

MENUDAZO 2001 Texas SuperCup Tournament

Fun, Fun, Fun, will be the main item on the agenda this weekend as El Editor kicks off its celebration of its *Silver Anniversary* with the Menudazo Festival and Texas SuperCup Softball tournament. Seventy eight teams have registered for this year's tournament which will feature Men's, Women's and Co-Rec teams.

El Editor will feature entertainment events throughout the year culminating in a

gala celebration of the *Silver Anniversary* in October.

Games are free for fans and will be held at the Texas Tech Fields located on 10th Street and Jiole, MacKenzie Parks in Lubbock and Dusty Diamonds in Slaton. Teams are competing for \$5,000 in prizes including sating jackets, button shirts, t-shirt and caps.

This will mark the first time that Lubbock

has had a tournament with more than 80 teams but suprizingly the Lubbock Sports Authority refused to help in sponsoring the event. Organizers of the event also tried to contract Burl Huffman Parks and were refused by the Parks Administration.

Sunday will feature music by Junior Lucero, volleyball games, horseshoe games, food and game booths for the entire family. Admission is free to everyone at all events.

Longtime Business Woman Honored In Pool Naming

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Ribbon cutting and grand opening ceremonies for the Petra Montelongo Swimming Pool was held on Saturday at rogers park, which is located at the corner of Bates Street and Gary Avenue and the public was invited. There was a great attendance.

The grand opening marked a major renovation that was made to compliant with the Americans With Disabilities Act (ADA). The pool is Lubbock's first Zero Depth Entry Pool and has two near water features.

The design of the new zero Depth entry Wading Pool begins with a waer depth of zero inches or toe depth, and gently slopes downward to ankle-deep water and to a maximum depth of 24 inches. Since there are no barriers such as curbing or concrete edges, anyone can eter the pool and slowly move to deeper water and back to the more shallow depths. It is designed primarily for younger children.

Renovations to the main pool added a Zero Depth entry section and will slope to a maximum depth of 30 inches. A retaining wall created the new section within the existing pool and a transfer system for swimmers in wheelchairs allows entry into the water with out submersion of the chair.

Other portions of the project included sandblasting and repainting the existing mail pool, installing a new permieter fence, restroom and ticket counter renovations and an expanded parking area.

The total cost of the project was \$350,000 and was funded by a combination of monies from the Community Development Block Grant and the Parks Capital Projects fund. ACE Medical Equipment has donated five pediatric wheelchairs to the pool and Family Oxygen and The Home Medical Store each donated an adult wheelchair.

The pool is named for Petra

continued on page 3

¡NO FALTE!

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

EL EDITOR

Established 1977 - Texas' Oldest Hispanic Owned Newspapers
Vol. XXIII No. 42 Week of July 19 thru July 25, 2001 Lubbock, Tx

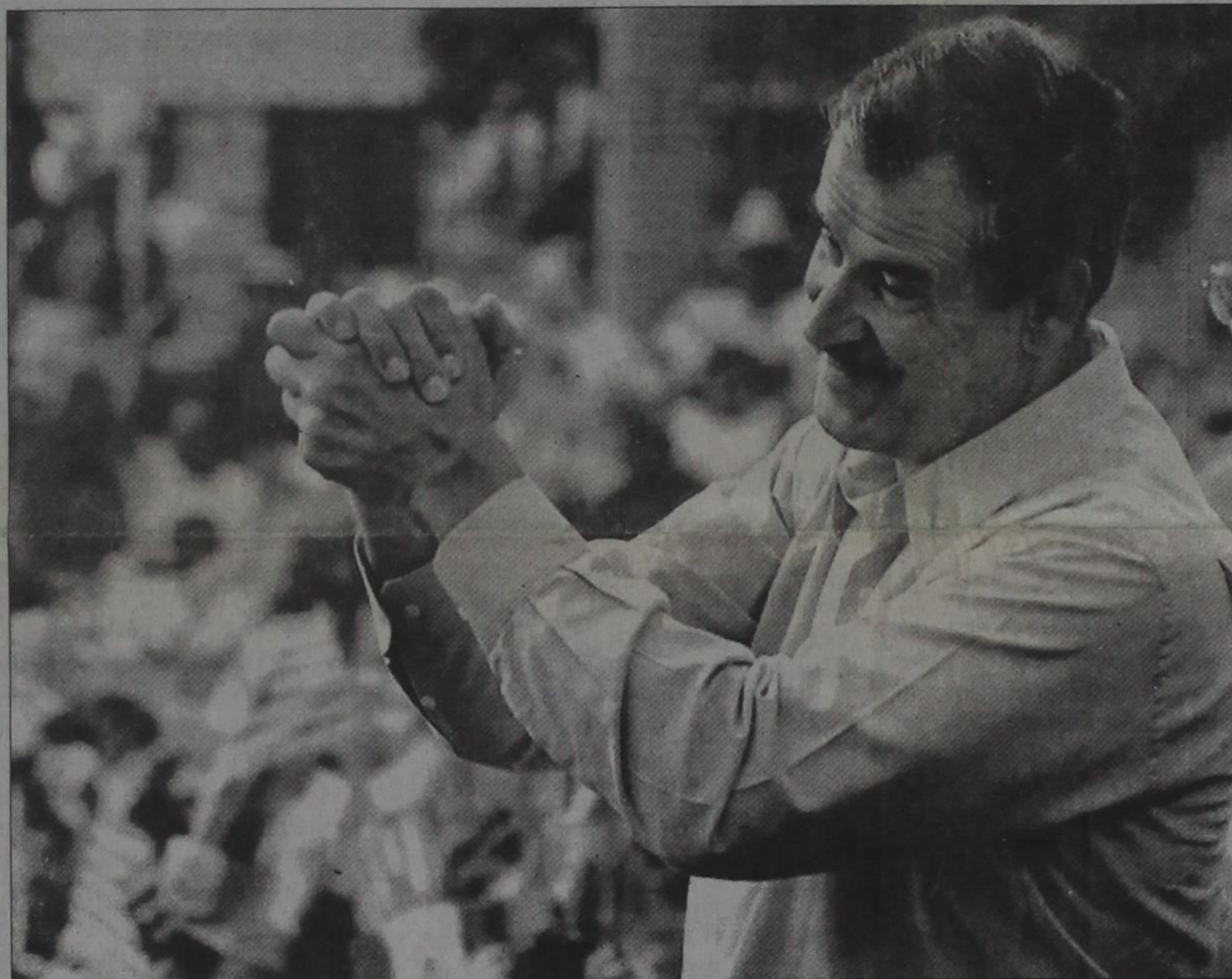
Mexico's Fox Backs Amnesty Promotes Economic Cooperation in Hemisphere

