



EL EDITOR



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Week of October 9, thru October 15, 1986

Lubbock, Texas



Tomas Garza

Lubbock Attorney Honored By S.B.A.

LUBBOCK, October 5.....Tomas Garza, senior partner in the law firm of Garza, Hernandez and Brennan, has been named Lubbock District Minority Small Business Person of the Year. The U.S. Small Business Administration (SBA) will recognize and honor Garza during Minority Enterprise Development (MED) Week, October 5-11.

MED Week is proclaimed annually by President Reagan to honor the nation's more than 600,000 minority business men and women and the contributions they have made to the country and its economy. This is the fourth year the week has been proclaimed.

Garza opened his one-man law firm in 1977 and today employs seven full-time employees. Garza and his firm are noted for the training and hiring of persons from the minority community in Lubbock. The firm also uses other minority owned firms, whenever possible, for services and supplies needed by the law firm.

Garza, 42, was born in Dimmitt and is a graduate of Georgetown University's School of Law in Washington, D.C. He and his wife, Jennifer, are the parents of two boys, Diego and Dustin.

In proclaiming MED Week, President Reagan said, "We must continue expanding opportunities to ensure strong growth for minority businesses. These businesses are adding jobs to industries that only a few years ago barely existed."

During MED Week, the U.S. Small Business Administration (SBA) and the Minority Business Development Agency (MBDA) of the U.S. Department of Commerce will sponsor events in Washington, D.C., October 5-9. These events will help participate locate new business opportunities, learn the latest techniques in business management and expand their network of business associates.

Garza will be presented with a special plaque in ceremonies at the SBA office at 1611 10th Street, Suite 200, on Thursdays, October 9, at 2:00 p.m.

"MED Week is an excellent way to honor and recognize the accomplishments and contributions made by minority firms to our local economy and to the nation," said John D. Walz, Acting District Director of SBA's Lubbock office.

**Mande sus Noticias Hoy Mismo
al El Editor, 1211 Ave. O
Lubbock, Texas 79701 o llame al
Telefono (806) 763-3841**

Selected Statistics On Education Of Hispanics

•A National Council of La Raza report on Hispanic education indicated that financial aid and the perception that resources are available are often critical factors in the postsecondary education decisions of low income students.

•According to the American Association of State Colleges and Universities, the average out-of-pocket family contribution for postsecondary education increased by 11.8 percent between 1978 and 1983, after adjustment for inflation. However, the actual cost for Hispanic families rose by 21.5 percent, as compared with increases of 12.2 percent for white families and 0.9 percent for black families.

•Since 1978, available financial aid has shifted from grant aid to loans and work study programs. The maximum grant amount, targeted to low income students, has not been significantly increased in the last 10 years and has been further impacted by inflation and rising college costs.

•During the next 15 years, the

Hispanic population in the United States is forecast to increase anywhere from 8.6 to 10 percent. Estimates range from 23.1 million to 26.9 million, almost double the 14.6 million figure recorded by the 1980 census.

•Forty-six of the nation's 318 metropolitan areas had Hispanic populations of more than 10 percent. Forty-one of these were located in the Southwestern United States, the fastest growing economic region of the country.

•Hispanics and other minorities will become the largest potential source of students for colleges and universities throughout the country.

•Hispanics are the nation's most urban population, with 87 percent living in metropolitan areas.

•Urban community colleges across the country are beginning to revamp their academic programs to better prepare minority students for study at universities and four-year colleges.

•Minority demographers show

that the number of minority young adults has surpassed and continues to grow faster every year than that of majority young adults.

•The third annual Status Report on Minorities in Higher Education (MHE), issued by the American Council on Education's Office of Minority Concerns, stated that the serious problems of minority enrollment and retention at all levels of education had not improved since 1984.

•The same MHE report also forecasts that the country's prosperity and well-being may well depend on the educational accomplishments of the projected

35 percent minority population in the year 2020.

•About one Hispanic in nine is a child under five years of age. The proportion of the population that is of school age is greater for Hispanics than for all other population groups. For example, approximately 50 percent of all students enrolled in the Los Angeles Unified School District are Hispanic. In an era of declining public school enrollments, the Hispanic proportion of the public school population continues to grow, bringing more Hispanics into the nation's high schools and, eventually, onto its college campuses.

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"America Saluda Al Fondo Nacional Hispano De Becas" El 9 de Octubre

(San Francisco, Ca) -- Barbara Bush, honorable esposa del vicepresidente de los Estados Unidos, George Bush; el Gobernador del estado de Florida, Bob Graham; y el alcalde de Denver, Colorado, Federico Peña participarán en conjunto con miembros del magisterio, catedráticos e importantes líderes comunitarios en el homenaje "America Saluda el Fondo Nacional Hispano de Becas." (National Hispanic Scholarship Fund - NHSF) el jueves 9 de octubre en las cenas de gala que se presentaran simultáneamente en siete ciudades, anunciaron los oficiales del Fondo.

Las cenas de gala serán costeadas por la empresa de Anheuser-Busch Companies, Inc. como parte de la suma de \$1 millón que la empresa se

comprometio contribuir para el Fondo Nacional Hispano de Becas este año.

Las cenas de gala se llevarán a cabo en las ciudades de Chicago, Nueva York, Miami, Houston, Dallas, Denver y San Francisco. "Los fondos recabados de estos eventos se utilizarán para la ayuda de ameritados estudiantes universitarios hispanos de esas localidades y al nivel nacional," explico Ernest Robles, director ejecutivo del NHSF.

Jesse Aguirre, vicepresidente de Relaciones Corporativas para Anheuser-Busch Companies, indicó que su empresa va costeadando las cenas de gala porque, "Estamos convencidos que la clave de un futuro vigoroso para la comunidad hispana de la nación es el acceso a la educación universitaria."

The National Hispanic Scholar Scholarship Fund

San Francisco, Calif., September 24, 1986 -- Barbara Bush, wife of Vice President George Bush, Governor Bob Graham of Florida, and Mayor Federico Peña of Denver Colo. will join educators and community leaders across the country as "America Salutes the National Hispanic Scholarship Fund" (NHSF) Thursday, October 9, at gala dinners in seven different cities, announced officials of the NHSF.

The dinner series is underwritten by Anheuser-Busch Companies, Inc. and is part of a \$1 million corporate commitment to the NHSF announced earlier this year by the company.

The dinners will be held in New York, Miami, Houston, Dallas, Chicago, Denver and San Francisco. "Funds raised from the events will help support deserving Hispanic college students in those local areas as well as nationally," explained Ernest Robles, executive director of the NHSF.

Jesse Aguirre, vice president of Corporate Relations at Anheuser-Busch, said the company is underwriting the dinners because, "We are convinced that one of the keys to a stronger future for the nation's Hispanic community is access to higher education."

"As the nation's Hispanic community grows and becomes more influential, it is vital that we have bright, well-educated Hispanics serving in leadership

roles. Lack of finances should not stand in the way of their future."

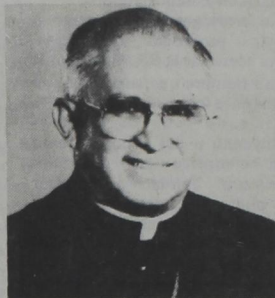
In support of the dinners, special committees made up of local community leaders and elected officials have been organized in each of the seven cities. The groups are working with local Hispanic leaders in their communities to organize the events and conduct ticket sales.

