

LEAGUE OF UNITED LATIN AMERICAN CITIZENS

LULAC NEWS

SEPTEMBER 1974

LULAC ABRAZAR

Assessing the Needs of the Spanish
-Speaking Elderly

Panchito
Martinez
Age 93

LULAC NEWS

is their magazine!

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Incorporated 1929

LULAC NEWS

September 1974

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Another Quality  Publication

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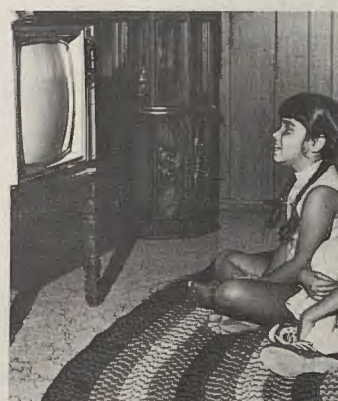
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OUR COVER

Panchito Martinez, age 93, of Mesa, Arizona was delighted to pose for the LULAC News cover photo. He said it is the only portrait that has ever been taken of him, and he is glad to have the picture for his posterity.



At LULAC National

New Membership Cards, Applications To Be Issued

The LULAC National Executive Offices will soon be mailing to all LULAC members a membership packet containing a new membership card and a four-part questionnaire to be filled out and returned to the National Office.

The membership cards, which are made of durable plastic, are attractively designed and colorful. They are printed in red and blue with the LULAC logo displayed prominently, and have membership number and expiration date imprinted as well as the member's name. Your card will identify you as a member in good standing in LULAC entitled to all the benefits and services of the organization.

Along with the membership cards, you will be receiving a computerized questionnaire and application form requesting information needed by the National Office for record keeping and statistical purposes, which you are requested to complete and return promptly.

The form asks for a few items of basic information, in addition to name and address, which will enable the National Office to do a better job of serving your needs as members and the needs of the Spanish-American community generally. Individual applications will, of course, be held as confidential information. The questions relate to such things as employment, birth date, number of children, marital status, income, housing, education, languages spoken, and the number of hours you volunteer weekly to community organizations. Most can be answered simply by putting a check mark or a number in a small

!!!Flash Bulletin !!!

LULAC To Co-Sponsor NCA Conference on Aging

LULAC has been invited by the National Council on Aging, Inc., to co-sponsor its annual conference this month.

This is the first time a Spanish-speaking organization has been invited to co-sponsor this type of a conference that will include representatives from all over the country, and marks another LULAC first.

The conference, entitled "Options and Actions of the Elderly," will be held Sept. 29-Oct. 2 in Detroit, Mich.

Dr. Arthur Flemming, recently named AOA commissioner, is one of the featured speakers. Our own national president, Joe Benites, is also scheduled to be a keynote speaker.

We feel very proud to be selected as one of the co-sponsors of this conference, and consider it a valuable opportunity — both to be of service to the nation's elderly and to expand the influence and build the image of our organization and our people.

box. Completing the form should take only about five minutes.

The four-part form is printed on a special paper which makes carbonless duplicates. Therefore, by filling out the top form, you will automatically be making three copies (press firmly).

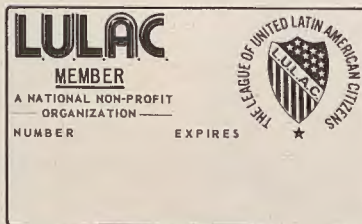
Send all four parts back to the national office which will then forward the appropriate copy to your

state and district directors and your local council president.

If your dues are not current, please remit also your national dues with the form. National dues are \$9.00 annually or \$2.25 quarterly, plus a \$2.00 initiation fee for new members. Dues for state, district, and council are not included in the national dues and must be paid separately.

Your prompt response in returning the questionnaires after you receive them will be much appreciated.

Shortly following this mailing to the membership, a second mailing will be sent out, this one launching a massive membership drive. Information on the purposes and activities of LULAC together with copies of LULAC News will be sent to prospective members inviting them to join our organization. More details on the membership drive and how you can assist will be forthcoming soon.



Questionnaire and membership card which will soon be mailed to LULAC members.

New Elderly Director

L. C. Diaz Carlo, New York State LULAC Director, has been named to the LULAC National Elderly Board of Directors. He is the sixth member of the board. Other members are: Manuel Gonzalez, chairman, Waco, Texas; Celestino George, Rock Island, Ill.; Elida Ramirez, Thermal, Calif.; Samuel Garcia, Deming, New Mexico; and Augustine Trujillo, Phoenix, Ariz.

State of the League...

... message from the National President



*National
President
Joseph
Benites*

The first year of my administration, we went around the country being the champions of using the system to benefit the goals of our people — the system being the way this country works economically and politically: the capitalist system, profit and loss, etc., and the political system, not only the election of candidates, but also the pressuring of politicians to make them more receptive to what we want them to vote on in behalf of our people.

We have been the champions of that across the country openly. We have said that instead of picketing, let's put up a LULAC building to make money and use that money to operate an educational program, or let's make money to hire a lobbyist in Washington D.C. to make the congressmen and senators aware of the needs of the Spanish-speaking community nationwide.

I've been urging our councils and our membership to get more and more involved in economic type programs and in politics.

Politics I want to clearly define: it's political education. It's how do you use the political system to benefit what we want done. Not partisan politics. I'm talking about being able to move the political system, no matter what the parties are, to be responsive to us.

It has now become very clear that that direction is absolutely the right direction to go in. As a result of what I consider not a heavy involvement in those areas this last year, because we were just getting into it, still we were very effective in using that thrust. What now has to happen is for our local councils to begin to really implement it.

We're going to begin to map out a voter registration drive where we can set up voter fairs in the local com-

munities to register our people for the upcoming elections, and for 1976. Our people are in a position to influence the 1976 presidential elections, if we start now to go out there in the community and register everybody to vote.

I am urging you — our local councils and our local members — to get out there and set up registration drives, to get deputy registrars into the barrios to register our people.

Local politicians know that we're going to become very active in political education around this country. I urge our local councils to start going and asking the mayor, and asking the county officials, and asking the state officials what moneys and what programs are coming into the states and the counties and the cities, and to ask for assistance in putting together proposals to go after some of those moneys in behalf of the Spanish-speaking communities.

I want some activity to really begin. I don't want any city in which we have LULACS for the mayor to not be hit by our local councils. I want the mayor in every city where we have LULAC councils to receive proposals and meetings and what have you from our local LULAC people asking for money for programs to help our folks. I want that accelerated. It's already happening, but it's not happening in enough cities and enough counties and enough states.

I don't want you to stop the functions we've had in the past where we've had fiestas and that kind of fund raising events to give scholarships. Those kinds of activities are good. But I want you to accelerate your activities in pres-

suring officials to come through with moneys for programs that are run and operated by LULAC.

The LULAC National office has already asked for a meeting with the new President of the United States. I don't know whether that is going to be forthcoming or not, but I think that it will come about. I think that Gerald Ford is going to be more receptive to the needs of the Spanish-speaking community, and I want the local councils to be ready, if legislation is passed and more programs are made available. I want you to prepare yourselves to go after them, plain and simple — again, coming back to local officials, to make them more responsive to the needs we have. And as that begins to take place, and as you begin to do it, keep this (the LULAC National) office informed, and we'll come in and support you on any given issue.

The other thing that we need to do is for our councils to get back into the barrios. We're going to launch our membership drive as I mentioned in last month's message. Part of this is going to involve getting ourselves back into the barrio. We've got to find out what the feelings are in the barrios around the country, and to have activities right in the barrios, and to urge people that have never even thought of joining LULAC to begin to move in and join the organization. I urge you to start getting heavily involved right in the barrios.

Like in South Phoenix, for example, if Council 284 is going to throw a function, why not do it right there in Harmon Park, and invite the public — the people from there — to let the people know out there who LULAC is. I want more people to know what LULAC is and what we're doing, and I want our members to be more sensitive to the feelings of the people in the barrio.

You may have to do a study, do a survey on your own, voluntarily, in the barrio, to find out what the needs of those barrios and those people are.

I also want our LULAC councils to begin tying into businesses and industries around the country. I want you to do surveys of the local business establishments of all sizes, and who their policy making people are within those establishments. And I want contact made. I want us to begin meeting with these people and begin urging

them to assist us, both financially and by allowing us to come in and make a presentation about LULAC to their Spanish-speaking employees.

I want our councils to begin doing that, not just up here at the national level. I want to urge you to do that and to start really spreading the word as to what we're all about.

What I am trying to tell you is, what we've been preaching is really working. But we've got to accelerate it. All of you have to try it. The smallest council that we have in the smallest city has got to go in and meet with the mayor — and not just have a nice conversation, but ask him, "What are you doing in health? What are you doing in education? What are you doing in manpower? And how can we submit proposals for programs in our communities that we have a voice in? How can we sit on the boards and commissions that you appoint, Sir?"

I just came from Philadelphia where I met with the mayor. And I jumped all over him because nothing is happening in the Latino community there. As a result of that meeting, something is going to happen and some moneys are going to be turned loose. But it took some arm twisting.

But that's just in Philadelphia. How about in all the little towns like Weslaco and Waco and Harlingen and Brownsville and Prescott and Flagstaff? Our local folks are going to have to start going and knocking on the door of the mayor and making presentations before the city council. And also you have got to find out what's going on in the barrio so when you sit down with these people you can tell them, "Here's where we're being hurt. We need these kinds of programs. We know you have some money coming in. We want some of it. We want some programs, and we want some attention, and we're going to demand it."

And then we link that with the voter registration drive to alert the politicians that if they don't come through with some of the requests that we're making, we'll take care of that at the polls.

Joseph R. Benites
National President

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HEY! WHAT'S GOING ON?

What's happening in the Latino Community? In the barrios? In the halls of government? How will it affect YOU? And what is who doing about it?

Get it *straight*, and get it from the *Latino* point of view. Read LULAC NEWS. It's YOUR MAGAZINE. Subscribe today by mailing the adjoining coupon. Don't get caught wondering what's going on.

Letters to the Editor

Editor's Note:

Readers are encouraged to send letters expressing their views and opinions on any subject relating to LULAC News and its contents. What have we published that you liked — or did not like? Did we or our contributors make a mistake? Do you have a bit of information that will further enlighten us on some topic? Do you take issue with something one of our writers said? Let us know. Send a letter to the editor, and we will give consideration to printing it in a forthcoming issue.

Dear LULAC News Editor:

Dr. Rene Cardenas has asked that I provide you with the needed information regarding BC/TV's Villa Alegre production to be aired on national television this fall. In addition to providing you with pictures of the series, I am providing you the following information:

1. Bilingual Children's Television, Inc. has produced the first daily national bilingual children's show that capitalizes on the strengths and differences of the Latin culture.

2. The Villa Alegre series is the first national daily bilingual children's show to be totally administered and produced by Latin Americans in the United States.

3. The Villa Alegre series received the unanimous endorsement of the National Education Association (NEA) Executive Committee (first time ever).

4. The Villa Alegre series has received the endorsement of 17 state school superintendents / commissioners.

5. The Villa Alegre series has received the bipartisan endorsement of the California delegation which is quite rare other than in cases of national emergencies.

6. The Villa Alegre series has received national support from more than 60 Senators and Congressmen.

7. The National Education Association awarded the Project's Executive Director, Dr. Cardenas, and BC/TV the George I. Sanchez Award at its National Convention in Chicago on June 29, 1974 in recognition of "creative leadership in solving critical social or cultural issues."

8. The Villa Alegre series has received considerable international interest, specially from Latin American countries.

9. The Villa Alegre series has been accepted to air nationally on the Public Broadcast System beginning September 23, 1974 and has been slotted in a very prestigious time slot twice a day along with Sesame Street and The Electric Company.

10. The Villa Alegre series is expected to be carried by 90-95% of PBS stations during the after school time and 60-65% during the in school time.

11. The Villa Alegre series was introduced to a national audience through a featurette on NBC July 24, 1974.

12. The Villa Alegre series received the endorsement of LULAC through a general resolution and through a unanimous resolution of the LULAC Supreme Council at its 45th Annual Convention held in El Paso, Texas on June 27-30, 1974.

As you can see, Villa Alegre has been able to arouse strong and en-

thusiastic support across the country; yet, it is ironic that the Department of Health, Education, and Welfare has failed to see the importance of this vital undertaking and has seen fit to discontinue its financial support to BC/TV for the continuation of the production of the Villa Alegre series.

Please encourage your readers and local councils to write letters of support to their representatives in Washington, Caspar Weinberger, Secretary, HEW, and also Dr. Terrell Bell, Commissioner of Education. If we allow this national concept to die now, we can be sure it will be many moons before we are again given the opportunity to do something for our children with national magnitude.

Please accept our thanks in advance for the steps you may take to make possible the continuing of the Villa Alegre program which, we believe, will make a major contribution to multi-cultural relationships throughout the country and the world.

Sincerely yours,
Benjamin A. Soria,
Associate Project Director

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A HISTORY OF LULAC

Part Three

Successes and Opportunities

It took endurance to pick cotton. There was the sun to contend with, first of all, burning your neck and arms as you dragged the heavy bag down the long, seemingly-endless rows for a few cents an hour. There was the ache in your neck to endure night and day through the picking season. And, as arduous as the job was you resented it when the big green and yellow John Deere machine came to the fields and took your job from you. How else could you put food on the table?

There was lettuce to be picked in season, of course, and the other ground-hugging crops that bent your back and made you old before your time. A dismal migrant labor shack huddled beneath a tamarisk without benefit of plumbing or running water was all too often your home. You were born to hard work and you stayed at it if you were a Latino in the twenties or thirties.

Unless, of course, you rebelled and left the farm, in which case you might become a busboy or a dishwasher in a city restaurant. Wherever you found employment, you could be certain it was hard, menial labor at low pay with no fringe benefits, topped by a chancy future.

Remedial Action

Certainly there were a few Latin Americans in the ranks of professional

men, but they had overcome great obstacles to reach that eminence. For the rank and file there was little to look forward to in the way of a career beyond a job that would keep body and soul together.

This, then was the situation when the League came into being: the Latino, a victim of prejudicial labor practices, grinding employers and his own lack of education, was condemned to life at hard labor without benefit of judge, jury, or appeal.

Many of the League's earliest efforts were spent in remedial action, an all-encompassing action which strove, through education, to qualify Latins for better jobs and, through legislation, to make sure they were accepted for those jobs on the basis of ability, not rejected because they were of a different culture than the employer.

Operation SER

The culmination of League efforts in this field is Operation SER, a manpower program achieved with the cooperation of the Dept. of HEW, Dept. of Labor, and other individuals. The Federally-funded program has proved remarkably effective in opening doors for the LULAC career-seeker. SER—the letters stand for “Service—Employment — Redevelopment” — is, at present a regionalized national program the purpose of which is to train

Latin Americans for meaningful jobs in every field for which they are qualified.

SER has been hailed as a great success by industry, commerce and the government. Roberto Ornelas, 31st President General of LULAC, described it as a realization of the “Impossible Dream.”

“... no longer will we accept that the Mexican American be stereotyped as a man who is lazy or shiftless or refuses to go to work ... or go ahead ... or who has no interest. No longer will we accept industry or government telling us, ‘You do not have qualified men.’ I daresay that because of your (LULAC) efforts, the Mexican-American community in this country has qualified persons for each and every job description that is known to us today, and I daresay that includes the Presidency of the United States.”

The grandson of the stoop laborers of 40 years ago has come a long way in the intervening years. Today, highly educated, young, aggressive, business-oriented Latin American professionals are achieving financial success and exhibiting a high degree of competence in almost every area.

A Place for People

There are human experiences which cannot be controlled by legislation, no matter how well intentioned or thought out. Indeed, not even the wis-

dom of Solomon could fashion a legal definition upon which all lawmakers, courts, juries, judges and individuals could agree.

It is one thing to work toward the passage and implementation of fair employment practice; to see that minorities are represented on juries and in legislative and public places.

It is quite another to declare that prejudice is against the law or that the humiliation of a child ignored by her schoolmates simply because of her name and complexion is grounds for legal action.

And, like any people emerging from a past that has been filled with injustices of all kinds, the League of United Latin American Citizens has been faced with the task of gaining the friendship and respect of all other Americans while achieving gains in the political and economic arenas. This is one of the reasons why LULAC has, since its earliest beginnings, stressed the truly American nature of its organization.

At The Alamo

The average American can tell you that the Mexican Army defeated a band of Texans at the siege of the Alamo. Almost none will be aware that nine Texans of Mexican descent with obviously Mexican names died in that battle defending the mission—or that many more gave their lives in the following Battle of San Jacinto which brought final independence to Texas—or that the Anglos who died there had renounced U.S. citizenship, journeyed to and settled in Texas, and become Mexican citizens, Texas then being Mexican soil.