Mexican President Vicente Fox called for the United States to offer broad amnesty to illegal workers as he wrapped up his two-day visit to Chicago on Monday. The Bush administration said it was considering an overhaul of U.S. immigration policies toward Mexico that included granting legal status to up to 3 million Mexicans living illegally in the United States.

By working together we can keep all these kids [immigrants] at home with their families and with job opportunities.

Mexican President Vicente Fox called on President Bush to offer as many rights as possible for as many Mexican immigrants as soon as possible during a meeting of the Economic Club of Chicago. Critics argue that an amnesty would reduce wages and the number of available jobs. But the Illinois chapter of the AFL-CIO said it supports programs that turn undocumented aliens into citizens because illegal immigrants are at greater risk of exploitation by employers.

When they become citizens their wages go up by 10 to 20 percent, said AFL-CIO spokesman Bill Looby. Fox, a reformist president and former Coca-Cola executive, also outlined his vision of a hemisphere-wide free trade zone which he argued would increase economic opportunity and decrease illegal immigration. By working together we can keep all these kids at home with their families and with job opportunities, Fox said during his half-hour address. Advertisement later Monday, Fox said at a dinner of auto executives and labor leaders in Detroit that his country wants to become the world's auto manufacturing hub. Fox said



¡Abran Las Puertas!

a 10-year plan is in place with the goal of increasing yearly production of automobiles in Mexico for domestic sale from 900,000 to more than 2 million. He said the plan calls for training Mexicans to be automotive designers and engineers.

Fox also said the North American Free Trade Agreement has helped increase trade between his nation and United States. This means jobs to U.S. industry and it means jobs for Mexico, he said. Trade is a two-way street. Also Monday, Fox pressed Illinois officials to offer driver's licenses to illegal immigrants,

resurrecting an idea that has been debated in the state Legislature for almost a decade. At a breakfast speech to business executives, Fox called for Gov. George Ryan to change a state law barring driver's licenses for people without Social Security numbers. They are hardworking and they are committed, Fox said of undocumented workers. I would very respectfully encourage you ... to open up for them access to obtaining their driver's license. Secretary of State Jesse White initially expressed support for the bill but believes it needs more study, White spokesman Dave

Druker said Monday.

Druker noted that some people argue illegal immigrants should not be given such privileges. At least five states - Tennessee, Utah, North Carolina, Virginia and Texas - issue driver's licenses to undocumented immigrants, said Sheri Steisel, senior director of the human services committee of the National Conference of State Legislatures. Steisel said several other states are considering similar measures following the repeal two years ago of a federal law that required Social Security numbers on driver's licenses.

Salary Increases To Be Considered

Eliseo Solis,
Contributing Writer

Lubbock County Commissioners will be discussing two matters affecting the Lubbock citizenry next Monday, July 23, 2001. The first public hearing in a series of public hearings to receive input for the proposed re-districting plan will begin at 10:00 AM in the commissioner's courtroom. Other public hearings will take place as follows:
-July 24th, 7 PM, Commissioner's Courtroom
-July 26th, 7 PM, Mae Simmons
-July 27th, 7 PM, Maggie Trejo Center
-July 31st, 10 AM, Regular Meeting of the Commissioner's Court

According to information provided, on another issue, the Commissioner's Court will also consider and set elected official's salaries for Fiscal Year 2002 on the same date, July 23, 2001. Commissioners will consider a salary schedule that raises their salary to \$51,000... up 20% and that of the sheriff up 22%; the highest of all increases, to \$75,000.

The other employees or "rank and file" will receive around a 3.5% increase. In hard dollars, the increase for an employee making \$29,000 is \$1015 per year compared to \$8,533 per year for the Commissioners

Broken down further, this amounts to \$39 per pay period and \$328 per pay period respectively.

