



Hispanic Democrats meet to plan presidential race

PHOENIX — A group of Hispanic Democratic leaders, buoyed by what they regard as a growing number of contests in which Hispanic voters have turned defeat into victory for the party, met here to organize a vehicle that would carry that influence into the 1984 presidential race.

The focus of attention at the Democrats' meeting was Toney Anaya, a Mexican-American who was elected governor of New Mexico last fall.

A Hispanic official of the Democratic National Committee, state Sen. Polly Baca Barragan of Colorado, said Anaya, now the country's highest-ranking elected official of Hispanic descent, was being talked about for a prominent role in the 1984 Democratic convention, either as a favorite-son presidential candidate or as an aspirant for the vice-presidential nomination.

Anaya said in an interview that such a role could be a means to an end.

"I'm not encouraging that at this juncture," he said. "I'm concerned about how we're going to get more voter registration. If a favorite son is a way of promoting some enthusiasm, I might be for it."

The governor is a chief organizer, along with Barragan, of the new group, which calls itself Hispanic

Force '84.

The conference was dominated by Mexican-Americans from the Southwest. The Hispanic mayors of two major Florida cities, for example, Maurice A. Ferre of Miami, a Puerto Rican, and Raoul Martinez of Hialeah, a Cuban-American, were invited but did not attend.

Leaders of this group said that while their purpose was to sway selection of the candidate, their support would ultimately remain with the nominee of the convention.

Tony Bonilla of Corpus Christi, said Reagan had clearly started to campaign for the Hispanic vote but said he had started too late.

"Reagan was in San Antonio recently and I'm sure he was eating our tacos, only to return to Washington and kick us in the rear," he said, referring to the administration's domestic policies. The league is the largest Hispanic civil rights organization in this country.

It was clear that much of the momentum for the meeting came from recent elections in which the Hispanic community has claimed credit for putting the Democratic candidate over the top.

Minorities stress role in '84 vote

Coalition could sway results, leaders assert

by SUSAN MILSTEIN
Staff Writer

A coalition of black and Hispanic voters could influence the next presidential election, said the leaders of two national civil rights organizations who met in Dallas.

Tony Bonilla of Corpus Christi, the president of the League of United Latin American Citizens, and the Rev. Jesse Jackson of Chicago, the president of People United to Save Humanity, have been holding meetings across the country since December to try to build minority political and economic strength by unifying LULAC and PUSH into a larger and more influential minority-rights movement.

Bonilla said the country's 23 million black and Hispanic registered voters could operate "a substantial block vote that can make a difference in who the next president of the United States may be."

"Rev. Jackson and I would like to say that the hands that used to pick fruits, vegetables and cotton will be picking the president of this country," Bonilla said.

"It is our hope that ultimately we may have a black or Hispanic seeking the presidency of the United States in 1984 during the primaries," he said.

(See Unite on page 8)

Hispanics reaching for more political might

by FRANK TREJO
Star-Telegram Writer

SAN ANTONIO — Political power — how to get it and use it — may have become the recurring theme this weekend during a national conference on the "emerging" role of this country's Hispanic population.

But the leaders of two of the nation's largest Hispanic organizations made it clear that as far as they're concerned, the Hispanic community already has emerged — not only politically but economically and in numbers.

Tony Bonilla, national president of the League of United Latin American Citizens, perhaps most dramatically illustrated his point by announcing that he had to "protest" the conference because once again most of the participants were Hispanic.

"I must protest that we would not be here devising strategy, goals and timetables (for using political power)," Bonilla told the more than 100 people gathered at the Hyatt Regency Hotel. "We don't need to be talking to one another again...We need to be talking to the decision-makers in corporate America and in government.

"I would hope that the representatives of corporate America and government that are out there would take a message back home with them: that the Hispanic community in this country already has economic and political power that we're utilizing," Bonilla said.

The conference was sponsored by Freedom International Foundation Inc., a Houston-based educational and research organization. Douglas Caddy, president of the foundation, said the purpose of the conference was to allow a "neutral forum" for the presentation of Hispanic issues.

During his talk to business, political and education leaders attending the conference, Raul Yzaguirre, president of the National Council of La Raza, expressed concern that the Hispanic community in the United States still is being referred to as emerging. Yzaguirre's organization has headquarters in Washington, D.C., and is made up of community based groups.

Yzaguirre said he found it "amazing" that the election two years ago of Henry Cisneros as mayor of San Antonio received nationwide attention.

(See Political Might on page 8)



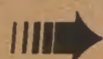
Lulac National President Tony Bonilla, with Cesar Chavez of the United Farm Workers and Rev. Jesse Jackson of Chicago, President of People United to Save Humanity during a recent meeting held in Chicago.

