó sólo en su nominación al GRAMMY americano en 2008 por su disco *Medioce*, pues poco a poco ha ido

ganando terreno en el plano musical y prueba de ello es que se ha convertido en la única latina en participar en el soundtrack de una de las películas más esperadas del año.

Así, la historia de Edward Cullen y Bella Swan, quedará aderezada con la voz de Ximena Saniñana, quien compone el tema *Frente al Mar*, que será incluido dentro del álbum de la película *Twilight: New Moon*.

Saniñana se une a la lista de cantantes *Death Cab For*

Cutie, *Muse*, *The Killers*, *Thom Yorke* de *Radiohead*, *Grizzly Bear*, *OK Go*, entre otros que formarán parte de este proyecto que verá la luz el 20 de octubre, destacando como la única cantante latina en ser incluida dentro del soundtrack.

Además de este gran paso en su carrera, Ximena Saniñana está en Los Angeles enfocada en el proceso de composición y grabación del que será su segundo material discográfico como solista.

October 18 sausage festival marks 40 years of Slaton serving 'Best of the 'Wurst'

SLATON -Forty years of Slaton's 'best of the wurst' will be celebrated on Sunday, October 18, 2009 at Saint Joseph's Hall here. Served from 11:00 a.m. to 3:00 p.m., the dinner's main menu consists of German sausage, grilled chicken, German potato salad, green beans, and cranberry sauce along with homemade cakes and bread.

Adult plates are provided for \$9 each. Plates for children are available for \$5 each. Take-out plates are available for \$9 at the south side of the Saint Joseph's Hall, which is located in Slaton on Division Street, about three-tenths of a mile east of U.S. Highway 84.

Saint Joseph's German sausage tradition started in 1969 with a 200-year-old recipe from Austria belonging to Marie Bednarz. The recipe was increased for the Slaton version. The first year,

524 pounds of sausage were made. In 2009, 7,000 pounds will be made. Jalapeños are added to about 1,000 pounds of sausage, for those who like a little more spice, according to spokeswoman Pat Kitten.

"Forty years since Woodstock, forty years of National Football League and forty years of smoking Saint Joseph's sausage to support Saint Joseph School," said Kitten "That's the theme of our celebration."

Preparation starts months in advance to prepare for the annual sausage festival, according to Kitten.

"During 'sausage week,' over 200 parish members, school parents, and friends will gather to make 600 pounds of German potato salad, and bake 150 loaves of homemade bread. Homemade quilts are also being crafted by the Saint Joseph Ladies

Quilting Club."

The Sausage Festival Fun-fest at Saint Joseph School runs from 11:00 a.m. to 4:00 p.m.

"This includes a silent and live auctions, games, music, food, quilting show, horse rides, country store, and Catholic Daughters mini-bazaar," said Kitten. "Quilts and a cedar chest are also raffled off."

The "Best of the Wurst" dinner kicks off October 18 at 20th and Division Streets in Slaton. Sausage lovers are welcome to come by Saint Joseph Hall from 8:00 a.m. to Noon on Saturday, October 17, however, to buy sausage -regular (\$4.25/pound) or jalapeño (\$4.75/pound) - uncooked and vacuum-sealed.

For more information, call Saint Joseph School 806-828-6761 or Pat Kitten at 806-828-3379 before October 17.

Interested in attending a Cursillo?

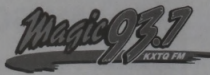
Cursillo for Women in English, October 15-18, 2009.
Contact your parish Vocal for an application or call the Cursillo Office, 806-792-4308 or Deacon Joe Morin, 806-543-5686.

"The goal of the Cursillo Movement: to make possible the living out, and the living out together what is fundamental for being Christian."

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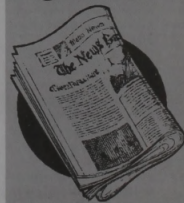
Listen weekdays from 3pm - 7pm featuring Tejano Superstar SHELLY LARES!