Commissioner James Kitten stated that "Salary increases for employees might be smaller than this year's average for elected officials, but salaries for employees have increased more frequently over the years than for officeholders."

Commissioner Gilbert Flores explained that the action is to "give a raise to the position, not to the individual". He further elaborated that although "some don't merit raises, people like Judge (Aurora) Hernandez and Treasurer Connie Nickolson" are well worth the increase.

The distinction was made between a raise and a Cost of Living Adjustment (COLA). Usually, when referring to employees, the change was a raise and when referring to elected officials, the increase was a COLA or a cost of living adjustment. Flores stated that in the "nine years on the commission, I have not had a raise".

Calls to Commissioner Kenney Maines and Sheriff David Gutierrez were not returned.

In checking on previous salary adjustments with the Auditors office, the following information was available:

FY2001 - 2.5% across the board

National Groups Join Grass-Roots Organization to Say "Never Again" with Freedom Ride & Rally

ACLU - NAACP, & Civil Rights Leaders Join Friends of Justice to Mark Second Anniversary of Drug Raid, Support Local Victims of War on Drugs

Tulia, Tx - Friends of Justice, an organization in Tulia, Texas that offers support to local victims of the war on drugs, announced Monday that the ACLU and the NAACP will be joining them in a Freedom Ride and Never Again Rally. The events are being held to mark the two-year anniversary of the drug raid that swept up half of the town's male African-American population. The July 23, 1999 raid has become a rallying point for civil rights leaders and drug policy reform activists, noted by some as the epicenter of the second wave of the civil rights movement.

The controversial drug raid, which occurred in the early morning hours, turned up no drugs, money, or weapons, and

ended with arrests and convictions based solely on the uncorroborated testimony of one undercover agent. Despite the small amounts of drugs involved in the charges associated with the raid, some of the sentences for those convicted ranged from sixty to over four hundred years. In response to the convictions, local activists joined defendants and their families to form Friends of Justice, seeking to bring national attention to the injustice in Tulia.

The Tulia story broke when Nate Blakeslee published "The Color of Justice" in the Texas Observer, bringing the Friends of Justice into alliance with the Drug Policy Forum of Texas (DPFT) and the Texas

ACLU. These groups then held a joint press conference in Austin, and Friends of Justice worked with Randy Credico of the Kunstler Fund for Racial Justice to bus 50 Tulia Drug War Orphans to Austin for the event. The resulting media attention ultimately alerted the NAACP and other national organizations to the case. The ACLU and NAACP later filed civil rights suits against county officials, which are still pending. Subsequently, the Civil Rights Division of the Justice Department launched an investigation. Since joining forces with the national groups, local organizers have discovered that Tulia is just one example of what is happening in communities all over America.

"The Never Again Rally is our way of reminding the country that what happened here is happening across America with clockwork regularity," said Alan Bean of Friends of Justice. "Tulia can show America the painful effects of the war on drugs on its families and communities. The name of the rally speaks for itself: Never Again! Not in Tulia, not anywhere."

National civil rights and drug policy reform groups also see the events of Tulia as a microcosm of the larger war on drugs.

"Tulia highlights a national problem - racial unfairness in the enforcement of drug laws. Even though there are seven times as many white drug users as black, two-thirds of the people incarcerated for drug offenses

are African-American," explained Kevin Zeese, President of Common Sense for Drug Policy and board member of DPFT.

The series of events to commemorate the two-year anniversary of the tulia raid will begin on Saturday, July 21st, at 11:00 p.m. in Austin, Texas. Two buses carrying civil rights leaders, drug policy reform activists, and local and national victims of the drug war will set out from Austin on a Freedom Ride to Tulia, sponsored by the Texas Network of Reform Groups.

The Never Again Rally will begin with a concert featuring children impacted by the drug sting on July 22, 2001 at 6:00 p.m. in Tulia's Conner Park,

with speakers starting at 7:00 p.m. At 11:00 p.m., the group will march down Broadway to the Swisher County Courthouse and jail, where a candlelight vigil will be held into the early morning hours of July 23rd, the actual second anniversary of the raid. Speakers will include Will Harrell, Ex Director, Texas ACLU; The Reverend Edwin Sanders II Director of Religious Leaders for a More Compassionate Drug Policy; Dorothy Gaines, a non-violent offender granted clemency by President Clinton in January.; Kevin Zeese, President, Common Sense for Drug Policy; Mikki Norris, Author, *Shattered Lives: Victims of the War on Drugs*; G. Alan Robison, Ex Director, Drug Policy Forum

Montelongo Honored on Pool Naming

From Page One

Montelongo, a long time Lubbock resident and restaurant owner.

Following the ribbon cutting and unveiling of the building plaque, refreshments and cake were served along with free hot dogs and soft drinks. A mariachi band provided entertainment while radio station Magic 93.7 broadcasted music and gave away gifts to listeners during the celebration.

About the time most people thing about retirement, Petra Montelongo went exactly the opposite direction. She started a new job and career as a restaurant owner and operator. But it's not really difficult to understand why.



States in search of a better life. Working in the fields in South Texas, Petra and heliodoro eventually returned to mexico when the chance came to own

make a living. The migrant trail eventually led to the cotton fields of West Texas in 1950. Years of working in several states followed but

Lubbock in 1959.