Established in 1975, the San Francisco-based NHSF has rapidly grown to become national in its scope and reach. During its 11 years of operation, the NHSF has awarded more than \$2.6 million in financial aid to almost 4,800 students in 44 states attending colleges, and graduate and professional schools throughout the country.

NHSF scholars are selected on the basis of academic achievement, personal strengths, leadership abilities and financial need.

Underwriting of the "America Salutes the NHSF" dinner series is one portion of the \$1 million commitment of support made to the NHSF this year by the Anheuser-Busch Companies. The \$1 million also includes administrative and direct scholarship support.

Anheuser-Busch Companies is the parent corporation of Anheuser-Busch Inc., the world's largest brewer, and Campbell-Taggart, Inc., the nation's second largest commercial baker.



"Con el aumento de la población en la comunidad hispana, aumenta su influencia, es por eso de vital importancia que tengamos hispanos de gran talento y con buena preparación académica en puestos directivos. La falta de fondos económicos no debe presentar barreras para su futuro."

Para apoyar las cenas de gala, se han organizado comités especiales formados de importantes líderes locales y funcionarios oficiales electos en cada una de las siete ciudades como miembros. Estos grupos esta dirigiendo sus actividades trabajando con líderes hispanos locales para organizar eventos y conducir la venta de boletos.

Establecido en 1975, con base en la ciudad de San Francisco, el Fondo Nacional Hispano de Becas ha crecido rápidamente llevando ahora su enfoque y alcance al nivel nacional. Durante sus 11 años de operaciones, el fondo ha distribuido más de \$2.6 millones en ayuda económica beneficiando a casi 4,800 estudiantes en 44 estados que hacen sus estudios graduados o carrera profesional, en universidades localizadas a través del país.

Los estudiantes becados del Fondo son seleccionados por su estado académico, sus atributos personales, su capacidad directiva y sus limitados recursos económicos.

El patrocinio con el que asume el costo de las cenas "América Saluda al Fondo Nacional Hispano de Becas" forma sólo parte de \$1 millón que la empresa de Anheuser-Busch Companies contribuye este año como apoyo al Fondo Nacional Hispano de Becas (NHSF).

Anheuser-Busch Companies es la empresa matriz de Anheuser-Busch, Inc., la empresa cervecera más grande del mundo y de Campbell-Taggart, Inc., la segunda panadería comercial más grande de la nación.

¿QUE PASA?

The Mexican American Contributions to the South Plains of Texas

The Mexican American Contributions to the South Plains of Texas Symposium will be held on October 18, 1986 from 8:30 a.m. to noon at the Lubbock Civic Center. There will be free Admission to this event.

The Symposium will consist of three speakers from various parts of Texas, speaking on different aspects of Mexican American contributions to Texas. Andres A. Tijerina, author of several books on Mexican Americans, will discuss historical and economic contributions to Texas. Nephrali DeLeon, an accomplished artist who has displayed his work in various parts of the U.S., will discuss Mexican American artistic contributions. Juan Rodriguez, a literature professor at Texas Lutheran College, will discuss Mexican American literary contributions to Texas. Rodriguez is one of the operators of "Relamtago Books", the largest distributor of Mexican American literature.

This program is made possible in part by a grant from the Texas Committee for the Humanities, a state program of the National Endowment for the Humanities; the Lubbock City Council, as recommended by the Lubbock Cultural Affairs Council; the Texas Tech University Southwest Collections, and T.T.U. University Center Programs.

West Texas Women's EN.CO.RE.

West Texas Women's EN.CO.RE. is very pleased to announce that the long-awaited album is ready for release! We wish to take this opportunity to invite you to the Album Premiere Party, scheduled for Sunday, October 12, from 8-11 p.m. at Jug Little's Barbeque (60th and Slide). EN.CO.RE. members will perform music from the album as well as other music with the back-up of Don Caldwell's band. There will be no cover charge, and albums will be on sale during the course of the evening. We know how much you have supported us throughout these past months of effort, and we do hope that you can be with us to share in this accomplishment.

Hope To See You There!

**Join the 1986
March For Life
Saturday October 18th**

The march will leave the northwest corner of Trinity Church parking lot at 9:00 a.m. sharp (approximately 2 blocks west of University and 70th) and will return to Trinity Church about 11:30 a.m. for a brief memorial service.

Bring a Sign! Bring Your Friends!

Join a "life march" to help end the "death march" to Lubbock's abortion centers!

**Have Any News?? Drop it
by our offices 1211 Ave. O**

Los Hispanos sospechan del trato de la Cadena Sin

Por Guillermo Martínez

Sin un periodista cubano-americano hubiera iniciado la crítica a la decisión de la Cadena Internacional Hispana (SIN) de trasladar al director mexicano Jacob Zabludovsky a Nueva York, para dirigir sus operaciones noticiosas, alguien con seguridad hubiera sacado a relucir el espectro del etnocentrismo, "¿Por supuesto! ¿Qué otra cosa pudiera esperar uno de un cubano-americano? Ellos ven conspiraciones en todas partes".

Pero algunas de las más ásparas críticas al SIN y a su compañía matriz, Televisa, no han provenido del sur de la Florida sino de la costa oeste. Allí, Frank del Olmo, miembro de la Junta Editorial y columnista del Los Angeles Times escribió lo que en privado han dicho muchos cubanoamericanos.

"Su (Televisa) pomposo director de noticias, Jacobo Zabludovsky, es tan famoso en México como Walter Cronkite lo es en este país, con una gran diferencia: casi nadie cree lo que dice Zabludovsky. Eso es porque Zabludovsky y sus jefes de Televisa, tales como Emilio Azcárraga están demasiado cerca de los líderes políticos de México y del cada vez más corrupto sistema que ellos controlan. Justo o no, los mexicanos consideran cualquier información transmitida en (el programa) "24 horas" como la versión de los acontecimientos que el gobierno

mexicano desea difundir. Los latinos de Estados Unidos comparten este cinismo", escribió del Olmo.

Ye me hago eco de los puntos de vista de del Olmo.

A los televidentes estadounidenses que no ven diariamente la transmisión nacional nocturna de SIN o su programa matinal, pudiera serles difícil comprender la razón del alboroto. En cierta forma, la acción de Televisa de reestructurar el noticiero del SIN es similar a la reorganización del noticiero de la CBS.

Excepto que todo esto está ocurriendo aquí en el sur del Florida. Excepto que más de 100 profesionales están en peligro de perder sus empleos. Excepto que esta reestructuración está envuelta en un sarape mexicano propiedad de un gobierno que está cada día más preocupado por su imagen en Estados Unidos.

La medida de Televisa trae al tapete profundas preocupaciones acerca de la ética profesional de un hombre que, a pesar de su status en la televisión mexicana, es calificado por muchos -- incluyendo a del Olmo -- como "un cómplice del gobierno mexicano". También parece estar en pligro la integridad de la atmósfera en la cual operan los 100 miembros del personal local de noticias del Sin.

Por tanto, esto no es una disputa filosófica sobre diferentes puntos de vista entre una

comunidad local predominantemente cubanoamericana y una compañía mexicana. La objetividad de los reporteros de noticias mexicanoamericanos como del Olmo debería ayudar a evitar que el asunto se convierta en un cisma que separe aún más a los cubanoamericanos en la costa Este y a los mexicanoamericanos en California y en el suroeste del país.

Gustavo Godoy, vicepresidente y director de noticias del Sin, dice que "a pesar de las repetidas garantías (por parte de los nuevos ejecutivos mexicanos) de que ellos respetan al personal de noticias del Sin y que desean que éste sea parte de la nueva organización", su personal está desmoralizado.