Nicole Melgoza celebrated her quinceañera on Saturday, Sept. 26 at Iglesia La Trinidad. Nicole is the daughter of Manuel & Delena Melgoza. There was a reception and dance at The D'Venué later that evening. Congratulations!

EL Editor Newspaper over 30 years of serving the community!

Questions? Comments?



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Homecoming

THIS WEEK'S GAME: Kansas State at Texas Tech, Oct. 10 — Since Kansas State swept two games against Texas Tech at the advent of the Big 12, the Red Raiders have won four straight in the series, including a 58-28 victory last season in Manhattan. Kansas State is one of the more road-tested teams in the conference, playing at UCLA and Louisiana-Lafayette before winning its Big 12 opener in Kansas City, Mo., against Iowa State last week.

KEYS TO THE GAME: Kansas State can lean on its top offensive threat, RB Daniel Thomas, and if the Wildcats are successful they can milk the clock. They lead the Big 12 in time of possession (53:29). QB Grant Gregory, a South Florida transfer, was inserted as the starter against Iowa State and threw two touchdown passes and rushed for another, guiding Kansas State to a 24-23 win. Although the Wildcats are improved defensively, they can be manhandled by bigger blockers and rushers. Tech must avoid turnovers. The five it committed against New Mexico was its most since 2006.

PLAYERS TO WATCH: RB Harrison Jeffers — He has scored five touchdowns for the Red Raiders despite just 32 touches in five games. He became the fifth player under coach Mike Leach to score four touchdowns in a game when he managed that feat against New Mexico.

WR Tramin Swindall — He enjoyed his most productive day as a Tech receiver, producing a 139 yards on five receptions against New Mexico. His previous best was a 123-yard game earlier this season against Rice.

QB Steven Sheffield — He engineered an 86-yard touchdown drive over the final 58 seconds of the first half against New Mexico, then drove the Red Raiders to

touchdowns on their first three second-half possessions. Sheffield was placed on scholarship just prior to this season.

ROSTER REPORT
—QB Taylor Potts was released from a Lubbock hospital on Sunday, the day after he was hurt in the New Mexico game. He is believed to be doubtful for the Kansas State game, though Texas Tech does not acknowledge injuries.

—OG Brandon Carter was reinstated a week after his suspension was deemed indefinite. Carter was suspended following the Houston loss on Sept. 26 when he smashed a helmet and loudly criticized the coaching staff, according to the Lubbock Avalanche-Journal.

—C Shawn Byrnes and S Cody Davis left with injuries suffered in the second quarter of the New Mexico win, though they were not believed to be seriously hurt.



Cody Maldonado a junior at Lubbock Coronado and a member of the Coronado Golf team shot 10 under par 62 at Shadow Hills Golf Course last week yielding the course record.

Congratulations to Cody!
Winners were:
Jordan Sutherland
Tanner McLean
Stephen Gage
Travis Ward

Relieved Crabtree gets 6-year deal (\$17M guaranteed) to end holdout

Michael Crabtree is confident he can play a big role for the San Francisco 49ers as a rookie even though he's months behind.

Crabtree signed a six-year contract early Wednesday after a drawn-out negotiation process that had some wondering whether the star wide receiver would ever show up this season.

"It's a lot of relief off my shoulders," Crabtree said when formally introduced at team headquarters.

While specific terms of the deal, which was completed around 3 a.m. Wednesday, were not disclosed, Crabtree will receive nearly \$17 million in guaranteed money, according to a person familiar with the contract.

The person spoke on condition of anonymity because the details weren't made public.

Crabtree headed out Wednesday for his first practice as the 49ers prepare for Sunday's home game against Atlanta.

"Everybody came to a reachable agreement and it happened," Crabtree said, sporting a red No. 15 practice jersey and charcoal gray sweatpants.

"I'm just glad I'm past that part. I'm very humble right now, man. It's a very humbling experience. Just getting a chance to sit back and better myself as a player, as a player, as a teammate. ... I feel like going through it made me look at the world in a different way, look at my teammates a different way. Hopefully it will work out for the best."

The agreement was first reported by ESPN.com. Singletary called it a "fair deal for both parties involved."