Volunteering to cook in a Catholic Church, Petra became involved in numerous church acitivities. That led to jobs as a cook in local restaurants but she was soon approaching retirement age.

Petra's greeting to her grandkids was always "are you working"? She aptly applied her own words to herself - and in 1972 opened the doors to the Montelongo Restaurant. It prospered and expanded and she extended her helping hand by giving people job, often she didn't even need the help. Many of her children learned the value of work in the restuarant and even today, continue to operate the popular eatery on the Clovis Highway.

Awards for her generosity and civic dedication flowed in, twice being named Businesswoman of the Year by the Hispanic Chamber of Commerce and honored by her friends at Our Lady of Grace Church.

At the age of 89, Petra finally retired and turned over the restaurant to her son Chavelo. In January, 2000 Petra Montelongo passed away leaving a legacy few will ever match.



Work was the bedrock of her life from early on. From her birth in 1907 to the time she was seven years old in San Luis Potosi, Mexico with a widow mother and nine siblings, Petra worked to learn to read, write and work math. Her uncle Esteban raised her and instilled in her young life the impact of faith, insisting that she devote one day a week to bible study.

Married at the tender age of 14 to heliodoro Montelongo, she left Mexico for the United

their own farm. They prospered as farmers enough so, that petra acquired a molino, or mill, to grind corn. To add to the family income, she began grinding corn into meal for her neighbors.

However, times turned lean in 1945 when Heliodoro was killed and Petra was a widow with six children. she again headed north to the U.S. and took up the life of a migrant worker. through hard and difficult labor, she and her children could "all work" and

Petra finally was able to leave the migrant life and settled in



El Editor Newspapers

25 Years
It's Been a Long Time Coming
EL EDITOR'S Silver Anniversary Celebration
Coming in October

Sensational Scents & Flavors

Annual Festival Now Accepting Food Vendor Applications

Over the past two years 'Fiestas patrias', an event produced by Fiestas del Llano, Inc., has flourished, and continues to grow, leading it to become one of the most recognizably known festivals n West Texas. The annual festival draws thousands of people daily, and features food, games, cultural activities, and live music stages.

"In the past the festival has had an extensive array of Mexican food, traditional carnival foods, and many products for sale. Many come for the entertainment but most are drawn to the sensational scents and flavors of traditional cuisine only found at a festival such as this," said Executive director of Fiestas del Llano, Inc., Victor Hernandez.