Y hace una mordaz comparación. El personal de noticias del SIN está acostumbrado a guiarse por las normas de objetividad estadounidenses. Estas son utilizadas para estructurar un noticiero para un grupo heterogéneo de hispanos en Estados Unidos. Ese grupo incluye no sólo a cubanoamericanos.

Godoy señala que el contraste del SIN con la sustancia y estilo de la producción mexicana de noticias, es obvio. El periodismo mexicano es homogéneo porque necesita ser atractivo sólo para los mexicanos. Mas aún, debido a que el partido gobernante controla todo lo que ocurre en México, el periodismo al estilo estadounidense, sin preferencia, objetivo, profesional, simplemente no existe.

"Ellos (los ejecutivos de Televisa) han dado garantías a

nuestro personal de noticias que quieren edificar sobre el historial del noticiero del Sin", dice Godoy, "Ellos han dado seguridades de que no desean servir los intereses de ningún partido o gobierno. El problema es el historial de "24 horas", el cual Zabludovsky dirige noche a noche.

Godoy y del Olmo están en lo cierto.

Para los estadounidenses de todo origen, la idea de utilizar a un noticiero como vehículo de propaganda para un gobierno extranjero es repugnante.

La propaganda en favor de un gobierno extranjero es doblemente odiosa.

De eso es precisamente de lo que todo esto se trata. Los ejecutivos de Televisa en Estados Unidos pueden dar todas las garantías que quieran. Yo acepto como autorizada la declaración hecha por el presidente de Televisa Miguel Alemán en la revista mexicana Proceso. Dijo él: "Tenemos un jefe, y éste es el presidente (de México). En la entrevista, Alemán incluso admitió que Televisa se autocensura.

Esas normas son inaceptables para un noticiero estadounidense. Ningún gobierno -- especialmente ningún gobierno extranjero -- debe tener derechos de censura sobre lo que dice una organización noticiosa norteamericana. Y mucho menos, cuando la organización noticiosa en cuestión es el medio de noticias más influyente para la más grande y aún creciente minoría étnica de Estados Unidos.



Todos los políticos anduvieron en Lubbock este fin de semana incluyendo los dos candidatos para Fiscal General del estado de Texas Jim Mattox y Roy Barrera Jr. Ambos se acusaron de esto y del otro pero ninguno de ellos se comprometieron de nada. Es interesante notar a los que los siguen a estos políticos aquí en Lubbock. Pues algunos de nuestro hermanos chicanos se les olvida que los que deberían de andar pidiendo son ellos, los políticos y no la gente. Pues este Alacran todavía no sabe por quien va a votar. Haber si algunos de nuestros lectores nos escriben algunas cartas.

Y hablando de la política, pues nos dice Bidal que el debate entre White y Clements parecía un argumento entre esposa y esposa endonde mucho hablan y nada dicen. Queesque los dos repitieron todo como 20 veces y que parecía un comercio de una hora. Pues este Alacran sabe muy poco de la política ya que se lo deja todo al ratoncito pero va a estar bastante interesante esta carrera para gobernado. Mas sobre esto en las proximas semanas.

Pues ya se esta aproximando. "El Alacran's First Annual Costume Casino Night." Espere mas detalles en estas proximas dos semanas pero la fecha es el 29 de Octubre. En visperas de Halloween.

Y nos cuentan que a COMA le dieron un monton de dinero para desarrollar el comercio entre Lubbock y la ciudad de Leon, Mexico. Pues haber si desarroyan en poco el negocio del Chicano aqui en Lubbock y le dan la oportunidad a nuestra gente antes que a otros.

Ahora solo mas queda contarles tocante las aventuras de Bidal. Pues Bidal dice que ya se va pa' tras pa Austin. Dice que ya le hecha bastante menos a el Carrito Color de Sandia descoloria. Pues haber como la va alla con los politicos de Austin.

For 1992, Let's Switch To Día De La Raza

By Antonio Mejías-Rentas

Another September has come and gone, and with it, an official round of celebrations marking what Washington calls "National Hispanic Heritage Week."

While Latinos in the nation's capital may have wandered from one hosted reception to another during Hispanic Heritage Week, the celebration, decreed by Congress in 1968, again went unnoticed by most of the nation's Hispanics.

Now that it's all over, we can all celebrate the nation's true Hispanic holiday -- October 12, here marked as Columbus Day, but known as *Día de la Raza* throughout Spanish-speaking America.

What better day to remember our Hispanic heritage than the day we acquire it -- the day that the people from the Iberian peninsula (Hispanic in Latin) merged with the natives of this hemisphere, forever branding the descendants of that union as "Hispanic."

Hispanic Heritage Week always falls on the week when Mexico and several Central American nations celebrate their independence. That, understandably, makes millions of U.S. Latinos who are not of Mexican or Central American descent feel left out.

We need a national holiday to celebrate our common heritage,

but that cannot happen when certain groups are happily commemorating their national holidays.

As U.S. Hispanics, we must begin celebrating Columbus Day as our day -- *Día de la Raza*. Throughout Latin America, this is the day in which we recognize the enormous influence Spain had in the forming of our race.

In making it our official Hispanic holiday, I would go as far as changing its name from Columbus Day to *Día de la Raza* -- or to something more palatable to the Anglo world, like Day of the Americas. That would extend the celebration to all of the American people, not just Hispanic America, and it would give the word *raza* a much needed new interpretation. We are all part of the cosmic race, to paraphrase José Vasconcelos, the Mexican thinker.

This with all due respect to Christopher Columbus himself, who was a loyal employee of Isabel, the Queen of Spain. But Columbus never even set foot in North America, and the only part of the United States he ever saw was Puerto Rico. Even there, October 12 is celebrated as *Día de la Raza*.

We should also refrain from referring to October 12 as the day of the Discovery of America, because it puts the European conquistadores in a superior light,

undermining the wealth of the culture that already existed in this continent before Columbus stumbled upon it. For the benefit of all, let's call it a "meeting of cultures."

When Hispanics in the United States begin commemorating our Day of the Americas, we will be taking a giant step towards the unity we need to make our impact on U.S. society. Not only that, we will also create a stronger bond between Latinos here and those throughout the hemisphere.

We must begin now, and have it down by 1992, when the world will commemorate the 500th anniversary of Columbus' fortuitous arrival at the island of San Salvador (Watling), in the Bahamas.

In 1992, the world will focus its attention on Spain's influence in the Americas. If U.S. Hispanics are left out of that celebration, the world may never know that Spain's influence is a vital and growing part of our national fabric.

(Antonio Mejías-Rentas of West Hollywood, California, writes regularly for Hispanic Link News Service and other national Latino publications.)

Subscribe Today 763-3841

U.S. Hispanics Leery Of Sin

By Guillermo Martínez

If a Cuban-American journalist had led the criticism of the Spanish International Network's (SIN) decision to transfer Mexican anchorman Jacobo Zabludovsky from Mexico City to New York to head its news operations, somebody certainly would have raised the specter of ethnocentrism. "Of course. What else would you expect from a Cuban American? They see plots under every bed."

But some of the harshest criticism of SIN and of its parent company, Televisa, has come not from South Florida but from the West Coast. There, Frank del Olmo, a Los Angeles Times editorial board member and columnist, wrote what many Cuban Americans here have been saying privately.