Editorial

TEN IMPORTANT REASONS WHY THE SIMPSON-MAZZOLI BILL MUST BE DEFEATED

1. IT REQUIRES ALL AMERICANS, BE THEY NATIVE-BORN, LEGALLY IMMIGRATED OR UNDOCUMENTED, TO CARRY A NATIONALLY CONTROLLED IDENTIFICATION WORK PERMIT.
2. EXTENDS TO LOCAL POLICE, SHERIFFS, STATE OR LOCAL AUTHORITIES THE POWER TO ENFORCE IMMIGRATION LAWS, DETAIN AND TURN OVER TO IMMIGRATION ALL PERSONS SUSPECTED OF BEING HERE WITHOUT DOCUMENTS OR VISAS.

What you can do . . .



You can help stop the bill if you let your Congressman know as soon as possible that you oppose it.



Urge your congress person to oppose the bill and to do everything possible to prevent its consideration on the House floor. Emphasize the fact previous immigration legislation has been passed in lame-duck session, with little consideration as to their after-effects.

SAMPLE LETTER...PLEASE SEND YOURS TODAY! ASK YOUR PASTOR, CHURCH MEMBERS, UNION OFFICIALS AND UNION MEMBERS, FRIENDS, RELATIVES AND NEIGHBORS TO DO THE SAME!...

CONGRESSMAN PETER RODINO, CHAIRMAN
HOUSE JUDICIARY COMMITTEE
U.S. HOUSE OF REPRESENTATIVES
WASHINGTON, D.C.

HONORABLE CONGRESSMAN RODINO:

I WRITE TO ASK YOU NOT TO APPROVE PASSAGE OF THE SIMPSON-MAZZOLI BILL H.R. 1510 AS IT WILL DO GREAT HARM TO ALL MEXICAN AND OTHER SPANISH SPEAKING AMERICANS THAT LIVE IN OUR COUNTRY. THIS BILL, LIKE THE ONE THAT ONCE PASSED IN THE STATE OF CALIFORNIA AND WAS STRUCK DOWN BY ITS COURT SYSTEM SOME TWELVE YEARS AGO DISCRIMINATES AGAINST EVERYONE WHO IS BROWN, SPANISH-SPEAKING AND OF SPANISH ORIGIN OR SURNAME IN OUR JOBS THE COURTS, SCHOOLS AND EVERY LEVEL OF LIFE...WHETHER WE ARE NATIVE-BORN, PERMANENT RESIDENTS OR UNDOCUMENTED PERSONS.

I WISH TO EMPHASIZE THAT THE SO-CALLED "amnesty" OR "legalization" WILL DEPRIVE OF US OF RIGHTS AND BENEFITS THAT WE ALREADY ENJOY AS TAXPAYERS AND THUS ARE ENTITLED TO THESE SERVICES, TO UNEMPLOYMENT INSURANCE AND TO IMMIGRATE OUR IMMEDIATE FAMILY MEMBERS. THE SO-CALLED "AMNESTY" WILL THUS TAKE AWAY RIGHTS AND BENEFITS WE ALREADY HAVE WITHOUT OUR RISKING THE DENIAL OF SO-CALLED "LEGALIZATION" AND DEPORTATION.

PLEASE USE YOUR GREAT INFLUENCE AND PRESTIGE TO STOP THIS BILL THAT WILL HARM SO MANY AMERICANS AS WELL AS IMMIGRANTS AMONG ST US.

Reinstate The American Dream For Our Children

In response to the report released by the National Commission on Excellence in Education, Ruben Bonilla, LULAC National Educational Chairman, said, "The report calls for a commitment from all Americans to demand and promote excellence in American education. However, the report's major shortcoming was not identifying our system's greatest failure — in preparing our youth for gainful employment, our educational system and labor market projections never intersect."

The Commission's report, "A Nation at Risk: The Imperative for Educational Reform," was formally released last Tuesday and presented to the Administration, which had commissioned the report. The purpose of the report was to define problems afflicting American education and propose solutions.

"The American education system is superior to any other system in the world. It continues to do the most for the most. LULAC believes this concept should be reinforced. In our democratic and free enterprise system, the government does not determine who will be a scientist, an engineer, a scholar, or a musician. The government's role is to ensure all its citizenry equal opportunity to develop individual potential and provide the resources to make this happen," Bonilla said.

Bonilla chairs LULAC's National Educational Service Centers, currently the largest national Hispanic higher educational agency in the country. LNEC, established in 1973, has assisted, supported, and motivated 10 percent of the approximate 1.1 million Hispanic students who have enrolled in college in the past 10 years.

