









**Los Lobos Join Anheuser-Busch and Budweiser —**  
Los Lobos, the Grammy Award-winning quintet from East Los Angeles, have joined Anheuser-Busch, Inc. as the brewer's newest marketing representatives. Los Lobos, who have been performing since 1974, will record both English and Spanish-language radio commercials for Budweiser beer. This is the first time that any group will record Budweiser advertising messages for both the Hispanic and general markets. Shown at a recent recording session are, from left,

### Ramirez Fundraisers

A fund has been started in Hereford for Leukemia Victim Sergio Ramirez, age 33. He is married and has two children. They live in Hereford.

He is hospitalized in Amarillo, Texas. You can take your donations or pledges to either of the two banks in Hereford.

There will be a Benefit Dance for Sergio Ramirez - Leukemia Victim — Friday January 24, at the Latin Ballroom - Downtown Hereford.

So far Monica y Grupo Mezcal from Muleshoe will be donating their time and talent.

Any other band wanting to participate, please call 364-1174 ask for May or talk to Xike Garcia at the Latin Ball Room.

Advertise In El Editor Today—Get Results

band members Louie Perez, David Hidalgo, Steve Berlin, Conrad Lozano, and, at far right, Cesar Rosas. Second from right is Vic Ornelas, senior target markets coordinator for Anheuser-Busch, Inc. The group will perform throughout the country at Hispanic community events and sales promotions, such as concerts, Cinco de Mayo and Mexican Independence Day celebrations, and will be featured in a wide variety of point-of-sale materials.

### New Doctor Joining Clinic in Hereford

A new physician will be joining the staff at Hereford Medical & Surgical Clinic in January, it was announced Tuesday by Dr. Howard Johnson.

Dr. Mary Birdsong of Estancia, N.M., will move to Hereford and starting a family practice, including obstetrics, on Jan. 27. She has been associated with the National Health Service in

Estancia. Dr. Birdsong, a native of Houston, earned her undergraduate degree at the University of Texas and University of Texas Medical Branch at Galveston.

She and her husband, Dr. John Yavornik, have four sons. The two younger sons, ages 15 and 16, will be moving here with the family. Dr. Yavornik is a dentist.



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## Chismes...or Who's Doing What

WGBH/Boston has a new producer on "La Plaza", Edwardo Aguiar. Executive producer Raquel Ortiz reports that their four-part documentary series "Toward the American Dream" about Hispanics in the U.S. is currently seeking funding, and is intended for PBS broadcast.

Mexican producer/director Isaac Artenstein is working on "Break of Dawn," a feature film about singer and outspoken radio broadcaster Pedro J. Gonzalez. Executive producer Frank Zuniga is currently seeking funding for above-the-line budget and distribution of this Mexico-U.S. co-production of Cinewest, San Diego.

Rosanna de Soto starred in "Spanish Kitchen," a 30-minute Los Angeles television special which also featured Los Lobos, "the band from East L.A." The program dramatized two possible versions for the mysterious closing and abandonment of an old Los Angeles restaurant.

In San Antonio, Hector Galan just produced his fourth program for "Frontline" dealing with the national elections in Mexico last summer including alleged fraud, and the growth of a conservative party (PAN). The program will air the third week in March '86 on PBS.

Roberto Marien is on a nine-month world tour as co-director of photography for "Northsouth, Life on the Edge," a feature by "Koyanesquatsi" director/producer Godfrey Reggio. Marien will design and build special helicopter equipment for this 70mm film, which he describes as a "visual symphony of planet earth." It will be post-produced and presented by Francis Ford Coppola and George Lucas.

Cheech Marin is being considered for his first dramatic role in "The Milagro Beanfield War," produced by Moctezuma Esparza and directed by Robert Redford.

Richard Mendez submitted a story idea for an undercover "vigilante" team to Universal Studios, in which he will play one of four lead roles. "No commitments have been made yet, but we're hoping," says a Universal Studios spokesperson. Working title for the TV series is

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Edward James Olmos won an Emmy award for best supporting actor in a dramatic series ("Miami Vice"). Olmos also directed a November episode of the series.

Lupe Ontiveros co-starred in a November episode of "Helltown," and is assisting Elvia Alvarado, writer/producer of a docudrama on domestic violence. Ontiveros is also seeking funding for a film about horse racing in which she will act called "Before the Rooster Crows" (working title), written by Ray Elizondo and Jim Hernandez.

Elisabeth Perez Luna wrote, produced and narrated two half-hour documentaries—one in English and one in Spanish—on the participation by Latinas at the United Nations Decade for Women Conference in Nairobi.

Geraldo Rivera, senior producer on ABC's "20/20" has left to go freelance—probably on the West Coast—after he and the network failed to work out terms for a new contract.

PBS will air Richard Soto's "Maricela" Jan. 13 on "Wonderworks". Talented Carina Cruz makes her debut in the title role as a 13-year-old El Salvadoran. "She had never acted before, and was magnificent. I really hope she gets

picked for another role soon," praised Soto.