"Its (Televisa's) pompous anchorman, Jacob Zabludovsky, is as famous in Mexico as Walter Cronkite is in this country, with big difference: Hardly anyone gives credence to what Zabludovsky says. That is because Zabludovsky and his Televisa bosses such as Emilio Azcarraga are notoriously close to Mexico's political leaders and the increasingly corrupt system that they control. Fairly or not, Mexicans regard any news item broadcast on (the program) 24 Horas as the version of events that the Mexican government wants to get across. U.S. Latinos share the cynicism," del Olmo wrote.

I echo del Olmo's views. American television viewers who don't watch SIN's nightly national telecast or its morning show might have a difficult time understanding why the uproar. In a way, Televisa's move to make over the SIN newscasts is similar to the shake-up at CBS News.

Except that all of this is happening here in South Florida. Except that more than 100

professionals are in danger of losing their jobs. Except that this make-over is wrapped in a Mexican tamale owned by a government that is increasingly concerned with its image in the United States.

Televisa's move raises deep concerns about the professional ethnics of a man who, despite his status in Mexican television, is called by many -- including del Olmo -- a "shill for the Mexican government." The integrity of the atmosphere in which SIN's 100 local news personnel operate is also perceived as being in jeopardy.

This therefore is not a philosophical dispute between a mainly Cuban-American local community and a Mexican company of differing views. The objectivity of Mexican-American newsmen such as del Olmo should help prevent this from becoming a schism that further separates Cuban-Americans in the East Coast and Mexican Americans in California and the Southwest.

Gustavo, Godoy, SIN vice president and news director, says that "despite repeated assurances (by the new Mexican executives) that they respect SIN's news staff and want it to be a part of the new organization," his personnel are demoralized.

He draws a poignant comparison. SIN's news personnel are accustomed to abiding by American standards of objectivity. They are used to putting together a newscast for a heterogeneous group of Hispanics throughout the United States. That group includes not only Cuban Americans and Mexican Americans, but also Puerto Ricans, Central Americans, and South Americans.

Godoy points out that SIN's contrast with the substance and style of Mexican news productions to obvious, Mexican

journalism is homogeneous in its approach because it needs to appeal only to Mexicans. Furthermore, because its ruling party controls everything that happens in Mexico, objective, professional, and unbiased American-style journalism simply does not exist.

"They (Televisa executives) have given assurance to our news staff that they want to build on the (newcast) Noticiero SIN's track record," Godoy says. "They have given assurance that they...do not want to serve the interests of any party or any government. The problem is the track record of 24 Horas," which Zabludovsky anchors nightly.

Godoy and del Olmo are right. For Americans of all origins, the idea of using a newscast as a propaganda vehicle for a foreign government is repugnant. Propaganda on behalf of a foreign government is doubly odious.

That is precisely what all of this is about. Televisa executives in the United States can give whatever assurance they want. I accept the statement made by Televisa President Miguel Alemán in the Mexican magazine Proceso as governing. He said: "We have one boss, and he is the president (of Mexico)." In the interview, Alemán further admits that Televisa censors itself.

Those are unacceptable standards for an American newscast. No government -- especially no foreign government -- should have censorship rights over what any American news organization says. And particularly not when the news organization in question is the most influential news medium for America's largest and still growing ethnic minority.

(Guillermo Martínez is a columnist and editorial board member of the Miami Herald.)

Cambiemos Al Dia De La Raza

Por Antonio Mejías Rentas

Ha llegado y se ha ido otro mes de septiembre, y con él una serie de celebraciones oficiales de lo que en Washington se conoce como la Semana Nacional de la Herencia Hispana.

Mientras que los latinos de la ciudad capital pudieron celebrarla yendo de una recepción-coctel a otra, la mayoría de los hispanos del país ignoraron el hecho de que se celebraba la semana por decreto del Congreso federal, desde el 1968.

Ya que todo eso ha pasado, podemos dedicarnos a celebrar el verdadero día festivo hispano de la nación -- el 12 de octubre, que aquí se conoce como Día de Colón, pero que todos los hispanoparlantes llamamos Día de la Raza.

¿Qué mejor día para recordar nuestra herencia hispana que el mismo día que la adquirimos -- el día que la gente de la península ibérica (Hispania se llamaba en latín) se unió con los nativos de este hemisferio, dándonos por siempre el nombre de "hispanos" a los descendientes de esa unión.

La semana de la herencia hispana coincide siempre con las fechas de independencia de México y de varias naciones centroamericanas. Esto, por supuesto, hace sentir a millones de latinos estadounidenses que no son de ascendencia mexicana o centroamericana, que están excluidos de la celebración.

Si, necesitamos una fiesta nacional para celebrar nuestra común, pero esto no puede pasar cuando algunos grupos conmemoran felizmente sus fiestas patrias.

Como hispanos estadounidenses, debemos celebrar el día de Colón como nuestro propio día -- el Día de la Raza. Por toda América Latina, ese es el día en que se reconoce la enorme influencia que tuvo España en la creación de nuestra raza.

Al hacerlo el día de fiesta hispano nacional, yo me atrevería a cambiarle el nombre de Día de Colón a Día de la Raza -- o a un nombre algo menos desagradable para el mundo como el Día de las Américas. Eso extendería la celebración a todos los americanos, no sólo a los hispanos y le daría a la palabra raza una nueva y muy necesaria interpretación. Todos somos partes de la raza cósmica, como decía el pensador mexicano José Vasconcelos.

Todo esto lo digo con mucho respeto a Crisobal Colón, quien fue un fiel empleado de Isabel, la reina de España. Pero Colón ni siquiera llegó a ver el continente norteamericano, y la única parte de los Estados Unidos que él conoció es Puerto Rico. Aun allí el 12 de octubre es celebrado como el Día de la Raza.

Es más, deberíamos dejar de referirnos al 12 de octubre como el día del descubrimiento de

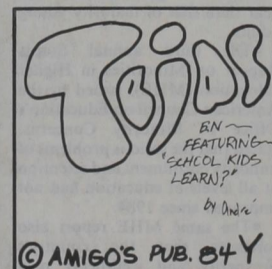
América, porque eso de demasiada superioridad a los conquistadores europeos, quitándole riqueza a la cultura que ya existía en este hemisferio antes de que Colón, por casualidad, llegara a él. Para el beneficio de todos, llamémosle a la ocasión un "encuentro de culturas".

Cuando los hispanos de los Estados Unidos comenzemos a celebrar nuestro Día de las Américas, tomaremos un paso gigantesco en torno a la unidad que tanto necesitamos para hacer un impacto en esta sociedad estadounidense. No tan solo eso, sino que crearemos una liga fuerte entre los latinos de aquí y los del resto del hemisferio. Debemos comenzar a celebrar el 12 de octubre desde ahora, y estar listos para el 1992, cuando el mundo recordará la fortuita llegada de Colón a la isla de San Salvador (ahora Watling), en las Bahamas.

En el 1992, el mundo celebrará la influencia española en América. Si los hispanos de los Estados Unidos no participan en esa celebración, el mundo nunca sabrá que esa influencia española es parte vigente y creciente de esta nación.

(Antonio Mejías Rentas informa sobre artes y diversiones para el semanario nacional "Informe Semanal de Hispanic Link.")

Propiedad literaria registrada por Hispanic Link, Inc., en 1986.



EL EDITOR-Lubbock Texas, October 9, 1986

El Divorcio

El Divorcio
Por Irene Roux

Todavía en esta época la palabra divorcio es "tabu". Todavía lleva a la polémica y, todavía para muchos es una mala palabra.

¿Por qué esta situación tan poco válida en la actualidad? Los términos medios son muy difíciles de lograr: en este caso, definitivamente, es imposible.

