October 6th 1993

Hispanic News

Follow this and additional works at: https://scholarworks.lib.csusb.edu/hispanicnews

Recommended Citation

This Article is brought to you for free and open access by the Special Collections & University Archives at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Hispanic News by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.
Estrada was selected as Project Manager for the development of the Norton Air Base, responsible for the redevelopment of the non-airport portions of the base. In this capacity, Mr. Estrada was selected from a field of over 150 applicants. Final interviews were conducted with six top applicants by a four person panel consisting of the two Agency co-Chairmen, San Bernardino County Supervisor Jerry Eaves and Loma Linda Councilman Elmer Digeo, San Bernardino City Councilman Ralph Hernandez and Mr. Bopf. Mr. Estrada was the unanimous selection of the panel.

Mr. Estrada a native of San Bernardino, has over 20 years of experience in planning and development. He is most recently served as the Projects Manager for Waste Management of the Inland Valley. Prior to working in that capacity, Mr. Estrada was President of Estrada Consulting, which provided economic development, affordable housing, land planning and solid waste management consultation services to public agencies and private developers. A graduate of Pacific High School, San Bernardino Valley College and California State University in Los Angeles, Mr. Estrada begin his new duties on October 6, 1993.

Summary of Proposition 174 - The Education Voucher Initiative

On November 2 voters will decide whether or not to approve Proposition 174, the Education Voucher Initiative. A "yes" vote would amend Article IX of the California Constitution and direct the state to give each a "scholarship" or voucher which could be redeemed at participating private or public schools.

The authors of Prop 174 believe that the initiative would provide "the quality of education available to all children" by allowing parents to decide which schools best meet their children's needs.

Management of the Air Force-retained portions of the base and the administration of several federal grants. Mr. Estrada will assure that the Minority, Women-Owned Business, and Disabled Veteran goals are administered and achieved for the Agency.

Mr. Estrada was selected from a field of over 150 applicants. Final interviews were conducted with six top applicants by a four person panel consisting of the two Agency co-Chairmen, San Bernardino County Supervisor Jerry Eaves and Loma Linda Councilman Elmer Digeo, San Bernardino City Councilman Ralph Hernandez and Mr. Bopf. Mr. Estrada was the unanimous selection of the panel.

Mr. Estrada a native of San Bernardino, has over 20 years of experience in planning and development. He is most recently served as the Projects Manager for Waste Management of the Inland Valley. Prior to working in that capacity, Mr. Estrada was President of Estrada Consulting, which provided economic development, affordable housing, land planning and solid waste management consultation services to public agencies and private developers. A graduate of Pacific High School, San Bernardino Valley College and California State University in Los Angeles, Mr. Estrada begin his new duties on October 6, 1993.

On November 2 voters will decide whether or not to approve Proposition 174, the Education Voucher Initiative. A "yes" vote would amend Article IX of the California Constitution and direct the state to give each child a "scholarship" or voucher which could be redeemed at participating private or public schools.

The authors of Prop 174 believe that the initiative would improve "the quality of education available to all children" by allowing parents to decide which schools best meet their children's needs.

And to be financially able to send their children to them. They say that teachers would have greater employment opportunities and that higher private school scholarship enrollment would take the pressure off increasingly overcrowded public schools (and save taxpayers the costs of constructing public schools).

Opponents of Prop 174 counter that the initiative would give choice to schools, not to parents. They allege that passage of the initiative would create a bureaucratic and financial nightmare, that giving public tax money to religious schools is unconstitutional, and that public schools could end up with hard-to-educate children. They fear that new schools, operating with few restrictions, will not have standard course requirements or certificated teachers.

This summary gives a brief explanation of Prop 174 and poses open questions for voters to consider.

THE VOUCHERS - Under Prop 174, all "resident" children would be entitled to receive an annual voucher to redeem at "scholarship" schools. Each year the voucher would be worth at least half the prior year's total spending per public school student from all sources. For the 1993-94 school year, the estimated spending is $5,200 per pupil; a voucher would be worth $2,600, paid directly to the student's scholarship school.