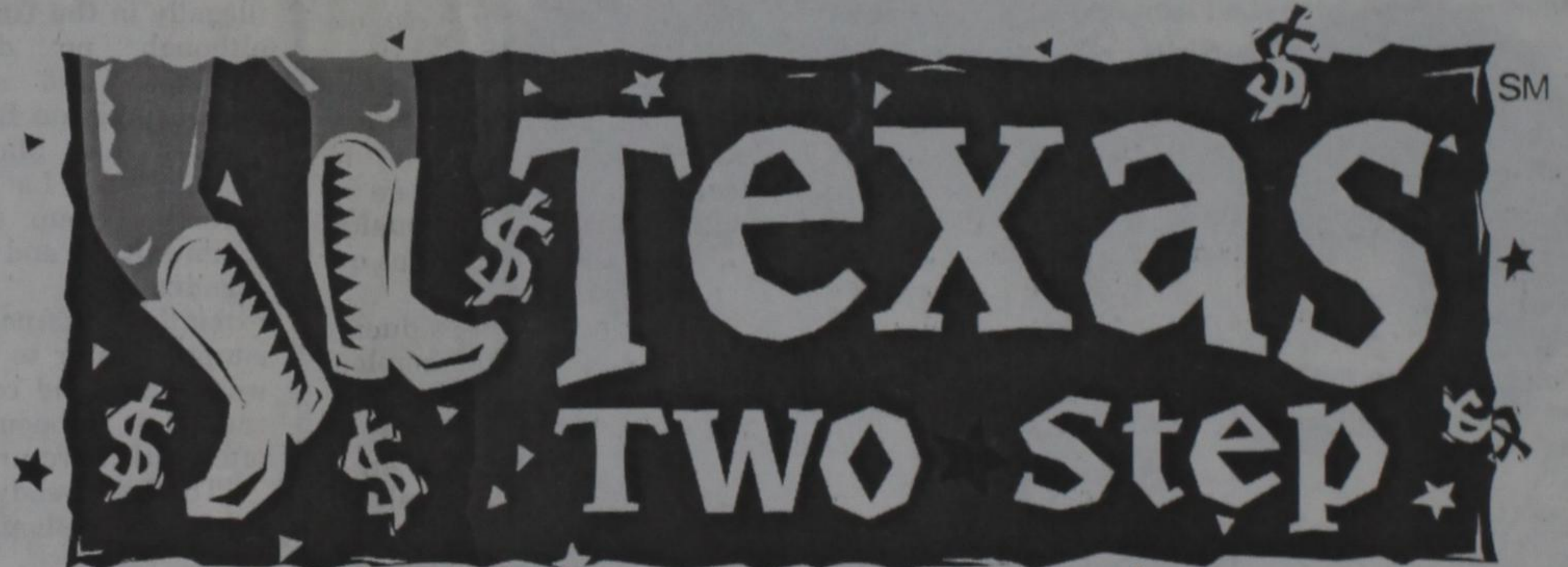
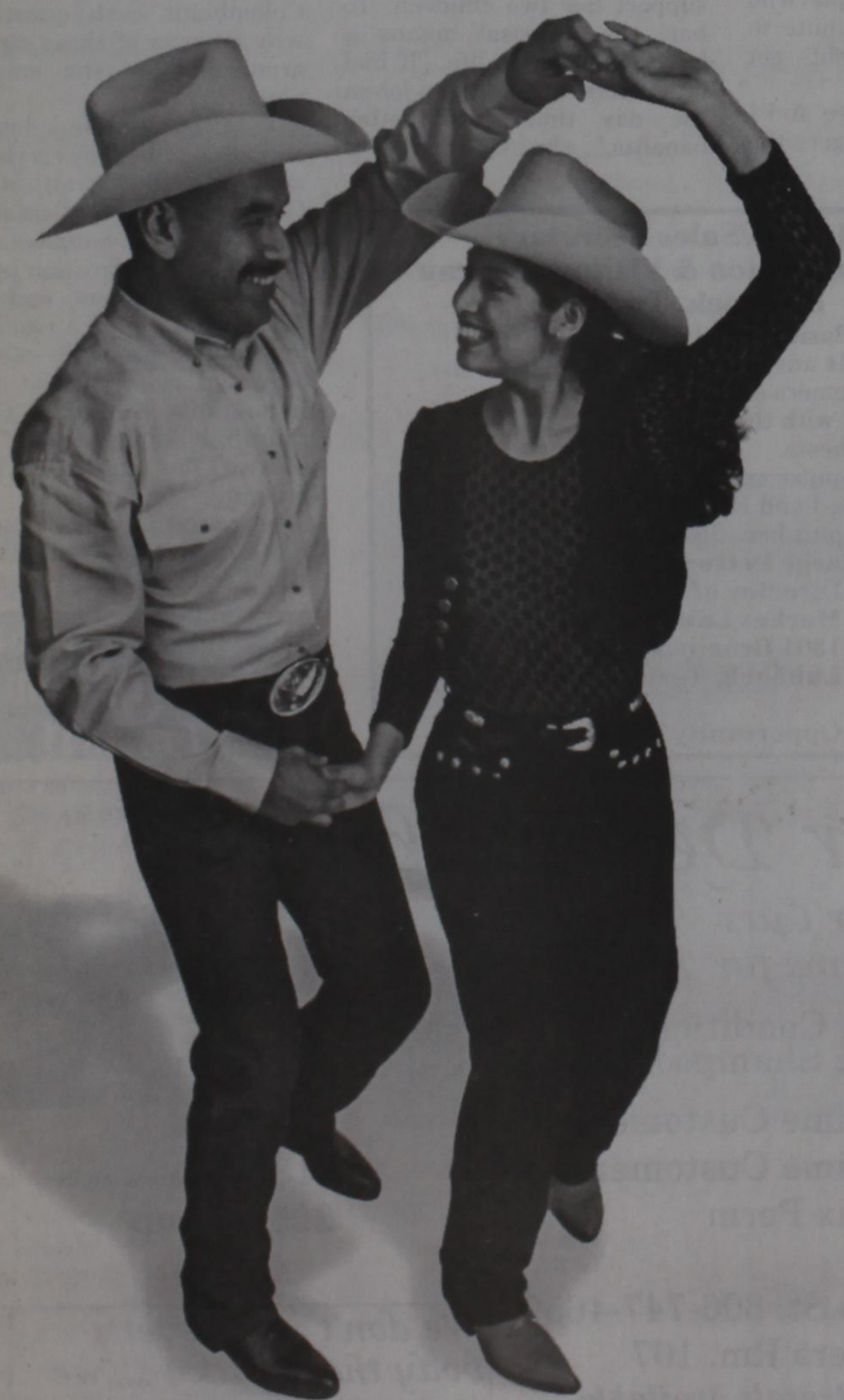
Food vendors are on a first come-first serve basis. As such he said that because only a limited number of vendors were allowed to sale a certain food item, food vendors were encouraged to pick up applications now.

Participating food vendors will pay \$400, plus a \$50 cleaning deposit for the four-day event, which will be held September 13-16, 2001. Information packets including the application may be picked up through August 15, at the 1114 10th Street.

The 16th of September holiday, a community wide event, allows Lubbock residents to embrace the Hispanic culture and participate in the celebration.

For more information, please call at 765-5481.