One of the obligations of the League has been to bring the contributions of Latinos to the awareness of the American public in an effort to bridge the gap of prejudice. That is a part of an overall public relations effort which has grown in effectiveness over the years.

There have been setbacks: the "zoot suit" battles which erupted between frustrated Mexican American youth and servicemen (many of them also Mexican American) in California during World War Two.

There have been successes: Who knows how many barriers tumbled with the success of the "Little School of 400" which enabled Spanish American youngsters to communicate with non-Spanish-speaking five and six year olds entering the first grades? In connection with the "Little School of 400" the name of Felix Tijerina, a restaurant proprietor and the twenty-fifth President-General of LULAC should not be forgotten. An example of the program's effectiveness: 88% of the more than 16,000 children enrolled in the program in 1961 entered first grade and 76% of that group were promoted to second grade at the end of the year.

The League has never been noted for a "turn the other cheek" policy. Many a judge is witness to the tenaciousness and aggressive manner in which LULAC's lawyers conduct their courtroom battles for Latin Americans' justice.

Equally as notable, if less noticeable, however, has been the unostentatious way in which the League has conducted its program for complete integration of the Latin heritage citizen into the fabric of the United States' total society.

Successes

Once, in the dark days, Latin Americans were excluded from all Anglo restaurants, theaters, public pools and places of public entertainment. Now they set-up their own country clubs, banks, restaurants, night clubs, corporations, law offices, medical centers and serve on civic and charitable boards and enjoy responsible positions in large Anglo-dominated corporations. Youngsters named Fernandez and Romero walk to school in perfect amity with Smiths and Joneses and Johnsons. The average Anglo now cheerfully accepts a meal from a stewardess who'd be addressed as "seniorita" in Latin America, or a ticket from a policeman of obviously Latin descent. And, as integration into every facet of American life continues, the more apparent the success of the League's low-key effort becomes. The time for riots and fighting is over. The point has been made.

That success is not wholly unqualified. Latins, as Blacks and Orientals, are also guilty of prejudicial conduct between ethnic groups. Where that situation has existed, the League has extended efforts to bring it to a halt.

Opportunities

Nor have other Hispanic groups been able to achieve successful integration. The Puerto Ricans situation in New York is desperately in need of a remedy. New York City has become a prime target of opportunity for League expansion. So is the degradation of the hundreds of thousands of Cubans in Florida and New England.

It is significant that the absorption of the Latin American into main stream American culture has not been a one-way street. As the non-Latin becomes better acquainted with the Latin American culture, the more he has integrated himself into the latter.

Restaurants specializing in Mexican food have become popular not only in the border cities, but throughout the entire United States. Companies producing Mexican dishes for the general public now send their frozen and canned delicacies to supermarkets domestically and abroad. Quick-food stands everywhere offer tacos, burritos and other traditional Mexican foods.

Millions of popular recordings by Spanish American artists and groups are at the top of the list and marketed annually for the listening pleasure of general Americana—Santana, Malo, Vikki Carr, Trini Lopez, Chicano, etc.

"White and Brown" businessmen and corporations do business with each other freely and easily in an atmosphere of mutual respect and trust, in contrast to a time not very long ago when each stayed in his own ethnic community.

The League, by its staunch support of pro-integration legislation and subdued approach to the more delicate subject of mutual acceptance of individuals on a basis of friendship and social equality, has enriched both cultures the Hispanic and the Anglo. It would not be amiss to say the League has played a leading role in the creation of a new and happier culture.

LAMA, IMAGE

Sign Assistance Pact



Ed Valenzuela, left, president of IMAGE, and Joseph Aceves, executive director of the Latin American Manufacturers' Association sign mutual assistance pact.



Representatives of IMAGE and LAMA display copies of the document pledging mutual assistance between the two organizations.

Sharing common objectives, the Latin American Manufacturers' Association and IMAGE, a national Spanish-speaking organization concerned with government employment, adopted a mutual assistance pact in July, pledging to one another their mutual supports to encourage, and assist each other's efforts and "to do whatever lies within our power to mount a united crusade against all of the ills that beset our peoples."

The declaration of unity was signed in Phoenix, Arizona, by Ed Valenzuela, president of IMAGE, and Joseph Aceves, executive director of LAMA, an organization which strengthens small business in the Latin-American community.

Image was organized in 1972 to seek a broad development and expansion of employment opportunities for the Spanish-surnamed aspirant to government service, to encourage and actively support the professional promotion and advancement of Spanish-surnamed employees already in government service, to become actively involved in the achievement of equity in all aspects of government service for the Spanish-surnamed, to counter social and ethnic discrimination, open or subtle, wherever and whenever it is encountered against the Spanish-surnamed, and to achieve other related objectives.

LAMA, also newly-formed, has compatible goals, primarily the growth of Latino-owned businesses. The basic strategy is to bring more business to Latino-owned firms, because more business will bring higher profits and higher profits will allow expansion which will in turn increase employment and therefore the purchasing power of the Latino population. A large share of LAMA's efforts is directed at helping its members to land government contracts.

Strong Government Leadership Urged to Battle Discrimination

Discrimination will not fade away if Americans "just sit back and let things take care of themselves, SER National Director Ricardo Zazueta warned a Denver audience recently.

Only strong leadership in government and a willingness among Americans to meet discrimination head-on will bring about a change, Zazueta declared.

He pleaded with the audience not to get caught up in the current nostalgia craze sweeping the nation, but rather, to "forge ahead and meet the challenges."

"Remembering the good old times for me is very painful," he said, "because the good old times to me were the bad old times of overt discrimination. They were the times when speaking Spanish was a major offense in school and we would get a beating and sometimes get kicked out for speaking Spanish. They were the times when signs would tell us that we were not allowed in many places."

Zazueta asked those present at the SER meeting to help exert strong leadership in the battle against discrimination, and stressed the need for strong leadership "all over the country today." Weak leadership leads to weak and sometimes corrupt government, he said, with an accompanying lack of faith in government institutions.

"When leadership is strong, it is not dominating but is responsive. When leadership is strong, it is not self-preserving but it is concerned for the well-being of all citizens. When leadership is strong, it is not tolerant of bureaucracy, but it is effective, efficient and tolerant of human failings," Zazueta said.

Among those in attendance were Representatives Don Brotzman and Pat Schroeder, Senator Peter Dominick, Colorado Governor John Vanderhoof, and Denver Mayor Bill McNichols.

Zazueta urged his audience to exercise strong leadership in resolving

unemployment and underemployment problems and to wipe out job discrimination. Strong leadership, he said, is needed to develop:

—Strong affirmative action programs "with teeth and accountability."

—Administrative interest in economic development, better education, and "stronger equitable staffing patterns in business and industry."

—Wiser means of expending revenue sharing and federal support of manpower and other programs.

Zazueta said that despite his talk about "adversity," he believes that "America is a very great nation — greater than any other in the world."

Rep. Pat Schroeder, also addressing the gathering, echoed Zazueta's concerns about job discrimination, especially the underemployment of Chicanos and women. She said underemployment is a tragedy because America's greatest natural resource, its people, is being misused.

Americans must do more than pass laws to end discrimination, Mrs. Schroeder advocated. They must vigorously enforce affirmative action programs that will give minorities job opportunities. Americans must realize that they don't have to be "carbon copies of each other" to do the same job equally well, she added.

Rep. Don Brotzman praised SER for its outstanding record of achievement in job training and placement, and vowed to seek continued funding for the program which is now operating in 45 cities under the co-sponsorship of LULAC and the American G.I. Forum.

"During its 1971-1972 operating year," Brotzman said, "SER was successful in providing training and jobs for 5,345 Spanish-surnamed, with 44 per cent of those placed in 'break-through' jobs, or jobs which had not been previously held by Spanish-surnamed individuals," he said.

"In addition, for the first six months of the 1972-1973 operating year, SER reduced the per trainee cost of job

training and placement by 52 per cent."

Sen. Dominick, expressing support for the program, said he had "been in the SER corner ever since it started in 1965 and I intend to stay there. He had "long believed" one of the country's pressing needs has been the development of reliable training programs so people can be assimilated into the nation's work force, he said, adding that he thought SER had done the job admirably.

EEOC Head Says Discrimination Must End

America will not be truly great until all discrimination blockades to a better life for all are removed, John Powell told delegates to the second annual national convention of IMAGE in Las Vegas last month.

IMAGE was formed recently to assist Spanish speaking Americans interested in government jobs and to help those who hold government positions to obtain promotions.

Powell, chairman of the Equal Employment Opportunity Commission (EEOC), said that there is not a more important item on the domestic agenda of the United States than the eradication of discrimination barriers.

"A policy of equal employment by cities could help to solve some of the most pressing urban problems of the United States," he said, adding that the effect of job discrimination in government positions on the United States could be devastating by stimulating unrest and dissatisfaction among minority groups.

"This bias against certain groups holds back minority people and their communities from getting equal representation in the important decision making circles in this country, which keeps discriminatory policies in operation," Powell said.

Although minorities have been historically underemployed, he continued, this is changing mainly because of the efforts of groups such as IMAGE and the EEOC.

Mexican-American Unity Council Opened in Corpus Christi

CORPUS CHRISTI — Summer-time is the time of the year when most people take a vacation.

Children as well as adults like to go on vacation, but many children never have the opportunity to satisfy their curiosity about new places and people.

This opportunity was given to 36 barrio children, who were taken on a two-day vacation to San Antonio during the fourth of July weekend. The vacation was made possible by the newly formed Mexican American United Council of Corpus Christi.

William Bonilla is president of the board of directors of the new organization.

"We don't need gringos to take our children on field trips. You hear them publicize the fact that they take three or four to Padre Island for the first time. They have these three or four kids and spend \$10,000. With \$10,000 dollars we can take 10,000 kids," said Bonilla.

Bonilla said that many agencies use so much money because they have a big office and a large staff. He said that most of the work of MAUC of Corpus Christi would be done by volunteers.

Having a big office and a big staff and doing so little with so much money has been a major criticism of MAUC in San Antonio.

Asked if the Corpus Christi agency would follow the same pattern, Bonilla said, "I hope that our organization will set an example that San Antonio may follow."

He also said the MAUC agency in Corpus Christi does not have a profit-making branch like the one in San Antonio.

Bonilla said that the agency would be primarily geared towards meeting the needs of the community. Right now the emphasis is on the youth, but the program would expand its services to include adults and the elderly, according to Bonilla.

Anna Maria de Rosario, who is currently the treasurer, has also been instrumental in the forming of MAUC in Corpus Christi.

Mrs. Rosario said that they would continue to have fund-raisers throughout the summer to raise funds to take children on more vacations.

She said that one of the fund-raisers will be a charreada. Mrs. Rosario also gave credit to Blanch Castillo, Irma Benavides, Eva de Casas and Beto Pena of Pena Meat Mkt. for their time and efforts in raising funds.

The board members are William Bonilla, president, Jesse Galvan, vice-president, Freddie Cavazos, secretary, Anna Maria Rosario, treasurer, Ray Madrigal, parliamentarian, Juvenal Rocha, sergeant of arms, and trustees Johnny Bolano, Mary Lozano, Armandor Gutierrez. The board is presently temporary.

Rights Commission Moves to Increase Effectiveness, Efficiency

SEATTLE — Major changes are taking place within the Washington State Human Rights Commission to improve efficiency and effectiveness, according to Acting Commission Executive Secretary, Thurman E. Edmondson. The Human Rights Commission enforces the State's laws against discrimination in employment, housing, insurance, credit, and places of public accommodation.

Edmondson said that recent broad changes in the law have led to a drastic increase in the number of complaints of discrimination the Commission is asked to handle. And these changes have also increased the demand from business for educational services on how to comply with anti-discrimination laws, he stated.

The changes in the law that Edmondson speaks of are those new provisions which prohibit discrimination

in employment because of marital status, or physical, sensory, or mental handicap, and prohibitions against discrimination in housing, credit, or insurance because of sex and marital status. These were passed by the Legislature and put into law in summer of 1973. Complaints filed with the human rights agency must be thoroughly investigated and, if legitimate, may have to be resolved through litigation.

"We have the same number of staff-members," commented Edmondson, "but have many, many more cases to deal with. It's pretty hard to keep anyone satisfied with the kind of work overload we're experiencing."

Edmondson said that he is taking several steps to "get the most out of what we now have." He wants to improve efficiency and effectiveness at the same time. Included in these actions are:

- Establishment of a "compliance review" department to review and assist in compliance by businesses with previous written agreements to end certain discriminatory practices and policies.

- Appointment of another Inter-Group Relations Specialist to inform community groups and individuals about laws against discrimination, and to gain and assist involvement of the public in human relations efforts. Currently there is only one such specialist on the Human Rights Commission staff.

- Establishment of a second position of consultant to business on anti-discrimination laws and affirmative action programs. Currently, the Commission employs one person in a similar capacity, through a joint project with the Association of Washington Business.

- Appointment of a new administrative officer for the Commission, to coordinate and control agency accounting, personnel, and budgetary concerns.

The changes, according to Edmondson, are to take place immediately and will be accomplished through a combination of funding sources.

Five Hispanic Bishops in U. S.

There are now five Spanish-speaking bishops in U. S. dioceses of the Roman Catholic Church.

Five years ago, there were none, although 25% of the Catholics in the United States have Hispanic backgrounds.

The most recent appointment is that of the Rev. Robert Sanchez as archbishop of Santa Fe, an archdiocese covering most of New Mexico.

Archbishop Sanchez is the first American-born priest of Hispanic origin to head an American diocese. He also holds the distinction of being the first parish priest in twelve years to be elevated directly to the position of archbishop.

The ancestry of Archbishop Sanchez runs back seven generations in New Mexico. The 40-year-old ecclesiastic is the son of a mining-engineer-turned-attorney.

He joins four other Spanish-speaking bishops all serving in areas where Spanish-speaking Catholics are close to or more than the majority. The others, all aides in their dioceses, are Bishop Juan Arzube of Los Angeles; Bishop Gilbert, a recently ordained auxiliary bishop in San Diego; Bishop Rene Gracida of Miami; and Bishop Patrick F. Flores of San Antonio, whose appointment in 1970 was the first.

"The appointment of Spanish-speaking bishops has accompanied a turn-about by much of the U. S. hierarchy to involve the Spanish-speaking in the work of the church," one religion writer observed.

Legal Award

Mario Obledo, a native San Antonio attorney received the LEX Award from the Mexican-American Lawyers Club of Los Angeles. The former general counsel of the Mexican-American Legal Defense and Education Fund (MALDEF) was honored at the Los Angeles Civic Center.

Public Meetings on Energy

A series of ten public meetings to hear the views of private citizens, industry, and government on Project Independence — a blueprint for U. S. self-reliance in energy by the 1980's — began August 6.

Although each meeting will open with a specific topic, the plan calls for general sessions on all aspects of energy policy.

"We are particularly interested in hearing citizens' views and opinions at these meetings," Federal Energy Administrator John C. Sawhill stressed. "Self-reliance in energy cannot be solely the province of industry and government."

Any individual, company or group wishing to submit testimony at the hearings should send a request in writing to Project Independence, Federal Energy Administration, Post Office Building, Benjamin Franklin Station, 12th and Pennsylvania Ave., N.W., Washington, D.C. 20461.

Hearings have already been held in Denver Aug. 6-9, New York, Aug. 19-22, and Boston, Aug. 26-29.

Hearings are also scheduled for Seattle Sept. 5-7, Chicago Sept. 9-13, Kansas City Sept. 10-13, Houston Sept. 16-19, Atlanta Sept. 23-27, Philadelphia Sept. 30-Oct. 4, and San Francisco Oct. 7-10.



The first of ten public meetings to hear the views of private citizens, industry, and government on Project Independence — a blueprint for U. S. energy independence by the 1980s — held August 6 in Denver.

LULAC Receives Publicity in Puerto Rican Newspaper

A recent edition of El Vocero, a San Juan, Puerto Rico newspaper, carried an article announcing a forthcoming visit of LULAC National President Joe Benites and describing the purpose of LULAC.

The article, which appeared in Spanish, stated that "the President of the League of United Latin American Citizens, Mr. Joe R. Benites, will visit the island within the next few days in an effort to extend this organization to the Puerto Ricans.

LULAC was established in Corpus Christi, Texas, in 1929 and has extended throughout the United States and now has more than 270 million members.

"Since its inception, this organization has fought in defense of the poor Spanish-speaking with the hopes of obtaining the same rights and the same opportunities afforded to all on an equal basis."