SCHOLARSHIP SCHOOLS - If Proposition 174 passes, California will have four types of schools - public (funded by public tax money), private (tuition supported), and public or private.
LETTER FROM THE PUBLISHER

I.E. Symphony Association & Sinfonia Mexicana Society Deserve Well Done for Maricahi Performance

The Inland Empire Symphony Association and Sinfonia Mexicana Society sponsored the Mariachi Sol De Mexico de Jose Hernandez with Alicia Juarez and Pedro Rey at the California Theater on September 26 as a fundraising effort for the forthcoming Sinfonia Mexicana Concert "Musical Treasures of Mexico" on April 9, 1994.

A capacity-filled audience heard a magnificent three hour performance of symphonic mariachi and mariachi music. The reaction to the music conducted by Maestro Hernandez was a four time standing ovation to the conductor and his fine musicians.

The Association and Society were overwhelmed by the community support which was, in the opinion of many persons, the cultural event of the year.

The success for this event was the result of commitment and hard work by many individuals, specifically, the members of the Sinfonia Mexicana Society and Association staff. Each member and staff performed beyond their respective responsibility.

Another factor for the successful event was the co-sponsorship of the Sun Company. The Sun's commitment to allocate interview and advertising space was in the estimation of the committee, a key to the success of the fundraising event.

I wish to publicly thank the Sinfonia Mexicana Society members and Inland Empire Symphony Association staff for a job well done.

I would also thank the Sun Company for their participation in this event which contributed to a successful performance.

Last, but not least, I thank the public for their support of this cultural event which will, in effect, be the initiation of a traditional community event.

Sincerely,

Graciano Gomez, President
Sinfonia Mexicana Society

U.S. population growing faster than previously projected

New Census data show that the nation's population may grow even faster than previously projected, reaching 392 million by 2050. The Bureau projected in December 1992 that the nation's population might reach 383 million by the year 2050.

The new projection is contained in a Census Bureau report entitled, "Population Projections of the United States, by Age, Sex, Race, and Hispanic Origin: 1993 to 2050 (P25-1104)."

Jennifer Day, author of the report, says "particularly striking in these new projections is greater growth in births in Hispanic communities and higher immigration of White, non-Hispanic persons.

After 1996, the Hispanic population is projected to add over 870,000 people to the nation's population each year. This is more than any other racial or ethnic group. Nearly two-thirds of the growth is expected to come from natural increase and about one-third from immigration. By 2010, the Hispanic origin population may become the second-largest race/ethnic group.

While Hispanic immigration is projected to remain about the same as in the December 1992 figures, Asian and Pacific Islander immigration is assumed to be 20,000 a year lower (317,000 versus 337,000) and White non-Hispanic immigration is expected to be 20,000 a year higher (174,000 versus 154,000).

Other information contained in this report includes:

- The number of babies born in the U.S. is projected to decrease slightly as the century ends. However, by 2012 the annual number of births may exceed the 4.3 million that the nation saw at the height of the Baby Boom.
- The racial/ethnic distribution of the nation's population is expected to continue changing. By 2050, the White, non-Hispanic portion of the population is projected to decline from today's 75 percent to 53 percent. Asian and Pacific Islanders will continue as the fastest growing segment of the population (over 4 percent a year). At this rate Asian and Pacific Islanders will make up 10 percent of the population in 2050 (41 million people).
- The African-American population is projected to grow from 31 million people (12 percent) in 1990 to 62 million people (16 percent) by 2050. After 2012, this report projects that more African-Americans will be added to the population each year than White, non-Hispanics.

Day says these updated projections came about for several reasons. These include an extra increase in the resident population because of the return of many overseas military personnel to the United States, updated birth and death rates, and revised data reflecting the impact of recently changed immigration laws; representatives may obtain reproduced copies of the report from the Public Information Office by calling 301-763-4040. Final printed copies of the report will not be available until the fall. Non-media orders should go to the bureau's Population Information Staff at 301-763-5002.