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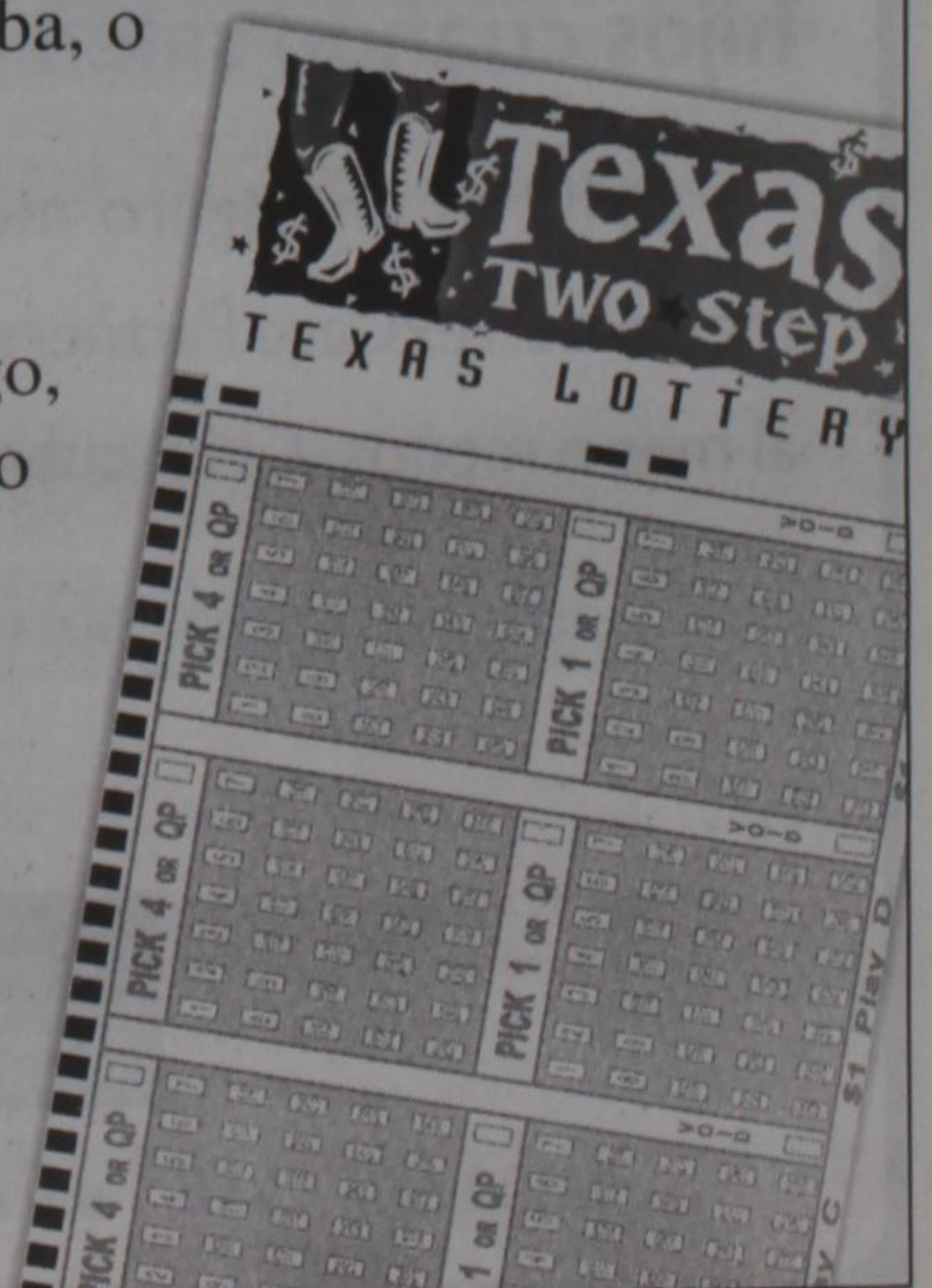
Solo escoje cuatro números de la parte de arriba, o solo marca Quick Pick (QP)...

Segundo Paso

En la parte de abajo de la misma hoja de juego, escoje un número para la Pelotita Roja, o solo marca Quick Pick (QP).

\$\$\$\$\$

Iguala todos los 5 números y tú podrías ganar en grande! Escoje un número para la Pelotita Roja, si la igualas ganaras \$5.



Challenge For U.S. Milwaukee

Despite their dramatic growth in the last decade, Hispanic immigrants to the United States face inequalities in education, housing, employment and health, according to a study published by the National Council of La Raza (NCLR). The Hispanic organization, created in 1968 and one of

the largest in the United States, is calling for these inequalities to be corrected, and to do so, it proposed a national agenda that offers better opportunities to the growing Latino minority. "The future of this nation is closely related to the well being of Hispanic communities," NCLR President Raul Yzaguirre said

during the organization's annual conference, being held this year in Milwaukee, Wisconsin. The conference, which officials from the nation's private and public sectors are attending, will continue to analyze issues related to the Latino community through Wednesday.

The Hispanic community can no longer be ignored, Yzaguirre said, adding, "Latinos are as likely to be found in Milwaukee, Wisconsin as they are in San Antonio, Texas." The report, "Beyond the Census: Hispanics and an American Agenda," outlines a focus on functional neighborhoods, safe communities, educational excellence, opportunities to work and save, and quality healthcare, according to an NCLR news release. "We Hispanics have the same priorities as the rest of the population, we are part of the U.S. future and prosperity," Sonia Perez, the author of the report told EFE.

According to the Census Bureau, the Hispanic population grew by 53 percent from 1980 to 1990 and 58 percent from 1990 to 2000, to reach 35.3 million people. This growing minority is also one of the youngest in the country, since one third of the Hispanic population is under 18 years of age. The growth occurred not only in states with long-established Hispanic presence such as California, Florida and New York, but also in non-traditional areas such as the Midwest and several southern states, the report says. The Latino population of Milwaukee, for example, doubled in the last decade and now represents 12 percent of the city's population.

