

Hispanic Population to Number 36 Million by 2005

**Heritage
Month**
Wed. - Sept. 16
to October 16
**Lubbock
Hispanic
Chamber
Luncheon**
Noon til 1
Sept. 16th
**Santa Fe Rest.
5501 Slide
Presentation of
Official Schedule
Of Activities
During Month In
Lubbock and
Area.**

By STEVEN A. HOLMES
WASHINGTON -- The nation's burgeoning Hispanic population is closing in on 30 million and in seven years will overtake blacks as the country's largest minority, the Census Bureau reported yesterday.
"It may happen sooner, because black fertility has dropped," said the report's author, John Reed, a social science analyst with the bureau's Ethnic and Hispanic Statistics Branch.
The report found that there were 29.7 million Hispanic Americans last year, or 11 percent of the population, and 34.2 million black Americans, or 12.8 percent.
Census Bureau demographers say immigration and

relatively high birth rates will push the number of Hispanic residents to more than 36 million by 2005, compared with about 35.5 million African-Americans.
Already, "this is the closest that Latinos ever have come to the black population in absolute numbers," said Manuel de la Puente, chief of the Ethnic and Hispanic Statistics Branch.
In fact, the gap between the Hispanic and black populations can be viewed as somewhat narrower than the raw numbers suggest. As an ethnic rather than racial group, Hispanic Americans are categorized not only as Latino but also as either black, white, Asian/Pacific Islander or American Indian. When the

925,000 Hispanic blacks -- a group generally made up of some Puerto Ricans, Dominicans and Cubans -- are subtracted from the total black population, the difference in size between the country's two largest minority groups shrinks even further.
The report was further evidence of a rapidly changing American population and of the continuing impact of immigration from Latin America and high birth rates among Hispanic women. Census Bureau figures indicate that the Hispanic population will have doubled from 1980 to 2005, and the National Center for Health Statistics reported recently that Hispanic children now outnumbered black children.

Some Hispanic leaders say the important point is that Hispanic and black Americans together now make up a hefty slice of the population and that both suffer from greater poverty, discrimination, lack of education and crime than whites.
"These groups make up a significant part of the population," said Sonia Perez, director of Research for the National Council of La Raza. "In terms of jobs, in terms of education, we should care about how both groups are doing, and not just whether one is

doing better than the other or growing faster than the other."
The estimate of the Hispanic population and the projections for its growth were based on a yearly survey of 65,000 homes conducted by the Census Bureau. A hard count must await the 2000 census, whose accuracy, some demographers say, will depend on whether Congress allows the bureau to use statistical sampling to augment traditional counting methods. The bureau estimates that the 1990 census missed about 5 percent of all Hispanic residents.

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

EL EDITOR

Vol XXI No. 50 Week of September 10, to September 16, 1998 Lubbock, Texas

Established 1977 - Texas' Oldest Hispanic Owned Newspapers

Hispanic Wages & Family Income Decline, Report Finds

Comentarios de Bidal

by Bidal Agüero

I saw the movie -- now video -- "Titanic" for the first time this week -- or rather I should say I saw most of it, since it's hard to keep me still for 3 hours at a time watching something other than the Cowboys winning for once.
It was a good film but I can't say one way or another whether it deserved 11 academy awards since I'm not an avid movie goer. For sure it well deserved the Oscar for longest movie.



In thinking about how the movie could relate to this column, I found very little to relate to -- so why am I writing about it? I guess I should mention I was kind of although I didn't see one brown face or black face, I could relate to the discrimination shown to the lower class passengers and to the determination shown by the films star -- what's his name -- to save his girlfriend only to die anyway.

His determination reflects what many in our community exert in trying to succeed in communities all around us and including Lubbock. This discrimination experienced by the poor passengers surely exhibits the same type of attempts at genocide lead by attempts to prohibit affirmative action, bilingual education, ethnic studies and countless other projects promoted by the ultra-conservatives.

****Also Important**

Guadalupe Zamora, representative of CASA Juanajuato, Dallas, will be in Lubbock at the Fiesta Restaurant on Saturday, the 12th at 6 pm to speak with native "Juanajuatoños" and others about the possibility of forming a CASA JUANA-JUATO in Lubbock. There are 10 throughout the United States.

The purpose of the CASA are: to provide a social network for persons from Juanajuato, to provide practical assistance in problems relating to work, immigration, etc., to provide opportunities to strengthen the relationships between Juanajuato, Mexico and persons living in the U.S., and other purposes that will be discussed at the reception with Mrs. Zamora. Bishop Placido Rodriguez a native of Juanajuato will be present for the occasion. For more information call, Steve Hay at Catholic Family Services.

By Vanessa Colon
Real wages and family income for Hispanics declined between 1989 to 1997 while their poverty rate increased, according to a

report released Sept. 7 by the Washington, D.C.-based Economic Policy Institute.
"The State of Working America 1998-1999" examines disparities that exist in the U.S. economy despite positive growth in the 1990s.
The study finds that the median hourly wage for all ethnic groups fell, except for white women and Asian Americans. From 1989 to 1997, it dropped \$1.40 per hour for Latinos, and \$0.39 for Latinas.
John Schmitt, an economist who co-authored the report, says that the influx of immigrants accounts in part for the decline in Hispanic wages, ad-

MEDIAN HOURLY REAL WAGES					
	MALES		FEMALES		
	1989	1997	1989	1997	
Hispanics	\$12.93	\$11.53	\$7.82	\$7.43	
Whites	18.95	18.20	9.84	10.02	
Blacks	13.71	12.92	8.76	8.49	
Asians	18.42	18.66	10.18	10.26	

COLLEGE-EDUCATED - REAL HOURLY WAGES					
	MALE		FEMALE		
	1989	1997	1989	1997	
Hispanics	\$17.22	\$17.37	\$14.13	\$14.69	
Whites	21.18	21.45	14.78	16.09	
Blacks	16.11	16.51	14.51	14.66	
Asians	18.61	19.86	15.03	16.03	

FAMILY POVERTY RATES				
	1989		1996	
Hispanics	23.4	percent	26.4	percent
Whites	7.8		8.6	
Blacks	27.8		26.1	

dition that the population in 1996 is not the same as in 1989.
Richard Santos, professor of economics at the University of New Mexico, says, "Immigrants

Economist Jared Bernstein, who co-authored the study with Schmitt, sees the decline in anti-discrimination policies as exacerbating the disparity in incomes among Hispanic and blacks and whites.
Sonia Perez, research analyst at the National Council of La Raza, makes the point that Latino college graduates are more likely to receive degrees from state universities than from more prestigious private institutions. Degrees from the latter attract higher wages.
Average incomes for Hispanics families, when adjusted for inflation, fell from \$30,348 in 1989 to \$26,780 in 1996, the study reports, while they increased for blacks from \$26,158 to \$27,131 during the same period.
For whites, they declined slightly, from \$46,564 in 1989 to \$45,783 in 1996.
Santos observes that today's economic environment favors highly skilled workers, noting that many textile and service sector industries have closed down. Too few Hispanics have the education and training to compete for the high-skilled jobs, he adds.
The study shows that poverty rates for Hispanics rose more than for any other ethnic group from 1989 to 1996.
Perez sees the dismantling of welfare as having nothing to do with the higher poverty rates. She suggests instead that an increase in Hispanic single-parent households is a factor.
(Vanessa Colon of Washington, D.C., is a reporter with the national news journal Hispanic Link Weekly Report.)

should not be blamed for lower wages." The minimum wage has remained low for several years, he points out, adding that Hispanic women, in particular, tend to work at jobs that pay less.
The study reveals that among college-educated workers, the average hourly wage for Hispanics trails that of whites and Asians as well.
"College-educated Latinos have been encountering more discrimination," explains Santos, commenting that the dismantling of affirmative action in California and similar retreats elsewhere have discouraged Hispanics from seeking better-paying jobs.