LULAC concurs with the report's recommendation that the federal government is responsible for meeting the unique needs of the country's handicapped, minority, and socioeconomically disadvantaged youth. "We obviously have a vested interest in ensuring Hispanic Americans, the youngest, fastest-growing, and disproportionally largest consumers of the American public school system, strive for excellence and receive equitable educational opportunities. This will not happen with 50 separate responses. National leadership, through a comprehensive education policy, is needed," Bonilla further stated.

The report states excellence costs, but mediocrity costs more in the long run. Bonilla concluded, "America is beginning to pay the price for mediocrity. Our Japanese and European neighbors have not surpassed us because of superior systems and resources, but rather because they are following comprehensive plans which consider their future needs. Now is the time for our nation to look ahead and reinstate the American Dream for our children."

LULAC News

The LULAC News is a publication of the League of United Latin American Citizens, 2950 Morgan Ave., Corpus Christi, Texas 78405.

Materials for publication may be submitted to the LULAC News, Addressed to Raul Castillo, LULAC News Editor, 2590 Morgan Avenue, Corpus Christi, Texas 78405.

Telephone inquiries may be directed to the LULAC National Office at 512-882-8284.

LULAC NATIONAL BOARD MEETING

Pictures below are some of the staff members at the LULAC National Board Meeting held in Atlanta, Georgia



Barbara Altman and Jill Kincaid laughing it up at the board meeting.



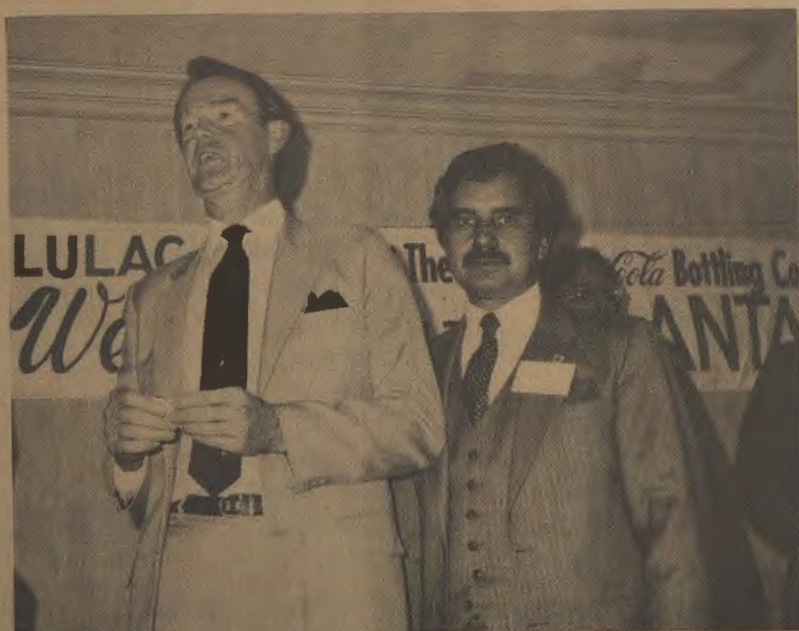
LULAC National President, Tony Bonilla with Mrs. Coretta Scott King, President of the Martin Luther King Center for Nonviolent Social Change, Inc. who was keynote speaker at the Board Meeting Luncheon.



Irma Torres — National Secretary, concentrating.



Arnold Torres and Adrian Moroles waiting for their lunch!



Coca-Cola Co. President Brian Dyson (left) and Tony Flores, National Public Relations Director for the Coca-Cola Co. are pictured at a luncheon that was sponsored by the Coca-Cola Co.



Mr. Ray Ramirez, LULAC Press Coordinator calling the media for the board meeting in Atlanta.

LULAC NATIONAL CONVENTION

JUNE 27 — JULY 3, 1983
WESTIN HOTEL
DETROIT RENAISSANCE CENTER



HISPANIC AMERICA
"A Time For Reflection"

League of United Latin
American Citizens

Tentative Agenda **LULAC National Convention** **June 30, 1983-July 3, 1983** **Detroit, Michigan**