En los países donde existe legalmente el divorcio se ha hecho de éste uso y abuso descontrolado. No cabe le menor duda que todo lo que resulta fácil también se realiza con facilidad. Muchas parejas al saber que pueden divorciarse en cualquier momento toman el matrimonio sin seriedad y en forma indiscriminada. De la misma manera que firman un papel con el que quedan casados, de la misma forma firman otro que los separa legalmente y sin

consideraciones. Es decir, son dos simples actos rutinarios que unen primero y rompen todo vínculo de unión después.

Nada más sencillo, ¿verdad? Ese abuso incontrolado e irrenable atenta contra la seguridad de los sentimientos de la pareja; con tra el verdadero valor y autenticidad de los mismos. Estas parejas manosean lo más puro del ser humano: lo degradan, lo envician y lo envilecen. Estas parejas no saben enfrentar la duda de los sentimientos y cuando entran al matrimonio sobre pequeñas y débiles bases, tampoco saben asumir la responsabilidad de su inseguridad y, lo primero que hacen, es traer hijos a un hogar tambaleante; carente totalmente de lo elemental firmeza y seguridad. Los hijos, siempre inocentes victimas de la falta de moral, responsabilidad y madurez de sus padres, pagan con graves sufrimientos, y para toda la

vida, esa irresponsabilidad.

Lo que en un comienzo fue demasiado fácil para los padres, resulta irremediablemente difícil para los hijos. Muchos de estos crecen sin comprender jamás la actitud de sus padres y se hunden en reacciones agresivas hacia los demás y autodestructivas y autodefensivas para ellos mismos. Los que comprenden que sus padres han actuado sin razonamiento ni fundamento, sin responsabilidad ni madurez ni sentido común, optan por no emularlos, ya que sus padres les han dado la pauta de lo que "no" deben hacer, y ellos, al asimilarlo, lo rechazan por comprender que caer en lo mismo de sus padres es terminar como ellos. Hay hijos que juzgan a sus padres y otros que tratan de comprenderlos, pero esto último no se da en demasiados casos con frecuencia: aunque sería provechoso para ellos.

En muchas oportunidades el divorcio es absolutamente necesario para el bien de la pareja y el de los hijos. Los malos ejemplos de los padres desavenidos persistentemente pueden también afectar de por vida el espíritu y la mente (aún casi virgen) de los hijos, quienes tratarán de vivir siempre a la defensiva para evitar que otras personas los lastimen.

Una relación indigna, desamorada, agresiva, insultante, vacía, cruel e inhóspita, es "amoral". Es inútil continuar con ella basados en que "deben" hacerlo por la integridad de sus hijos. Estos van creciendo dentro de esa amoralidad latente y, luego, la mayoría tenderá, en la adultés, a imitarla: como algo natural y lógico, ya que en su hogar esa situación era rutinaria y normal. Cuando al final casi del camino,

los padres al ver el resultado de su frustración en la conducta de sus hijos, quieren enmendar de una u otra forma: ya sea con el divorcio o con la compatibilidad y comprensión, ya es demasiado tarde para todos.

Se dice que el ejemplo cunde, y el ejemplo de los padres es el que más se graba en la mente y el espíritu de los confundidos hijos. Una familia felizmente integrada procreará hijos definitivamente saludables espiritual y mentalmente.

Cuando esto no ocurre los hijos cargarán toda su vida con el lastre de complejos y traumas que no los podrán borrar jamás de sus mentes y, sus actitudes, serán el reflejo claro de esa anomalía.

No menospreciar o subestimar el matrimonio como si fuera una cosa secundaria que se puede tomar y dejar como un vestido o un mueble, sería el primero y definitivo paso para encauzarlo a feliz término. Tomarlo con seriedad y convicción, y realizarlo cuando la pareja se encuentre absolutamente segura de sus sentimientos. Aún en este caso, no se puede tener hijos inmediatamente después, hasta haberse compenetrado totalmente y hasta estar y sentirse seguros que se aman y que pueden llevarse bien.

Y si esto pudiera no suceder y luego de tener hijos comienzan serias dificultades para la pareja, y si después de mutuas y sinceras pruebas en forma madura y adulta para comprenderse y tolerarse no resultan bien y el matrimonio se siente terminado emocionalmente, entonces, un divorcio o separación por algún tiempo (tiempo necesario de prueba) es preferible a la intolerancia de una familia destruida basada en el desamor, la irrespetuosidad y el mal ejemplo.



Un Rayito De Luz

Por Sofia Martinez

Nuestro Señor les dijo a Sus discípulos: "Cuando lleguen aquellos días, después de la gran tribulación, la luz del sol se apagará, no brillará la luna, caerán del cielo las estrellas y todo el universo se conmoviera.

Entonces van a ver venir al Hijo del hombre sobre las nubes con gran poder y con gran majestad. Y El va a mandar a Sus ángeles a juntar a Sus elegidos desde los cuatro vientos, y desde lo mas profundo de la tierra hasta la mas alto del cielo. Entiendan esto con el ejemplo de la higuera: Cuando las ramas se ponen tiernas y le brotan hojas, saben que el verano ya esta cerca. Así también ustedes cuando vean que suceden estas cosas, sepan que el fin ya esta cerca. En verdad que no van a pasar esta generación sin que esto se cumpla. Pasarán el cielo y la tierra, pero mis palabras no pasarán. Nadie sabe el día ni la hora. Ni los Angeles del cielo, ni el Hijo. Solamente el Padre. (Mateos 13,24-32.)

Nadie sabe el día ni la hora... En este trozo del Evangelio, Cristo se refiere sin duda alguna al fin del mundo, pero también podemos entenderlo por el día de nuestra muerte, porque para cada uno de

nosotros ese día va a ser el fin del mundo... Muchos *No creen que el mundo se va a acabar... pero... yo creo que Nadie se atreve a negar que... Todos nos tenemos que morir... un día y a cierta hora.* Ese día a cada uno de nosotros se nos va a oscurecer el sol, y se no va a desaparecer la luna y se nos van a caer las estrellas. Y como no sabemos ni el día ni la hora de nuestro "fin del mundo", sería mucho mejor irnos preparando para esa fecha en que vamos a encontrarnos con el Hijo del hombre (Cristo).

Aquí estan estas cosas, son *muy importantes para mucha gente pero no van a valer nada ante Jesucristo:* Las recomendaciones, y las influencias y los contactos. Con todos estos llega en el mundo a todas partes. Pero en el otro no van a valer ni a servir para nada. Dios va a dar a cada uno conforme a sus obras, como el mismo ya lo dijo.

La buena presentación... puede ponernos fantásticamente en esta vida. Pero en la otra, no es que estorbe, pero tampoco va a servir para nada. Allí no se va a tomar en cuenta la buena figura, *(si eres beautiful o si eres handsome)*, sino el buen corazón que tenegas.

El dinero que es lo mas importante aquí, allá no tiene la menor importancia. Ese dinero... allá no va a poder arreglarnos ningún asunto, ni va a conseguirnos los lugares mas confortables, cerquita de El Señor. Ante El Señor lo unico que va a contar son los mandamientos bien cumplidos, esto es *Amar a Dios sobre todas las cosas, y amar a nuestro proximo como a nosotros mismos.*

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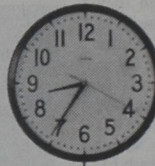
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Not The Only Globetrotter



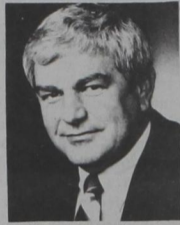
The Globe trotter of Rome met the Globetrotters of Harlam last Wednesday at Vatican City. The Pope receives an autographed basketball from Lynette Woodard.