A picture of Benites was published with the story.

Amigos de SER Meet in San Antonio

"Spanish-speaking people have the abilities to rise above the labor market," the chairman of Amigos De Ser told a group of businessmen in San Antonio.

"There are too many people in the labor market," said Jesse Rubalcaba, addressing more than 40 persons in the opening session of an Amigos De SER Conference held in July at the Mansion Motor Hotel. "We need to train people for higher paying jobs."

Rubalcaba said the purpose of the conference — which is the first of its kind in San Antonio — was to inform the business community on what is happening in SER.

Amigos De SER is an organization of businesses who give support to LULAC's SER/Jobs for Progress program.

"Each SER project around the country has to make its own contacts," Rubalcaba continued. "This way SER can keep up with what is needed." He added that the conferences are designed to improve the relationships between SER and the business community. "They are also to look out for the interest of the Mexican-Americans."

"What's the use of training people if you can't find them a job?" he asked rhetorically. "The program can be beautiful. But unless there is a job waiting, it's a failure."

Rubalcaba pointed out that in San Antonio SER trainees are studying to be air controllers at the International Airport.

Among the 14 business and corporations represented was the IBM Corporation. Speaking for IBM, Lin McDaniel of Armonk, N. Y., said, "I think there is something industry can do in the area of training. We know what the jobs are and we know how to train. I've been working with SER for a year, and the program is making progress."

Bill Hunter of General Motors Corporation said, "We are very interested in SER and its activities. This is our first time participating in this type of

conference. We are here mostly to absorb what is going on."

City Councilman Alva Padilla also spoke at the conference. He stated that there are two crucial issues facing the Mexican-American: "They are education and the lack of jobs. If you keep finding them jobs, I think education will take care of itself."

LULAC Files Discrimination Charges in Houston

HOUSTON—The League of United Latin American Citizens has filed charges of employment discrimination against the Houston School District and the Houston Skills center.

The charges were filed with the Equal Employment Opportunity Commission, William Gutierrez, LULAC deputy district director reported.

The district and the skills center are charged with being inadequately staffed with Mexican-Americans and with refusing to consider applications made by qualified Chicanos for teaching and administrative positions.

Only 2.7 per cent of the total number of teachers in the district are Chicano, while 18 per cent of the enrollment is Chicano, Gutierrez stated.

"Many times we have voiced our concern over the lack of responsiveness for our educational problems by the school district," Gutierrez said. "We have argued that such programs as bilingual education are needed to curb the high number of Spanish-speaking children who stay academically behind in school and who eventually drop out."

Gutierrez noted that at the skills center there are only four Chicano administrative staff members and only one Chicano instructor. In the district, 37 of 641 administrators and 242 of 8,717 teachers are Chicano.

Oscar Sarabia, assistant personnel director for the school district, suggested that the only solution for hiring more Chicanos is to increase the number of Chicano college graduates.

He added that Mexican-Americans who are qualified for administrative positions are difficult to find because every school district in the country is trying to hire them.

Ford Foundation Awards SER Grant For Manpower Study

NEW YORK — Directors of the Ford Foundation announced recently that SER/Jobs for Progress, Inc. will be presented with a \$52,720 grant for a study of the impact of manpower revenue sharing on Spanish speaking communities in the Southwest.

With this money SER will make a thorough analysis of the Comprehensive Employment and Training Act (CETA) to determine the correlation between the legislative intent and the final wording of the regulations. This action is part of a study plan SER sent to the Ford Foundation earlier in the year which led to the grant. SER will then develop a research design that will delineate the proper methodology for accomplishing the study goal.

A field research component will collect source data from five key areas: Albuquerque, New Mexico; Denver, Colorado; Los Angeles, California; Phoenix, Arizona; and San Antonio, Texas. A report will be written from this material which will include data evaluations, findings and action recommendations aimed at providing the most efficient means of delivering manpower services to the Spanish speaking population. Washington, D.C., will be the focal point of much of the research as it is the nation's law-making center.

Ford is the largest foundation in the United States with assets of \$3.4 billion and yearly grants of a quarter of a billion dollars. The foundation concerns itself with matters of immediate national priority and awards grants for research, fellowship, endowment, construction, publication and general support in the areas of international/national affairs, higher education, arts and humanities and public broadcasting.



Rights Group Claims Chicano Harrassment By Border Patrol

WASHINGTON—A national Spanish-American rights organization, Casa Justicia, claims that the border patrol represses Chicanos while seeking illegal aliens in the Southwest and has asked Congress for help in bringing an end to the harassment.

"The problem is so bad, from our perspective, that it is equal to the situation faced by the Jews in Hitler's Germany," said Herman Baca, San Diego chapter chairman of Casa Justicia.

Border patrolmen stop Mexican-Americans at random on the streets, and break into churches and homes seeking possible illegal aliens, Baca charged.

The harassment against native or naturalized U. S. citizens of Mexican descent is also being carried out by local law enforcement officials who are not trained in enforcing federal immigration laws and are subject to local prejudices, Baca said.

Baca and other representatives of Casa Justicia met with House members Lion van Deering and Edward Roybal of California, the staffs of Senators Joseph Montoya of New Mexico and Alan Cranston and John Tunney of California, and Henry Ramirez, chairman of the cabinet committee on opportunities for Spanish-speaking people.

They requested Senate and House judiciary committee meetings on the "Bankrupt" U. S. laws and urged new

legislation which would prohibit local law officials from enforcing immigration laws.

The group also opposed an alien bill adopted by the House Judiciary Committee, charging that it would "discriminate against all Latin Americans." The provisions would "delegate law enforcement powers to employers," they claimed, instead of prosecuting them for hiring illegal aliens.

The new bracero or Mexican farm workers program proposed by Foreign Minister Emilio Rabaza of Mexico is also opposed by Casa Justicia, Baca said. The Chicano community looks upon the previous bracero program, which was terminated under the Johnson administration, as "legalized slavery," he commented.

Casa Justicia urged the federal government to close inland border patrol check points which were ruled unconstitutional by the 9th U. S. District Court in San Francisco.

Bilingual Courts Act Pending

WASHINGTON, D.C. — Senate Bill 1724, "Bilingual Courts Act," is out of the Subcommittee on Improvement in Judicial Machinery and pending before the full Judiciary Committee with a favorable recommendation from the subcommittee.

As revised, this act will amend Title 28 of the United States Code to provide more effectively for bilingual proceedings when needed in the United States District Courts. It also provides for certified interpreters, equipment, and facilities for recording and translating courtroom proceedings for non-English speaking persons.

It is hoped that by the publication of this issue, this vital piece of legislation will be favorably reported out of the Judiciary Committee for consideration by the full Senate.

We encourage you to write, telegram, or telephone your senators and congressmen urging them to push for the favorable passage of this badly needed piece of legislation.

Spanish Land Grant Resolution

WASHINGTON, D.C. — A resolution has been presented to the House of Representatives proposing the creation of a special committee to conduct an investigation into the legal, political, and diplomatic status of lands which were the subject of grants from the King of Spain and from the Government of Mexico prior to the acquisition of the American Southwest by the United States, as a result of the Treaty of Guadalupe-Hidalgo concluding the Mexican-American War in 1848.

The resolution has been reintroduced by Texas Congressman Henry B. Gonzalez.

"The question of Spanish land grants has long been one which has needed settling," said Congressman Gonzalez. "If passed the resolution would provide a proper investigation into this complex issue so that once and for all the matter could be settled.

"It is important to set up such a committee for this purpose. For one thing, it would minimize the number of people who continue to pay attorney fees thinking that they can gain title to land through Spanish grants simply if a good lawyer handles their case. Unfortunately, many people throughout the Southwest have spent thousands of dollars of their hard earned money in vain in such pursuits," Gonzalez said.

Rep. Gonzales Honored

WASHINGTON, D.C. — Officials of the American G. I. Forum Chapter in Washington recently presented Texas Congressman Henry B. Gonzalez with the Forum's 25th Silver Anniversary Certificate of Merit signed by the Forum's founder, Dr. Hector Garcia of Corpus Christi.

Villa Alegre

BILINGUAL TV SERIES MAKES NATIONAL DEBUT IN THE FALL



A new and unique experiment in the use of national television to foster positive social and educational development of our nation's youngsters will make its debut in the fall of 1974.

Villa Alegre has been conceived and produced by Bilingual Children's Television, Inc., as a means of helping children of all backgrounds to realize their full potential during the important formative years of ages four through eight. Its objectives relate to linguistic, cultural, educational and social issues. In providing children of Latin American background with an experience in which their home language and culture are treated with understanding and appreciation, the new television series also will give non-Spanish speaking children an opportunity to become familiar with the Spanish language and Latin American cultures. Its overall aim is even broader: to demonstrate the advantage of speaking more than one language and the desirability of viewing various cultures as complementary rather than contradictory.

Villa Alegre, a series of 65 daily half-hour shows, will be available on many Public Broadcasting Service stations across the country with viewing planned both in homes and in classrooms. The programs are made possible by a grant from the United States Office of Education with additional support provided by the Exxon USA Foundation and the Ford Foundation.

In the Village

Villa Alegre is a friendly, exciting place for all sorts of children ranging from four to eight years of age, and chances are that their parents will like it too.

Such interesting people live in the village. Apart from all the children, there are grown-ups who help youngsters learn about their world in an interesting, entertaining manner.

The little town has a mayor, Dona Luz, who also runs a store called La Tiendita, filled with fascinating objects. Her son Lalo is a student who finds time to help in the store. All

the village children love to visit La Tiendita where they get acquainted with such activities as weighing and measuring, and learn about the nutritional values of different foods.

Two workmen of the village, Rafael and Felipe, also are full of interesting information on many aspects of life which they present through song and demonstration. The street vendor or Vendedor can introduce you to everything from ice cream cones to pots and pans as he displays the colorful wares of his cart.

El Capitan is an old sailor full of magical yarns about his adventures in many lands and cultures. Balancing his age and experience are the youthful abilities of Soluna, a lovely and capable young woman whose talents extend from sculpture and design to photography, science and astronomy. And neither last nor least among the characters who live in the village is Mimo, the children's special delight for his ability to express every thought and idea merely by facial expressions and the movements of his body.

Although the village is the center of things in *Villa Alegre*, there are many exciting trips to be taken outside it . . . to the amusing land of animated drawings . . . and into the boundless world of interesting places, people and happenings that is possible on film.

Villa Alegre — the happy village that every child will want to visit again and again to take in all the surprising things to be enjoyed there, as well as learned.

Our Children Cannot Wait

A country's children are its future and its most valuable resource. To neglect them in their earliest years is to jeopardize the future by wasting or even destroying that resource.

Research, theoretical formulations, history and common sense provide us enough documentation to know that the greater part of intellectual and attitudinal growth takes place at an early age. It also shows that, given an appropriate social and educational

environment, children have a natural ability to learn other languages as well as their own.

If the quality of early education is crucially important, therefore, for all children, it is doubly so for the child who enters school with a background of language and culture other than English. If he is to realize his full potential, we must not only give him the opportunity to learn but we must also reinforce his self-confidence and his personal feeling of worthiness.

Children from other than English-speaking backgrounds often suffer a sort of cultural shock when introduced to kindergarten because they are overwhelmed by an environment that seems to ignore or downgrade their home background. If a child knows little or no English, a school may even place him in a class for the slow or mentally retarded. Teased by his English-speaking peers who don't know quite what to make of him, he is made to feel both different and inferior. So he becomes angry or withdrawn with results that are predictable. Off to a poor start, he never catches up, loses interest and eventually drops out of school. The high drop-out rate of Spanish-speaking youngsters can almost always be traced to an earlier failure to give them the support they needed to learn English.

In the long run, of course, it is equally desirable for English-speaking children to know other languages and of other cultures, and *Villa Alegre* will start them on this course with its orientation about the important Latin-American culture.

Jorge Luis Borges, widely hailed as one of the world's greatest writers, has said, "It would be extraordinarily useful if English were taught in the primary schools of our republics (in South America), and Spanish in the United States and Canada. If every American possessed two languages, a much wider world would be opened to him; he would have access to two cultures. . . . If a man grows up within a single culture, if he gets used to seeing other languages as hostile or

The warmth and affection of Dona Luz (Carmen Zapata) and her son Lalo (Gilbert Duron) make the children of "Villa Alegre" welcome in their little shop, La Tiendita, whose wares inspire many amusing object lessons



arbitrary dialects, his mental development will be constricted. If, however, he gets used to thinking in two languages and to the idea that his mind has developed from two great literatures, that must surely benefit him. . . . I believe it would be one means of achieving world peace."

Research shows that children who become bilingual early in life do better in all of their academic studies. Dr. Wallace E. Lambert, psychology professor at McGill University, reports that bilingual youngsters demonstrate an "intellectual flexibility" not shown by monolinguals, and findings by Dr. Alfredo Castaneda, professor of psychology and education at Stanford University, make the same point.

Business leaders, too, widely support the practical benefits of teaching children a second culture and language. Lester A. Burcham, board chairman of F. W. Woolworth, says, "Learning another language today can mean an investment in the future," and Carlos Canal, senior vice presi-

dent of Bankers Trust, observes that "people skilled in two or more languages generally are in greater demand by business and generally advance further and faster."

John C. Helies, president of Scovill Manufacturing Company, also has said, "It is hard to imagine how anyone seeking a multinational career in the Western Hemisphere could possibly succeed without fluency in both English and Spanish, and a knowledge of the history and customs of the people of the New World."

As much as we need education that widens linguistic and cultural horizons in our schools, there is no more economical or potentially successful way of introducing it to small children than on television. It is estimated that there are some 1.5 million children in the target age group of *Villa Alegre* with Spanish as a primary language, and some 21 million English-speaking youngsters. Nearly all of them can be reached by television at a cost of mere pennies per child, and *Villa Alegre*

proposes to gain and hold their attention with a carefully researched educational program presented in the form of colorful and fast-moving entertainment.

Goals

Villa Alegre has several primary objectives:

1. To promote cultural pluralism through an understanding and an appreciation of Latin American culture, heritage, values, and mores.
2. To provide the Latin American child with an experience in which his home language and culture predominate, for the purpose of enhancing his self-image, encouraging his continued or renewed pride in his background, and bridging the linguistic and cultural gaps that may exist between home and school.
3. To provide non-Spanish speakers with an opportunity to become familiar with the Spanish language, and to help all viewers recognize the advantages of speaking more than one language.



Soluna (Maria Grimm), has a studio in "Villa Alegre" where the children learn of many arts and crafts.

4. To aid the viewer in developing the communication and problem-solving skills necessary to function successfully in his environment.

5. To present selected information designed to lead to the development of concepts in the areas of human relations, nutrition and food, natural environment, energy and man-made objects.

Educational Themes

Five major educational themes of importance to all children will be explored by *Villa Alegre* programs.

1. **Human Relations** will help the child understand himself as an integral member of his family and his community. He will learn to see himself both as a unique person and as one with many things in common with other people. The inter-relationships between family members, friends and community residents will be stressed.

2. **Food and Nutrition** will provide information to help the child under-

stand the value of selecting and eating nutritious food in order to sustain life, promote growth and furnish energy for all activity.

3. **Natural Environment** will show how and why plants and animals live as they do, the balance provided by nature and the need for conservation of our natural resources and preservation of our environment.

4. **Energy** will show how all of the activity that goes on within ourselves and outside us is dependent upon energy. It will show some of the varied forms and sources of energy and initiate an understanding by children of the concept of energy through elements in their own experience.

5. **Man-Made Objects** will appeal to the natural curiosity of children about the way things are made, with explanations of such human activities as design, assembling, construction, etc., to show the power of man over objects.

Integrated into the series of 65 shows will be language and cultural

elements with appropriate songs, stories, games, films, and a variety of events designed to involve children actively in the program. For example, a sequence might show them how to build and fly a kite, make a paper boat or skate board, and encourage them in as many ways as possible to feel like a participant in the show rather than just a passive viewer.

The idea of Bilingual Children's Television, Inc. was conceived by Dr. René Cardenas, who now serves as its executive director. His background embraces both education and production and promotion in mass media. His doctorate is from the University of California, Berkeley, and he served as director of the Bay Area Bilingual Education League prior to the organization of BC/TV. He has also been associated with Metro-Goldwyn-Mayer and Ampex International; and he was vice president of the Kingston Trio, Inc.

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An Orientation to

LULAC'S ABRAZAR

Part Two

For 45 years, LULAC has been the front runner in the struggle of Spanish-speaking Americans to find and take their rightful place in the mainstream of America's political and economic life with the end result expected to be the true participation, of Spanish-speaking people in the design and building of their destiny.