Colton
Funeral Chapel
738 East Highland Avenue
San Bernardino, CA 92404
(909) 882-1288

Grove
Colonial Mortuary
738 East Highland Avenue
San Bernardino, CA 92404
(909) 882-1288

Colton
Funeral Chapel
1275 North La Cadena Dr.
Colton, CA 92324
(909) 825-0570

Register to Vote

Drive Carefully!

Commentary

Wednesday, October 6, 1993

Garamendi to speak in Riverside on October 20

Raven Lopez-Workman, Chairperson, Riverside County Democratic Central Committee, announced that John Garamendi, State Insurance Commissioner, has agreed to speak on work compensation and health care reform at the Riverside County Board of Supervisor Chambers on October 20 at 7:00 P.M. Mr. Garamendi has scheduled other speaking engagements on that day. Persons interested in further information may call Mrs. Workman at message phone (909) 351-1205 or pager (909) 341-7914.

Election Day 1993

- Election Day is Tuesday, November 2, 1993
- Last Day to Register to Vote: October 7, 1993
- If you have moved, changed your name, or want to change your political party, you must register by October 4, 1993.

Sincerely,

Pablo B. Cano
Manager
Grove Colonial Mortuary
Colton Funeral Chapel

SCHOOL IS OPEN

Drive Carefully!

YOUR CONFIDENCE IS OUR SACRED TRUST

SERVICE TO YOU

The spirit and dignity of a funeral home centers around the men and women who have built it and the personal service they provide.

Our efficient experienced staff strive to give every family member the finest personal care. Family and friends appreciate the relaxing atmosphere of the home-like chapel and visitation rooms. The choice of San Bernardino and Colton families for years.
Henry Calderilla honored as Kiwanian of the Year

Henry Calderilla, a four-year member of the Kiwanis Club of Greater San Bernardino, was selected as "Kiwanian of the Year" for outstanding service and volunteerism during the installation of officers at the Elks Club in San Bernardino. He is on the service club's 1993-94 Board of Directors.

Calderilla, 20 year member of the San Bernardino Sheriff Department's Community Liaison Unit, a special division initiated by Sheriff Dick Williams. He represents the Department in the Community on an ongoing basis, interfacing with numerous groups and individuals and has developed a community-based network. Additionally, he is a member of several high-profile community service organizations.

Manuel Hernandez, newly installed president of the Kiwanis, in presenting the award, stated, "Henry has been involved with many of our programs since becoming a member. He volunteers his time in many projects without hesitation. In our estimation, he has an outstanding performance record and deserves this award."

Calderilla was born and raised in Colton, graduating from Colton High School in 1963. He served four years in the Marine Corps, including 13 months in Vietnam. A graduate of San Bernardino Valley College with an AA in Administration of Justice, he received his BA in Public Administration from the University of Redlands.

Calderilla married his childhood sweetheart, the former Dorothy Gomez and they recently celebrated their 27 wedding anniversary. They are the parents of Tisha 24, Sylvia 19 and Julie 17, and two grandchildren, Jonathan and Jeremy.

San Bernardino County Sheriff Deputy Henry Calderilla (left) receiving the "Kiwanian of the Year Award" from Arthur Sauceda, past president of the Kiwanis Club of Greater San Bernardino.

"We are very close-knit and my wife and I devote our total energies toward our daughters, family-oriented activities and our community. I am very pleased to receive this award and thank my family for allowing me the time to devote to these worthwhile projects," he said.

Calderilla has b.e.n awarded the Latino Peace Officers Association's Officer of the Year Award, Inland Empire Hispanic Chamber of Commerce's Outstanding Member Award, Colton's Recreation Service Award and Colton PTA "Founders Award."

Ken Martinez named Cajon Vice Principal

Only two administrative changes were made in district high schools this summer. The Board of Education recently announced the appointment of a new vice principal for the '93-'94 school year.

Ken Martinez was selected for a vacancy at Cajon. His promotion follows three very successful years as the computer literacy teacher at Pacific High. He was also Student Council advisor there. Mr. Martinez has been teaching in the district since 1985. He earned his B.A. from the University of California, Irvine and is presently working on his M.A. from Cal State University, San Bernardino.