Thursday, June 30, 1983

7:00 a.m. — 9:00 a.m.	LULAC National Executive Board Meeting Mackinac East	
9:00 a.m. — 5:00 p.m.	Delegate Registration	2:15 — 2:45 p.m.
9:00 a.m. — 10:00 a.m.	Ontario Exhibit Foyer — 3rd Level	
	Press Conference	
	LULAC National President	
	Tony Bonilla	3:00 — 4:15 p.m.
	Mackinac West	
10:00 a.m. — 11:30 a.m.	Official Opening	
	Prayer	4:00 — 5:15 p.m.
	Pledge of Allegiance	
	Appointment of Committees	7:00 — 10:00 p.m.
	Opening Remarks — Tony Bonilla, LULAC National President	
	Mayor Coleman A. Young	
	Cabot/Columbus Room-4th Level	
	Official Welcome:	10:00 p.m. — 12 a.m.
	Gov. James Blanchard	
11:45 a.m.	Exhibit Opening	
	Ontario Exhibit Hall-3rd Level	
12:30 — 2:00 p.m.	LULAC Women's	
	Recognition Luncheon	
	Cabot/Columbus Room	
2:00 p.m.	Democratic Presidential Candidate	
	Hon. Rubin Askew	11:15 — 12:15 p.m.
2:30 — 3:30 p.m.	Hispanic Women Symposium	
	Mackinac East	12:15 — 1:45 p.m.
3:45 — 5:00 p.m.	U.S./Latin America Relations	
	Mackinac West	
7:00 p.m. — 10:00 p.m.	Fiesta Alegre Reception	
	Democratic Presidential Candidate	
	Hon. Gary Hart, U.S. Senator/Col.	3:15 — 5:30 p.m.
	Riverfront Ballroom	
	Fireworks Display	
9:30 p.m.	Podium East Heliport	
	International Freedom Festival	

Friday, July 1, 1983

9:00 a.m. — 5:00 p.m.	Delegate Registration	
9:00 — 10:30 a.m.	Immigration Symposium	
	Mackinac East	9:00 p.m. — 1:00 a.m.
10:45 — 11:15 a.m.	Address to General Assembly	
	Democratic Presidential Candidate	
	Hon. Ernest F. Hollings	
	U.S. Senator/South Carolina	
11:15 — 12:15 noon	Economic Development and Corporate Responsibility	
	Mackinac West	
12:15 — 2:00 p.m.	Salute to	
	Corporate America Luncheon	2:00 p.m.
	Speaker: Hon. Pete Domenici	

Saturday, July 2, 1983

9:00 — 11:00 a.m.	Workshop
	LULAC Leadership & Development and Political Education
	Mackinac East
11:15 — 12:15 p.m.	Political Action Symposium
	Mackinac West
12:15 — 1:45 p.m.	Salute to Hispanic Youth Luncheon
	Speaker: Hon. Walter Mondale
	Columbus Room
	Black/Brown Coalition Symposium
	Mackinac East
3:15 — 5:30 p.m.	Report of Committees:
	Credentials
	Rules
	Audit
	Resolutions
	Constitutional Amendments
	Nomination of National Officers
	Nomination of Convention Site
	Music Concert
	Ford Auditorium

Sunday, July 3, 1983

9:00 a.m.	Mass
10:15 a.m.	LULAC Business Session
	Reconvenes
	Election of Officers
	Selection of Convention Site
	Columbus Ballroom — 4th Level
	National Executive Board Meeting
	Press Conference
	Mackinac East

Candidates for National President of LULAC



Linda Martinez Alvarado

Linda Alvarado is president of Alvarado Construction, Inc., a multi-million dollar commercial general contracting firm which is one of the largest and fastest growing Hispanic firms in the country.

Linda was born in Albuquerque, New Mexico and educated at Pomona College in Claremont, California. In addition to managing her business she is an active national leader in civic, political and business affairs.

A nationally recognized speaker and advocate for Hispanic issues, she has given keynote presentations at Stanford University and other institutions of higher education as well as at numerous National Conferences.

- LULAC National Director for Economic Development
- Charter Member Council No. 3019
- Past President Contractors & Businessowners' Council
- Colorado LULAC State Director — Economic Development
- Chairperson — First National LULAC Economic Leadership Summit
- Founder LULAC Christmas Campaign to Assist Needy Families

***SELECTED AS ONE OF THE 100 MOST INFLUENTIAL
HISPANICS IN AMERICA**

HISPANIC BUSINESS MAGAZINE, MAY 1983

- * 1983 National Business Woman of the Year, U.S. Hispanic Chamber of Commerce
- * First LULAC Salute to Hispanic Leaders Award — 1983
- * Committee of 200
- * Founding Board Member Denver Latin Chamber of Commerce
- * Federal Executive Award — Excellence in Business
- * Chairperson Colorado Hispanic Voter Registration Campaign
- * Executive Board Boy Scouts of America
- * First Annual Hard Hat Award — Outstanding Woman in Construction
- * National Small Business Advisory Council

In Detroit, I will want to speak with you and your delegation about the following four-point program:

- * Development of an increased annual budget that will provide for a larger administrative staff to furnish better communication and services to the membership.
- * Development of a corporate-Hispanic dialogue based on the principle of reciprocal trade; that is, companies doing major business with Hispanic consumers must recognize the wisdom of investing in Hispanic economic development and in Hispanic organizations.
- * Development of working partnerships between the National Office and the state and local councils to more effectively accomplish the goals of LULAC.