Ray Tellez produced and co-wrote the documentary "Santeros" with Vicente Gutierrez, who also served as script consultant. The show will air on "Presente!" in 1986. Gutierrez is also scripting "Bless Me, Ultima," to be produced by "Latino" star Ricardo Lopez, who optioned rights for the book's screen adaptation.

Marta Velez, Mariana Dominguez and Hy Frankel have formed an independent motion picture company, Saldeterre. With Sylvia Morales as writer, their first production's working title is "Salt," a dramatization of the "behind the scenes" making of the classic "Salt of the Earth." The feature will be filmed in New Mexico.

Frank Zuniga reports shooting for his feature "King Tiger" will begin late spring or early summer of '86. The film may well be a milestone for Latino involvement in the motion picture industry with "about 18 Hispanic speaking roles." The story revolves around Reies Tijerina's leadership in fighting land-grant abuses in New Mexico. Zuniga will direct and executive produce, and will also co-produce "The Lawless Land" with Juan Lopez Moctezuma in Mexico this spring.

Gracias to HAMAS (Hispanic Academy of Media Arts and Sciences) for much of the above information.

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## Ballots Available for Tejano Music Awards

**San Antonio, Tx.** -- Officials of the Texas Talent Musicians Association (TTM) here are preparing to mail out more than 300,000 ballots statewide for the sixth annual Tejano Music Awards scheduled Sunday, March 9, 1986.

TTMA executive director Rudy Trevino said the annual affair bestows awards of recognition for the Tejano recording artists considered the best in 11 categories.

Through the years the awards have honored such top Tejano stars as Little Joe y La Familia, Roberto Pulido, Oscar, Leonard y La Mafia, MAZZ, Laura Canales, Johnny Hernandez and many others.

Last year, TTMA received more than 136,000 ballots.

"The ballots are being sent out to Tejano disc jockeys," Trevino said. Ballots will also be available beginning Jan. 1 at record shops, restaurants, retail and convenience stores.

"This year will have ballots at more than 800 Stop N Go and Maverick Market locations statewide," Trevino said.

After obtaining the ballots, the public can vote for their favorite musicians, composer, performer and/or entertainer.

Deadline for submitting the ballots is Jan. 25 and only one ballot per person is allowed, Trevino emphasized.

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Cierra Band has been nominated by the Tejano Music Awards as one of the "Most Promising Bands". Their nomination came as no surprise since they achieve winning the Rising Stars Award earlier this year in San Antonio. Persons can vote for Cierra or the band of their choice by looking for the Tejano Music Award ballots available in most nightclubs throughout Texas or from Budweiser distributors.

other contemporary influences of jazz, country, rock and rhythm and blues," he said.

TTMA is a non-profit association of professional musicians dedicated to promoting excellence in the Tejano music industry.

Major sponsors of the awards include Budweiser, Coca Cola USA, and the City of San Antonio.

For additional information, call Rudy Trevino at TTMA in San Antonio at 512/223-4721 or 4728.



This 1937 watercolor by Forrest Kirkland is a precise recreation of a Panther Cave mural in Val Verde County, made by prehistoric hunters possibly as religious symbols. Courtesy of the Texas Memorial Museum.

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<b>MALE ENTERTAINER OF THE YEAR</b>	<input type="checkbox"/> Jimmy Edwards <input type="checkbox"/> Don Geronates <input type="checkbox"/> Irene & Fred <input type="checkbox"/> Carlos Guzman <input type="checkbox"/> Little Joe Hernandez <input type="checkbox"/> Johnny Hernandez <input type="checkbox"/> Ramon (Ramon) Hernandez <input type="checkbox"/> Juan Limon <input type="checkbox"/> Luis Mora <input type="checkbox"/> David Marez <input type="checkbox"/> Los Maximos <input type="checkbox"/> Luis Mora <input type="checkbox"/> Gilberto Perez <input type="checkbox"/> Jose Pineda <input type="checkbox"/> Romance	<input type="checkbox"/> Write In Choice	<input type="checkbox"/> Ramon Avila & Elias Robles Hector Hernandez Perez Y Lopez Geronates Irene & Fred Luis Diaz & Domingo Geronates Oscar & Lorenzo Geronates Ruben & Alfonso Ramon <input type="checkbox"/> Write In Choice
<b>FEMALE VOCALIST OF THE YEAR</b>	<input type="checkbox"/> Laura Canales <input type="checkbox"/> Elsa Garcia <input type="checkbox"/> Monica Hernandez <input type="checkbox"/> Selma <input type="checkbox"/> Patty Torres <input type="checkbox"/> Write In Choice	<input type="checkbox"/> Write In Choice	<input type="checkbox"/> Write In Choice
<b>VOCAL DUO OF THE YEAR</b>	<input type="checkbox"/> Ramon Avila & Elias Robles Hector Hernandez Perez Y Lopez Geronates Irene & Fred Luis Diaz & Domingo Geronates Oscar & Lorenzo Geronates Ruben & Alfonso Ramon <input type="checkbox"/> Write In Choice	<input type="checkbox"/> Write In Choice	<input type="checkbox"/> Write In Choice
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