Be fair, strict, loving and caring. Sounds like a recipe parents might follow in raising their children. Well, it could be. But in this instance the words of wisdom were spoken by San Bernardino High School world geography teacher Kenneth Soto. "Kids can tell right away if you care for them. It's real simple," says Soto. "They know if you care; they'll meet you halfway and try to do well in your classroom."

Soto says he's a little "weird." He takes a mop and bucket of water to his classroom floor every so often himself. "Why should I always leave it to the custodian? We're (Soto and his students) the ones who mess it up.

He thinks a neat room encourages self-pride too. "When a student walks through my door, I want him to look around and know he is going to learn something." The jovial teacher likes what he's doing and it shows. He gives his students nicknames and calls them "mijos" and "mijas" (Spanish for "little one" and "dear one"). "At first, some don't like it, but later it catches on," says Soto. He draws his students together as a family and teaches geography much the same way, as a team. Soto develops an appreciation for the diversity in America. While his students study world geography, they also gain self-esteem and pride in their own cultures as well as respect for those of their classmates.

Soto teaches at-risk students and a Life Skills class in addition to an honors class, cross-country track, and soccer. His "mijos" and "mijas" (Spanish for "little one" and "dear one"). "At first, some don't like it, but later it catches on," says Soto. He draws his students together as a family and teaches geography much the same way, as a team. Soto develops an appreciation for the diversity in America. While his students study world geography, they also gain self-esteem and pride in their own cultures as well as respect for those of their classmates.

Soto teaches at-risk students and a Life Skills class in addition to an honors class, cross-country track, and soccer. His "mijos" and "mijas" (Spanish for "little one" and "dear one"). "At first, some don't like it, but later it catches on," says Soto. He draws his students together as a family and teaches geography much the same way, as a team. Soto develops an appreciation for the diversity in America. While his students study world geography, they also gain self-esteem and pride in their own cultures as well as respect for those of their classmates.

Soto teaches at-risk students and a Life Skills class in addition to an honors class, cross-country track, and soccer. His "mijos" and "mijas" (Spanish for "little one" and "dear one"). "At first, some don't like it, but later it catches on," says Soto. He draws his students together as a family and teaches geography much the same way, as a team. Soto develops an appreciation for the diversity in America. While his students study world geography, they also gain self-esteem and pride in their own cultures as well as respect for those of their classmates.

Soto teaches at-risk students and a Life Skills class in addition to an honors class, cross-country track, and soccer. His "mijos" and "mijas" (Spanish for "little one" and "dear one"). "At first, some don't like it, but later it catches on," says Soto. He draws his students together as a family and teaches geography much the same way, as a team. Soto develops an appreciation for the diversity in America. While his students study world geography, they also gain self-esteem and pride in their own cultures as well as respect for those of their classmates.
Education Voucher Initiative

Inland Empire Hispanic News

Wednesday, October 6, 1993

Summary of Proposition 174 - Voucher Initiative

Continued from Page 1

ACCOUNTABILITY - The state does not require private schools to test their students. Under Prop 174 the State Board of Education may require all scholarship and public schools to administer and release the results of tests reflecting "national standards" (not currently developed), scored by independent scorers.

FINANCIAL IMPACT TO CALIFORNIA - The financial impact would depend primarily on how many existing private schools decide to accept vouchers and how many students leave public schools to go to scholarship schools. If the 500,000 students in private schools chose to redeem vouchers, the cost to the state would be large. This expense would be partially or wholly balanced if public school students transfer to scholarship schools (the vouchers would be less than current per pupil funding). Assuming that the state gave only the voucher amount to scholarship schools, the Office of the Legislative Analyst projects that, after the phase-in period, Prop 174 would result in:

• an annual net cost to the state of around $600 million if 10% (52,000) of public school students transfer to scholarship schools
• break-even if 20% (14 million) transfer
• an annual net savings of $1 billion if 33% (1.7 million students) transfer.

Supporters emphasize that public school enrollments are growing rapidly and that the cost of providing $2.600 vouchers to each child entering a scholarship schools saves another $2,600 that would have to be spent if that child went into a public school rather than a scholarship school.