Disminuyen Los Salarios E Ingresos De Los Hispanos, Seguen

Por Vanessa Colon

Los salarios e ingresos por familia de los hispanos disminuyeron entre 1989 y 1997, mientras que sus tasas de pobreza aumentaron, según dice un informe publicado el 7 de septiembre por el Instituto de Política Económica (EPI, por sus siglas en inglés) de Washington, DC.
El informe, titulado "La Situación de los Trabajadores en Estados Unidos, 1998-1999", examina las disparidades que existen en la economía de los Estados Unidos, a pesar del crecimiento positivo en el decenio de 1990.
El estudio halla que el salario promedio por hora para todos los grupos étnicos disminuyó, excepto para las mujeres anglosajonas y los asiáticos. Desde 1989 hasta 1997, disminuyó en \$1.40 por hora para los latinos, y en \$0.39 para las latinas.
El economista John Schmitt, uno de los autores del informe, dice que el flujo de inmigrantes explica en parte la disminución de los salarios hispanos, agregando que la población de 1996 no es la misma que la de 1989.
Richard Santos, catedrático de economía en la Universidad de Nuevo México, dice: "No debe culparse a los inmigrantes por los salarios más bajos". El salario

mínimo ha continuado siendo bajo durante varios años, precisa él, agregando que las mujeres hispanas, en particular, tienden a trabajar en plazas que pagan menos.
El estudio revela que entre los trabajadores con educación universitaria, el salario promedio por hora para los hispanos va a la zaga de aquéllos para los anglosajones y los asiáticos también.
"Los latinos con preparación universitaria han estado encontrando más discriminación", explica Santos, comentando que el desmantelamiento de la acción afirmativa en California y otros reveses en otras partes han desalentado a los hispanos de buscar empleos con mejor paga.
El economista Jared Bernstein, el otro co-autor del estudio con Schmitt, ve que la falta de cursos de acción eficaces contra la discriminación exacerba la disparidad en los ingresos entre los hispanos y los negros y anglosajones.
Sonia Pérez, vice presidente del Consejo Nacional de La Raza, señala que los latinos graduados de universidades tienen más probabilidades de recibir bachilleratos de universidades estatales que de instituciones privadas más prestigiosas. Los títulos conseguidos en las

universidades privadas tienden a atraer salarios mayores.
Los ingresos promedio para las familias hispanas, al ajustarse por la inflación, disminuyeron desde \$30,348 en 1989 a \$26,780 en 1996, informa dicho estudio, mientras que aumentaron para los afroamericanos desde \$26,158 hasta \$27,131 durante el mismo espacio de tiempo.
Para los anglosajones, disminuyeron ligeramente, desde \$46,564 en 1989 hasta \$45,783 en 1996.
Santos observa que el ambiente económico actual favorece a los trabajadores de habilidades elevadas, haciendo notar que muchas industrias textiles y del sector de servicio han cerrado. Muy pocos hispanos tienen la instrucción y la capacitación que les permitan competir por los empleos de altas habilidades, agrega él.
El estudio muestra que las tasas de pobreza para los hispanos aumentaron más que para cualquier otro grupo étnico desde 1989 hasta 1996.
Pérez ve que el desmantelamiento de la asistencia económica pública no tiene nada que ver con las tasas de pobreza más altas. Ella sugiere, en vez de eso, que el aumento de las familias hispanas con un sólo padre es un factor.

News Briefs

Census Findings on Poverty Questioned

Philanthropy Journal Online News reports charitable groups don't see eye to eye with a new U.S. Census Bureau study that says poverty usually is a temporary condition. Using data from 1993 to 1994, the Census Bureau calculated that approximately 55 million people, about 21% of the U.S. population, experienced poverty for a least two straight months. Of that number, half managed to escape poverty in less than five months. But the figures were calculated before welfare reform legislation was enacted, so the report may not accurately reflect today's conditions.
Charitable organizations say they are seeing as many, if not more, people needing long-term help. Col. Tom Jones, national community relations and development secretary at the Salvation Army's national headquarters in Alexandria, VA, says "We're finding as many people hungry. Some certainly can be helped in a shorter period of time, but some need help longer... We're not just getting single men in need of shelter for one night, but single moms with children who need a home for as long as six months," says Jones. In the last ten years, the Salvation Army has converted many of their 10,000 shelters to apartments where families could live.

Welfare Reform's New Focus on Fathers

A New York Times article by Jason DeParle notes that with tough new rules in place for welfare mothers, the focus is now turning to welfare fathers. Amid a growing sense that the nation's ambitious welfare overhaul cannot succeed without them, dozens of programs have sprung up in the last few years, seeking to raise the incomes of these men and strengthen their ties to their children.
The effort has quickly gained government and philanthropic support. Nearly all the states given federal welfare-to-work grants this year have pledged to include fathers in their programs. Surprisingly, some congressional Republicans have proposed a multibillion-dollar program for poor, unwed fathers.
Representative E. Clay Shaw Jr., (R-FL), the main author of the 1996 welfare reform law that made unprecedented spending cuts, is now supporting a \$2 billion "Fathers Count" bill. Community groups, including faith-based organizations, would use the money to provide poor fathers with job training and parenting advice and encourage them to marry. Most of the men served by the new programs do not receive cash benefits themselves, but their children, and the children's mothers, do.
Welfare dependency is largely seen as a problem of absent, non-supporting fathers. Only about 5% of the nation's three million welfare families report a father in the home; almost 70% of the women on welfare were unmarried when they had their first child. The issue has acquired new urgency in an age of time-limited welfare. With legions of poor, single mothers now leaving welfare, their need for a financial and parenting partner becomes especially acute.
Shaw acknowledges the "strange politics" of his evolution from program cutter to program proponent, but says the forces put in play by the welfare law left no other choice. "People say, 'Do these guys deserve our help?'" Shaw said. His answer is, "No, but their kids do."

More Companies Offering Work-Site Schools

Washington Post Staff --An increasingly popular corporate employee benefit is sprouting up around the country -- work-site schools, also known as satellite schools.
The companies involved -- including technology firm Hewlett-Packard Co. in Santa Rosa, Calif., and retailer Target Corp. in Minneapolis -- like work-site schools because they are an attractive, cost-effective tool for recruiting and retaining employees in a tight labor market. And cash-strapped public school districts bursting at the seams like them because they reduce school system costs and relieve overcrowding. Time-starved working parents say they gain more time with their children while commuting and lunching together. And the schools enable parents to be more involved in their children's education -- a factor that educators say is vitally important to academic performance.
"There's a tremendous amount of interest now from the employer side, but also from legislators, educators and mayors," said Mary Anne Ward, president of CorporateFamily Schools, which specializes in helping companies establish work-site schools.
Most of the work-site schools operate as public-private partnerships. The local public school system provides teachers, curricula and instructional materials, and the companies provide the school facilities (usually on land they already own), maintain them and sometimes pay for utilities. The work-site schools are paired with "host" neighborhood schools that provide administrative support and share art and music teachers. The companies typically also supply the schools with amenities, such as computers, playground equipment, audiovisual gear and refrigerators.
The biggest concentration of work-site schools is in Florida, where retirees have balked at funding school construction but where the student population continues to surge.
Another reason the schools have proven popular is that they can be built surprisingly inexpensively, particularly compared with day-care centers, which need special facilities for naps and feeding and require the operator to pay the teachers' salaries. At a work-site school, however, portable classrooms are adequate for housing students.
Some critics have questioned whether the company schools are elitist, offering special perks to a fortunate few and leaving other schools stripped of involved parents. That was one reason some Santa Rosa residents initially opposed Hewlett-Packard's plans to build a school there.
Other critics have raised concerns about anchoring children's school lives in the shifting sands of Corporate America, where takeovers, mergers and downsizing can change the makeup of a work force almost overnight.

Call Today

Felix Sanchez Teaches Latino Entertainers A New Role

Felix Sanchez, the CEO of TerraCom, a Washington, D.C.-based consulting firm, last year teamed up with actors Jimmy Smits and Esai Morales to form the National Hispanic Foundation for the Arts, a non-profit organization dedicated to bringing educational opportunities to Latinos interested in careers in the arts. Sanchez is pairing this effort with his work in preparing Latino stars to become effective spokespersons in Washington and elsewhere for worthy causes. To support its education mission, the NHFA hosts its second annual gala in the capital on Sept. 22, during Hispanic Heritage Month. Sanchez discusses his mission and motives with Hispanic Link staff writer Patricia Guadalupe.

Q. You're originally from San Antonio. How did you end up in Washington doing what you're doing?

A. I came to Washington 15 years ago. I'm a lawyer by training. I came to work here with (then Senator) Lloyd Bentsen (D-Texas) as a legislative assistant for three years. That gave me an understanding of how to function in this arena. After working for two trade associations in congressional relations, I opened up my own government relations firm. While involved with the Dukakis/Bentsen presidential campaign, I met Esai Morales. With Esai and other celebrities like Jimmy Smits, I have strived to create a more effective presence for Latino actors here.

Q. What prompted you to establish the arts foundation?

A. Jimmy and Esai came up with the idea of a foundation to support young people interested in entertainment industry careers, not just in front of the camera, but behind the camera. Part of the idea was to show the people whom Jimmy, Esai, Sonia Braga and others had helped how they could help, too.

Q. What has happened in the year since its inception?

A. We've delivered a message that has resonated. The next frontier is Hispanic image management. Very few people have an understanding of who we are. Whenever issues like civil

rights or race are discussed, Hispanics rarely are part of the dialogue. With Jimmy and Esai at the forefront, we are galvanizing a constructive message to people who look at the Hispanic market from an advertising and commercial point of view.

Q. What do you do when Latino celebrities come to Washington to testify before Congress or meet with President Clinton or his aides?