Mats Tie, Lose No. 1

Levelland—After gulping down Bulldog, Buffalo, Tiger and Panther meat in their first four games, the Estacado Matadors coughed up a fumble on a Lobo one-yard line tonight and then hung on for a 14-14 tie in this aptly named West Texas cotton town. The tie dropped Estacado from first to fourth in the Associated Press state Class 4A schoolboy rankings. McKinney took over first place.

COLLEGE

Raiders Face Arkansas



Michael Johnson is one defender whom Spike Dykes isn't worried about.

Texas Tech's battered if not bewildered Red Raiders journey to Fayetteville, Arkansas, this Saturday to meet their fourth top twenty ranked college football team in five weeks when they face the Razorbacks Saturday at 2 p.m.

Although the Razorbacks presently are ranked eighth in the nation, they had to struggle last Saturday in Fort Worth before two fourth quarter touchdowns by quarterback Greg Thomas gave them a 34 to 17 triumph.

The Razorbacks should have no such problems with the Raiders, whose defense has disappeared against good teams so far in '86. As local print journalists found out this week, Tech has been blasted 61 to 11 by No. 1 Miami, 45 to 14 by No. 15 Baylor, and 45 to 8 by No. 14 Texas A&M, a discovery that so far has escaped the scrutiny of the public relations preppies of the local electronic media.

The mystery of the missing defense, which returned numerous starters and lettermen from previous seasons, must bother Texas Tech head coach David McWilliams and defensive coordinator Spike Dykes as the two try to find a way to avoid Tech's eighth straight losing season.

The Aggies moved the ball almost at will against Tech last Saturday and the Razorbacks use a similar veer and sweep offense that relentlessly attacks outside tackle and around end. The Razorbacks have perhaps the best defense in the Southwest Conference, starring nose tackle Tony Cherico, probably the best SWC internal lineman to stuff backs and cream passers since Gabe Rivera roamed Jones Stadium.



NFL REPORT

Broncos Stomp Cowboys

The crippled Cowboys entered Denver's Mile High Stadium Sunday and found out that Herschel Walker is human. And they may have found out what it's going to be like to play football in the big league for the rest of '86.

Without Quarterback Danny White and running back Tony Dorsett for the entire game and defensive tackle Randy White for three quarters, Dallas was manhandled easily by the Broncos, one of the best teams in the league, 29 to 14.

Dallas also played without an offensive line. The Orange Crush, led by Karl Mecklenburg and Reulon Jones, stuffed Walker with 33 yards in 15 carries. Ten of those yards came on a meaningless running play that ended the first half.

Denver's blitzing defense welcomed substitute quarterback Steve Pelluer to the NFL with five sacks and three interceptions. In contrast, Denver's John Elway strafed the new Cowboy secondary for three touchdowns.

The Cowboys, who usually explain road losses with lines like "The stewardesses were snitty to our linebackers on the airplane," took their whipping like a football team, curiously offering no excuses though injuries were obvious.

They'll need that kind of courage now. Not only do they face the hated 5-0 Washington Redskins in Texas Stadium Sunday, but they also face a schedule loaded with teams of Denver-Washington quality. Team president Tex Schramm has cried long and hard about positional scheduling in the NFL and he may need some extra handkerchiefs before this season has ended.

Note: By phone Wednesday, a spokesman from the Cowboys information office recited the following Dallas injury report:

*Danny White, pulled hamstring, is questionable for Sunday's game.

*Randy White, sprained hip muscle, is doubtful for Sunday's game.

*Tony Dorsett, sprained knee, is questionable for Sunday's game.

*Victor Scott, fractured wrist, is out for an estimated 8 to 10 weeks.

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SPORTS WEEK '86
by Alan Boese

Pitching To Decide Playoff Series

About three quarters of a of seven decisions in eight starts century ago, one Cornelius since he returned from the injured McGillicuddy analyzed the then list July 21. And Dennis "Oil Can" proletarian pastime played across Boyd, apparently recovered from the young land in summer with a earlier temperamental tantrums, prophetic percentage: "Baseball is a dependable third starter. The problem is the fourth starting slot."

That aphorism by McGilli-Tom Seaver, the prince of cuddly, better known as Connie Mack, has never been more true of Nipper, another possibility, suffers from a 5.38 ERA.

In an era in which drug scandals, lawyer contracts and television commercials fly faster than 100 mile-an-hour fastballs, all four contenders, with the possible exception of Boston, boast the kind of pitching that probably and eventually will win the World Series.

In the American League, California begins in Boston Tuesday night. In the National League, the New York Mets visit Houston Wednesday afternoon. Both league playoffs, like the World Series itself, are best of seven match-ups.

This year's two championship series feature the strongest pitching staffs overall in the 17-year history of the playoffs. And each staff is headed by an ace with an imposing set of statistics.

Roger Clemens of the University of Texas at Austin and the Boston Red Sox well may win both the Cy Young Award for best pitcher and the Most Valuable Player Award for best all-around playing. Clemens won 24 games, lost only four and posted an ERA of 2.48.

Once past Clemens, though, Red Sox pitching may be comparatively thin. Left-hander Bruce Hurst is scheduled to pitch the second game in Boston Wednesday, where he has won six



Mike Scott, Astros' Ace.

Ranger. Jim Deshaies, who won 12 games and lost 5, is another solid starter.

The Astros bullpen is also strong, with Charlie Kerfeld as the set-up man and Dave Smith the stopper.

Of course, the Mets will lead with Dwight Gooden, "Dr. K", and follow with Bob Ojeda and Ron Darling in game two and three. Sid Fernandez will pitch game four if needed.

The Mets may have the best relief corps in baseball, led by Jesse Orosco and Roger McDowell.

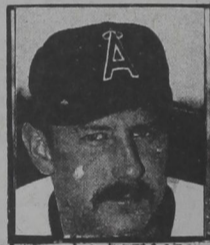
Perhaps even more than the American Leagues series, the National League series will depend on pitching. The staffs of the two contenders are superb: the Mets enjoyed a slight ERA advantage, 3:15 to 3:11. But the Astros staff caught fire in September, while the Mets staff may have to regain momentum after coasting since the Fourth of July.

Angels Grab Early Lead

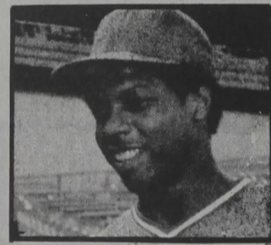
Mike Witt outpitched Roger Clemens in Fenway Park Tuesday night as the California Angels grabbed a critical one-game lead in the best-of-seven game American League playoffs before a disappointed crowd of 32,993 fans.

The usually weak hitting Angels capitalized on Clemens' wildness in the second inning to score four runs, and added another with the help of an error in the third. They drove the Red Sox ace from the mound with a three-run outburst in the eighth.

Meanwhile, Witt pitched a perfect game until the sixth inning. A walk, a scratch infield chopper by Wade Boggs and an opposite field liner by Marty Barrett scored the Bosox only run.



Angels' Mike Witt (L) and Mets Dwight Gooden are among playoff pitching stars.



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Lubbock, Tx

Michael Busca la 'Fuente de la Juventud'

LOS ANGELES Como muchos antes que él, Michael Jackson el singular cantante "pop" idolo de las jovencitas busca la "fuente de la juventud" Se ha hecho fabricar una cámara de oxígeno para mantenerse joven a pesar de los riesgos que el artefacto implica.