PRIVATE SCHOOLS - If deemed constitutional, Prop 174 could help religious schools, many of which are small and have low tuitions. Religious schools large enough to qualify to become scholarship schools currently educate about 83% of the more than 500,000 non-public school students in the state. However, many small religious schools and the more expensive private schools express little interest in accepting scholarships for fear of losing autonomy.

THE COURTS AND THE LEGISLATURE - If Prop 174 passes, it will require considerable clarification. All implementation steps will have to comply with existing and future federal laws and court decisions, as well as the state and federal constitutions. The California Legislature will have to set guidelines for implementation, including the process for becoming a public scholarship school and for making monthly voucher payments, the determination of yearly voucher amounts, and other clarifications and adjustments to the new system.
Manuel Hernandez was installed as 1993-94 president of the Kiwanis Club of Greater San Bernardino (KCGSB) at its annual installation of officers held at the Elks Club, San Bernardino.

In his acceptance speech, President Hernandez announced new projects to be adopted for the following year: Casa Ramona Health Clinic; Adopt Curtis Middle School; Kiwanis/MAAE Wrestling Tournament; and Christmas in Mexico. A major project is the Teddy Bear Pilot Program (TBPP), an immunization program coordinated with the San Bernardino County Health Department. TBPP primary objective, according to Hernandez, is to develop a computer network to identify immunized Hispanic children in the county. The secondary objective is the development of a public information program which will assist the Health Department in educating Hispanic parents on the need to immunize their children. (writer's note: President Hernandez recently announced a grant allocation of $500,000 by the Robert Wood Foundation to the Health Department for the TBPP implementation!)

KCGSB is one of the most active service clubs in the region. Current major projects, according to Bill Ellison, secretary, consists of Aquinas High School Key Club; Inland Empire Future Leaders; Option House; Community Health Fair; adoption of Rio Vista Elementary School and San Adreas High School; Vera Lopez Scholarship and Youth Education and Motivational Program and Annual Scholarship.

KCGSB has received recognition for its outstanding projects: Mexicali Dental Project-Cal-Nev-Hi Districts Single Service Award; Mexicali Blood Bank-Kiwanis International Single Service Award; Inland Empire Future Leaders-Cal-Nev-Ki Single Service Awards; Community Health Fair-Kiwanis International Single Service Award, are among the major awards received.

Hernandez has established a distinguished record during his membership tenure in the KCGSB for continual volunteer services at the local, district and regional level. He previously served as club president in 1988-89 and district lieutenant governor in 1989-90, receiving the Distinguished Recognition Award for each term and is current advisor to Aquinas Key Club. He co-authored the Mexico-American pageant play presented at San Bernardino Valley College and is regional advisor - Circle K, a college-level service club.

Hernandez attended the Fontana school system, graduating from Fontana High School in 1976. He attended Cal-State, San Bernardino and was concurrently serving in the Marine Corps Reserve. Graduating with a BA in Economics, Hernandez entered the Marine Corps as a private, became an officer and served six years as operations officer and assistant public affairs officer.

Currently, he is an accounts executive officer for the State Compensation Insurance Fund.

Hernandez is married to the former Nora Kechev and are expecting their first child in December.
October Breast Cancer Activities Set

Breast cancer is a major public health problem in California and is of great concern to women, health professionals, researchers, legislators, and others according to the American Cancer Society. Progress has been made through research and advances in breast cancer detection and treatment. However, more attention to breast health is needed. The American Cancer Society, California Division, is responding by sponsoring major breast health activities in October 1993.

October 19, a day when women will be encouraged "take action" and make a personal commitment to get a mammogram. A woman may choose to get a mammogram on this day, or make an appointment to get one sometime in October, or she may just finally decide that by a certain date she will take the step and begin screening.

A cancer screening clinic for women 45 years and over is offered by the San Bernardino County Public Health Department at the Public Health Clinical Services, 799 E. Rialto Ave., in San Bernardino. The clinic is staffed by female examiners who provide services which include a physical assessment, breast exam and breast self examination (BSE) instruction, and a complete pelvic exam, including a pap test. The costs for these services are $43.00 for new clients and $41.00 for returning clients. Medi-Cal and Medicare are accepted.