A. We make very extensive preparations. We prepare a briefing book to acquaint them fully with all the issues involved. We put together a series of questions and answers. We help them draft their presentation. We also act as a Rolodex so that they keep track of the relationships and bonds they are building with every visit.

Q. What's the status of your scholarship program?

A. We've started at the graduate school level at five universities - New York University, Columbia, Yale, UCLA and the University of Southern California, where the entertainment industry goes for talent. We're trying to build a support system for the students, to create stronger ties for the new generation. We're working on internships and fellowships for these students in a business that says it can't find qualified Hispanics. We will expand to other, non-traditional schools once we develop a reputation for providing a quality talent pool.

Q. At what age do you first try to reach students?

A. This year we hope to implement an outreach program to middle school and high school

students. From Brownsville to New York, there are high schools for the performing arts. We want to explain to the students all the jobs that are part of the industry, and how they can fit in. This will help create the writers, producers and directors who can assist in "green-lighting" projects, which in turn results in more and better Latino casting.

Q. What issues are celebrities interested in when they come to Washington?

A. It varies, of course. But we try to focus them on one topic - the under-representation of Hispanics in the broadcast, entertainment and telecommunications industries. Along with Smits, Morales, Sonia Braga, Michael de Lorenzo and other seasoned professionals, we get

up-and-coming talent like Kamar de los Reyes, Jacqueline Torres, Rene Levon and Rosalind Sanchez.

Q. What kind of reception do they get when they come here? Are they taken seriously?

A. That depends on how well briefed they have been and if they're addressing a topic they have legitimately claim to. We keep them focused and on message. If they're speaking on an issue important to our community, such as the lack of national Hispanic images, then they're on point. We want to utilize our political contacts and strengths to encourage the industry to correct this massive problem.

Q. Do you have any specific current projects addressing it?

A. Right now we're working with a coalition of groups to do a CEO media forum, hopefully sometime in October with the president. We're building internship programs with companies that have had a record of low Hispanic employment. We're also working with Federal Communications Commission Chairman Bill Kennard on issues of employment and ownership in broadcast. And we've visited with Judith Winston, the executive director of the President's Initiative on Race, to focus on this issue specifically.

Q. What reactions are you receiving?

A. Complete support and alignment. We are also working with Hispanic corporate people like (US West chairman and CEO) Sol Trujillo and political leaders like (California State Assembly Speaker) Antonio Villaraigosa. We have a top-down strategy. Traditionally we have gone from the bottom up, to community relations or outreach persons, not with the people who can actually make the decisions. We're building alliances in a different way. For example,

while we have the support of the Congressional Hispanic Caucus, we've gone out to other leaders in the political system in a bipartisan way, to (Senate Majority Leader) Trent Lott (R-Miss.) as well as (Minority Leader) Tom Daschle (D-S.D.), to Gen. Colin Powell, as well as activists like Ethel Kennedy, Bill Cosby, Rosie O'Donnell. We've broadened our base.

Q. How do you ensure that the contacts will result in continuing support?

A. That's why we created this organization. There has to be follow-through. Even if there is a short-term relationship, like emceeding a dinner, we develop a partnership, a long-term relationship. We're a nascent organization, but we've already touched a nerve with our objectives and resilience. We're being very constructive, methodical and strategic in our work.

Q. Why are you based here in Washington and not in Los Angeles or New York?

A. Hispanics in the entertainment field haven't developed a strong relationship with the White House and national politicians. By being here, we can see to it that we aren't ignored when other celebrities are invited into Washington's inner circle.

Q. Where do you envision the foundation being in five years?

A. We hope to be a clearinghouse for talent, to have a Web page that provides all the resumes. We want access, close contact with all the entertainment companies. The biggest problem with retention is the lack of promotion of talent. Even if you get in on the ground floor, you may not have access to the second floor. We need to change that.

Copyright 1998, Hispanic Link News Service. Distributed by the Los Angeles Times Syndicate

Sosa, McGwire & the Color Line

By Joseph Torres

Like millions of baseball fans across the country, I have been enjoying the pursuit of Roger Maris' single-season home run record of 61 by the Chicago Cubs' Sammy Sosa and the St. Louis Cardinals' Mark McGwire.

Even after McGwire caught Maris, I still search the box scores every morning to see whether he or Sosa homered the night before. I even found a way on the Internet to get up-to-the-minute, play-by-play information so I can follow both players in action.

I have marvelled at the tape-measured home runs McGwire has hit during his career. It is also a thrill to watch Sosa, a national hero in his native Dominican Republic, become a household name in the United States, too.

Both men deserve to break the record. It is also refreshing to hear them praise each other publicly. Together, they have pumped new life and enthusiasm into baseball.

But even as baseball reaches new glory days, we are reminded that the issue of race can cast a shadow over the pursuit of Maris' record, when a black Latino is competing against a white man.

On Aug. 23, in a game against the Houston Astros, Sosa homered twice off of his countryman, Astro pitcher Jose Lima.

The next day, Chicago Tribune baseball writer Phil Rogers wrote an article headlined, "Friendly fire: Lima's HR pitches to Sosa raise questions," which speculated whether Lima aided Sosa by throwing him fat pitches that were sent sailing over the fence.

He wrote, "When Lima served up home runs No. 50 and 51 to Sosa, it brought to light the split allegiance of the Houston Astros right-hander."

More to the point: With his team leading 13-2 in the eighth inning, did he groove the 1-0 fastball that Sosa lifted into the

breeze for the cheapest of home runs?

Rogers added that he hoped the home run race did not become a "clash of cultures," explaining that nearly 95 percent of the ballplayers who were playing when Maris broke Ruth's record were U.S. citizens, while now more than 20 percent of the game's best players, including at least 89 Dominicans, are born outside the 50 states.

He noted, "As McGwire and Sosa move closer to Maris, it is a given that some Dominican pitchers will find themselves facing both of the sluggers. Will they be more careful pitching to McGwire than Sosa?"

If that passage made you want to vomit, you're not alone. People of color have heard such questions too often before.

Did Rogers ask whether white pitchers pitch tougher to Sosa because they'd rather see a white man break the record?

Rogers' sole evidence for ques-

tioning Sosa's two home runs off Lima was based entirely on the players' ethnicity.

At the very least, Rogers is guilty of irresponsible journalism for posing a question that is based on a racist premise. His question is the same as accusing all Italians of being in the mob or justifying rounding up U.S. citizens of Japanese descent during World War II because the nation feared their loyalty.

If sports is a metaphor for life, then Roger's question proves what Hispanics have also known, that they are constantly viewed with suspicion and forced repeatedly to prove their "110 percent allegiance."

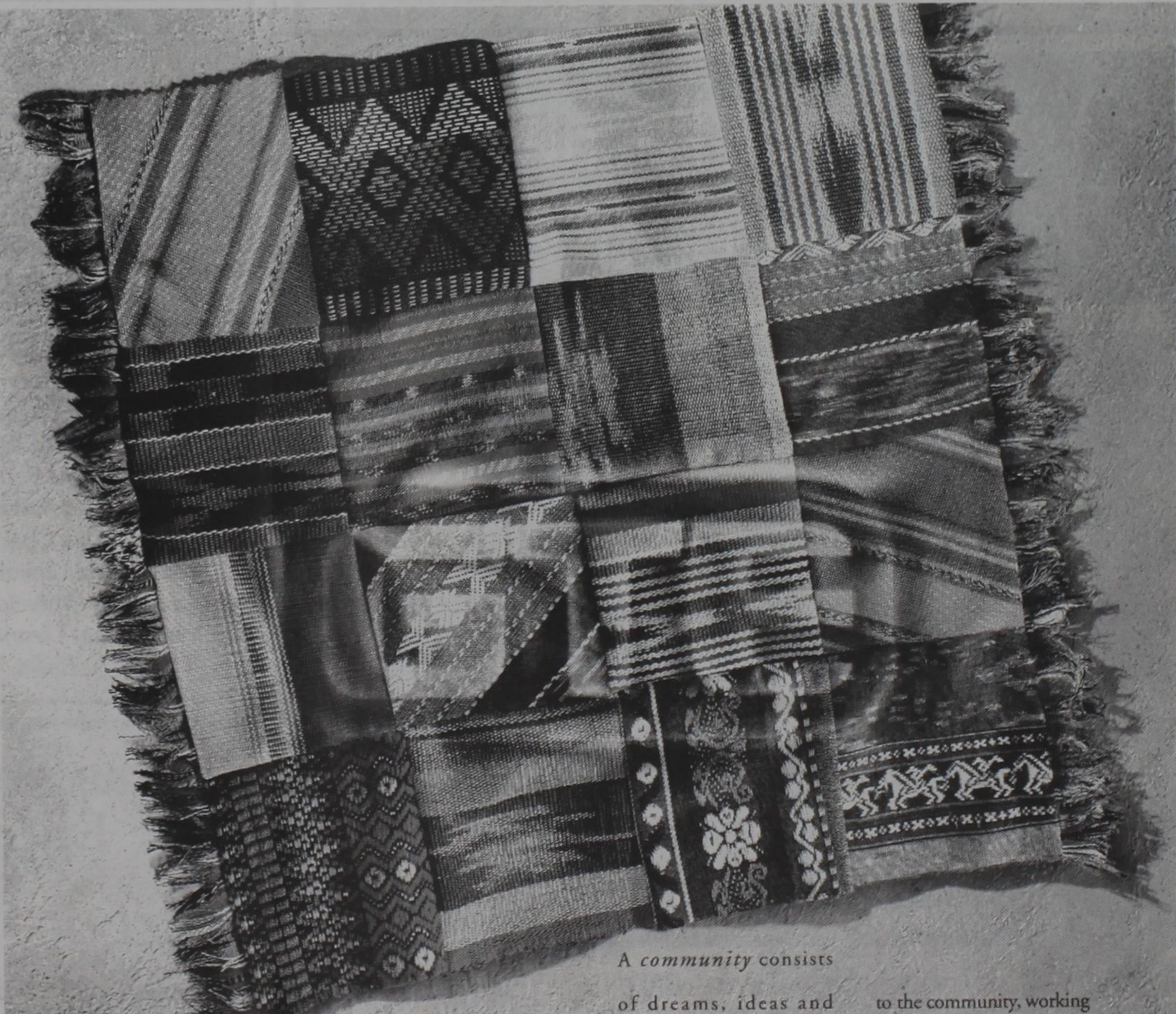
Sometimes, it is just hard for people to believe that Hispanics really can achieve greatness on their own merit.