In leading this struggle, LULAC has over the years developed, designed, and put in action many programs that have served and are serving our people toward that end.

One such program is ABRAZAR.

The purpose of ABRAZAR is to identify the Spanish-speaking elderly, their needs, and the degree to which services and service program planning are responsive to those needs, and also to advocate, promote, and assist in the design and development of optimally responsive approaches.

The Problem

The elderly's fixed income has long been no match for the fast-rising cost of living, which rises at a hyperactive daily rate. Inflation has taken a severe toll, and relief has to be provided. Top priorities include provision of increased direct-to-the-elderly funds, services, and mobilization of advocacy groups to watch-dog the interests of our forgotten minority.

Our older Americans need larger widow's benefits, social security income, retirement monies, medicare, housing and nutritional health care systems, employment for the still aggressive and able bodied, pension and tax reform, and well-represented, coordinated planning and involvement in federal and local government-funded programs designed to reach them.

Today's Spanish-speaking elderly are for all intents and purposes MONOLINGUAL. Their problem and conditions are gravely understated. A great majority of them are thus denied or even know about existing services, programs, or facilities. These are the people most in need of our services. Most of them have less than a sixth grade education.

Existing services and programs are inaccessible to the Spanish-speaking elderly because of the barrio locations, no transportation, inability to communicate, shy, introvert nature, and their heretofore unrecognized existence. Thus, the Spanish-speaking elderly are not represented in existing planning and advisory groups in proportion to their needs.

Many have had the lowest earnings being in meager occupations that would provide little, if any, opportunity and security for their senior years

when employment would no longer be available to them.

The severity of deprivation among the Spanish-speaking elderly in the United States is not adequately (statistically) reflected or considered in current data, information and resources allocation and administration. So, in order for them to share in proportion to their needs for public housing, education, health, and transportation services, their responsibility for and involvement in program planning, development, operation and evaluation must be expanded.

The severity of deprivation among the Spanish-speaking elderly in Arizona is not adequately reflected or considered in current data, information and resources allocation and administration, and, in order for them to share in proportion to their needs for public housing, education, health, and transportation services, their responsibility for, and involvement in, program planning, development, operations and evaluation, must be expanded.

Objectives

ABRAZAR's objectives include testing the validity of existing data and information related to the Elderly Spanish-speaking in Arizona and, in

(Continued on page 22)

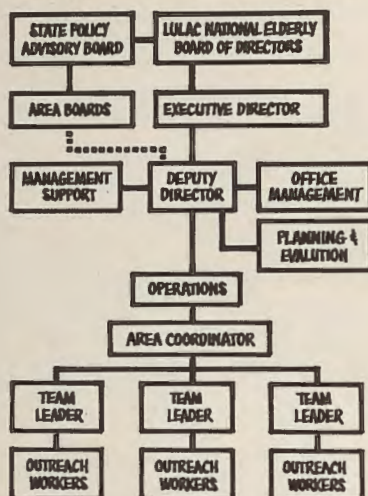
*Right: Thomas
Munoz, age 103,
Chandler, Arizona.*

*Below: Josefina
Romirez, age 87,
Mesa, Arizona.*

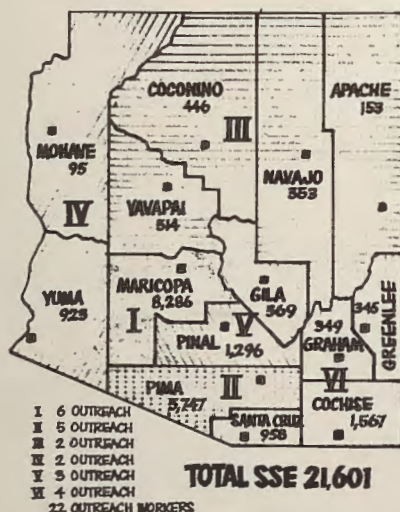
*Below right: El-
derly women at the
Golden Age Cen-
ter, Phoenix, Ari-
zona.*



LULAC-ABRAZAR ORGANIZATION



$$\frac{10\% \times \text{PLAN. AREA POPULATIONS}}{2 \text{ SURVEYS/DAY} \times 45 \text{ DAYS}} + \frac{\text{TRAVEL TIME}}{\text{FACTOR}} \Rightarrow \text{NUMBER OF SURVEYORS}$$



TIME PHASING FOR ABRAZAR PROGRAMS



so doing, expanding upon existing data and information so as to define the scope and severity of their needs in relation to the allocation of resources; in addition an assessment is being made of the impact of a newly instituted structure and strategy for involving the Spanish-speaking elderly in planning and program development decision-making. Specifically:

A. A description, with supporting data, will have been developed of the needs of the Spanish-speaking elderly in Arizona; it shall reflect the nature and magnitude of the needs by identifiable locations in the State.

B. A hypothesis and assumption relating to elderly needs and program planning developed through preliminary investigation in the course of planning this program, will have been tested to determine their validity.

C. The impact of this and other elderly programs and strategies in the State will have been inventoried and assessed on the basis of AOA legislation and objectives or other applicable legislation and objectives.

D. Organized, fully trained and functional cadres of Spanish-speaking volunteers, including the elderly, will have been established in at least four population centers in the state.

E. At least four training teams consisting of three to five elderly Spanish-speaking volunteers will have been developed and provided with information, materials and other support needed to orient and/or train rural and urban elderly Spanish-speaking regarding available service and assistance.

Research Methods

Methodology includes documentary research, surveying, and case study. Staff and volunteers are trained in basic survey techniques to gather information as to the number and characteristics of the Spanish-speaking elderly — their personal, educational, medical, social, transportation, and other needs.

Documentary research will result in a statistical and narrative profile for comparison to field survey findings, resources allocation, and pro-

gramming, to enable staff to run a factual comparison of implemented programs to needs, legislation, and guidelines provided and required by the enabling legislation and agencies such as the Older Americans Comprehensive Service Amendments Act of 1973, the Department of Health, Education, and Welfare, and the Administration on Aging.

Thus, research activities are being carried out in two areas: activities related to identifying the size, distribution, and needs of Arizona's Spanish-speaking elderly population age 55 and over, and activities related to assessing the scope and effectiveness of existing services and planning related to the welfare of the elderly.

Two Phases

There are two phases to the survey of the elderly: first is a census survey of current Spanish-speaking elderly population. About 18,000 households or some 60,000 people will be surveyed. Areas to be included in the survey were selected by computer by methods required for a valid census.

The second phase involves in-depth interviews with 700 to 1,000 elderly Spanish-speaking persons to find out what their needs are and what services are now being provided for them.

Twenty-two outreach workers were selected to carry out the survey. Rather than just hiring a group of people and sending them out to areas they are not familiar with, people were hired from the areas where the survey was to be carried out. This means they are local people who know the community and know a lot of people within the community.

Training Workshop

During the week of June 3-8, these 22 outreach workers were brought together at a training workshop held in Carefree, Arizona. During this week-long workshop, the surveyors were given extensive training in survey techniques, oriented to the ABRAZAR program, familiarized with the questionnaires, forms, documents, and equipment to be used in the survey, and trained on the reporting of information. The training included role playing to give them actual experience in using survey techniques.

For the census data survey, a current population survey card is used similar to that used in the decennial U. S. Census of Population. For the needs assessment survey, an 18-page questionnaire was developed in both Spanish and English, and a one-page answer sheet was designed.

A unique interviewing technique was developed which is designed to minimize the percent of human element error inherent in most surveys. This technique involves the use of audio-visual machines and tape recorders which present a synchronized filmstrip-tape presentation.

A well-known Spanish-surnamed television personality, Polo Rivera, and the KPHO television studios donated their services to produce the film strip presentation which is synchronized with a tape recording in Spanish of all the questions on the needs assessment questionnaire.

The presentation allows for appropriate pauses between questions to allow for responses from the interviewees. These responses are picked up by a tape recorder and also marked on an answer sheet by the interviewer. The tape recorder content provides backup validity for the survey. Also, additional comments from the interviewees are recorded which provide more in-depth information.

The presentation, which lasts approximately 48 minutes, insures that all questions are asked to all people the same way every time. A true, valid, and accurate accounting is insured from analysis of the answer sheets, tapes, and observation sheets of the surveyors plus 20% supervision validation of the surveys.

On June 10, following the training conference, the 22 outreach workers went back to their assigned areas to begin the actual accumulation of data in the field — in towns such as Douglas, Flagstaff, Tucson, Bisbee, and Nogales. Each Friday they submit their week's findings to the ABRAZAR staff for compilation and assessment. Most of the information is now in, and the data are beginning to be put on computer. The end results are anticipated around November, and a complete re-

port of the survey is expected to be issued in December.

Agency Workshop

Simultaneously with the training workshop held in Carefree for the survey personnel, a one-day workshop was also conducted for agencies throughout the state of Arizona serving the elderly. The workshop consisted of an orientation to LULAC-ABRAZAR, and orientation to the census data/needs assessment survey, and a heuristic session to determine what those agencies felt were the needs of the elderly and what resources they could provide.

All state agencies serving the elderly were invited to the workshop, but only 30 agencies attended.

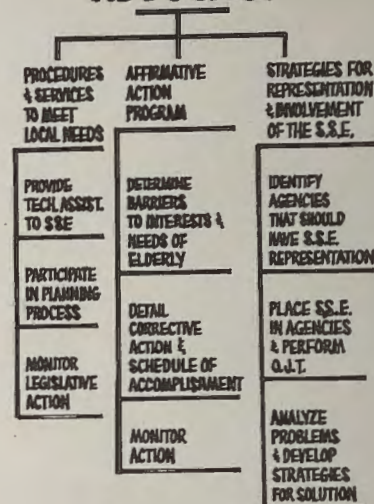
The discussions that ensued in these sessions dealt with a wide range of needs of the Spanish-speaking elderly. Among them were spiritual needs, legal and health counseling, more political involvement, elimination of ethnic and age discrimination, more trust, a need to be needed, preservation of cultural heritage, communication, housing, transportation, community awareness, financial needs, job opportunities, health care, knowledge of available resources, and programs for the development of day care centers and nursing homes.

Also mentioned were the need for community and agency awareness of the needs of the aged and their value to society, a greater awareness of the available resources and how to utilize them, alternatives to institutionalization, a focus on maintaining the family unit, consumer education, and pre-retirement counseling.

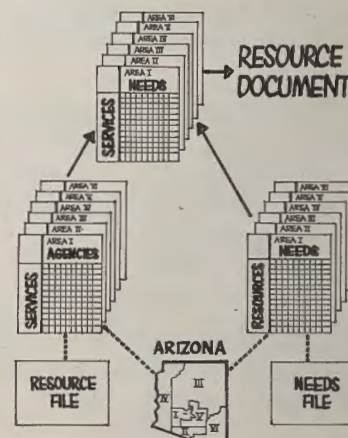
The agencies that attended the workshop provided lists of other agencies and programs that served the elderly. From these lists and other lists previously collected, a mailing program was developed to send questionnaires to approximately 400 agencies throughout Arizona providing services to the elderly. This constitutes the resource survey. The questionnaires are to be returned by mail, providing data on the types of services available through each agency.

This information will then be compared with the data from the needs

ADVOCACY



CONFIGURATION MANAGEMENT



COMPOSITION OF BOARDS AND COUNCILS

- **LULAC NATIONAL ELDERLY BOARD OF DIRECTORS:**
7 MEMBERS (TEXAS, MIDWEST, WEST, NEW MEXICO, ARIZONA, FLORIDA, PUERTO RICAN COMMUNITY)
- **STATE POLICY ADVISORY BOARDS:**
9-15 ARIZONA MEMBERS
-AT LEAST 1/3 SPANISH-SPEAKING ELDERLY
- **AREA COUNCILS:**
9 MEMBERS -AT LEAST 2/3 SPANISH-SPEAKING ELDERLY
(ONE COUNCIL PER TEAM AREA)



Dr. Robert Maston, consultant to LULAC ABRAZAR, making a presentation to outreach workers on the human elements of surveying, at staff workshop in Carefree, Arizona.

assessment survey to determine what needs are being met and which are not — to focus on the gaps and provide a basis for advocating programs and developing strategies to meet those specific needs which are not now being met in each area due to a lack of funding, nonsensitivity to the Spanish-speaking community, or other causes.

Advocacy

The surveys, their analysis, and the development of the final resource document comparing existing needs to available services constitute the first or planning phase of the ABRAZAR program. The second phase involves activities related to developing advocacy for the Spanish-speaking elderly and promoting the estab-

lishment of needed service delivery systems.

In this area, the ABRAZAR staff has assisted in forming an elderly group and acquiring a meeting space, has provided direct advocacy to needy elderly individuals, has obtained support from service agencies, and has collected and analyzed problems related to the Spanish-speaking elderly.



Elisa de la Vara, ABRAZAR executive secretary and office manager.



Gil Muñoz, ABRAZAR director of operations, checking incoming material from outreach workers. On desk is audio-visual machine used in surveys.



At an agency workshop held in Carefree, Arizona, ABRAZAR staff members listen to presentations by state agencies serving the elderly.

Assistance was provided to a new elderly group called Los Retirados in securing a location for a multi-purpose center for developing a program. The staff provided Spanish translations of talks given by speakers and provided interpretations in Spanish of service delivery programs, revenue sharing, and business operations. The staff also provided liaison between

this group and the local Spanish-speaking population in the formulation of a plan whereby the local nutritional program could be extended to the needy Spanish-speaking elderly.

Direct advocacy was provided as follows:

A Spanish-speaking elderly couple who live alone were aided by replacing a motor on their air cooler. Pads,

fuses, wire, and a switch were installed. Also, rewiring was done. The equipment, materials, and services were donated by the ABRAZAR staff.

Nine members of a Spanish-speaking family, including the grandparents, were in desperate need for furniture and clothing and seemed to be lacking in nutrition. The head of the family did not qualify for welfare and



M. Stella Garcia, secretary, and Gil Munos checking and recording paperwork coming in from surveyors in the field.



ABRAZAR Deputy Director Jess Vela, right, and consultant Robert Huber discuss implementation of program which Huber designed.

Joe Acevedo, team supervisor, right, in conference with outreach workers Lily Lamas and Richard Osuna.



Fred Ochoa, Planning and Evaluation.



couldn't afford the \$22 to buy food stamps. All of the children were sleeping on the floor. The staff provided two bunk beds, one single bed, clothing, and shoes.

An elderly Spanish-speaking man whose home burned down was provided with temporary lodging and clothing.

An elderly crippled and bedridden woman was provided with a wheel chair.

As a result of the workshop held for state agencies, ten agencies made space and facilities available for the use of ABRAZAR outreach workers. These are the Chandler LULAC Council, the Flagstaff Community Council, the Yuma Community Council, the Nogales Elderly Hot Meal Center, the Nogales CAP, the Safford CAP, the Phoenix Friendly House, the Glendale SER, the Gila Bend CAP, and the Tucson Neighborhood Center.

Ten of the survey personnel who were hired are elderly individuals who were in need of financial assistance.

Spanish-speaking elderly people in Safford, Douglas, and Globe/Miami who were contacted by surveyors began formulating plans to organize LULAC elderly councils.

The Globe Catholic Church was induced to investigate how the Knights of Columbus might provide outreach services to support the nutrition program.

Problems Encountered

In performing these advocacy functions, the ABRAZAR staff has encountered the following problems:

1. Agency service counselors are needed who have complete knowledge of service delivery programs and who can relate this knowledge in Spanish.

2. Little or no Mexican food is served in nutrition programs. Also, the nutrition program aides don't speak Spanish.

3. Documentation in the form of announcements, pamphlets, flyers, etc. on new or existing programs are not in Spanish. Also, many of the needy can't read either Spanish or English.

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ABRAZAR ADVOCACY TRAINING

LULAC and the ABRAZAR National Office are acutely keyed in on local government as the new recipient of federal funds for civic and social programs. This trend serves to revitalize the efforts of civic-service organizations in community development. It strengthens and reinforces the fabric of the community and those citizens and citizen groups actively seeking to improve it. It gives a real tangible goal — a local achievable goal to those who look to their governments for "seed" or programmatic funds with which to wedge an initial thrust into a particular problem or set of problems upsetting a healthy community balance.

With government funds, these local governments will be able to marshal and control service delivery systems according to the needs of their constituents. But the actual outreach of these programs can be effective only if community leadership is well organized, soundly structured, trained and educated on the problems they wish to tackle, and actually have the experience and track record as a problem solver in the field — where it counts.