Women wishing further information may call the American Cancer Society at (909) 683-6415, (909) 824-7734 or (909) 983-2784.

S.B. Employment & Training Agency receives $50,000 grant from EDD

(SACRAMENTO) Senator Ruben S. Ayala (D-Chino) announced that the City of San Bernardino, Employment and Training Agency was awarded a $50,000 grant by the Wilson Administration (Employment Development Department).

The grant is associated with the Job Training Partnership Act. Washington assigns a pot of money to the State for distribution under the Act.

Monies are intended to provide assistance to hundreds of individuals from Lockheed Commercial Aircraft, and others, who have become unemployed due to layoffs.

"Governor Wilson should be complemented in awarding the funds to and others, who have become special performances by Prime Time to read."

Ayala said in closing.

Philip Marmolejo Post Halloween Dance

The Philip Marmolejo Post 650, American Legion will have its annual Halloween Dance on October 30th from 9:00 to 1:00 A.M. Richard Alcantar, 2nd vice commander, is inviting Post members and general public to a fun evening with prizes for best costumes (optional), door prizes and raffles. Music will be provided by Los Tlaloceros, playing every type of music to satisfy everyone.

Tickets may be purchased at the Post's bar or call (909) 792-6783 for further information.

HICAP answers Medicare Questions

If you have questions on Medicare, its deductible, types of supplemental insurance policies or HMO's, you should attend HICAP's (Health Counseling and Advocacy Program) community education workshop scheduled at Casa Ramona, 1524 7th St., in San Bernardino, Thursday, October 14, 1993 at 10 a.m.

HICAP is a program funded by the California Department on Aging who serves as an advocate for senior citizens who have questions regarding their health insurance. Last year, the program helped Riverside and San Bernardino County senior citizens save over $636,000. Please come and find out how this program can help you understand your medical rights. For questions call Ophelia Lopez (Cas Ramona) at (909) 889-0011 or Billy Johnson (HICAP) at (909) 787-6522.

Literacy celebration set for Oct. 23, 24

A Literacy Celebration will be held on October 23rd and 24th at the Jack Simonson Center in Rialto, California. Events will include an art exhibit and an entertainment showcase with musicians, dancers, gospel singers and special performances by Prime Time Choristers, Ballet Folklorico Cultural and Ballet Folklórico de Tonaláhuatl.

Saturday, will also feature a benefit fashion show presented by Mahogany Showcase with Flawless Productions, Klassy Kids and Soup Productions. Sponsors for the Literacy Celebration are San Bernardino County Library and the City of Rialto.

The Jack Simonson Center is located at 1243 Riverside Avenue in Rialto.

Festivities are from 11 AM to 4 PM on both days. October 23 and 24th.

A donation of ten dollars is requested, to benefit the San Bernardino County Library Literacy Program that provides free one on one tutoring to teach adults to read.

Information call (909) 387-5730.

Parents Anonymous

Being a parent is a tough job. If you sometimes feel out of control with your children, Parents Anonymous can help. Weekly, support groups are being held in Colton and Fontana. Contact Jackie Hoor, Parents Anonymous coordinator, at Center for Counseling and Parenting, 370-0372.
BARTER EXCHANGE
(The Personal Touch)

Additional Business Through BARTERING

Why lay out your hard earned cash for your business needs when you can barter for them with the additional business we send you?

Conserve your cash outlay and reduce your overhead by bartering with Barter members for your business, personal and family expenses.

Example...Pay a $200 cash equivalent (credits for your mechanic and printing needs from your accumulated credits.

Using your wholesale barter credits (equivalent dollars) you are purchasing at $200 CASH IN YOUR POCKET - SOUND INTERESTING?

BARTER EXCHANGE
1678 North "E" Street
San Bernardino, CA 92405

SIGN-UP MEMBERSHIP COUNT OVER 360
Founded & Locally Owned by Family for Over 9 Years

(714) 881-6130-34 • (FAX) 881-6135

Ask for Joseph, Julie, Maryann or Tony

San Bernardino's Rediscover
1st Annual Community Picnic
Saturday, October 9, 1993
Perris Hill Park

Fun for the Whole Family!