(Joseph Torres is the editor of Hispanic Link Weekly Report in Washington, D.C.) Copyright 1998, Hispanic Link News Service. Distributed by the Los Angeles Times Syndicate

LABOR READY
Necesitamos Empleados!
Toda clase de trabajos como tamaleras, construcción distribución, restaurante y trabajo domestico. Si de veras quiere trabajo llama a 741-1494 o pase a 1704 Broadway Lubbock

 **Frontier**
DOMINGO (MINGO) TORRES
SALES CONSULTANT
Mention El Editor and Get The Lowest Possible Price on Any Car or Truck
5801 Spur 327 Bus. 806-798-4500
Lubbock, TX 79424 Fax 806-798-4537

Lubbock's Newest Tejano Band
Luis Rodriguez y Evolucion
is now available for weddings, quinceañeras, or any occasion. Great music. Reasonable rates. Contact:
Evolucion Enterprises
806: 793-5989 Fax 806: 793-8426
Email smunizl262@aol.com



A community consists of dreams, ideas and togetherness. It is a blend of ideals of men and women from diverse backgrounds, like woven threads in a colorful tapestry. At GTE, we also have goals and dreams to fulfill. We are committed to the community, working hand-in-hand with Latino companies and creating opportunities and jobs for Latino suppliers and professionals. Each new idea inspires us to work and grow within this diverse fabric called community.




We're Inviting You to Story Time for a Good Reason.
Story Time
September 11 & 25
10:30 a.m.
2nd Floor Playroom
(Park in West Parking Lot at 21st Street & Louisville, and take the skybridge to hospital.)
• Bilingual
• Refreshments
• Tours
Young children need adults to read to them every day. At Methodist Children's Hospital we hope that, every once in a while, you'll let us do the honors. On the second and fourth Fridays of each month, you're invited to Story Time.
For more information, call Stephanie Ferguson, our Child Life Specialist at 784-5040 extension 5799
3610 21ST STREET
 **Methodist Children's Hospital**
A Member of Covenant Health System

De La Hoya to Fight Ike Quartey If He Gets By Chavez



Oscar De La Hoya Poses With Julio Cesar Chavez

LAS VEGAS -- Oscar De La Hoya still has some business to take care of against Julio Cesar Chavez, but that hasn't stopped his promoter from lining up his next fight.

De La Hoya, assuming he beats Chavez Sept. 18, will fight unbeaten Ike Quartey in a welterweight unification bout Nov. 21, promoter Bob Arum said Thursday.

Arum said he was meeting with Quartey on Friday to finalize the fight, which would be for the WBC and WBA 147-pound titles.

"Everybody has agreed on the fight," Arum said. "Quartey has already agreed to the purse."

Quartey was to have fought IBF champion Felix Trinidad in November, but that fight is now off because of a promotional bat-

tle over Trinidad.

Arum said Quartey would get \$4.6 million for the pay-per-view event, while De La Hoya would be guaranteed \$9 million. The fight will be in Las Vegas, most likely at the UNLV campus arena, he said.

Quartey, of Ghana, is 34-0-1 with 29 knockouts and has held the WBA welterweight title since 1994. De La Hoya is 28-0.

Subscribe Today to El Editor
Call Bob - 806-763-3841

Last Chance to Workout Before The Hispanic World Tournament

Sept. 18, 19 & 20
Anton, TX USA

1-4 Trophies and Individual Prizes
Entry Deadline Sept. 16
Call 763-3841 or 1-800-374-9789.

Sosa, McGwire Y La Linea Del Color

Por Joseph Torres

Como millones de fanáticos del béisbol de todo el país, he estado disfrutando del seguimiento del historial de 61 cuadrangulares de Roger Maris en una sola temporada por parte de Sammy Sosa, de los Cachorros (Cubs) de Chicago y de Mark McGwire, de los Cardenales de St. Louis.

Aún después que McGwire alcanzara a Maris, todavía reviso las reseñas de los juegos todas las mañanas para ver si él o Sosa batearon algún cuadrangular la noche anterior.

Hasta encontré el modo, a través de la Internet, para obtener información al minuto, jugada por jugada, a fin de poder seguir a ambos jugadores en acción.

Me he maravillado por los cuadrangulares bien medidos que McGwire ha bateado durante su carrera. También es emocionante observar a Sosa, que es un héroe nacional de su país natal, la República Dominicana, y que se ha convertido en un nombre familiar en los Estados Unidos igualmente.

Ambos hombres merecen romper la marca. También es refrescante el escuchar que ambos se elogian mutuamente en público.

Juntos han infundido vida y entusiasmo nuevo al béisbol.

Pero aún cuando el béisbol llega a nuevos días de gloria, se nos recuerda que el asunto de la raza puede lanzar una sombra sobre el alcanzar la marca de Maris, cuando un latino negro está compitiendo contra un hombre anglosajón.

El 23 de agosto, en un juego contra los Astros de Houston, Sosa bateó dos cuadrangulares frente a su compatriota, el lanzador José Lima, de los Astros.

Al día siguiente, el periodista de deportes para el periódico Chicago Tribune, Phil Rogers, escribió un artículo titulado: "Fuego amistoso: Los lanzamientos de cuadrangulares de Lima plantean preguntas", el cual especulaba si Lima ayudó a Sosa al hacerle lanzamientos fáciles que le permitieron al bateador impulsar la pelota por encima de la cerca.

Rogers escribió: "Cuando Lima le hizo los lanzamientos a Sosa para sus cuadrangulares Nos. 50 y 51, eso sacó a relucir la fidelidad dividida del lanzador de los Astros de Houston."

"Más aún: Con su equipo ga-

nando por 13 carreras contra 2 en la octava entrada, ¿le hizo él ranuras a la pelota que le lanzó a Sosa, cuando el conteo del bateador estaba en 1 bola y 0 "strikes", y que Sosa levantó a la brisa para el más barato de los cuadrangulares?"

Rogers agregó que él esperaba que la carrera de los cuadrangulares no se convirtiera en "unchoque de culturas", explicando que casi el 95% de los peloteros que estaban jugando cuando Maris rompió la marca de Babe Ruth eran ciudadanos de los Estados Unidos, mientras que ahora más del 20 por ciento de los mejores jugadores de ese deporte, incluyendo por lo menos a 89 dominicanos, han nacido fuera de los 50 estados.

El hizo notar: "A medida que McGwire y Sosa se aproximan cada vez más a la marca de Maris, es una constante el que algunos lanzadores dominicanos se hallarán enfrentándose a ambos bateadores. ¿Tendrán ellos más cuidado al lanzarle a McGwire que a Sosa?"

Si esos párrafos le dieron náuseas, no es el único. Las personas de color han oído tales preguntas demasiado a menudo con anterioridad.

¿Preguntó Rogers si los lanzadores anglosajones le hacen lanzamientos más difíciles a Sosa porque les gustaría más ver que

un hombre blanco rompa la marca?

La única evidencia de Rogers para poner en tela de juicio los dos cuadrangulares de Sosa frente a Lima se basó por completo en la raza de ambos jugadores.