Mario G. Obledo

Mario G. Obledo served for seven years as Secretary of California's massive Health and Welfare Agency. In this capacity, he sat as a member of Governor Edmund G. Brown, Jr.'s cabinet and directed a large number of activities vital to every segment of the state's population.

Included under Secretary Obledo's jurisdiction: eleven state hospitals for the mentally ill and developmentally disabled; the alcohol, drug abuse and community mental health programs of the state's 58 counties; a statewide network of nutrition and social services for the elderly; the state's public health, disease prevention and health care services program; the vocational training and support services for the physically disabled; the licensing of hospitals and community care facilities; the state adoption, AFDC, Medi-Cal, food stamp, and other cash assistance programs for the needy; the collection of unemployment, disability and state income taxes from California employers and the operation of more than 200 employment offices throughout the state. He was also responsible for a variety of economic development programs for low income people, the planning and regulation of statewide emergency medical services, a major centralized computer program and the administration of an omnibus state civil rights act prohibiting discrimination by state contractors and units of local government.

The services of California's largest agency are contained in the Department of Aging, Alcohol and Drug Programs, Developmental Services, Employment Development, Health Services, Mental Health, Rehabilitation, Social Services; Statewide Health Planning and Development; the Data Center and the Emergency Medical Services Authority. Approximately 45,000 persons are employed by the agency and its annual budget of more than 14 billion dollars is greater than the total individual state budgets of 46 states and most countries of the world.

Upon receiving his license, Obledo worked as a Pharmacist while attending St. Mary's University School of Law. He was graduated from St. Mary's with an LLB degree and later a Doctor of jurisprudence and went into private practice. He was appointed Assistant Attorney General of Texas in 1965. In 1968, Obledo became President and General Counsel for the Mexican-American Legal Defense and Educational Fund, a national civil rights organization.

Obledo served as a member of the faculty of the Harvard University School of Law before accepting appointment in 1975 as California's Secretary of Health and Welfare.

As a result of his professional and civic work, Obledo is the recipient of hundreds of honors and recognition awards, including the 1982 Hubert Humphrey award of the American Pharmaceutical Association.

(See Editors note on page 8)

Lulac Goes Show Biz



Singer Vicki Carr was recently honored as one of the ten most outstanding Hispanic leaders in the United States. LULAC National President Tony Bonilla is shown presenting Ms. Carr with her award during the program that was held in Corpus Christi, Texas.

Improving Television's Hispanic Accent

A lot of people don't like what they see on television, but some Latino political activists are more concerned about what they don't see: Hispanics in high places. The League of United Latin American Citizens (LULAC), the nation's largest Hispanic organization, has filed a discrimination complaint with the Federal Communications Commission against the three major television networks. Monitoring prime-time television for three weeks, LULAC found Hispanics playing only five of 350 major roles, six of 550 minor roles. LULAC wants the FCC to bar the broadcasters from cable and low-power television until they improve their Spanish accents. LULAC has also charged that the Reader's Digest effectively excludes Hispanics from its pages — and its staff — and that The New York Times editorial and op-ed pages ignore Hispanic concerns.



LULAC National President Tony Bonilla is pictured above with the cast of the TV program "Hill Street Blues" on his recent trip to Hollywood.



Homenaje a hispanos destacados en Texas

CORPUS CHRISTI, Texas. Nueve hispanos que se destacan en los campos de la farandula, la política, los deportes, los negocios y el laboral, recibieron el saludo de la Liga de Ciudadanos Latino Americanos Unidos (LULAC) y la empresa Anheuser-Busch.

Los que recibieron el homenaje fueron Vikki Carr, conocida cantante; Rene Enriquez, estrella de "Hill Street Blues"; el congresista Robert Garcia, D-N.Y.; el gobernador de New Mexico, Toney Anaya; el alcalde Maurice Ferre, de Miami, Florida; Tom Flores, entrenador del Los Angeles Raiders; Linda Alvarado,

presidente de la compañía Alvarado Construction Co. de Denver, Colorado; Ed Romero, presidente de Solar America, de Albuquerque, Nuevo Mexico, y Al Montoya, director ejecutivo del Consejo Laboral para el Avance Latino Americano.

Tony Bonilla, al dar la bienvenida a los invitados dijo que "es apropiado que nuestro Saludo a los Lideres Hispanos se realice en Texas, que tiene una larga historia en el liderato cultural y organizativo de los hispanos," agregando que la participacion de la Anheuser-Busch muestra que sus dirigentes se preocupan por la comunidad Hispana.