Bush To Decide On Helms-Burton Clause

President George W. Bush must decide this week, amid conflicting pressure from U.S. trade partners and Cuban-American groups, whether to extend the suspension of Title III of the Helms-Burton Law for another six months.

Bush has until a Tuesday deadline to decide whether to again suspend application of the clause, which would allow U.S. citizens whose properties were seized by the Cuban government after the 1959 revolution to sue foreign companies that do business involving those properties. Bush must also decide how to treat the less-controversial Title IV of the same law, a measure that refuses U.S. visas to the executives - and family members of the executives - of foreign businesses profiting from, or investing in, seized properties in Cuba.

The Helms-Burton Law was passed in 1996, but former President Bill Clinton continually approved six-month suspensions of the key titles in order to avoid conflict with the European Union (EU), Mexico, and Canada - the main trade partners of the U.S. and the principal investors in Cuba. This is the first time Bush faces the Helms-Burton Law conundrum. Several sources in Washington said Bush will renew the suspension, despite intense pressure from influential Cuban-American groups. The majority of Cuban-Americans voted for Bush in last November's election.

Bush is strongly motivated by the EU concerns, as he has clashed with European leaders over greenhouse gases and an anti-missile shield and does not wish to aggravate matters

just as he prepares to embark on a second tour of the continent. National Security Advisor Condoleezza Rice said Friday that Bush has not yet made a decision, but that "whatever he does, the context just needs to be kept in mind here, which is the president fundamentally believes that until there is a change in regime in Cuba - until you have a regime that will permit free elections in Cuba - the United States clearly wants to have policies that reflect what is really happening to the Cuban people."

On Friday, Bush announced a tougher stance on Cuban leader Fidel Castro through measures intended to tighten the 40-year-old U.S. trade embargo and offer more support to Cuban dissidents on the island. Bush named a new director for Radio/TV Marti, and asked for technical improvements that would counter the interference of transmissions by Cuban authorities. He called for stricter enforcement of a travel ban to the island. The White House believes that many of the 200,000 Americans who travel to Cuba each year on alleged humanitarian or cultural missions are actually tourists. In addition, Bush said that the government must work to limit the transfer of funds to Cuba, and increase, in their stead, material support to dissident groups working to foment democracy.

Last year, Congress eased the embargo on Cuba by allowing the sale of food and medicine to the island for humanitarian purposes. Bush reiterated his opposition to softening the embargo, and called the sanctions a "moral statement." Prohibited

Población de la pagina 2

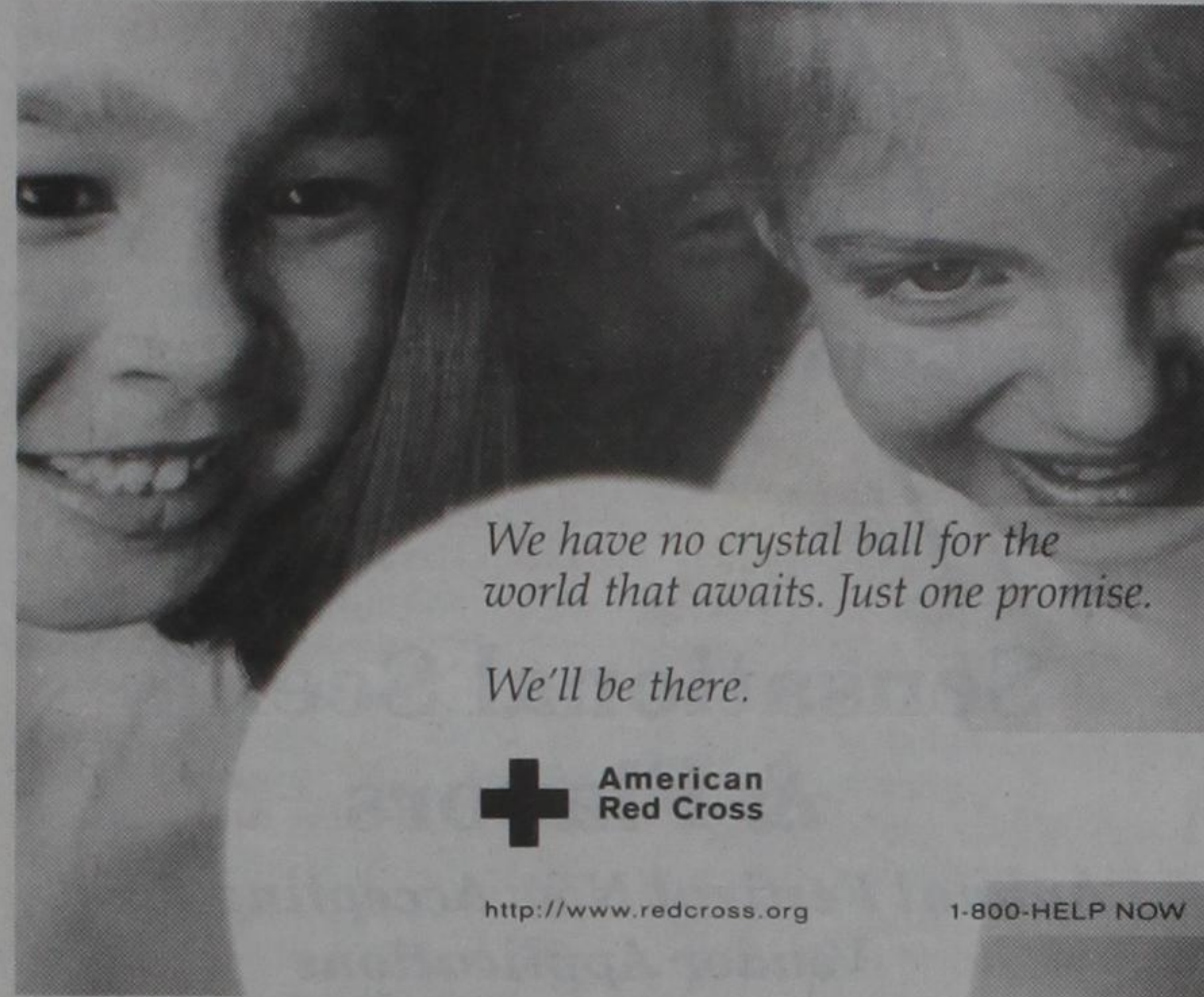
influencia para asegurar que los jóvenes latinos tengan el mismo acceso y oportunidad.