To this end, LULAC ABRAZAR trains, educates, and fully develops community - organizational leadership to help these local governments bridge and bring to fruition the funds and leverages they wish to convert into services and facilities for the community. We hone the talents of those leaders in city management, public and public funds administration, grants and contracts, and in optimizing the services of already existing social services and facilities.

Presently, revenue sharing truncates many layers of bureaucracy, but it assumes that local governments already have the necessary mechanisms with which to outreach and execute the programs effectively. In the majority of cities, such is not the case . . . and especially when dealing with the Span-

ish-speaking. Engineering solutions to the problems beset upon EL BARRIO, regardless of their cause, are further complicated by the unacculturated administrators often assigned to engineer these solutions in a different culture and language.

LULAC ABRAZAR is managed and staffed almost entirely by selected, highly professional and motivated bi-lingual/bi-cultural personnel. It is a small corps of highly energized and polished talent whose sole purpose is to further develop the talents of a particular community's leadership. We amalgamate and train proven leaders in:

- a. Acting and directing, effectively, the programs and actions of existing social service programs designed to help their communities . . . to act as a group.
 - b. Advising them in concepts, systems, and techniques of management.
 - c. Attacking specific problems in an organized, goal-oriented manner.
 - d. Teaching them how to train others and to "feel" for areas in which they can assert their development talent.
- LULAC ABRAZAR also polishes participating community leaders in corollaries, such as:
- a. Improving supervisory and information systems.
 - b. Security and sustaining community support.
 - c. Restructuring local government outreach policies and procedures.
 - d. Planning and administering services.
 - e. Developing a progressive, goal-oriented liaison with other layers of government and their agencies as well as cultivating local business and industrial support.
 - f. Community relations, broadcasting and media usage, public information, and "townhouse"/neighborhood communications.



ABRAZAR officials at an ABRAZAR Workshop at LULAC National Convention. Top, left to right: Jess Vela, deputy director; Elisa de la Vara, executive secretary; Manuel Gonzalez, national chairman, LULAC Elderly Board; Pete Villa, national executive director. Below, from left: board members Agustine Trujillo, Samuel Garcia, and Celestino George. Elida Ramirez, also a member of the Board of Directors, was not present when the picture was taken.



ABRAZAR

(Continued from page 27)

4. Unincorporated towns are not receiving any revenue sharing money, and their counties are not using the revenue sharing money for manpower service delivery programs.

5. Most unincorporated towns do not have ambulance service. The mining towns have company clinics and nothing else — if a person does not work for the mine, no services are available.

6. There is a great need for multi-service centers where the elderly can be properly informed and receive services as needed.

7. Most isolated elderly don't know what to do and have given up all hope of receiving help.

8. Many agency administrations lack the cultural knowledge of the Mexican American.

At the LULAC National Convention, an ABRAZAR workshop was held which brought the membership from various states and councils up to date on the total scope of the program. Sessions were held where everyone met who would like to have the ABRAZAR staff come in and help them organize similar elderly programs in their own states.

From that workshop, the ABRAZAR staff got together with the re-

gional Council of Governments in the El Paso area. A workshop is being set up for them, and an advocacy program is being organized which they are going to be funding through LULAC National to do work in that region. In brief, there will be a small ABRAZAR program shortly in the El Paso area.

It is hoped that similar programs will soon be instituted in other areas.

Pete Villa, National Executive Director of ABRAZAR, said, "I look to the LULAC National Organization to be the leader in dealing with Spanish-speaking citizens throughout the nation. LULAC is the organization that will unite our national efforts to help the viejitos of this country."

Colorado Jobs for Progress

DENVER — The League of United Latin American Citizens and the American GI Forum incorporated a new organization in the state of Colorado in April of 1973 called Colorado Jobs for Progress Inc. Its purpose — to tap new funding available at the Governor's level under the decentralization initiated by the Administration.

It was the analysis of these two organizations under the consultation of its agent, Louis Trujillo, the former Regional Director for National SER (Denver office) that not only would existing local SER operations be directly funded through local mayors and continue, but also that SER could expand new operations where funding was available through Governors. In the case of Colorado, the decentralization of manpower monies under revenue sharing the State was to receive 8.2 million where by the Governor would receive 4.5 million for what was called *balance of state* and Denver County, El Paso County (Colorado Springs), and Pueblo County would receive the balance through direct funding to the Mayors. This left the Governor's area open for negotiations since his plan

reflected a need to serve 28% Spanish-speaking in the balance of state. There was no existing SERs to serve those areas and this is where Colorado Jobs for Progress submitted a plan and subsequently *new funding* was approved and a contract followed on November 15, 1973 for \$431,625.

Under the leadership of Paul Maestas who was elected board Chairman and Ivan Vasquez, Vice Chairman the State corporation selected its Executive Director, Louis Trujillo and very quickly field offices were set up in Fort Collins, Durango, Grand Junction and La Junta. This gave us a spectrum for Western, Eastern, Southern and Northern Colorado. As of recent new field inkinded through cooperation of community action centers have been added in Boulder, Longmont and Thorton, Colorado. In addition manpower personnel were trained by Colorado Jobs for Progress to assist us in our manpower efforts and are also inkinded. Since the project only had 7 staff members allowed within its low administrative cost of 26.4% to cover the balance of state, the inkinded resources meant that more services would be provided to

reach more of the Spanish-speaking with jobs and training.

Colorado Jobs for Progress is providing comprehensive manpower services such as job related education with stipends and allowances to the disadvantaged Chicano and followed by job placement and on-the-job training where the trainee is placed with an employer and the employer is subsidized up to 50% of the starting salary to train him on the job and keep him on permanent employment after the training is over.

New cities being served by Colorado Jobs for Progress through the field offices are: Western Colorado — Grand Junction, Cimarron, Montrose and Delta. Eastern Colorado — La Junta, Burlington, Lamar, Swink and Rocky Ford. Southern — Durango, Cortez, Tawoac and Alamosa. Northern Colorado — Ft. Collins, Greeley, La Salle and Loveland, Colorado. Metro cities outside of Denver — Thorton, Northglenn, Commerce City and Golden.

The state Ser Contract calls for serving 200 on-the-job training, 220 on direct job placements and 50 in job-related education between November 15, 1973 and September 12, 1974.

Television and the Mexican-American

By
E. B. Eiselein

Condensed from Public Telecommunications Review

Armed with evidence that Spanish-speaking Americans are underserved by TV, researchers in the Southwest assembled some findings on what to do about it.

There are more than five million Americans of Mexican heritage. To many of them, television is an alien and irrelevant experience.

How can public television provide the Mexican - American television viewer a culturally relevant and socially beneficial viewing experience? This was the key question underlying the TELETEMAS Project. TELETEMAS, funded by the Corporation for Public Broadcasting during 1971-1973, was an applied research project designed to provide television producers with information about Mexican-American communities.

The research involved a multi-instrument strategy. However, the bulk of statistical data come from two surveys. The data from these surveys provide some interesting insights into television's use and potential use in the various Mexican-American communities.

The surveys were conducted by research centers located in Austin-San Antonio (Center for Communication Research, University of Texas), San Diego (KPBS-TV), and Tucson (Radio-TV-Film Bureau, University of Arizona). Coordination of research efforts and analysis of data was done at the University of Arizona's Radio-TV-Film Bureau. The survey research involved a telephone survey of Span-

ish surnamed households in seven communities (Austin, San Antonio, San Diego, Phoenix, Tucson, Pinal County, Arizona, and Santa Cruz, Arizona) and a field (door-to-door) survey in the barrios or Mexican American neighborhoods in four communities (Austin, San Antonio, San Diego, and Tucson). The telephone survey completed interviews with 3065 people and 1019 were interviewed in the field survey.

In this paper, some of the quantitative and qualitative data from these two surveys is used to answer some of the most common questions about television and the Mexican-American.

What is the Availability of Television

within the Mexican-American Community?

Virtually all Mexican - American households contain at least one television set. In two surveys, 96-98% of the respondents indicated that they had a set. In the telephone survey 50 percent of the households contained a color set. The field survey revealed a 40% color penetration.

How Much TV do Mexican-Americans Watch?

In the television survey respondents were asked to estimate the number of hours per day which they spent in watching television. The average esti-

mate was four hours per day. At the extremes of the viewing spectrum, 8% indicated that they watched less than one hour per day while 9% said they watched more than eight hours per day. Nearly half of the respondents estimated their viewing time between three and six hours per day.

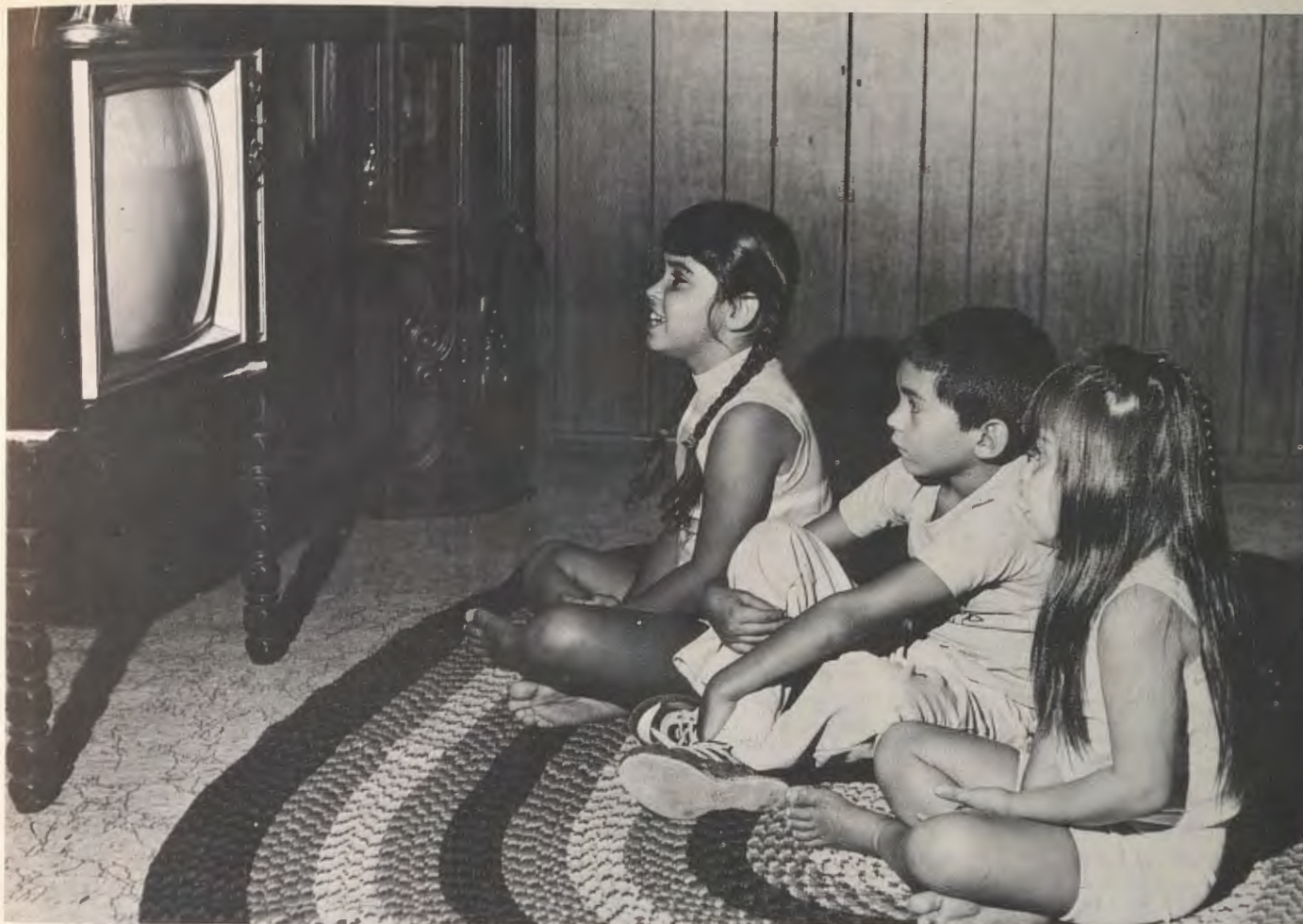
Do Mexican-Americans watch television more or less than other respondents? During the spring of 1972 a telephone survey of non-Spanish speaking Tucsonans asked respondents to estimate their average television viewing time. The average estimate was three hours per day — one hour per day less than for the Tucson Mexican-American.

When do Mexican-Americans Watch Television?

Mexican - Americans, like other Americans, do most of their television viewing in the evening. Women were more likely than men to be viewers on weekday mornings and afternoons, while men were more likely to restrict their viewing to the evenings.

What do Mexican-Americans Watch?

"What are your favorite television programs?" This question was asked in both surveys. Most of the respondents (79-89%) indicated that they had at least one favorite program. The average respondent had three favorite programs.



One third of the respondents (34-36%) listed a *novela* or soap opera as one of their favorite programs. Frequently mentioned were the novelas from Mexico aired by some independent stations or in conjunction with local Spanish language programs. In addition, 7-9% listed *General Hospital* and 5-7% *One Life to Live*.

Women were more likely than men to list a soap opera among their favorite programs. Even so, it is important to note that 25-30% of the men indicated a soap opera, usually a Spanish language novela. Older respondents were also most likely to have a soap opera as a favorite program.

Equal to soap operas in terms of overall popularity were movies. This type of programming was indicated as a favorite by 32-38% of the respondents. Education and age were found to be significant variables with regard to the choice of movies as a favorite program.

Musical variety programs ranging

from local Spanish language productions such as *Teatro Mexicano* in Tucson to network programs such as *Sonny and Cher* and *Dean Martin* were listed as favorites by 21-26% of the respondents.

Nearly one fourth (21-25%) of the respondents ranked situation comedies among their favorites.

The most frequently mentioned situation comedy was *All in the Family* which was mentioned by 3-5%.

Detective programs were chosen by 23-24% of the respondents. The most frequently mentioned detective shows included *Mod Squad* (6-8%), *Hawaii Five-O* (4-6%), and *Mannix* (3-7%).

Comedy-variety programs were indicated as favorites by 14-23% of the respondents. Flip Wilson was the most frequently mentioned comedy-variety program with 7-11% of the respondents placing it among their favorites.

In all of the markets surveyed there was some amount of programming

which could be classified as Mexican or Spanish. This ranged from locally produced programs, to programs imported from Mexico; from a full time Spanish language station, to a few hours a week. Nearly one-fourth of the respondents (22-25%) listed a Mexican or Spanish program as a favorite. As we would expect, language was a significant variable in the choice of Mexican programs. It was found that 29-30% of the respondents who spoke only Spanish during the interview indicated a Mexican program as a favorite. Another significant variable was age and 34% of the respondents over 45 years of age indicated this type of programming.

In the field surveys in Arizona and Texas respondents were asked if they watched any of the Mexican programs. Most of the respondents (79%) indicated that they did. With regard to what they liked and disliked about these programs, the viewers told researchers that they liked the language (46%), and the Mexican music

(42%), the novelas (37%), and the comedies (31%). The most frequently mentioned dislikes were the commercials (10%) and the broadcast time (3%).

Dramas were ranked as favorites by 21% of the respondents. The most popular was *Marcus Welby, M.D.* which was mentioned by 4-10%.

Approximately one fifth (17-21%) of the respondents named a western as one of their favorite programs. Frequently mentioned westerns included *Gunsmoke* (5-8%) and *High Chaparral* (5-7%).

Sports programs were mentioned as favorites by 7-9% of the respondents. Among men, 13-18% listed a sports program among their favorites.

News programs were placed among the favorites by 12-13% of the respondents. The choice of news as a favorite program is clearly correlated with educational level. The higher the educational level of the respondent, the greater the likelihood of his/her choosing news as a favorite program.

Over all, the choice of a favorite television program appears to be significantly correlated with the variables of age, education, and language. Older respondents, those with little education, and those who preferred to speak Spanish tended to choose "Mexican" programming. That is, they preferred the *novelas* and the Spanish language programming.

Do Mexican-Americans Watch Public Television?

Public television is something characterized as an elitist medium, and in the minds of some Chicano leaders it caters to educated gringos with money. However, previous research in conjunction with *Fiesta* and *Cancion de la Raza* has indicated that Mexican-Americans will watch programming that is aimed at them. Still, do Mexican Americans watch public television in general? What kinds of programs do they watch on public television? Approximately one third (31% in the field survey and 38% in the telephone survey) indicated that they had seen public television in the last month.