LULAC News Editor Raul Castillo is pictured above with Hispanic actors Rafael Campos and Pepe Serna. Castillo was in Hollywood talking to Hispanic actors and actresses.

LULAC leader says many Hispanics are frustrated by Reagan, his policies

BY STEPHEN JOHNSON
Houston Chronicle Staff

Hispanic Americans are frustrated by Reagan administration economic policies and this is galvanizing them into a political force that will vote against President Reagan in the 1984 election, says the president of the nation's largest Hispanic organization.

The rate of unemployment among Hispanics coupled with the Reagan administration's willingness to "retreat" from affirmative action programs has caused many Hispanics to become disgusted with Reagan and his policies, says Tony Bonilla, president of the League of United Latin American Citizens.

Hispanics is about 14.5 percent, says Bonilla, a Corpus Christi attorney. He says



The unemployment rate among Texas the unemployment rate in the Rio Grande Valley is about 18 percent and that in the town of Laredo about 28 percent of the work force there is unemployed. Bonilla blames Reaganomics for the high figures.

In March 1980, unemployment among Texas Hispanics was 5.8 percent.

"Our unemployment problem is getting worse in areas where our people are concentrated," he said. "Our unemployment rate is four to five times what our percentage of population is in some areas."

Bonilla was in Houston speaking at a conference of the Service, Employment and Redevelopment conference at the Hyatt Regency. The conference featured discussions on economic problems facing Hispanics and is being attended by government officials, business representatives and community leaders.

He claims the Reagan administration is willing to back down from traditional af-

firmative action policies that would keep the last person hired from being the first fired if he were the member of a minority.

The Reagan administration, he says, is also backing away from Small Business Administration programs that gave preferential treatment to minority businesses seeking government contracts. "The government had set aside a certain dollar amount of contracts that would be awarded to minority businesses," he said. "The Reagan administration seems to be retreating from this type of program."

"There is a growing feeling of desperation in the Hispanic community because the people feel this is a government for the rich, minorities need no apply," said Bonilla. "Coupled with the state of the economy this creates an environment in which Hispanics feel disillusioned. This will be reflected at the ballot box."

Bonilla said there are about 20 million Hispanics in the United States and they can

heavily influence the way at least five states might vote for a presidential candidate.

"All this will fuse a massive political force in America combining the Mexican Americans, Cubans and Puerto Ricans and all Hispanics," he said.

"We anticipate Hispanics going out in greater numbers to vote in the 1984 election to show their disdain for Reagan's policies."

"The Reagan administration said private industry would take up the slack when the government began cutting back its funding of some social programs but that hasn't happened because industry has been hit by the recession also. They're trying to save their own hides."

Hispanic Americans have a long history of "fierce loyalty and patriotism" to the United States," Bonilla said. "It's about time this country learned that we have more to offer than just our lives in wartime and our taxes in peacetime."

Time is right LULAC head sees favorable conditions for bloc

ATLANTA (AP) — The time is right for a well-organized coalition of black and Hispanic voters, and such an effort could sway the 1984 presidential election, says the head of a national Hispanic organization.

Hispanic leaders are concerned about the upcoming election because Ronald Reagan received about 40 percent of the Hispanic vote in 1980, but he has not named any Hispanics to top government positions, said Tony Bonilla, a lawyer from Corpus Christi, Texas. Bonilla is national president of the League of United Latin

American Citizens.

About 44 league delegates were in Atlanta for four days of spring executive board meetings. The group discussed such issues as employment, immigration legislation, voting rights and civil rights.

Established in 1929 and based in Corpus Christi, the league is the nation's oldest and largest Hispanic organization, with 100,000 members in 44 states, Puerto Rico and Germany, Bonilla said.

He said that the organization is meeting in Atlanta for the first time to recognize the growth of the Hispanic com-

munity in the Southeast.

At a news conference at the Martin Luther King Jr. Center for Non-violent Social Change, Bonilla said he is convinced the mood was right for a minority voter coalition after meeting with black and Hispanic leaders across the nation, including the Rev. Jesse Jackson.

Jackson, who heads Operation PUSH in Chicago, has promoted the idea of a black presidential candidate to address minority needs. But other minority leaders have split on the value of such a candidate — some suggesting instead favorite-son

candidates who could act as vote brokers at the Democratic National Convention, and others dismissing the worth of a "symbolic" candidate.

Bonilla said that league officials plan to meet with each of the announced presidential candidates to seek assurances that Hispanics will be named to top administrative positions if they are elected.