Frank Dileo, agente del cantante manifiesto que ha sido inútil todo intento para convencer a Jackson de los peligros de la cámara. El autor de "Thriller" esta convencido de que con una sesión de descompresión "se siente regenerado".

Jackson compró recientemente una cámara que le permitira respirar cuando se meta en ella. milatmósferas de oxígeno a una presión varias veces superior a la existente al nivel del mar.

Esa cámara permitira que sus pulmones se llenen de oxígeno una terapia que es utilizada a menudo con los intoxicados por gas carbónico.

Según las versiones el cantante ha dicho que con ello espera vivir 150 años.

Pero Dileo lo desmintió aunque señalo que en una cámara de ese tipo se puede producir facilmente un incendio que podria terminar con la vida del artista. Pese a eso Jackson ha comprado la cámara en la cual piensa introducirse regularmente. Todo esto indica su aspiracion de vivir mas de la cuenta una aspiracion en la que han fallado hasta los antiguos dioses mitológicos.

Parece que Michael Jackson, a pesar de su fama, ya no sabe que inventarse. Ahora el chico ha comprado una cámara de oxígeno a la cual se someterá todos los dias con el proposito de vivir 150 años. Su agente, Frank Dileo, dijo que Michael estaba jugando con su vida pues en cualquier momento puede morir quemado dentro de su famosa cámara de la "juventud". Como muchos sospecharán por la cámara el idolo pagó varios miles...

West Texas Hispanic Music Awards To Be Held In Lubbock

It doesn't seem two years since KTLK AM Radio initiated and introduced a blend of exciting and innovative Bilingual Spanish programing to the West Texas region. In celebration of their 2nd Anniversary this year, KTLK will host the first ever West Texas Hispanic Music Awards as sponsored by COORS and MDA. Well over 30,000 dollars of entertainment will be unveiled as many of the most popular Tejano entertainers from throughout the state will perform "live" for the event.

The celebration will pay tribute and recognize all creative artists in the Tejano Onda and West Texas music industry, from the composer, musician, performer, arranger, vocalist and entertainer. The event will undoubtedly promote a better understanding and appreciate for Tejano music and provide a public forum for the songwriters, performers and musicians.

The event, scheduled for November 13 at the Lubbock Municipal Coliseum on the Texas Tech campus, will present awards to artists in 16 different categories such as "Hit Song", "Best Album", "Male Vocalist", "Female Vocalist", "Best Soundband", "Most Promising Band", "Vocal Duo" and "Songwriter 1986". In addition, the West Texas Hispanic Music Awards will for the first time pay tribute to West Texas artists in both the orchestra, conjunto and christian categories. The highlighted artists will be the end result of a tabulation of an extensive ballot voting process implemented amongst West Texas listeners.

Expected to perform during the celebration are top Tejano favorites: Roberto Pulido, Little Joe Y La Familia, Laura Canales, David Marez, David Lee Garza, Los Dos Gilbertos, Ruben Vela, Bernardo Y Sus Compadres, JJ Y Los Zentellas, Tony De L Rosa, June P Garcia. Confirmed commitments will feature La Mafia, Fandango, Mingo Saldivar and Los Chavalos.

"This promises to be the greatest showcase of talent to ever perform under one roof in West Texas and Texas History. We're providing this for West Texas Tejano music fans to express our appreciation for supporting KTLK during our first two years of broadcasting," Rick Benavides, Manager for KTLK Radio of Lubbock, stated.

Radio, Television, and other personalities will be introduced to Lubbock Tejano music fans during the presentation of the various awards.

Clip your ballot form printed in this issue of El Editor to voice your opinion on who you feel is the "Best" represents the Tejano Onda. Mark only one artist in each of the 16 categories. Remember - only one per category. Drop your ballot in the mail addressed to: KTLK Radio, P.O. Box 93013, Lubbock, Texas 79493 or drop it by 3215 34th Street in Lubbock. One ballot per person. Duplicates are not valid.