Public television viewers were asked to recall some of the programs that they had seen. The most frequent

mentioned programs were children's programs such as *Sesame Street* (33 to 37% of the viewers), *Electric Company* (11-15%), and *Misterogers' Neighborhood* (10%). In Tucson, many of the viewers (38-43%) recalled *Chiquitines*, a locally produced bilingual children's program. Another local bilingual children's program, *Carrascolendas*, was mentioned by viewers.

KLRN (Austin/San Antonio) has produced a Spanish language magazine aimed at the Mexican American adult. Some viewers in both Austin (5%) and San Antonio (3%) recalled *Periodico*. In addition, all respondents in both cities were specifically asked if they had ever seen this program. Fifteen percent of the respondents in Austin and 5% in San Antonio indicated that they had.

What Would Mexican-Americans Like to Watch on Television?

The choice of a favorite television program is limited by the programs offered on television. Hence, current viewing habits may not yield any insight into what people would like to see. Few, if any, Mexican-Americans have any voice in television programming. As a part of the TELETENAS surveys, respondents were asked about the kind of programming that they would like to see.

In the telephone survey we asked respondents "What kind of television programming would you like to see?" In the field survey we were more specific: "If you had half an hour on public television, what would you do with it?" The answers to these two questions provide some insight into Mexican-American desires regarding television programming.

One fourth of the respondents in the telephone survey and 7% of those in the field survey indicated that they wanted movies. However, Mexican-Americans tended to say that they wanted movies which were different from the regular television movies. They said they wanted Mexican movies.

In both surveys 21% of the respondents wanted to see Mexican or Spanish language programs. They stressed the need for all kinds of Mexican programs to be aired at all times of the

day. As one respondent put it: "There should be Mexican programs like American programs." Dissatisfaction with current programming which ignores the Mexican-American audience was voiced by many. According to one person, "I would like to see programs that aren't geared for just the gringos." In talking about the need for Mexican programming, some respondents mentioned locally produced programs such as *Fiesta* (Tucson), *Periodico* (Austin-San Antonio), *Este eres tu* (Phoenix), and *Austin Presenta* (Austin) as examples of what they would like to see.

The desire for Mexican or Spanish-language programming appears to be significantly correlated to the factors of age, language and education. In both surveys, only 15% of the individuals under 30 years of age wanted this type of programming. Thirty per cent of the respondents who spoke only Spanish during the interview wanted Mexican programming, as compared to 8-13% of those who spoke only English. With regard to level of education, 25-26% of the respondents with less than a high school education indicated this type of program, while only 9-15% of those with a college background said they wanted Mexican programming.

Some Mexican Americans (12-17%) said that they would like to see educational programs. They indicated that they wanted educational programs for adults as well as children; programs dealing with history, science, travel, language, instruction, drugs, and other topics.

A few of the respondents indicated that the program should mix entertainment with the instruction and some felt that the educational program should be bilingual.

Many Mexican-American community leaders, particularly those involved with the broadcast media, told us that the key to communicating with Mexican Americans was music. In the surveys 13-15% indicated a desire for musical programming. We were told:

"The program should have music and variety and at the same time be educational. If you say the program is educational, no one will listen.

"Focus upon music because it is what many of the Mexican-Americans in Texas listen to."

The respondents indicated a wide variety of musical styles which they would like to hear. They wanted traditional Mexican music, country and western, rock, amateur musical groups, and well-known professionals.

The respondents in the field survey were asked about the kinds of music they liked best. Most frequently mentioned was Mexican music of all types (36%), followed by rancheras (21%), rock (15%), bolero (10%), nortena (10%), corridos (10%) and mariachi (8%). Individuals over 30 years of age were more likely to indicate Mexican music in general and rancheras, while respondents under 30 were more likely to say they liked rock.

Novela, a continuing serial or soap opera, as a very traditional format in Spanish language broadcasting throughout the southwest and Mexico. *Novelas* were indicated as desired programming by 11-13% of the respondents. One person wanted "A *novela* about what is happening to the Mexicans in the U. S." Other respondents just wanted more *novelas*, *novelas* about Mexico, or *novelas* with a historical theme. Women, people with less than a high school education, people who spoke only Spanish

during the interview, and respondents over 45 years of age were the most likely to have indicated this type of programming.

Some Mexican-Americans (6-11%) wanted comedy-variety types of programs. One respondent indicated that such a format could be utilized as a way of criticizing politics and the political system.

Cultural programming was mentioned by 6-9% of the respondents. Such programming would focus upon the music, art, literature, and heritage of Mexican and Mexican-American culture. Some individuals stressed the need for reinforcing and recognizing the values of the Mexican heritage. Respondents with less than a high school education were less likely to want this kind of programming. Thirteen to eighteen per cent of the individuals with college backgrounds wanted cultural programs.

What Language Should Mexican American Programming Use?

Some Mexican - Americans speak only Spanish. Some speak only English. Some speak both languages fluently. Some speak distinct regional dialects of Spanish and a mixture of Spanish and English known as *pocho*, *calo*, or Tex-Mex. The communication problems inherent in the linguistic diversity of Mexican American

society provides a great challenge in the production of a regional or national Mexican-American television series.

With regard to language fluency, it was found that 54% of the respondents in the telephone survey and 44% in the field survey spoke only Spanish during the interview; 23% and 34% (respectively) spoke bilingually; 23% and 22% (respectively) spoke only English.

In the telephone survey respondents were asked about their language preference for desired programming: 38% indicated Spanish, 35% bilingual, and 21% English.

What Kind of Information do Mexican-Americans Feel they Need?

Discovery of a workable and relevant format is only part of a communicator's job. To be effective, programming must contain information which is related to the needs of the audience. In the two surveys we asked respondents about the kinds of information which they would like to see on television.

The most predominant informational need expressed by the people was for news. News in general was indicated by 25-30% of the respondents. More specifically, 15-19% wanted local news, 8-11% wanted interna-

(Continued on Page 46)

Bilingual TV Director Gets NEA Award

Dr. René Cardenas, executive director of Bilingual Children's Television, Inc. (BC/TV), was awarded the George I. Sanchez Memorial Award from the National Education Association.

The award was presented at the Association's annual human rights awards dinner on June 29 at the Palmer House, Chicago, in conjunction with the NEA's convention (June 28-July 3).

The Sanchez award is given to an educator in recognition of "creative leadership in resolving critical social or cultural issues." It honors the memory of the late University of Texas historian and author who pioneered

a movement to improve the quality of education for Mexican-Americans.

Dr. Cardenas, a resident of Oakland, Calif., was the founder and executive director of the Bay Area Bilingual Education League (BABEL), a consortium of San Francisco area school districts interested in bilingual and bicultural instruction. BABEL became a model for other California school districts as well as those in other states.

Dr. Cardenas subsequently founded BC/TV to create and produce a national Spanish and English educational series to help Spanish-speaking children, ages 4 through 8, bridge any linguistic or cultural gaps between home and school.

The series, entitled "Villa Alegre," will make its debut this October on Public Broadcasting Service and Spanish-language stations as well as commercial outlets in communities without public television.

Latino Programs On Chicago TV and Radio

Local TV and radio stations in Chicago are presenting some excellent programs for and about the Latin-American community, according to Daniel R. O'Connel, president of the Pan American council.

Among the programs he cited which have been aired during the past few months are Charlando on WGN TV, Oiga Amigo on WLS TV, Our People Los Hispanos on WFLD TV, and programs on eight radio stations.

Teacher Attitude Called Important to Chicano Students

By ANNE DODSON
Reprinted from the *Corpus Christi Caller*

The Chicano child must switch at the age of 6 from Spanish to English for his education and then when he reaches high school he is criticized for not speaking better Spanish, Dr. Jose R. Reyna told teachers recently.

Reyna, assistant professor of modern languages and director of ethnic studies at Texas A&I University, spoke to West Oso Independent School District teachers during in-service training.

"I'm not saying that Chicanos speak Spanish like 6-year-olds," he said. "But they are cut off from many formal aspects of language development."

Reyna, who attended local schools, stressed the importance of teachers' attitudes toward students.

"If you can accept your Chicano students completely, both their language and their culture, then you can begin to plan educational programs which will fit their needs," he said. "But the key factor is acceptance."

Reyna began his talk with a description of the Chicanos as the "invisible man" in both local and national media.

He said that despite some token black TV shows, the world of television is a white, Anglo-Saxon society. There is nothing there for the Chicanos and no chance for the Chicanos to see themselves, he said.

"As far as the newspapers are concerned, we appear when we are born, marry and die," he said. "I've been reading the *Caller-Times* for years and I have yet to see a Chicano in the upper left corner of the page, which is the No. 1 spot."

"In the last few years, *La Raza Unida* has moved from inside the last section to Section A. But an outsider

reading the *Caller-Times* would not know that the Chicanos exist, except as a criminal group.

In discussing how destructive some attitudes of teachers can be for the minority child, Reyna spoke of the attitudes of both Anglos and Chicanos toward "Tex-Mex."

"I hear teachers say that they can't communicate with their Chicano students because the students don't speak 'pure' Spanish and that they, the teachers, speak only Castilian," he said. "And Chicanos are to blame here too; I've heard them say that they don't speak 'correct' Spanish."

"I wonder if perhaps that it is the Chicanos themselves which the teachers find repugnant, not just the Chicanos' language," Reyna said.

He said the ideas about the purity of language are based on ignorance.

"First, there is no such thing as a 'pure language,'" Reyna said. "Spanish itself is a thoroughly corrupt form of Latin, as are all the other romance languages."

"And, secondly, in Spain itself there are four languages, all considered Spanish, and each with several dialects."

He described the influence of Arabic, Greek and German on Spanish.

After Spanish was brought to the Americas, it was influenced by the native languages and as a result there are five dialectal zones.

"In Mexico, the language of the Aztecs has given Spanish thousands of words," Reyna said. "Borrowing is a normal part of language development."

However, the Spaniards, acting on attitudes which have nothing to do with scholarly research, regard the Mexicans as corrupters of the Spanish tongue, he said.

"When we come to the Spanish spoken in Texas, first we must recog-

nize that this is basically a structurally sound system," he said. "This is the same Latin — 'casa' is pronounced just the same as it has been for 3,000 years."

In addition to the Indian words taken from the Aztecs, we have the influence of English. And again, this is nothing new; borrowing is always taking place in languages. The Chicano borrows words because he is faced with American reality. Take a jeep, what can you call it in Spanish? You call it a jeep, just as you do in every language around the world.

"Chicanos faced with 'truck' applied Spanish phonetics and gave it gender, calling it 'trucka'; for a big truck, 'el trucke', and for a little one, 'la trukita'. This is really a beautiful way to cope with a word they need; they can't wait around for Spain to put it in their dictionary."

Reyna pointed out that Anglos apply a double standard to such borrowing. In a book written about Spanish by an Anglo, the author listed the words in English borrowed from Mexican Spanish and spoke of how these enriched the English language. However, in the same chapter, the author lashed out at Chicanos who borrow English words from Spanish and accused them of corrupting the Spanish language.

"If I use 'hamburger' in a Spanish sentence, then I'm corrupting the language," Reyna said. "If an Anglo says he wants a tamale, no one accuses him of corrupting English."

Reyna criticized attitudes of educators toward Chicano language and culture.

"When I was in Cunningham Junior High School, I was told I had to take a foreign language, Spanish," Reyna said. "I told the teacher that I'd been taking foreign language, English, for six years."

Reyna pointed out that under the

new bilingual act education in Spanish becomes optional after the third grade.

"Can you imagine what would happen if they said that Anglo students could study any culture they wanted to after the third grade; that the study of the English language and culture would not be compulsory?" Reyna said.

He said that for the Chicano student, study of his language and culture is considered optional in high school and college, too.

"And the days when children are punished for speaking Spanish at school are not past," he said. "I still hear complaints that this is happening."

He pointed out that many bilingual programs are not bicultural since the children are taught things like Mother Goose in Spanish.

"We have our nursery rhymes, folk tales and folk stories," he said. "These should be taught instead. But too often, Anglos act on the assumption that Chicanos have no culture worth teaching. And they go to Mexico for their materials."

He said that Spanish-language radio stations will not hire Chicanos but insist on having Mexican-born announcers on the grounds that Chicanos' Spanish is not good enough.

The Chicano is the inheritor of two great civilizations — the Greco-Roman and the Indian.

"Your students are the children of Montezuma and Cortez, and so treat them accordingly or they'll go out and get an education and come back to haunt you — like Jose Angel Gutierrez and Ramsey Muniz," he said.

Reyna referred to his own post-high school education. He received his doctor of philosophy degree at the University of California at Los Angeles.

"I'm sure that this was a disappointment to all those people in the schools I attended who kept giving me tests and then telling me that these showed that I should be a clerical worker."

He added that this was the experience of many Chicanos in the school system, being steered into vocational or, at best, office work.

Children in Ethnic Groups Are Getting to Know Each Other

Children of all ethnic groups need to know and to share their heritage.

This is the concept behind an unusual venture in ethnic studies, the Multi-Culture Institute, that started in San Francisco and is attracting the attention of educators nationwide.

The Institute seeks to provide children of all cultures with the opportunity of learning about themselves, telling others about themselves, and learning about others.

And when they say all, they mean all. Not just the usual ethnic studies course for blacks, Chicanos, and Orientals, but also Jewish, Irish, Italian, Welsh, Filipino, German, French, and others.

In the Institute's program, children in the various groups learn about their own backgrounds and then take turns playing host to other groups and sharing their culture—complete with traditional foods.

The Institute was the brainchild of educator Frances Sussna.

"In the past, educational institutions used to assume that the most useful way to encourage Americanism was to ignore racial and ethnic distinctions," said Miss Sussna, the Institute's director. "Society must help children obtain

a more realistic knowledge and a healthier understanding of what racial and ethnic identities mean and what they do not mean."

The Institute ran a three-year model school in San Francisco which generated considerable interest. Miss Sussna said that the experiment at the model school "did not overemphasize the importance of ethnic identity. Throughout, we stressed the basic sameness of all people."

It was important, she said, for children to realize that "there is an overriding humanity which unites all mankind regardless of differences."

The institute's basic work is now in teacher training. Written requests have been received from 75 communities expressing interest in getting a program established. Elaine K. Howard, the Institute's Associate Director, said, "We show them how to put our system and concepts into practice with their own resources."

A regional office was recently opened in Seattle and is working with teachers in New York on a program for Latin-American and Puerto Rican elementary school children. "By 1976 we hope to have ten programs going throughout the country," said Mrs. Howard.

Chicano Institute Held

ALBUQUERQUE — More than 100 New Mexico educators attended an institute at the University of New Mexico College of Education aimed at identifying problems facing Mexican-American students and recommending solutions.

The institute was sponsored by the National Chicano Mobile Institute, a federally funded organization aimed at improving educational opportunities for Mexican-Americans.

Participants in the institute included Lt. Gov. Roberto Mondragon, UNM professors Dolores Gonzales, and Rupert Trujillo; Dr. Atilano Valencia of Highlands University; and

Carlos Alcala, an attorney for the Mexican American Legal Defense and Education Fund.

Alcala spoke on legal aspects of Mexican-American education.

Francis Quintana of Taos, institute state coordinator, said the objective was to outline in book form "the problems Mexican-American students face in our educational system from preschool through the graduate school levels." The results of the institute are available in a book entitled "The Brown Paper: Education in New Mexico" which, in addition to outlining problems, makes "recommendations to implement change in the New Mexico educational system for the benefit of all students."

Chicano vs. the Education Establishment

By Herman Sillas

The U.S. Commission on Civil Rights has released the final in a series of reports on the education of Mexican-American students in the high schools of the Southwest.

The report will, presumably, show what other data released during the past four years have shown: In California and other Southwestern states, Mexican-American pupils have traditionally received — and continue to receive — a poorly conceived, sorely inadequate education.

For years, the American educational establishment denied that Mexican-American students were treated in this way. Instead, the blame for our public schools' failure was placed on the students, their parents or on the other equally illogical scapegoats such as "the bilingual handicap."

Today, however, most educators are willing to assume at least a degree of the burden of responsibility for the problem. Few now would categorically label Mexican-American children as innately less capable of learning.

In the past decade or two, we have seen Mexican-American students advance in the eyes (and in the jargon) of their teachers from "less bright" and "lacking motivation" to "late bloomers" to "culturally deprived" and, finally, to "culturally different."

Although some may argue the point, that's where I see the consensus of the experts today: Bilingual, bicultural children are "different." Not necessarily worse. But certainly not better.

That's progress. It beats being suspended for speaking Spanish on the school ground or for not acting like the other kids.

Unquestionably, more Chicano children are surviving our grammar schools and high schools today — even making it into and through college —

because they are no longer automatically classified as dummies.