The former Texas Tech star was the only free pick who hadn't signed, even rapper MC Hammer



got involved to finally make it happen.

Crabtree, who broke through the game-breaking receiving threat the 49ers have been lacking, assumed he can quickly learn the offense after missing all of training camp. The 10th pick overall, he also sat off-season minicamps and organized team activities while recovering from a foot injury, but was a regular presence at the team's training facility.

Crabtree and his agent, Eugene Parker, met with three top 49ers officials Tuesday to work through his contract impasse. Crabtree balked at a long-standing offer of approximately five years and \$20 million, with a reported \$16 million guaranteed. Instead, he sought money comparable to "what higher draft picks received."

"We came out of the gate and put a solid offer on the table," 49ers general manager Scot McCloughan said, still unsure what Crabtree's side didn't like about it. "I'm curious to find out because it goes against the norm. Very seldom do you see this."

Oakland Raiders receiver Darius Heyward-Bey, the No. 7 choice, signed a five-year contract

that will guarantee him at least \$23.5 million.

Jaguars top pick Eugene Monroe, taken eighth overall, signed a five-year, \$25 million contract that includes \$19 million guaranteed.

Crabtree shook hands throughout the locker room to greet his teammates.

"We accept Crabtree no matter what," tight end Vernon Davis said. "I think his play will speak for itself."

Singletary acknowledged last month the 49ers discussed changing their offer to Crabtree, and team president Jed York said in mid-September the team hoped for a face-to-face meeting with Crabtree. The 49ers received a call Sunday that Crabtree and Parker were en route to the area. That meeting finally happened Tuesday.

Crabtree and Parker were joined by York, vice president of football operations Parrag Marathe and McCloughan. Hammer, a friend of Parker and client Deion Sanders, also participated.

Singletary found out the deal was done when he woke up Wednesday morning.

"This is a great day for the

49ers," he said. "It showed the commitment in place in having Crabtree here. Obviously Michael missed a lot of time, a lot of valuable time, and has a lot of work to catch up."

Crabtree's contract can be voided after five years with two solid seasons. It's unclear when Crabtree will be ready after missing so much time, but San Francisco has a bye next week. It's conceivable he could make his debut in a limited role Oct. 25 in Houston.

"It's going to be a process," said Singletary, whose team leads the NFC West and at 3-1 is off to its best start since 2002. "Hopefully after the bye, Mike will be ready to go. Certainly it's going to start small, a small role here and there, figuring out ways to get him into the field."

The 49ers needed to sign Crabtree by Nov. 17 for him to remain eligible to play this season. There would have been a seven-week window before the 2010 draft to trade Crabtree if he did not sign.

In August, a report surfaced that Crabtree was prepared to sit out the season, re-enter the draft in 2010 and wait for a hefty paycheck.

"I know there's been a lot of things said back and forth," Singletary said. "I've always said from Day 1, until I've heard something from Michael, all of the other stuff doesn't mean anything to me. I'm very excited to have Mike Crabtree be part of this team. In my mind he has been since the day of the draft. Today really makes it official."

Crabtree caught 9 passes for 1,165 yards and scored 19 touchdowns last year, his sophomore season at Texas Tech. He finished his college career with 231 receptions for 3,127 yards and 41 touchdowns.

Celebrity is fleeting, but classics stand test of time

Among the more misunderstood quotes is Hamlet's: "To be, or not to be." The lady doth protest too much, methinks."

The word "protest" meant something more to Shakespeare. When Hamlet's mother used "protest" in a critique after playing the role of Hamlet's mother, she intended "declare" more than "oppose." Where is this headed?

Boxing's previous king, like Hamlet's mother, tended to protest too much his own greatness. Along with his uncle, he hectored a lot of decent folks into celebrating him as more than he was. He also hectored the first stars into no-nonsense showdowns that grew his celebrity.

By celebrity is ephemeral, we mustn't forget, and posterity is always the hushier critic.

In many ways our former king's celebrity stands in bare contrast to the obscurity of our current co-king, Juan Manuel Marquez — who shares his crown with Manny Pacquiao.