For Information Call: 384-5081

Made Possible By:
The City of San Bernardino and The Economic Development Agency

Be A Designated Driver!

---

CLINICAL THERAPISTS
Licensed and Pre-licensed
$29,162 to $44,117 annually
Plus $275/mo benefit package

The Department of Mental health seeks BILINGUAL (Spanish-English) persons to do therapy with patients with emotional or mental disorders.

Must have one of the following degrees:
- MFCC - internship number from State of California
- MSW - Masters from school accredited by National Council on Social Work Education
- Psychologist - Doctorate in clinical, counseling, or professional psychology including a 1500 clinical internship

Apply as soon as possible.
San Bernardino County Human Resources
157 W. Fifth Street
(909) 387-8304
San Bernardino, CA 92415 - 0440
EOE - M/F/H

A Scentimemental Petal Pusher
Bodas • Canastas de regalo
• Globos • Quinceaneoras •
Plantas en maceta
Se aceptan cuentas comerciales
Cheryl Garcia-Anstine, Dueña
Randy Anstine, Dueño
Se Habla Espanol
(909) 825-7545
FAX (909) 825-7374

Prieto Auto Body Repairs
• Detailing • Upholstery
• Mechanics & Smog
• Transmissions
Free Estimates-Insurance Welcome
Lupe Prieto (909) 865-4860
Se Habla Espanol

Government Owned Homes
Riverside and San Bernardino Counties
2,3,4, Bedrooms
Prices start at $50,000
Highest Bid wins
You can get a GOOD DEAL
Call (909) 780-5265
Day or Night
We speak English or Spanish

Se Necesita hombre bilingue
Para la posicion de conserje en el mercado de descuentos de Moreno Valley. Se requieren referencias escritas: 2 de trabajos anteriores y una personal. Interesados favor de llamar al (909) 824-8778 Sr. Kim.

OPEN HOUSE
RIALTO FIRE DEPARTMENT
Headquarters Fire Station
131 S. Willow Avenue, Rialto
Balloons - Refreshments - Fire Demonstrations
McDonald's Characters - Smokey Bear

SATURDAY, OCTOBER 9, 1993
10 AM to 3 PM

When you want to reach the Hispanic Community...

Advertise in the
Inland Empire Hispanic News
(909) 381-6259

MIRACLE MILE CAR WASH
"Soft Cloth Process"

50% OFF
CAR WASH $9.99
ONLY 29 CENTS A CAR

ULTIMATE CAR WASH $19.95
CARPET CLEANING $14.95
EXPRESS CAR WASH $9.95

247 South "E" St. • 909-8116
OPEN DAILY • Mon.-Sat. 8:00-5:00 • Sun. 9-4

Ask About Our El. Rate Check
We Honor All Other Car Wash Coupons

---

Wednesday, October 6, 1993
Hispanic News earns Nat'I Recognition

Continued from page 1

Kirk Whisler, a founding President of NAHP and Publisher of Travel Mexico Events and Destinations, says that professionalism within the industry has increased since 1980.

"Back then, the content was primarily press releases or very poorly written articles written by people with no background in journalism at all. Writing was very emotional," he recounts. "Over the years, they have become true community newspapers. The evolution has been incredible.

Change has not come without hard work. Manuel Toro, Publisher of La Prensa in Orlando, Florida, founded his weekly Spanish newspaper in 1981 with the help of his wife and a typesetter. He says that he continues to put all of the paper's profits right back in the business. La Prensa now has a staff of nineteen and a circulation of 20,000.

"Hispanic print was a losing proposition in the past because it did not have the support of the advertising industry," he explains. "Most publishers did this out of a desire to give our community a voice, many times risking our pocketbooks."

Toro, who is also President of the National Federation of Hispanic Owned Newspapers, credits the Aguirre family in Miami, founders of Diario las Americas, and the Lozano family of Los Angeles, founders of La Opinion, as pioneers who paved the way for smaller community newspapers.