But when I look at the small victories which got us to today's level of enlightenment, I don't jump for joy over prospects for tomorrow for, with only occasional exceptions, the educational fortress has fought to prevent what progress has been made.

It has ridiculed the pleas and prophesies of such educational visionaries as the late Dr. George Sanchez of Texas and Los Angeles' own Marcos de Leon.

It has resisted a generation of disciples of these two men, and when forced to the wall by a growing and indignant bilingual community, it responded (again with rare exception) by hiring "Tio Tomas" buffers — Spanish surnamed defenders of the status quo — for administrative positions within its systems, rather than going out of the way to get the services of committed young Chicano educators who could have trimmed years off the educational reform process.

The educational establishment has driven a lot of bright persons out of the educational system, forcing them to work from without rather than from within.

It's true, though, that today, por fin, some skilled and dedicated Chicanos are visible in the higher echelons of education, and are beginning to have an impact.

I refer to men like Dr. Armando Rodriguez, who outmaneuvered White House purgers while at the Department of Health, Education and Welfare last year and later became president of East Los Angeles College.

I refer to individuals like Vince Villagram, the innovative principal of the city's Glen Alta Elementary School, and scrappy Richard Baca,

liaison to State Superintendent of Public Instruction Wilson Riles.

But credit for their emergence, and for what improvement has come to date, cannot honestly be handed to the educational system. Credit, instead, belongs to the Chicano community itself, for its courage in challenging and fighting the stereotype labels that the system placed on its children; to the California Legislature — in particular, individual members of the Chicano caucus there and sensitive friends like Sens. Albert S. Rodda (D-Sacramento) and Mervyn Dymally (D-Los Angeles), who built some protections for bicultural children into the State Education Code; and to the courts.

More and more, the courts are becoming the last resort for California's 4 million Mexican-Americans.

In addition, for the past six years or so, legal firms have gone to the courts to seek relief from discriminatory practices of school districts and systems.

Courts throughout the state have heard suits attacking certain testing processes, challenging the common practice of using classes for educable mentally retarded as dumping grounds for Mexican-American and black children, seeking curriculum and hiring procedure changes and demanding parent consent in major educational decisions affecting the futures of individual Mexican-American children.

Overall, the courts have responded with remarkable sensitivity.

In a San Diego suit, the city school district was even ordered by a federal judge to pay token dollar damages to more than 2,000 minority students it had misplaced in classes for mentally retarded.

Within the past few weeks, the U.S. Supreme Court ruled, in deciding a case brought by Chinese parents, that school districts with a substantial student population drawn from different cultures must respond to the needs of those students. Like the court's 1954 decision on desegregation, this 1974 ruling says the right things. It's now a matter of how long it takes to implement it.

Despite the generally favorable legal decisions, the lack of effective enforcement and follow-up has proved troublesome. Individual school districts continue to get away with illegal educational practices — simply because no one is watching closely.

Perhaps the most significant Chicano legal move of recent years is a class action now before the courts.

Filed in 1972 by the Los Angeles Model Cities Center for Law and Justice against the Los Angeles Board of Education, the suit goes directly to the heart of the problem, to the device used by educators in classifying students: the "tracking" system. The suit questions the validity of all tests given to bicultural children in determining whether they will be placed in basic, general, academic or honors courses of study (or "tracks").

The suit contends that current techniques for grouping students by ability generally doom Mexican-American children, in great and unfair disproportion, to the humdrum lower tracks and deny them the opportunity to get the kind of basic education they need to move on to college and into the professions.

If the suit is successful, its positive impact will reach beyond the Mexican-American community. It could help a lot of underprivileged children, of all races, including white.

And the educational establishment will take another giant stride forward, dragged by the nape of its neck.

Herman Sillas, a Los Angeles attorney, is chairman of the California State Advisory Committee to the U.S. Commission on Civil Rights.

University in Utah is Teaching Chicano Dialect

PROVO, Utah — "Border" or "Chicano" Spanish, a dialect spoken by many Mexican-Americans in the Southwest, is being taught at Brigham Young University.

Dr. Jalvor Clegg, assistant professor of Spanish, who introduced the course last Spring, said, "Mexican-Americans are an integral part of our society in this part of the country."

Brigham Young University is one of the few schools in the country that acquaints students with a local Spanish dialect. Most schools teach Castilian, the standard language of Spain.

Clegg said he expected the course to be popular at the Latter-day Saint (Mormon) university because "we have about 5,000 Chicano members in our church in the Southwest."

There are different levels of Chicano Spanish, Clegg explained, because Mexican-Americans have vary-

ing difficulties trying to assimilate local culture.

"They pick up some English words and add them to their language. The result is . . . a sort of Spanglish," the professor said. He cited as an example the confusion of the verb "see" with the verb "watch." In the Chicano dialect, he explains, it comes out "watcho," whereas in Castilian Spanish, "to see" is "ver" and "to watch" is "mirar."

Also, certain idiomatic English phrases that Chicanos are familiar with are translated almost literally and have no meaning to those speaking different Spanish dialects. For example, the phrase, "to run for office," becomes "correr para la oficina," in the Chicano dialect, whereas the idiom used by most Spanish-speaking peoples is "postularse para una oficina," or "to be a candidate for an office."

More Money Pledged For Bilingual Education

CHICAGO — School Superintendent James F. Redmond announced at a Chicago Board of Education meeting that more funds will be allocated to finance a bilingual education program.

School officials were criticized at the meeting for failure to provide more money for this program in the 1974 school budget. It was charged that half of the 49,400 school children with English language deficiencies are receiving bilingual training. Most of them are Spanish speaking and need courses designed to teach them English and continue instruction in their own language.

Board member Mrs. Maria Cerda declared that many of the existing programs are poorly administered and lack adequate supplies. She criticized Redmond for providing funds for teacher salary increases while failing

to find the money for the bilingual program.

After Mrs. Cerda spoke, the board instructed Redmond to add \$1 million in funds to be earmarked for bilingual education, bringing the total to \$3 million.

A large portion of the funds will be used for an experimental "magnet" school established to instruct students with language difficulties from all parts of the city.

California Needs 1000 Bilingual Teachers

SAN FRANCISCO — California needs at least 1,000 more teachers fluent in Spanish and English to meet standards set by the U. S. Supreme Court, says Eugene Gonzales, regional director of the Office of Economic Opportunity.

Gonzales also announced an OEO grant to support a program for exchanging bilingual teachers between the United States and Mexico.

Festival of American Folklife

Reprinted from
San Antonio *Chicano Times*

WASHINGTON, D.C. — In the background of the Lincoln Memorial, the Washington Monument, the Potomac River and the Capitol Building could be seen, but the attention of the thousands was tuned to the unique sounds of Tejano music.

The 7th Annual Festival of American Folklife for the first time featured Chicano groups from Texas.

The festival, sponsored by the Smithsonian Institute, was attended by 100,000 to 200,000 people daily and was held July 11-14.

Dr. Jose R. Reyna, Director of Ethnic Studies at Texas A & I University, served as master of ceremonies for the program and provided historical commentary for the evolution of Chicano music. Dr. Reyna coordinated the project with Dr. Americo Paredes of the University of Texas at Austin.

The presentation featured a mariachi group from Austin, a conjunto group from Bishop and the Chicano band of Mike Chavez and La Onda Chicana.

"To us this was a cultural mission," said Dr. Reyna. "We weren't so much interested in the trip as the impact of our music."

According to Dr. Reyna, the impact of the Chicano music was great.

"There was no Anglo who had heard any Chicano music before. They could not believe that this music had been developing in this country for over 100 years and they knew nothing about it. For these bolillos it was a cultural shock," he said.

Dr. Reyna said that the music performed at the festival, included Puerto Rican, Cuban, Cagen, Country Western, Country Swing, Greek & Trinidad

and Tapago. However, he said that the Chicano music was the hit of the program.

"Everyone at the Smithsonian was convinced that the Chicano music was the best and that the Onda Chicana was the best band," said Dr. Reyna.

He also said that many people wanted to know where they could buy Chicano music records and that they believed that Chicano music would sell well on the east coast.

The two hour program was held daily and was presented by Dr. Reyna. It began with mariachi music. Dr. Reyna explained that the mariachi music illustrated the Mexican heritage of the Chicano.

The mariachis played several boleros, corridos, & some popular tunes such as Guadalajara and Cielito Lindo.

The mariachi group was headed by Manuel Donely of Austin and featured Lupe Valente of Brownsville and Johnny Vela of Kingsville.

In the new part of the program Dr. Reyna traced the evolution of the conjunto music which had its origin in Texas and Northern Mexico during the mid eighteen-hundreds. Although conjunto music was played in Mexico, it has evolved further in the Tejano tradition.

Dr. Reyna said that el conjunto music reached maturity by the 1930's. He also said that what interested the people at the festival was that the group featured an accordion player.

Beto Morales of Bishop, was the accordion player for the conjunto group. The conjunto performed polkas, schotts, redovas, rancheras and huapangos.

The last part of the program featured Mike Chavez and La Onda Chicana. Chavez, a disc jockey at KINE radio, heads this group which is com-

posed of music majors and graduate music students.

The band members are Jose Compean, Fernando Silva, Andrew Gamez, Robert Garza, Rolando Zapata, Manuel Granado, Lorenzo Gonzalez and Robert Garcia.

Dr. Reyna's historical commentary on the Chicano bands traced its origin to the 1940's. He explained that the Chicano bands of the 1940's were very similar to the American bands of that time, but because the conjunto music was so influential that Chicano bands had to play polkas and boleros. The Chicano bands decreased in size but increased in popularity and by the late 1950's they were established.

According to Dr. Reyna, what impressed the people at the festival about the Chicano bands was that the music students had no former training in Chicano music and had to rely on their culture and a lot of practice to achieve the high degree of perfectionism.

The entire program broadcast throughout the nation on the national public system (MPS).

Dr. Reyna said that it had been a satisfying experience for those that took part in the program.

"The Chicano band members found it extremely rewarding that these people would be so enthusiastic about Chicano music. Our only disappointment was that we had no coverage from the Texas newspapers," he said.

Dr. Reyna who has done extensive research on Chicano music for the last eight years and has lectured on the subject for the last three years, said that he is planning to tour college campuses in Latin America in the future. He also said that they would accept the invitation to attend next year's festival.

Re-issued Volume Perpetuates Myths

One of the first sociological publications on the Mexican-Americans — one containing many statements with which Chicano leaders take issue — has just been re-issued by Blaine Ethridge Books, Detroit.

Spanish-Speaking Groups in the United States, by John H. Burma, was originally published in 1954 by Duke University, and quickly gained notoriety among Mexican-Americans.

Among the dangerous generalizations in the book with which we argue are the following:

"Among the American traditions handed down by our Puritan ancestors is that thrift and hard work are virtues in themselves. No such values exist among the Spanish Americans. Idleness and leisure are not sinful corruption but worthwhile goals to be sought.

"Although they work long and hard under seasonal pressures, Hispanos seem to lack interest in daily output. Having such habit patterns, they are bored with the infinite repetitions of a factory.

"The New Mexico law now requires that only English be spoken in the schools. Hispano teachers and pupils are likely to adhere to the spirit rather than to the letter of the law.

"The health situation of the Hispanos is as bad as one would expect in a poverty-stricken, culturally backward group.

"Hispanos have always been interested in their government, but in a narrow and self-centered fashion.

"A much quicker solution has been suggested, 'Send them back to Mexico' . . . Although this idea does not have great merit and as typically stated is ethically indefensible, it is more feasible here than it would be for any other group because Mexico herself has been somewhat in sympathy with it.

"There are, of course, a great many things which must occur before the Mexicans and Mexican Americans are no longer a problem group.

"As cultural differences disappear and as economic and educational equality appears, it seems likely that, for the lighter skinned Mexicans at least, social equality will eventually become more a matter of personality than of nationality."

The reissue of a book containing such insinuations can be justified only as a commentary on the sociological writings which helped institutionalize the myth about the inferiority of the Mexican-American.

Rey) is hiring him a good, hard-working crew at (what was then) the standard fair wage for pickers.

At this point it looks like the movie is going to delve into the problems, the prejudices and the poverty of migrant farm laborers. But instead of showing what it is like to work bending over for ten hours a day under the hot sun, or if they're lucky, what kind of pigsties they are forced to live in while picking crops or how often they are treated as dumb beasts of burden and taken advantage of by those with wealth and power, the movie quickly turns into a standard Charles Bronson slugfest and bloodbath movie.

Bronson is thrown in jail after he kicks a bunch of small-time hoods off his place who try to force him to use a cut-rate picking crew of winos and bums. While in transit to prison with a group of other prisoners, including a vicious hit man (Al Lettieri), the police caravan is ambushed by Lettieri's friends.

Bronson escapes with Lettieri and tries to sell the killer back to the police in return for being allowed to go back to his farm and get his crop in. The police refuse, Lettieri gets away and Bronson spends the rest of the film being hassled by Lettieri and his gang.

The farm workers woes are pushed into the background to simply provide a setting for all the standard movie violence. Bronson is really more concerned with getting his melons to market than helping the farm workers and while he allows Miss Cristal to unionize the people who pick for him, he considers her more a bed mate than a union leader.

The most sympathetic character in the film is Bronson's foreman Alejandro Rey. He is an honorable Chicano and a struggling-to-survive family man. Providing for his wife and children as best he can, he remains loyal to Bronson. Their friendship goes beyond money or fear, but Lettieri's goons break Rey's legs when he tries to deliver a truckload of melons.

With this final harassment Bronson decides to flex his muscles and, in his usual deadpan style, dispatches a number of hoods, including Lettieri,

(Continued on page 46)

Movie Review . . .

"Mr. Majestyk" Cashes In on Farm Workers' Woes

By Ralph Saenz

The plight of the migrant farm workers is a story that should be told, but United Artists' "Mr. Majestyk" starring Charles Bronson as an independent melon grower, is not the film to do it.

"Mr. Majestyk" starts off well, giving some insight into what the farm workers experience as they travel from one dusty field to another seeking work to make their miserable lives a little more bearable.

The first scene takes place in a small Colorado town where two carloads of Chicanos pull into a grubby service station and are refused the key to the washrooms.

Standing by is Bronson, the ethnic Clint Eastwood, who quietly intimidates the attendant and impresses the workers, especially one proud Chicana (Linda Cristal), with his machismo and the key to the washrooms.

Bronson then goes across the street to make sure his foreman (Alejandro



Peña says Society Must Open Door

Before Mexican - Americans can achieve economic independence, society will have to open up to them as a community. So stated Ed Peña, compliance director for the Equal Employment Opportunity Commission, at a recent press conference in San Antonio.

Peña, former LULAC Midwest National Vice-President, was in San Antonio for a meeting with representatives of American Telephone and Telegraph Co. and Southwestern Bell.

Great strides have been made toward employment equality for women and minorities, Peña pointed out, and the EEOC has made "a lot of progress" since its establishment ten years ago. But there is "still much to do."

Job opportunities may be improving for Mexican-Americans, but their prospects for organizing and managing businesses on a large scale are still limited, he noted.

The EEOC laws established by the 1964 Civil Rights Act are an important step for minority equality, Peña explained, but "opportunity for entrepreneurship" is still needed.

"Corporate social responsibility is the next step to real autonomous relationships for minorities," he said.

Minority-owned businesses such as advertising firms, legal firms, and banks do exist, but "big business will not subcontract to them."

"It is still a closed society for them," he continued. "Before we can achieve economic independence, they are going to have to open up to us as a community."

"Unless we as a community can get into capital investments, we will always be the working class," he declared, saying that this denial of capital investments to minorities limits them to "sweat equity" as a means of income.

"The goals of the EEOC were 'designed to achieve a parity, to obtain a relatively close ratio of women and individuals from minorities in the work force as compared to the make-up of the overall population from which they are drawn,'" Peña explained. "Conditions are improving, but we have to keep working at it. The job isn't quite finished." He noted that about 60 per cent of businesses throughout the country do not follow EEOC guidelines.

At age 39, Ed Peña holds the highest ranking Civil Service position of the Spanish - Speaking community.

Originally from Laredo, Texas, he now resides in Washington, D. C. He has held the position of EEOC compliance director since 1971.

His responsibilities as compliance director involve checking "ethnic and racial characteristics" of the employees within companies to determine if employment programs reflect a "good faith" effort on the part of the companies.

His meetings with AT&T and Southwestern Bell were for the purpose of discussing the progress of an agreement reached last year with AT&T, the nation's largest employer, designed to equitable employment practices within AT&T's 24 operating companies. The agreement, which relates to employment policies and back pay requirements, was filed as a consent decree in Federal Court. It "affects primarily women and individuals from minority groups across the country. We are here," Peña said, "to measure the implementation of that decree." He added that AT&T hiring policies had "improved significantly" in recent years.