What does Marquez have to do with Floyd "Money May" Mayweather? Nothing, until two Saturdays ago.

Top fighter Juan Manuel Marquez has an impressive 50-4-1 record with 37 KOs. (50-fights.com)

Top fighter Juan Manuel Marquez has an impressive 50-4-1 record with 37 KOs. (50fights.com)

That was when Marquez called for a showdown with our sport's former pound-for-pound fighter. The fight probably won't happen because only one of the participants understands that a reward, in the risk-to-reward sense, can comprise anything more than dollars. And the other participant is retired.

But before we go any further, let's be clear: I am not calling Money May out of retirement. Looking to a happier, better place without him, since Marquez spoke his name, though, and since there might be something instructive about a showdown with our sport's former pound-for-pound fighter. The fight probably won't happen because only one of the participants understands that a reward, in the risk-to-reward sense, can comprise anything more than dollars. And the other participant is retired.

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ments. And no, earnings are not the same as achievements.

Juan Manuel Marquez's comparative poverty — this, laboring in obscurity — a traditional reward of the craftsman. Marquez has fought just as many world title fights as Mayweather. He has also fought 35 percent more career matches than Mayweather. Yet, Marquez is barely a household name in his home country of Mexico. And in the United States he's just one more little boxer with a name that ends in "Z."

But there's a good chance posterity will reward Marquez's obscurity. When his battles with Pacquiao are revisited, when the courage he showed against Juan Diaz is reviewed — and when these events are married to his overall body of work — there's almost no doubt he'll be regarded as an all-time great, despite his losses.

The undefeated Money May? Not so much.

Mayweather was the product of a supply-begged-demand phenomenon. Back when we had a free market, there was an incompletely understood explanation for how demand can occur. It said the existence of a product — especially in a society that substitutes conspicuous consumption for identity — causes demand for the product. Folks going to the mall to see what they want to buy, in other words.

In Mayweather's case, the product was celebrity. Time for celebrity was in great supply. Perpetual motion machines like cable news and gossip websites ensured a demand for new celebrities. New celebrities were found. The demand was artificial, and again, ephemeral, but to be a celebrity equaled validation, that never mattered.

A wise man once said fame without achievement is a miserable thing while achievement without fame is a proud good life. Apparently too few people were listening.

Mayweather has had fame and achievement, just not in justifiable proportion. Marquez has had achievement without fame — in an inverse ratio otherwise similar to Mayweather's.

Marquez now seeks to remedy this. When he says he wants to fight the best and experts say Mayweather

is the best, we ought to take him at his word. He wants more money too, of course, but Marquez's history shows that "best" must always mean "most lucrative."

Mayweather's naked cupidity, in contrast, also has its reward-rates. But for a moment did Money May pretend Zab Judah, Carlos Balboa, Oscar De La Hoya or Ricky Hatton were the best. They were just opponents whose reward rates were optimal. Good for him.

But the world is upside-down. The last five months have destroyed so much wealth that one's net worth is no longer much of a metric for achievement. Serious people were never lazy enough to see bank accounts as achievement scoreboards, anyway, but in the last 30 years serious people had trouble getting heard over the din.

The real re-valuation has yet to come to boxing. But with what the market has lately done to the price of Los Angeles commercial real estate and yachts, you have to assume boxing's wealthiest figures will not be spared. Those who save the word "prizefighting" as five parts "prize" for every one part "fighting" aren't going to last.

The system is now in self-cannibalization mode. That's not a political comment. It's much more bleak. History, like an antelope escaped from the zoo, is again out of its cage. History now happens to us. Whether or not boxing should be spared is irrelevant to the point. Even if we're all out on our back to follow the legacies of past heroes, it would happen anyway. And figures like Marquez would grow in stature as figures like Mayweather shrunk.

So back to Shakespeare. There's a good way to keep track of the re-valuation at home: Listen for the irony. Those that doth protest too much their greatness, methinks, will be those whose legacies are razed.

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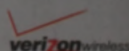
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