Cuando menos, Rogers es culpable de irresponsabilidad periodística por plantear una pregunta que se basa en una premisa racista. Su pregunta es la misma que acusar a todos los italianos de ser miembros de la Mafia, o justificar la recogida de los ciudadanos estadounidenses de ascendencia japonesa durante la Segunda Guerra Mundial, porque la nación dudaba de su lealtad.

Si los deportes son una metáfora para la vida, entonces la pregunta de Rogers prueba lo que los hispanos han sabido también: Que se les ve constantemente con sospecha y se les obliga reiteradamente a probar su "fidelidad al 110 por ciento".

Algunas veces, resulta difícil para las personas el creer que los hispanos podamos realmente lograr la grandeza por nuestros propios méritos.

(Joseph Torres es el editor de Hispanic Link Weekly Report en Washington, D.C.)
Propiedad literaria registrada por Hispanic Link News Service en 1998. Distribuido por The Los Angeles Times Syndicate

Dallas Cowboys News

The Cowboys, next week, are at the defending Super Bowl champion Denver Broncos. The last time the Cowboys faced a defending Super Bowl champion on the road, they were humiliated, 45-17, at Green Bay last season, starting a five-game tailspin from which they never recovered.

But the Cowboys shouldn't be lacking for confidence against the Broncos. When Troy Aikman (256 yards passing, 2 TD passes, 2 TD runs), Michael Irvin (9 receptions, 119 yards), and Emmitt Smith (28 carries, 124 yards) play like they did against the Cardinals, the Cowboys cannot be stopped.

The one thing new coach Chan Gailey (who is still the only undefeated coach in club history) knows is that his team can't struggle early against the Broncos like it did against the Cardinals.

Sunday, Aikman and company could muster just 74 yards on their first five drives. The hit-and-miss running game especially bothered Gailey, who knows that a similar slow start against the potent Broncos could mean a long day.

"The circumstances of the Cardinals game allowed us to make plays to eventually win," Gailey said.

The Cowboys were efficient on defense, limiting the Cardinals to 45 yards rushing and forcing quarterback Jake Plummer into 19 incompletions on 33 attempts for 166 yards. But the Broncos bring AFC rushing champion Terrell Davis and a passing game that features quarterback John Elway, tight end Shannon Sharpe and wide receiver Rod Smith.

And Gailey has to be concerned because his best defensive lineman, tackle Leon Lett, still has not fully recovered from a sprained left knee suffered during training camp. Lett was helped off the field twice against the Cardinals and he was not credited with a defensive statistic.

And so the Cowboys, this week, can feel good about a victory that had been a long time coming. But they'll have to play even better to defeat the Broncos.

UPON FURTHER REVIEW: For the first time since early in his career, Aikman threw passes from the shotgun formation in a regular-season game. Like it was planned in the off-season, the strategy gave Aikman an extra split second to pass and he was not sacked. But Gailey admitted Monday that he was not expecting the other benefit of the shotgun, which allowed Aikman to put the ball down and scramble for positive yardage. Aikman was the game's second-leading rusher with five carries for 45 yards. "Being in the shotgun, on third downs, lends itself a little more to you being able to scramble," he said. "The lanes open up; you can see a little better." Aikman's 17-yard scramble on third and 8 led to a fourth quarter touchdown for the Cowboys. He also had a 23-yard run late in the first half. "He made himself into Slash," said Gailey, who coached all-purpose quarterback Kordell "Slash" Stewart in Pittsburgh.

HALO CARPET CARE

806: 741-0536

SERVING LUBBOCK & SURROUNDING AREA
24 Hour Service 806: 762-8915 or 794-3315

Halos 8 ways to save you

- Living Room & Hall (Steam Clean) \$19.95 or with Dining Room/Den \$29.95
- Living Room & Hall plus 2 Bedrooms (Steam Clean) \$34.95
- One Sofa (Steam Clean) \$19.95 or One Sofa (Dry Foam) \$39.95
- Sofa & Loveseat (Steam Clean) \$34.95
- One Chair (Steam Clean) \$9.95
- Auto (Steam Cleaning) \$19.95 Ask About: Carpet & Upholstery Protectant, Disinfectant & Deodorizing Oriental Rug Cleaning, Wool Berber, Commercial Rates, Water Extraction

Texas Tech Football En Español

Play By Play With Mario Montez

Date	Opponent	Time
Sept. 5	Texas-El Paso	6 p.m.
Sept. 12	at North Texas (Living)	6:30 p.m.
Sept. 19	Fresno State	6 p.m.
Sept. 26	at Iowa State	6 p.m.
Oct. 3	Baylor	6 p.m.
Oct. 10	Oklahoma St. (Homecoming)	6 p.m.
Oct. 17	at Colorado	6 p.m.
Oct. 24	at Texas A&M	7 p.m.
Oct. 31	Missouri (Family Day)	1 p.m.
Nov. 14	Texas (Senior Day)	1 p.m.
Nov. 21	at Oklahoma	2:30 p.m.

All times Central. Some game times will change for television.

• denotes Big 12 game. Home games in bold.

Exclusive coverage of Texas Tech Red Raider football in Spanish this season on Magic 93.7. For the first time ever.

Marion Montez has the play by play call beginning 15 minutes before kick off. It's only on Magic 93.7. Your exclusive voice for Red Raider football.

Sponsored by:

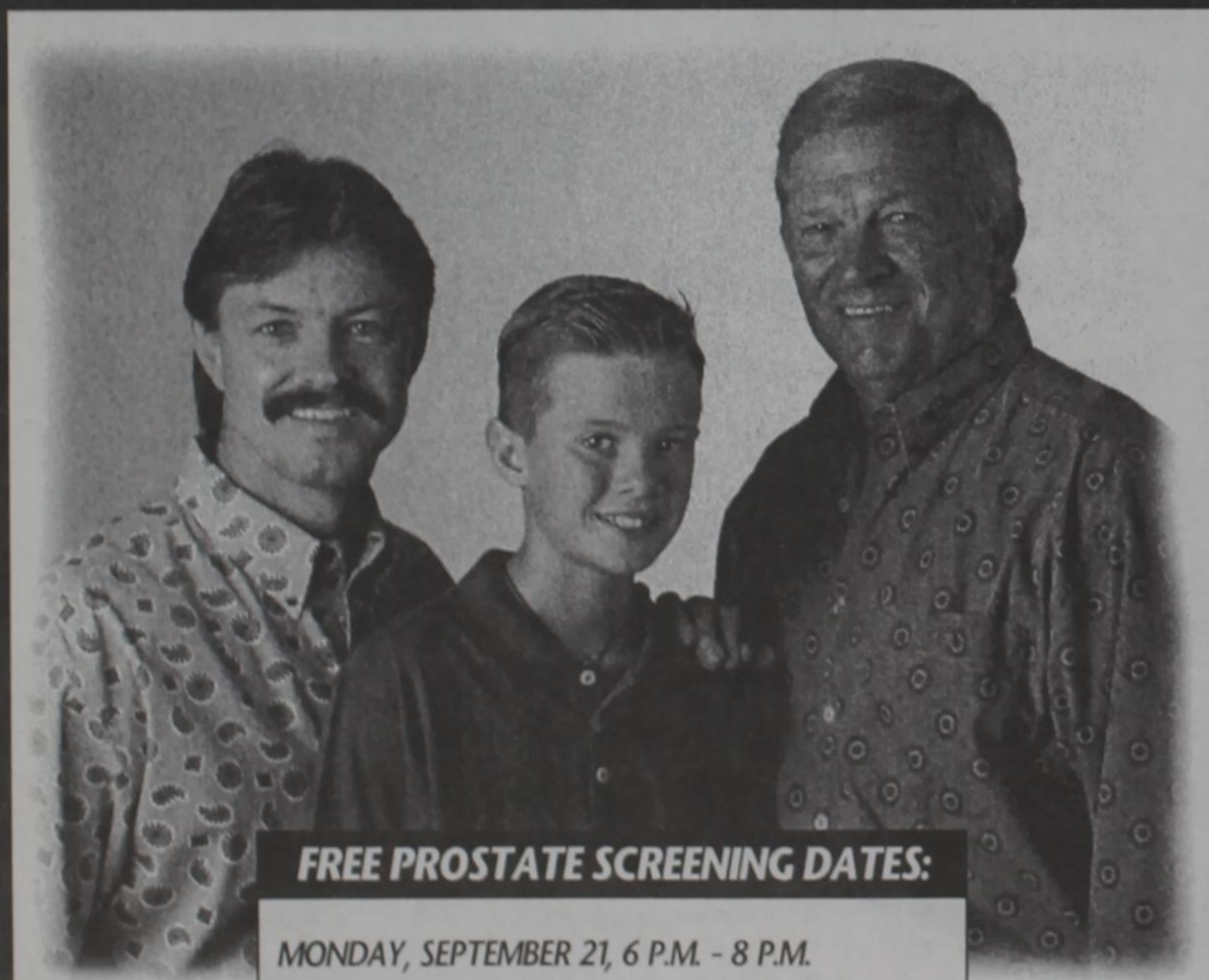
Pioneer

United
Supermarkets

4402 Ave Q

Scoggin & Dickey Auto Parts

This Year Make It A Priority To Get A Prostate Cancer Screening.