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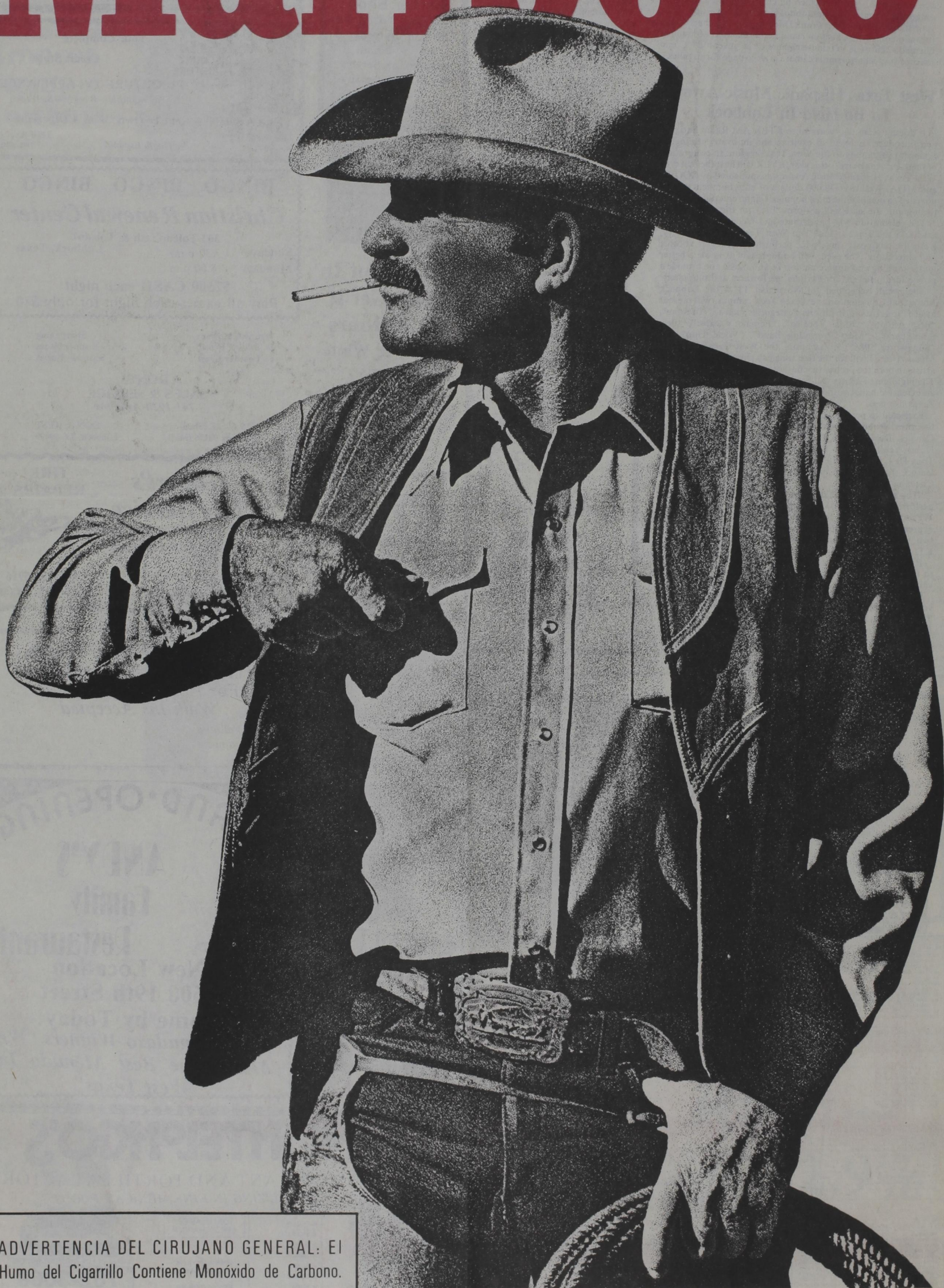
- 1986 HIT SONG (CONJUNTO)**
- AGUEL DESO... LOS MURCHAS
 - LOS LAURELES... LOS HNOS CADENA
 - VOY A LORAN... JJ Y LOS CENTELLAS
 - MI FLORESCIA... LOS CHAMACOS
 - PA NO ACORDARME DE TI... JUNE P GARCIA
 - BERNARDO MARTINEZ (Los Compadres)
 - DAVID DE ANDA (Los Chavalos)
 - EL QUE A TIENDE MATA... HENRY ZIMMERIE
 - MI CRISTIANIDAD... BERNARDO Y SUS COMPADRES
 - SI TIENE FORTES LOS PERROS... LOS TAMAUPECOS
 - EL ROSALITO... LOS DOS GILBERTOS
 - LA GARCIA DEL MULLON... LOS PAVO REALES
 - CARTA DE AMOR... LOS CHAVALOS
- 1986 HIT SONG (ORCHESTRA)**
- SI TU SUPERAS... LA MAFIA
 - NOCHE DE PECADO... DAVID MAREZ
 - SOMOS TODOS TUVOS... PIG TRIVINO
 - ME VOY A IR... ANTONIA
 - UNO EN BESO... SELENA
 - ENTRE CANTINA Y CANTINA... RAMIRO "PAMP" HERRERA
 - TO NO TE FIJES LA LUNA... FANDANGO
 - NO NOS QUIEREN CORTARON... ROBERTO PULIDO
 - TU ME PERTENECES A MI... CRUSADER BAND
 - Y ESA FUISTE TU... ROMANCE
 - UN RINORCITO EN EL CIELO... BANDANGO
 - TENGO MIEDO QUERERTE... BOBBY NARANJO
 - BOTONCITO DE CARINO... LA SOMBRA
- BEST ALBUM 1986 (CONJUNTO)**
- LA QUE SE FUE... RAMON AYALA
 - BISCOTE OIRO TONO... LOS DOS GILBERTOS
 - LOS AGUILARES 25TH ANNIVERSARY... LOS AGUILARES
 - MI FLORESCIA... TOBY TORRES
 - MI TOOT TOOT... STEVEN JORDAN
 - MI FLORESCIA... JUNE P GARCIA
 - MI CRISTIANIDAD... BERNARDO MARTINEZ
 - SITUACION PERDIDA... LOS TAMAUPECOS
 - EL GALLITO RE-LIBRADO... NICK VILLAREAL
 - VOY A LORAN... JJ Y LOS CENTELLAS
- BEST ALBUM 1986 (ORCHESTRA)**
- SALVAME... CARY ROBBIS
 - NO CREO EN PROMESAS... ROMANCE
 - FELICIDADES... FANDANGO
 - MOST WANTED MAN... RAMIRO "PAMP" HERRERA
 - SIMPLEMENTE... ROBERTO PULIDO
 - ALFAPA... SELENA Y LOS DINOS
 - MAFIA 1986... LA MAFIA
 - CANTAS VECES... DAVID LEE GARZA
 - BOTONCITO DE CARINO... LA SOMBRA
 - MI ULTIMO ROMANCE... BOBBY NARANJO

- MALE VOCALIST 1986 (CONJUNTO)**
- RAMON AYALA (Los Bravos Del Norte)
 - JUNE P GARCIA (Conjunto Madrigal)
 - JJ (Los Centellas)
 - JAIME DE ANDA (Los Chamacos)
 - BERNARDO MARTINEZ (Los Compadres)
 - DAVID DE ANDA (Los Chavalos)
 - RUBEN VELA (Y Su Conjunto)
 - HENRY ZIMMERIE (Y Su Conjunto)
 - NICK VILLAREAL (Y Su Conjunto)
 - TOBY TORRES (Y Su Conjunto)
- MALE VOCALIST 1986 (ORCHESTRA)**
- OSCAR GONZALES (La Mafia)
 - TONY TREVINO (Magico)
 - JOE LOPEZ (Mazz)
 - ROBERTO PULIDO (Los Clasicos)
 - ARTURO MONTEZ (Elmura)
 - LITTLE JOE HERNANDEZ (La Familia)
 - RAMIRO "PAMP" HERRERA (Montana)
 - CARY ROBBIS (The Sauce Band)
 - DAVID MAREZ (People)
- FEMALE VOCALIST 1986**
- SELENA QUINTANILLA (Los Dinos)
 - LA MAFIA
 - PATSY TORRES (Patsy Torres Band)
 - GLORIA ESTEFAN (Miami Sound Machine)
 - LISA LOPEZ
- VOCAL DUO 1986**
- JOE LOPEZ & JIMMY GONZALES (Mazz)
 - OSCAR & LEONARDO GONZALES (La Mafia)
 - RUBEN Y ALFONSO RAMOS (Texas Revolution)
 - BOBBY NARANJO Y ROSE SERRATA (Direccion)
 - GILBERT GARCIA Y RUBEN GARCIA (Dos Gilbertos)
 - RAMON AYALA Y ELISEO ROBLES (Bravos Del Norte)
 - ENRIQUE GERARDO AGUILAR (Los Aguilares)
- BEST SHOWBAND 1986 (ORCHESTRA)**
- LA SOMBRA
 - SELENA Y LOS DINOS
 - LITTLE JOE Y LA FAMILIA
 - PIG TRIVINO Y MAGIC
 - ROBERTO PULIDO Y LOS CLASICOS

- BEST SHOWBAND 1986 (CONJUNTO)**
- LOS CHAMACOS
 - MINGO SALDIVAR
 - LOS DOS GILBERTOS
 - STEVE JORDAN
 - LOS CHAVALOS
- MOST PROMISING BAND 1986 (ORCHESTRA)**
- CRUSADER BAND
 - LANTANA BAND
 - FANDANGO
 - SPECIAL
 - BANDANGO
- MOST PROMISING BAND 1986 (CONJUNTO)**
- NICK VILLAREAL
 - LOS HERMANOS ROBLES
 - LOS HNOS CADENA
 - LOS HERMANITOS BANDA
 - LOS CHAVALOS
- MOST PROMISING BAND LOCAL WEST TEXAS (ORCHESTRA)**
- CITERRA
 - LOS SANGHINERS
 - RUBY Y KALIDAD
 - CRYSTAL BAND
 - FM BAND
 - BUENA SUERTE
- MOST PROMISING BAND LOCAL WEST TEXAS (CONJUNTO)**
- LOS CABALLEROS
 - LOS HNOS VALDEZ
 - RICKY Y JOE MARTINEZ
 - Y EL GRUPO INTERNACIONAL
 - LOS CONTINENTALES
- SONGWRITER 1986**
- LUIS SILVA
 - GIL MARTINEZ
 - MARIA LUISA RAMIREZ
 - GARY H. BARRON
 - HENRI HERNANDEZ
- BEST CHRISTIAN ARTIST 1986**
- RUDY GUERRA
 - MARIA ELENA
 - PAULINO BERNAL
 - TOBY SAUCILLO
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 - CRYSTAL RIVER

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