He also suggested a summit meeting of black and Hispanic leaders before the end of the summer to discuss the 1984 presidential race and a joint voter-registration drive.

Will LULAC survive its middle age?

By JO ANN ZUNIGA
Staff Writer

LULAC, one of the largest Hispanic organizations in the United States, may be hitting its middle-age crisis.

Three major amendments to its original constitution may be necessary to keep the League of United Latin American Citizens from "stagnating" say both its Washington-based executive director Arnold Torres and Tony Bonilla, the Corpus Christi lawyer who is LULAC's national president.

One dramatic and contemplated break with the past would make the presidential term unlimited. Now the president is limited to a two-year term.

A second amendment would put the national convention in the hands of the national office instead of local chapters. The third would allow state directors to have paid staff members rather than voluntary, sometimes haphazard help.

LULAC is outgrowing its mostly volunteer staff as the number of members grows past an unwieldy 100,000. Its scope on political issues also is expanding.

Presidential races, American foreign policy and corporate structures are subjects of interest. National political and business leaders address LULAC members at their gatherings and black leaders have

agreed to a summit meeting in the spring to discuss a coalition of minority group organizations.

The question is whether the growing roles and pending amendments to LULAC's structure will strengthen with age or weaken with inner political strife.

The LULAC National Executive Board, composed of 45 members, met in Atlanta, Ga., two weeks ago and voted to support the three amendments at the national convention.

LULAC President Tony Bonilla, who will be ending his second and last year in office, supports the amendment on unlimited terms for officers.

"If the president is in the middle of negotiations with corporations, but then became a lame duck, all these companies have to do is wait until the new guy comes along in June," Bonilla said. "The new president may not even know the company executives, much less know how to negotiate."

But Bonilla denied that he would run again.

"I have no intention of seeking re-election even if the amendment does pass," he asserted. "I'm tired of people believing Bonilla is trying to pull one over on them."

"I'm more interested in LULAC as a movement, not as political gain," he said.

LULAC was formed on Feb. 17, 1929, in Cor-

pus Christi from a coalition of South Texas Mexican-American groups. It has spread to include about 800 councils with more than 100,000 members across 44 states.

Now in its 54th year, LULAC has become "one of the most influential American political groups of the 20th century," according to an official Texas historical marker on the corner of Lipan and Carrizo Streets in Corpus Christi.

Times have changed. At the Atlanta LULAC board of directors meeting, the members discussed and voted for resolutions opposing further United States aid to El Salvador and supporting better Hispanic representation in studio and television productions. These resolutions — and one on immigration legislation — will be presented for its membership to vote on at the annual convention in Detroit, June 27-July 3.

LULAC leaders said they are expecting from 3,000 to 10,000 members in Detroit.

This conflict spawned another proposed amendment to LULAC's constitution. Currently the Detroit area council has the main responsibility for organizing the event, with assistance from the national office. But past snafus — as well as current chaos over this year's convention — led to the proposed amendment, which calls for the national office to fully sponsor the annual convention.

(See LULAC, page 8)

UNITE

from page 1)

Jackson said he hasn't decided whether to seek the presidency but is "interested" in the possibility.

"I think all of the present Democratic candidates have shifted too far to the right to protect the interests of the blacks and Hispanics," Jackson said.

Jackson and Bonilla hailed U.S. Rep. Harold Washington's victory in Chicago's Democratic mayoral primary this week as the first major win for the nascent black-brown coalition.

"Now with the victory in Chicago we will begin to get the people from both communities to realize the significant impact we can have," Bonilla said.

In Dallas, several prominent members of the black and Hispanic communities recently forged a coalition to back Marvin Robinson for the District 9 at-large seat on the Dallas City Council.

Historically, Bonilla said, blacks and Hispanics have not worked together because "we were both in such bad shape economically, educationally, socially that we gave priority to our own immediate needs."

Jackson said, "We have been taught to be apart."

The policies of the Reagan administration, however, have served "as a catalyst" to bring blacks and Hispanics together, Bonilla said.

Bonilla and Jackson said they are laying the groundwork for a broader "national summit conference" to be held in the spring, to further LULAC and PUSH leaders' goal of unifying the black and Hispanic communities nationwide.

As PUSH president, Jackson in recent years has organized boycotts and demonstrations to win concessions from corporations that he believed had inadequate minority representation on their boards of directors or among their distributors. Jackson's most highly publicized effort, a black boycott of Coca-Cola products, ended when the company agreed to appoint blacks to its board and to help blacks obtain Coca-Cola franchises.

Bonilla said he and Jackson have talked about getting LULAC involved in similar efforts and forming a coalition between the two minorities.

"We're simply putting America on notice..." Jackson said, "that neither of us (blacks or Hispanics) will be anybody's niggers. We want self-respect and our share of power."