FREE PROSTATE SCREENING DATES:

MONDAY, SEPTEMBER 21, 6 P.M. - 8 P.M.

Mae Simmons Community Center, 2301 Oak Avenue

TUESDAY, SEPTEMBER 22, 6 P.M. - 8 P.M.

The Joe Arrington Cancer Center, 4101 22nd Place

WEDNESDAY, SEPTEMBER 23, 6 P.M. - 8 P.M.

Hodges Cancer Center, 3615 19th Street

There is no charge for these screenings, but reservations are appreciated by calling 806-725-7979

COVENANT HEALTH SYSTEM

A Ministry Of St. Mary Hospital & Lubbock Methodist Hospital System

Study of Affirmative Action At Top Schools Cites Far-Reaching Benefits

By ETHAN BRONNER

A major new study of the records and experiences of tens of thousands of students over 20 years at the some of the nation's top colleges and universities concludes that their affirmative action policies created the backbone of the black middle class and taught white classmates the value of integration.

The study, which challenges much of the conservative thinking about affirmative action, is to be released Wednesday by Princeton University Press in a book titled "The Shape of the River: Long-Term Consequences of Considering Race in College and University Admissions." It was written by two former Ivy League presidents, William Bowen of Princeton University, an economist, and Derek Bok of Harvard University, a political scientist.

Examining grades, test scores, choice of major, graduation rates, careers and attitudes of 45,000 students at 28 of the most selective schools, the authors say that although they are both advocates of race-conscious admissions policies, they wanted to test the assumptions underlying such policies.

Having completed the work, they say it should put to rest major objections to such policies, especially that both whites and blacks are ultimately cheated by them.

With its rich database and carefully calibrated tone, the study will most likely lead the charge in a liberal counteroffensive to recast the debate over affirmative action, which in the last two years has been rolled back in California and Texas and is under serious challenge in Michigan and Washington.

The counteroffensive, involving books, articles and academic conferences, seeks to broaden the notion of "merit" beyond tests and grades and hails affirmative action less as a means of overcoming past discrimination -- an older argument with decreasing political support -- and more as a way to insure a healthier future for whites and blacks. Among the other new studies are "Chilling Admissions: The Affirmative Action Crisis and the Search for Alternatives," published by the Civil Rights Project of Harvard University, and "The Black-White Test Score Gap" from the Brookings Institution.

The Bowen-Bok study limits itself to the practice of race-con-

scious admissions in elite higher education; that is, to considering the race of applicants to be a critical factor in whether they should be admitted, as important as, say, their region of origin or their extracurricular activities.

The study begins by documenting the problem clearly: blacks who enter elite institutions do so with lower test scores and grades than those of whites. And as they work their way through liberal arts colleges like Yale and Princeton and state schools like the Universities of Michigan and North Carolina, black students receive lower grades and graduate at a lower rate.

But after graduation, the survey found, these students achieve notable successes. They earn advanced degrees at rates identical to those of their white classmates. They are even slightly more likely than whites from the same institutions to obtain professional degrees in law, business and medicine. And they become more active than their white classmates in civic and community activities.

The authors call black graduates of elite institutions "the backbone of the emergent black middle class" and say that their influence extends well beyond the workplace. "They can serve as strong threads in a fabric that binds their own community together and binds those communities into the larger social fabric as well."

One of the most striking findings is how much an elite college education serves as a pathway to success for all races. Blacks who graduate from elite colleges earn 70 percent to 85 percent more than do black graduates generally.

Blacks and whites report fairly substantial social interaction at college, which they say helped them relate to members of different racial groups later in life. Finally, the more selective the college, the more likely were blacks who attended it to graduate, obtain advanced degrees and earn high salaries.

The authors' focus on selective universities illustrates what they consider an often-ignored point: the debate over race-conscious admissions is relevant only to about 25 percent of American universities. The rest take all or nearly all who apply.

Bowen and Bok say there are many other facts that have been overlooked in the debate as well.

"Until now, this issue has involved much emotion but little evidence," said Bowen, who is now president of the Andrew W. Mellon Foundation, which sponsored the research. "When the Supreme Court decided Brown vs. Board of Education in 1954, it relied heavily on social science studies. We hope our data influence the current Supreme Court when it rules on affirmative action."

A number of recent developments show that race-conscious admissions policies, approved within limits by the Supreme Court in its splintered 1978 Bakke ruling, are in trouble with the American public and may face re-examination by the justices.

In the 1996 Hopwood case, for example, the 5th Circuit U.S. Court of Appeals barred the use of race in university admissions, both public and private, in Texas, Louisiana and Mississippi.

A pair of cases, expected to go to trial in mid-1999, challenges the undergraduate and law school admission systems at the University of Michigan at Ann Arbor, charging that they give illegal advantage to black and other minority applicants. In 1996, California banned the consideration of race in its public university admissions. In the state of Washington, a similar ban is up for voter approval in November.

"The Shape of the River" draws on data about students who entered college in 1976 and 1989 and on lengthy follow-up confidential questionnaires with them. It focuses on blacks because of the quantity of data available and because blacks have been the heart of the debate. But the authors say a companion study of Hispanic students is under way.

Eighty percent of those receiving questionnaires responded. The database, called College and Beyond, was built by the Mellon Foundation beginning in late 1994. It provides statistical life histories as well as personal views of 45,184 individuals on education and occupation, income, retrospective views of college, interaction with other races and civic participation.

The 28 institutions involved in the study were Barnard College, Bryn Mawr College, Columbia University, Denison University, Duke University, Emory University, Hamilton University, Kenyon College, Miami Univers-

ity (Ohio), Northwestern University, Oberlin College, Pennsylvania State University, Princeton University, Rice University, Smith College, Stanford University, Swarthmore College, Tufts University, Tulane University, the University of Michigan at Ann Arbor, the University of North Carolina at Chapel Hill, the University of Pennsylvania, Vanderbilt University, Washington University, Wellesley College, Wesleyan University, Williams College and Yale University.

Bowen and Bok say in their book that a "race-neutral" admissions policy would be disastrous for American society, reducing black percentages at top schools to less than 2 percent from the current 7 percent.

As an illustration of what that would mean, they constructed a rough profile of 700 black students admitted in 1976 under race-conscious policies. Of the 700, 225 obtained professional degrees or doctorates; 70 are now medical doctors, 60 are lawyers, 125 are business executives and more than 300 are civic leaders. Their average annual earnings are \$71,000.

A more troubling question, the authors acknowledge, regards the white students whom these black students displaced. Would society have been better off if they had attended instead of the blacks?

"That is the central question," the authors write, "and it cannot be answered by data alone." It is a clash of "principle versus principle, not principle versus expediency." They come down firmly on the side of admitting the blacks, saying that society needs them because of the scarcity of black professionals.

But they added a statistical argument and illustrated it with an analogy to parking spaces for handicapped drivers drawn from a forthcoming article by Thomas J. Kane. "Eliminating the reserved space would have only a minuscule effect on parking options for non-disabled drivers," Kane writes. "But the sight of the open space will frustrate many passing motorists who are looking for a space. Many are likely to believe that they would now be parked if the space were not reserved."

Bowen and Bok point out that if more than half of the blacks accepted at selective colleges had been rejected, the probability of acceptance for another white applicant would rise only 2 percent, to 27 percent from 25 percent.

In other words, like handicapped parking spaces, race-conscious admission policies have a major impact on the minority group in question whereas eliminating them would only marginally help members of the majority community.

One commonly voiced objection to affirmative action that the

authors seek to demolish is the assertion that since blacks admitted through race-sensitive policies do not keep up with their white colleagues, they end up failed and stigmatized, an argument put forth by Stephan and Abigail Thernstrom in their influential book "America in Black and White" (Simon and Schuster, 1997).

"When students are given a preference in admission because of their race or some other extraneous characteristic," the Thernstroms wrote, "it means that they are jumping into a competition for which their academic achievements do not qualify them and many find it hard to keep up."

But Bowen and Bok say their data contradict that assertion. They found that the black dropout rate for the elite institutions practicing affirmative action was 25 percent, much lower than the national black dropout average of 60 percent. The more selective the college, the lower the black dropout rate.

Retired Gen. Colin Powell, one of a handful of people given advance copies of the book, said he was deeply impressed by the quality of the study and by its conclusion that blacks given a chance to attend elite colleges went on to lead successful lives.