"They showed the way to become successful, not only as editors, but also in the business sense. They have opened the road to the advertising community, and now we are reaping the benefits," he comments.

In the past, Hispanic print was hampered by the perception that it was a medium utilized solely by impoverished immigrants. Tino Duran, President of NAHP and publisher of La Prensa, a weekly Spanish language newspaper in San Antonio, Texas, contests this view. "It hurts our business. The Hispanic community is renewing its ties to the culture. Both Latinos that forgot their Spanish and Anglos that are studying Spanish read Spanish print."

Duran points to La Prensa's established role in the community, stating, "When you talk about La Prensa's in San Antonio, it's like talking about the Alamo."

Hispanic community newspapers cater to a diverse set of interests, and variables such as ownership and nuances of Spanish-language journalism can affect coverage of local events.

Duran, who is also the Publisher of the bilingual El Informador in Fort Worth, Texas, says the main difference between English and Spanish text is that "In Spanish, we approach news from a personal standpoint."

The issue of language is one that Orciano Gomez, Publisher of Southern California's Inland Empire Hispanic News, also faces daily. About 80 percent of the stories in his six year old, biweekly publication are in English, with the rest in Spanish. "When there's a subject that's of interest to the Spanish speaking group, then we publish that information in Spanish, such as immigration law, social or health services that the Spanish speaking community should be aware of," he explains.

Like most Hispanic publications, the Inland Empire Hispanic News, which is circulated in Riverside and San Bernardino Counties, was founded to highlight the positive images of Hispanics. The paper prints informational articles and highlights Hispanics who have achieved in business, academics, and the community.

Regardless of editorial stance, members of the Hispanic press say they are more in tune with their readers than the general market media. However, a Hispanic publication still must earn its acceptance, he says. "That involvement includes being a member of the local Hispanic chamber of commerce, as well as social and community groups. We have to be fully aware of what's happening and develop a network to be responsible to the needs of the community."

Armando Chapeli, Publisher of El Tiempo Latino newspaper in Washington, D.C., comments, "We are able to provide a much more understanding view. The mass media does not care that the community's situation is so bad, because the government doesn't care...and the government doesn't do anything about [the situation]."

The close relationship with the local community brings with it a unique challenge. Editors of most Hispanic community papers commonly juggle the roles of community advocate and objective news source.

Last March, representatives of the California Hispanic Publishers Association (CHPA) met with the state's Governor Pete Wilson, to discuss hard-hitting policy issues as bilingual education and immigration. This fall, the group expects to meet with President Clinton.

"I think it's just something I thought about because I didn't see anyone else doing it," says CHPA President Jonathon Sanchez, regarding the idea to advise politicians on Hispanic policy concerns. "There is so much infighting among public officials."

Sanchez, who is also the Publisher of Eastern Group Publications in Los Angeles, which publishes eight bilingual weeklies, credits the growth in Hispanic print to the formation of professional organizations. The National Association of Hispanic Publications, the National Federation of Hispanic Owned Newspapers, and its affiliated statewide organization, CHPA, are three such examples.

The groups encourage their members to be audited for precise circulation figures, and they stage workshops and conventions to advise publishers on technical journalistic, and business concerns.

Nonetheless, Hispanic print remains a hard sell. The industry scrambles to overcome myths surrounding Hispanic literacy and gain advertiser confidence with proven circulation figures.

Andres Tobar, Editor in chief of the National Hispanic Reporter, based in northern Virginia and circulated nationally, has experienced this firsthand. "As soon as we get major advertising dollars, we can make a greater impact in the Hispanic community," he says.

From the infant National Hispanic Reporter to granddads like La Prensa, Hispanic publications are at very different stages in their development and mission. "I think you ought to not hold Hispanic media to the same standards of other mainstream publications because it is an evolving media," comments magazine publisher Whisler.

But according to a faithful reader of New York's El Diario - the largest Spanish language newspaper in New York - 53 year old Armando Muñoz, from Brooklyn, says that Hispanic newspapers are all he needs to stay on top of the news. "I don't read any other magazine, but El Diario...I like it because they write about my culture and problems facing the Hispanic community."