Congressman Wyche of Georgia addressing crowd at King Center. Julian Bond is at foreground.

LULAC

from page 7

The confusion revolved around former Michigan LULAC state director Rogelio Landin. Landin was accused by other members of not delegating responsibility for convention planning.

Landin remains as honorary convention coordinator gathering corporate sponsors. He now shares major duties with other newly appointed convention chairmen as well as Oak Brook Exposition Co. consultants.

Landin said, "We have risen above all the petty problems and squabbles, which speaks to the credit of the organization itself."

Bonilla cautioned, "The bottom line is that LULAC is now too big and important to be run by an all-volunteer army."

The third major constitutional change would be for state directors to hire paid staff. Their salaries would be paid by funds the state organizations could raise from regional foundations.

Trying to bolster LULAC's growing national influence, Bonilla, while in Atlanta, also met with two national black leaders who support his crusade to organize a black and Hispanic coalition as a political and socio-economic bloc.

Coretta Scott King is president of the Martin Luther King Jr. Center for Nonviolent Social Change and widow of the slain civil rights activist. The Rev. Joseph Lowery is chairman of the National Black Leadership Forum, which includes the National Association for the Advancement of Colored People. Both Mrs. King and Lowery appeared with Bonilla in Atlanta to endorse the planned coalition.

One business leader who was present in Atlanta was Coca-Cola Co. President Brian Dyson, who told the LULAC delegation that "as one of the strongest and largest companies, we have commissioned a major community study for the national Hispanic market."

Jack Valenti, president of the Los Angeles-based Motion Picture Association of America, representing the 10 largest film distributors,

said, "About 100 million people a day watch television and 3 million a day go to the movies...I'm trying to be fair. I can't guarantee anyone a job before or behind a camera, but people with talent — no matter what their color — must be given a chance."

As LULAC's influence grows, what one LULAC staff member called "complacency" will either pull the group back into anonymity or prod the group into breaking tradition.

LULAC's opinion on U.S. immigration legislation, civil rights violations and a myriad of other current issues was not as avidly sought until Ruben Bonilla, Tony Bonilla's brother, became LULAC president in 1979.

Ruben Bonilla criticized national and local governmental policies he thought were derogatory to Hispanics. He aggressively pushed LULAC into the political arena, out of its previous position as a mainly civic and social group.

He also hired lobbyist Arnold Torres as LULAC's congressional liaison, who has built a reputation in Washington as a well-informed witness before congressional committee hearings.

But even the 28-year-old Torres, discouraged by what he calls "LULAC's growing pains," has set April 15 as his tentative resignation date.

"LULAC has difficult decisions ahead about breaking with a great deal of tradition. The organization is growing from being social and civic to a more political group," Torres said.

Torres, as executive director, has a budget of about \$100,000 for his four-member staff and their work in the capitol. LULAC's overall budget averages about \$350,000.

Although the Bonilla dynasty within LULAC may be coming to a close, Tony Bonilla said it will be up to members in the grassroots organization to decide which way the group will go.

Political Might

From Page 1

"To me, when we get that kind of attention for something that ought to be the norm, then there's something terribly wrong," he said. "What I'd like to see as headlines is: 'Los Angeles again fails to elect an Hispanic to the City Council.'"

His comments came shortly after conference participants heard demographic information from Steve Tupper, special assistant to the director of the U.S. Census Bureau, who said the growth of the Hispanic community in the United States between 1970 and 1980 means it has the seventh-largest Hispanic population in the world.

Hispanics, he said, make up about 6.5 percent of the total U.S. population. Of the Hispanic population, he said 60 percent is of Mexican descent, 14 percent is Puerto Rican, 6 percent is Cuban, 8 percent is from Central and South America, and 12 percent is from other Spanish-speaking countries.

Of political significance, Hispanics continue to be concentrated in traditional areas: the Southwest, in states such as Texas and California; the Northeast, in states such as New York and New Jersey; the Southeast, in Florida; and the Midwest, around Chicago.

While admitting that the 6.5 percent Hispanic census figure is impressive, Leo Estrada, professor of architecture and urban planning at the University of California at Los Angeles, noted that more than 93 percent of the population is not Hispanic.

"That's an impressive figure also," he said.

"More important, however, is the fact that Hispanics have become visible for a very simple reason, and that is that we're so geographically concentrated," Estrada said. "In discussions such as we've had on political participation, it is important to note that this is not going to happen throughout the United States. It's going to happen in these very specific areas in which Hispanics have concentration."

Note from Page 5

Some of the candidates that are seeking a national office mailed their resumes too late to meet the printing deadline.

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