Asked about the stigma that opponents say affirmative action imposes on blacks who attend these schools, Powell dismissed

it, saying, "I would tell black youngsters to graduate from the schools magna cum laude and get one of those well-paying jobs to pay for all the therapy they'll need to remove that stigma."

Generally, the authors say, their findings offer robust support for the way in which selective colleges have engaged in admissions procedures, examining merit in a broad context and assessing both the needs of the institution and the society.

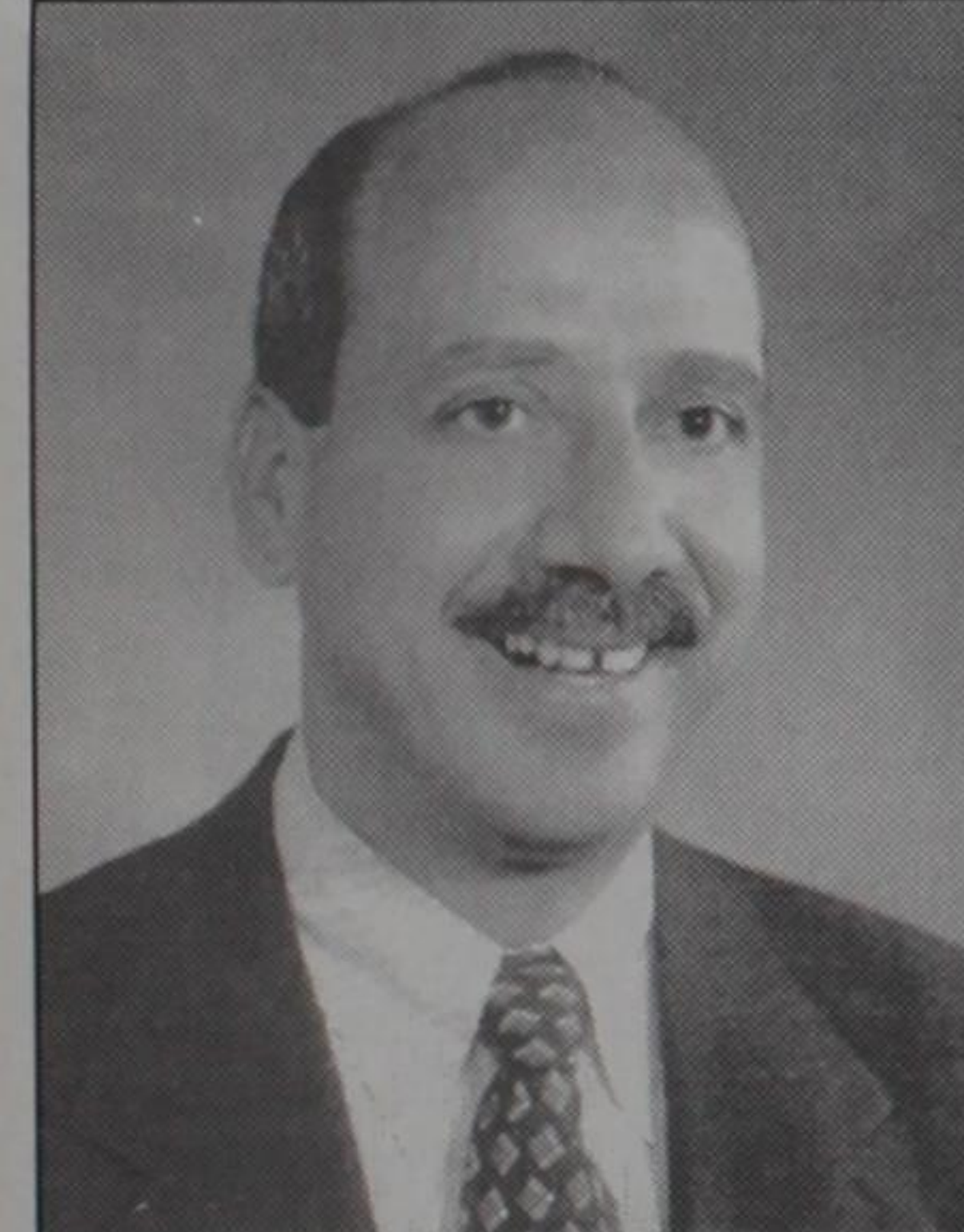
"If you ask what bothers the public about these admission policies, it is probably the sense that there is some unfairness here," Bok said. "I have two responses. One is that there is a tendency to equate fairness with high school grades and scores that is not well-founded in terms of admissions practices. Second, fairness is something that really has to be defined in terms of what the institution is legitimately trying to accomplish."

"In the case of universities and colleges, race turns out to be very relevant because we are interested in what students can teach one another and race is a part of that in an increasingly diverse society. Well-prepared minorities have a special leadership role because there have been so few in the past. So what is fair involves the question of the purpose of a university. And, ultimately that question is not soluble with data."

JOB OPENING
KCBD TV CHANNEL 11
 Has a full-time opening for Production Assistant/Master Control Operator. Flexible hours. Tape room operations & crew position in newscasts along with master switcher duties. Prefer previous experience. Pre-employment drug test required. Apply at KCBD TV, 5600 Ave. A, Lubbock, Texas 79404.
 E.O.E.

¡Bebes Y Libros!
 ¿Le gustaría ayudarnos a aprender más sobre familias compartiendo libros con sus bebés?
 Estamos buscando a familias Hispánicas, si su bebé tiene 10, 11, 12 ó 13 meses de edad, ¡pueden participar!
 Si usted, o alguien que conozca, le gustaría participar, le visitaremos en casa tres veces para ver la diversión que comparten usted y su bebé al leer un libro. Después de la tercera visita, le PAGAREMOS \$15.00 por ayudarnos.
 Si está interesado en participar o tiene alguna pregunta favor de llamar a Laura Villa al 798-0219
 ¡Muchas gracias por ayudarnos!

Lawn Service
 Mow, edge, fertilize.
 No job is too small.
 Free estimates!!!
 Call Tim Riojas 792-0106
 Monday thru Friday after 5:30p.m.
 Anytime Saturday!
 Call Joe Adam Riojas 793-9093
 Monday thru Friday after 5:30p.m.
 Anytime Saturday!



José Del Giudice, M.D.
 Rheumatologist

It's time to welcome Lubbock's newest specialist.

Methodist Medical Group is proud to welcome **Dr. José Del Giudice** as its newest board certified rheumatologist. Dr. Del Giudice joins Dr. David Mills and Dr. Naga Bushan in their rheumatology practice. He was previously in private practice in Beaumont, Texas.

Dr. Del Giudice welcomes many types of insurance, including Medicare. Se habla español.

For an appointment, please call **788-8075**

Lubbock Diagnostic Clinic Building
 3506 21st St.
 Suite 201

Methodist Medical Group is an 87-physician group affiliated with Covenant Health System. For information on physician referrals, please call 784-1280.

A Member of Covenant Health System

IT'S TIME FOR

 METHODIST MEDICAL GROUP

BABIES AND BOOKS!
 Would you like to help us learn more about families sharing books with their babies?
We are looking for Hispanic families, so if your baby is 10, 11, 12 or 13 months old, you can participate in our study!
 If you, or anybody you know, would like to participate, we will visit you at home three times to see the fun you and your baby have with a book.
 After the third visit, we will **PAY YOU \$15.00** for helping us out.
 If you're interested in participating or would like to know more about this study please contact Laura Villa at 798-0219.
 Thank you very much for helping us out!

We love kids.

We're Offering \$5 Immunizations for a Good Reason.

One of the best things you can do for your children is protect them from disease. One of the best things we can do is make immunizations affordable and convenient.

\$5 immunizations available in Children's Emergency Center of Methodist Children's Hospital
 8 a.m. - noon
 7 days a week
 No appointment necessary

Please bring your child's shot records and an order from a physician or a note from school.

A Proud Participant of Shots Across Texas.

784-5030
 3610 21ST STREET

Methodist Children's Hospital
 A Member of Covenant Health System

LifeGift Organ Donation Center PRESENTS
PORFIRIO BAS in
"EL REGALO DE VIDA" CONCERT
 (GIFT OF LIFE)

Porfirio Bas is an accomplished Mexican artist. He is internationally renowned in television and big screen acting for his role in "Guadalupe" and "Simplemente Maria." He is a music virtuoso and dynamic entertainer who specializes in composing, arranging, and singing Hispanic "romantic music."

Special Appearances By
Jr Vasquez & Sondra Wills

FRIDAY, SEPT 18, 1998
7:00 PM

THE CIVIC CENTER THEATER

Sponsored in part by **UNITED SUPERMARKETS** and **FADDUOL, GLASHEEN AND VALLES.**

TICKETS AVAILABLE AT:
All Select-A-Seat Ticket Centers

CALL 770-2000 or 800-735-1288
RESERVE SEATING: \$12, \$10, \$8
 Prices subject to handling fee.