While in San Antonio, Peña also addressed a national conference of Amigos de SER.

California Cities Accused of Job Bias in Protection Agencies

California state investigators recently charged Los Angeles, Santa Clara and Bakersfield of sex and race discrimination in hiring of police officers and fire fighters.

The allegations were contained in staff reports presented in July to the State Fair Employment Practices Commission at a public hearing.

The FEPC has been investigating the employment practices of police and fire departments in California's

28 largest cities for more than a year. The staff made public its findings on four of the cities at the hearing, in both oral and written presentations before the seven-member commission. Staff members charged that Los Angeles, Santa Clara, and Bakersfield discriminated in the hiring of minorities for positions as police officers and fire fighters. Only Oakland adequately dealt with the hiring of minorities. None of the four cities hired women

on a non-discriminatory basis, the investigators claimed.

The staff further alleged that those women and minorities already employed in protection agencies are often subject to discrimination in promotion and transfer opportunities.

Carol Schiller, affirmative action administrator for the FEPC, told the commission that "if there is a last bastion of prejudice . . . a closed male

Anglo fraternity, it is the police and fire departments" of the country.

Ms. Schiller, who headed the investigation into protection agency employment practices, said that the staff would recommend that the FEPC order many of the cities under investigation to adopt ratio hiring plans for minorities and women.

A 158-page report was submitted on the Los Angeles Police Department, charging that the LAPD's relection requirements and procedures continue to screen out a disproportionately large number of minority applicants.

Only 9.7% of the LAPD's sworn personnel above the level of policeman are members of a minority group, the report indicates.

More than 100 recommendations were made in the report for revisions of the LAPD's employment practices. The report stated that acceptance by the LAPD of the recommendations might help avoid lawsuits such as were filed against the city Fire Department.

The Fire Department recently negotiated a settlement of a federal lawsuit on its hiring practices, agreeing to a consent decree requiring that 50% of the fire fighters hired by the city be from minority groups until parity has been reached with the make-up of the civilian labor force.

"The most disturbing fact in this investigation," the FEPC staff report stated, was the discovery that Bakersfield has not hired a black fire fighter since 1952.

The report praised the Oakland police department, however, for bringing minorities into its ranks "as expeditiously as possible." Some 17.4% of Oakland's sworn police personnel and 9% of its uniformed firemen are minorities.

Ms. Schiller said that the staff's recommendations "are not carved in stone, there is room for negotiation and modification."

The FEPC investigation stems from a class-action complaint filed with the commission last year by Negro and Mexican-American civil rights groups and by women's organizations.

Underemployment Deprives Chicanos of \$ Billions

Reprinted from *The Forumeer*

LOS ANGELES — America's Spanish-Speaking Communities are unjustly *short-changed each year by more than \$1 billion dollars* directly attributable to federal executives failing to employ the Spanish speaking.

This \$1 billion leakage — retarding development of Chicano and Puerto Rican communities — is barely the "tip of the iceberg" of unfair and Under-American misallocation of taxpayer resources. It occurs within the 2½ million federal employees, representing less than 1/30th of the total U.S. labor force, according to the American GI Forum.

Parity between the U.S.'s two largest minority groups is also a major problem nationally. The U.S. Black population is cited at around 12%, and the U.S. Spanish-surnamed appear (due to imprecise counting and figures) to be around 6%.

Instead of this national ratio of two to one (2:1) the actual ratio for the 35 federal units (leaving aside the few civil rights and language-related units) with 100-5,000 employees is close to *TWENTY-TWO TO ONE* (21.9:1). *Statistically, there is NO chance that this pattern occurs by chance.*

Figures cited above and in this article (on page 4) are a matter of public record and are the most current which are available in complete form.

Mainly, they are taken from a 500-page volume entitled *MINORITY GROUP EMPLOYMENT IN THE FEDERAL GOVERNMENT*, SM 70-72B, and its stock number is 0600-00723. For \$4.15 you may try to obtain it from the U.S. Government Printing Office (which, incidentally, is listed at 50.7% Black employees and 0.7% Spanish-surnamed for a 72.4-to-1 ratio). Figures are valid as of Nov. 30, 1972, and they normally are a year old before the annual document is published.

The figures represent "progress" seven years after the so-called "Watts Riots", which were followed by the "hot summers," assassinations, the so-called "East Los Angeles Riots" — and two full years after President Richard M. Nixon proclaimed the President's 16-Point Program for the Spanish-Speaking on November 5, 1970.

In Point 4 of his 16-Point Program, President Nixon directs: "Begin work IMMEDIATELY with the Departments of Health, Education and Welfare; Housing and Urban Development; and Labor to find ways to enhance opportunities, at all levels, for Spanish-surnamed Americans in programs dealing with the Spanish-speaking population, *as well as in other programs and in other key occupations.*" (Italics ours).

Despite this clear Presidential directive, and based on two years of alleged effort, pre-Watergate, all three of these Departments have a performance record which warrants that they be included in a recommended list of 10 top targets for employment demands by the Spanish-surnamed. They average 2.1% Spanish-surnamed employees, and 23.4% Black — more than 11 times as great.

New Pamphlet Aids Spanish-Speaking Civil Service Applicants

The U. S. Civil Service Commission's latest bilingual publication, "La SF-171 SE Llena Asi" (How to fill out a good SF-171) has been released and is now available. This pamphlet should be of help to prospective Spanish-speaking applicants for Civil Service jobs. All CSC Federal Job Information Centers will have copies for the public.

CALIFORNIA

Engineer Heads

Long Beach Council

Isaac de la Rocha, chief engineer for Long Beach State University's campus radio station, KSUL, is the 1974-1975 president of the Long Beach Council of LULAC.

Serving with him are Tony Vigil, Vice-President; Rick Rojas, Second Vice-President; Patricia Donley, Secretary; and Helen de la Rocha, treasurer. Henry Taboada is outgoing president.

De la Rocha said that the Long Beach Council's current activities include sponsoring a bilingual, cross-cultural pre-school in the city. In addition, this past summer the group fo-

cussed on a summer youth program featuring "a full scope of activities" for members of the community.

Paramount Council Awards Scholarships

PARAMOUNT, Calif. — LULAC Council 357 presented nine scholarship awards recently to students from three local high schools, Brethren, Pius X, and Paramount.

The scholarship recipients from Paramount high school are: Angela Christine Baca, Genevieve E. Goss, Michael T. Polo, Theresa DeJesus Casarez, Thomas Valdez, Aida Yolanda Molina and John E. Garcia. Terri Lopez, representing Brethren High School, and Joseph Duenas, from Pius X, were also recipients.

Additional scholarship assistance was provided two previous winners—Max Martinez and Richard Chavarria. Martinez is presently attending Long Beach State University and Chavarria is a student at Pepperdine College.

Motivated awards were presented to Daniel Figueroa, Alondra Intermediate; Carlos Murillo, Clearwater Intermediate; and Gloria Senteno, Our Lady of the Rosary.

Members of the scholarship committee are Art Salazar, Margaret Pacheco and Leroy Pearson.

Main speaker was Dr. Armando M. Rodriguez, president, East Los Angeles College. Guest speaker was Assemblyman Richard Alatorre. Master of ceremonies was Fernando Del Rio, vice president, public affairs.

The scholarship dinner was held at Paramount Community Center.

NEW YORK

LULACer Named World Population Commissioner

Aida Casanas O'Connor, one of the Charter members of the Manhattan LULAC Council in New York, has been named by the White House as Commissioner of World Population.

Mrs. O'Connor is the first Puerto Rican woman to be accepted by the New York State Bar.

Watch for in-depth story in next month's LULAC News.

New Councils

Newly elected New York State LULAC Director, L. C. Diaz Carlo, has announced that two new LULAC chapters have been formed in New York State — one in the Bronx and one in Brooklyn.

TEXAS



NEW EL PASO COUNCIL MEMBERS

New members of LULAC Council No. 8, El Paso, initiated May 23, 1974. Back row, from left: Richard Sanchez, Robert Hanna, Andy Villodas, Nieves Frausto, and Samuel Reyes. Front row: Carlos Rezza, Richard Juarez, John Montoya, and Perfecto Ortiz.

LULAC 132 Awards Scholarships

Council 132 of El Paso presented 19 local high school graduates with \$5,000 in scholarships to the University of Texas at El Paso and the El Paso Community College.

A reception in honor of the recipients was held at Villa del Norte Apartments at 331 LULAC Drive, hosted by both Council 132 and Council 75.

The scholarship funds come from monies raised annually by Council 132 during the Fiesta de las Flores held on Labor Day.

The main speaker at the reception was Community College president Dr. Alfredo de los Santos.

Receiving the scholarships were high school graduates of both the El Paso and Ysleta Independent School Districts. They were: Rosa Maria Lavender, Noemi Gomez, David E. Garcia, Emma A. Cano, Luz E. Arvizo, Juanita E. Martinez, Rosaura D. Cabada, Rosalia Vasquez, Edna M. Alvarado, Martha D. Limas, Christina Melendez, Loreta Kudzman, Magda Jiminez, Jaime H. Insurriaga, Maria D. Gutierrez, Mario Enriguez, Gerardo B. Estrada, Jeannette Escobedo, and Carlos Espinoza.

**Be Sure YOUR
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COUNCIL MEETING of LULAC Council No. 132, June 21, 1974.



LULAC NATIONAL President Joe Benites addressing Council 132 meeting. On right, Javier Valles, Scribe.



Outgoing LULAC District 4 Director Carlos Villescas, left, and incoming Director Ralph Murillo.

Murillo Named Director of District 4 in El Paso

Ralph Murillo, former President of LULAC Council No. 8, El Paso, was elected Director of LULAC District 4 at the District Convention held at Hotel El Paso del Norte in April, succeeding outgoing Director Carlos Villarreal.

Murillo's active involvement in LULAC affairs has included service as Chairman of LULAC Hall of Fame Committee and as a member of the Board of Directors for the El Paso LULAC Housing Project.

He has been active in many other civic and service organizations. He served for two years on the President's Council at the University of Texas at El Paso. He was Director of the El

Paso Junior Chamber of Commerce in 1969 and was recognized that same year for outstanding effort by the National Junior Chamber of Commerce.

A past member of the Board of Directors for the Easter Seal Foundation, he is currently a member of the Board of Directors for the El Paso Association for the Physically Handicapped. He was named Outstanding Handicapped Worker for El Paso County in 1971, and is recipient of the Governor's Citation.

Other District 4 officers elected at the April 26-28 convention include Jesus Saavedra, Deputy District Director, and Mrs. Alicia Villareal, Director of Youth.

LULAC Women Help Sponsor El Paso Sun Carnival

For the eighth year, the Women's Committee of the League of United Latin American Citizens in El Paso will participate as a sponsoring organization in the annual Sun Carnival, and will be represented by a Sun Princess in the 1974-1975 Sun Court.

Mrs. Alfred Jacques is president of the Women's LULAC Committee. The group, with a membership of more than 300, will co-sponsor one of the major Sun Court social events and will honor a Sun Princess who will be candidate for Sun Queen.

Mrs. Alfonso Prez, assisted by Mrs. Joe Santos Jr., Mrs. Henry Diablo, and Mrs. Melodie Smith, will be in charge of Sun Court preparations and the participation of the LULAC Women's Committee in the 1974-1975 Sun Carnival.

Miss Dolores Pellicano, daughter of Mr. and Mrs. Luigi Pellicano, was honored as 1971-1972 Sun Queen, representing the Women's LULAC Committee. Activities of the El Paso LULAC Women's Committee are primarily dedicated to the promotion of good citizenship and education. Their projects have included sponsorship of hot lunch programs, scholarships, and shoe purchase funds with annual proceeds from the annual LULAC Sweetheart Ball, Rey Feo contest, bake sales, and other fund raising events. The group also aids crippled and retarded children, the aged, and patients of R. E. Thomason General Hospital.

Hosting the National LULAC Convention in June kept the Committee and the rest of El Paso's LULACers busily occupied through the first half of this year. The convention being past, the Women's Committee is now at work in earnest to complete plans for co-sponsorship of a Sun Court party and participation in all the events of the 40th annual Sun Carnival celebration.

Highlight of the 1974-1975 Sun Carnival will be the glittering Coronation Show and entertainment program Dec. 28 in the El Paso Civic Center.

Convention Post Scripts . . .



Ben H. Eng, left, president of the Chinese American Restaurant Association of Greater New York, Inc., and his assistant, New York restaurant owner, Mr. Wong, visited Joe Benites during the El Paso convention and named him to the Association's National Board. The Restaurant Association is fighting increased price of rice and is seeking help from other agencies. Pres. Benites and LULAC rallied to their cause.

The LULAC National Convention Resolution Committee consisted of brother members from different states. They are, from left to right: Reuben Bonilla, attorney, from Corpus Christi; Jack Vargus, LULAC State Organizer, from Houston; Richard Trujillo, attorney and Chairman of the Committee, from Phoenix; Felix Virgil from Colorado, who was a candidate for Southwest National Vice-President; Amando Madrid, from San Antonio; Elias C. Rodriguez from Washington, D. C.; and Manuel Trujillo, Colorado State Deputy Director, from Pueblo. This hardworking group spent days behind closed doors considering scores of resolutions, many of which were approved and recommended to the general assembly for adoption. (The resolving clauses of the resolutions finally passed were published in the July LULAC News).



Convention Post Scripts, Continued



From left: Mrs. Enriqueta Fierro, LULAC National Woman of the Year; Fidel Davila, Special Assistant to the National President; Manuel Villareal, LULAC National Vice-President of Youth; Mrs. Ruben Flores, President of LULAC Council No. 335, El Paso, Texas.

TV

(Continued from page 33)

tional news, and 5-6% wanted national news.

The desire for news emphasized news about the Mexican American communities and news in Spanish. The need for Spanish language news becomes particularly evident in looking at the results of the field survey. Here a significantly greater number of Spanish-speaking respondents and bilingual respondents indicated that they wanted news in general.

Information about laws and civil rights was desired by 5-8% of the respondents. In general they wanted information about the operation of the legal system and the rights of Mexican-Americans.

Information about the schools and about education was indicated by 8-9% of the respondents. People were interested in finding out about what was going on in the school, with special reference to the bilingual programs and the reasons for the high failure rate of Mexican American children.

Some of the respondents (3-7%) wanted information on how to do things. They wanted information

about sewing, cooking, gardening, budgeting, how to make purchases, home improvements, first aid, driving, and child-rearing. Three percent of the respondents indicated a specific interest in language instruction. Of particular concern was teaching Spanish to the children.

A desire to see information about history — history of Mexico, history of Mexican American, history related to the Mexican American heritage — was expressed by 4-6% of the respondents. There was concern for "true" history as compared to the Anglo bias of "school" history.

Summary

TELETEMAS research did not attempt to discover if there is a need for Mexican-American television programming. The need is obvious and has been documented elsewhere. The TELETEMAS research sought to find the ways in which television, and in particular public television, could communicate across the local and regional differences within Mexican American society. The research findings were intended to be tools which television producers could use in crafting a regional or national television series for the Mexican Americans.

Several items stand out as significant in the survey findings. First of all, in the minds of the Mexican-Americans the need is *not* for a single series, but rather for a total programming strategy. Over and over again, the researchers were told "we want programming just like the *gringos*, but for *mexicanos*" and "we want all kinds of Spanish and Mexican programs."

There is a need for news as it relates to the Mexican American community. There is a need for news about what is going on in the many Mexican-American communities, about the social and political progress of *la raza*, about Mexico and Latin American, and about the significance of national and international events for the Mexican American.

Language is the Gordian Knot of Mexican - American television programming. Rigid adherence to any single language standard — ranging from "correct" Spanish to the more bilingual and colloquial *pocho* and Tex-Mex — will restrict the effectiveness in communicating with a wide spectrum of the community. The language used on television should mirror the language usage of the intended audience. Hence, there must be an awareness of the nuances of the various language styles (Spanish, *pocho*, English, etc.) and their function within Mexican-American culture.

Movie Review

(Continued from page 39)

with several well-aimed shotgun blasts.

A better than average director, Richard Fleischer keeps Elmore Leonard's script moving at a fast, low-keyed clip, but he doesn't take any time to say anything important or relevant to the situation. The farm workers are in the same position at the end of the picture as they were at the beginning.

"Mr. Majestyk" is a better than most films of its type, but it cashes in at the expense of the migrant workers who always seemed to get shortchanged. "Mr. Majestyk" is a picture with money on its mind and nothing on its conscience.

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