Artistas Latinos Aprenden Un Nuevo Papel

Por Patricia Guadalupe

El año pasado, Félix Sánchez, presidente de TerraCom, una empresa de asesoría con sede en Washington, D.C. fundó junto con los actores Jimmy Smits y Esai Morales, la Fundación Nacional Hispana Para Las Artes (NHFA, por sus siglas en inglés) una organización sin fin de lucro dedicada a traer oportunidades educativas a hispanos interesados en la carrera de las artes. Sánchez también funge como asesor político a los artistas que desean ser parte del proceso legislativo en Washington. Para apoyar el trabajo de la fundación, la NHLA lleva a cabo su segunda gala de recaudación de fondos el 22 de septiembre, durante el Mes de Herencia Hispana. Sánchez recientemente discutió su trabajo con Patricia Guadalupe, reportera de Hispanic Link Weekly Report.

P. Usted es oriundo de San Antonio. ¿Qué lo trajo a Washington?

R. Llegué a Washington hace 15 años. Soy abogado de oficio y vine aquí para trabajar con (el entonces senador) Lloyd Bentsen (demócrata de Texas) como asesor de asuntos legislativos, por tres años. Eso me dio un entendimiento de como se hacen las cosas aquí en Washington. Luego después de trabajar en asuntos legislativos dentro de dos empresas, fundé mi propia empresa de relaciones gubernamentales. Y mientras estaba trabajando con la campaña presidencial de Dukakis/Bentsen, conocí a Esai Morales. Con Esai y otros artistas como Jimmy Smits, he tratado de crear una más efectiva presencia política para artistas latinos aquí en Washington.

P. ¿Qué le hizo comenzar la fundación de las artes?

R. Jimmy y Esai tuvieron la idea de crear una fundación para apoyar a personas jóvenes que estén interesados en el campo artístico como carrera, no solamente en frente de las cámaras, si no también detrás de las mismas. Parte de la idea también era enseñar como Jimmy, Esai y Sonia Braga habían ayudado a los demás y como la gente podía ayudar a otros.

P. ¿Qué ha pasado en el año desde que se fundara?

R. Hemos podido ayudar a crear una imagen positiva de nuestra comunidad. La siguiente frontera es el manejo de la imagen latina. Pocos tienen un buen entendimiento de quiénes somos. Cada vez que se discute un tema como los derechos civiles, los hispanos raramente forman parte del diálogo. Con Jimmy y Esai al frente, hemos puesto en adelante un mensaje positivo a los que ven el mercado hispano de un punto de vista comercial y de mercadeo.

P. ¿Qué hace cuando artistas latinos llegan a Washington para testificar ante el Congreso o para hablar con el presidente Clinton?

R. Hacemos preparaciones bastante extensas. Preparamos un texto de información para que se familiaricen con todos los temas. Preparamos una serie de posibles preguntas y repuestas. Le ayudamos con su presentación. También somos con un "rolodex" mental de nombres y contactos para que sepan con quién hablar y para que puedan darle seguimiento.

P. ¿Cual es el estatus de su programa de becas?

R. Hemos comenzado a nivel de pos-gradado en cinco universidades, New York University, Columbia, Yale, UCLA y el University of Southern California, a donde la industria artística va en busca de talento. Estamos tratando de establecer un sistema de apoyo para los estudiantes, para crear lasos fuertes en la nueva generación. Estamos trabajando también para crear trabajos becados, para los estudiantes en un campo que dice nunca encuentra hispanos preparados. Vamos a extender el programa a otras universidades tan pronto desarrollemos una reputación de ser una fuente de talento de calidad.

P. ¿A qué nivel comienzan a buscar estudiantes?

R. Este año esperamos imple-

mentar un programa de a los estudiantes de intermedia y secundaria. Desde Brownsville a Nueva York, hay secundarias que se dedican a las artes. Le queremos explicar a los estudiantes todo tipo de trabajo en el campo y cómo pueden aportar. Esto ayudará a crear los escritores, productores y directores que pueden darle el visto bueno a proyectos artísticos que resulten en mejores oportunidades de repartos para latinos.

P. ¿Cuáles son los temas de interés que tienen los artistas latinos cuando vienen a Washington? R. Muchos, por supuesto. Pero tratamos de enfocarlos en un tema solamente - la poca representación de hispanos en los medios de televisión, cine, telecomunicaciones y el campo artístico en general. Junto con Smits, Morales, Braga, Michael de Lorenzo y otros profesionales, tenemos talento joven como Kama de los Reyes, Jacqueline Torres, René Levón y Rosalind Sánchez.

P. ¿Qué clase de reacción reciben cuando vienen a Washington? ¿Son tomados en serio?

R. Eso depende de que tan preparados estén y si hablan de un tema que sepan de verdad. Por eso los mantenemos enfocados en el tema principal. Si están hablando de un tema de importancia para nuestra comunidad, como la falta de latinos que le había comentado antes, entonces pueden ser tomados en serio. Queremos usar nuestros contactos políticos para alentar a la industria artística que mejore la situación.

P. ¿Tiene algún proyecto específico que trate con eso?

R. Estamos trabajando con una coalición de grupos para llevar a cabo una cumbre de directores de empresas, en octubre, esperemos con la participación del presidente Clinton. Estamos estableciendo programas de becarios en las empresas con bajo nivel de empleo de hispanos. Estamos también trabajando con el director de la Comisión Federal

de Comunicaciones (FCC, en inglés), Bill Kennard, en temas relacionados con el empleo y propiedad en el campo de comunicaciones. Y nos hemos reunido con Judith Winston, directora ejecutiva de la Iniciativa Presidencial Sobre Asuntos de la Raza.

P. ¿Cuáles han sido las reacciones que ha recibido?

R. Apoyo completo. También estamos trabajando con hispanos en el campo corporativo, como Sol Trujillo (presidente de la empresa US West) y líderes políticos como Antonio Villaraigosa (presidente de la asamblea del estado de California). Tenemos una estrategia de arriba hacia abajo. Como pueblo, históricamente hemos trabajado desde abajo para arriba y no con los que de verdad tienen el poder de la decisión. Estamos estableciendo vínculos en una manera distinta. Por ejemplo, mientras tenemos el apoyo del grupo de congresistas hispanos, también hemos buscado el apoyo de otros

políticos, como por ejemplo Trent Lott (republicano de Mississippi y líder del Senado) y (el general retirado) Colin Powell, al igual que activistas como Ethel Kennedy, Bill Cosby, y Rosie O'Donnell. Hemos ampliado nuestra base de apoyo.

P. ¿Cómo puede asegurar que los contactos que hace resulten en apoyo continuo?

R. Por eso precisamente hemos comenzado el trabajo de la fundación. Tiene que haber seguimiento. Aunque se establezca un contacto de corto plazo, como servir de anfitrión de una cena, desarrollamos un vínculo, una relación de largo plazo. Somos una organización que apenas a comenzado con su trabajo, pero ya hemos llamado la atención con nuestras metas y capacidad para hacerlo. Ya hemos trabajado de manera constructiva, metódica y estratégica.

P. ¿Por qué tienen sus oficinas aquí en Washington y no en Nueva York o Los Angeles?

R. Hispanos en el campo artís-

tico no han establecido fuertes lazos con la Casa Blanca y políticos a nivel nacional. El estar aquí nos ayuda a enseñarle a los demás que no nos pueden ignorar cuando invitan a otros artistas a participar en el mundo político.

P. ¿Dónde piensa que estará la fundación en cinco años?

R. Esperemos que seamos un centro para talento latino, y que tengamos una página en el Internet con todos los currículos. Queremos acceso y estrecho contacto con todas las compañías en el campo artístico. El mayor problema con el mantener el talento latino es la falta de ascenso del talento. Aunque consigas un trabajo, no necesariamente quiere decir que subas de nivel. Tenemos que cambiar eso.

(Patricia Guadalupe es corresponsal en Washington para varios medios de Estados Unidos y América Latina.)

Propiedad literaria registrada por Hispanic Link News Service en 1998. Distribuido por el Los Angeles Times Syndicate

Ballet Folklórico Aztlan Presents Extravaganza MEXICANA



Sponsored By
United
Supermarkets

El Mariachi y Ballet Folklórico

Paso del Norte

de El Paso, Tx. y Ciudad Juarez, México
Lubbock Civic Center Theatre

Sept. 19 - 7:30 pm

1 Performance: Adults - \$10, Children 6-12 \$7.50
Advance Tickets at El Editor, 1502 Ave. M - Lubbock - Call 806-763-3841
This Program Made Possible by a grant from the Lubbock City Council as recommended by the Lubbock Arts Alliance

EL EDITOR
Delivers #1
News To You
FIRST!!!

**EVERY DAY, THOUSANDS OF KIDS
BRING GUNS TO SCHOOL.**
Find out how to get guns
out of the hands of children.
1-800-WE-PREVENT