Durante su reunión anual este mes en Los Angeles, 10,000 delegados de la Asociación, que representan a 2.5 millones de maestros y otros trabajadores en la educación, votaron para adoptar una resolución propuesta por el grupo hispano que pide que la Asociación desarrolle una campaña de concientización nacional sobre el tema de los niños que hablan otros idiomas y que cree recursos para servirlos mejor.

La cantidad de dinero y trabajo que el sindicato nacional de profesionales más importante ponga con ese esfuerzo podría hacer una gran diferencia. Concuerdan Pérez y Zapata en que las escuelas exitosas son las que tienen un enfoque inclusivo: los maestros tienen conocimientos de lenguas y culturas, los textos incluyen a latinos como ejemplos de figuras claves en la sociedad. Los dos enfatizan que se necesita reclutar a más maestros biculturales y señalan la importancia de la capacitación continua para todos los maestros.

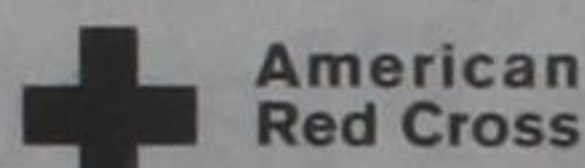
Los niños menores de 18 años representan ahora 72.3 millones (25.7 por ciento) de la población de los Estados Unidos, el porcentaje más grande en la historia estadounidense. Los que están matriculados en la escuela primaria equivalen al número más alto registrado, en 1970, el año que los niños más jóvenes de la generación nacida después de la segunda guerra mundial entraron al primer grado. La Oficina del Censo emitirá la información y análisis sobre este sector de la población en otoño. (Mónica Deady es reportera con el periódico nacional semanal Hispanic Link Weekly Report en Washington, D.C. Contáctese con ella por correo electrónico mdeady@HispanicLink.org)

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Hispanics Support Plan To Give 3 Million Amnesty

BY DEBORAH KONG

The chance that millions of illegal Mexican immigrants could be granted amnesty set off a buzz Monday among Hispanics, who welcomed the idea and wondered if legal status could be extended to other nationalities.

"It's a great idea," said Minnie Gonzales-Flores, one of about 12,000 people at the National Council of La Raza meeting in Milwaukee. "These families come here to work. They don't come here for handouts. They want the American dream."

The Bush administration is considering a plan that would grant amnesty to as many as 3 million Mexicans living illegally in the United States, although no decision is imminent and specifics of such a program haven't been worked out. Many at the meeting of La Raza, an umbrella group of Hispanic community and advocacy organizations, think extending amnesty would simply be fair to people who work hard--and contribute to the U.S. economy--but get often little in return.

"They're already here and I think they should get the

opportunity," said Maria Odom of Detroit, who works for a Hispanic family service agency. "A lot of them do the work that most Americans don't want to do, for less money." Elsewhere, the reaction was similar. Adrian Duran, 53, a San Diego house painter who was granted amnesty in 1986, knows many people who would benefit from the Bush proposal. "Life here is really bad for people who don't have papers," he said. "You can't get a good job. You can't get a driver's license. You're always hiding from the Border Patrol."

Leticia, a 35-year-old illegal immigrant in San Diego, works nights as a janitor to support her two children. To her, the proposal means a hope for a better life. "If had my papers, I could get a job in the day time with better benefits," she said. But if

people were excited about the possibility of an amnesty program, they were also disappointed that there was no mention of countries other than Mexico.

La Raza estimates 8.5 million undocumented immigrants live in the United States. About 3 million Mexican-born people live here illegally, according to Mexico's National Population Council. "The criteria should not be based on nationality," said Cecilia Munoz, La Raza's vice president for policy. "The criteria should be if you're working, paying taxes, contributing, then legalization should be extended." In Miami, advocates for Haitians, Hondurans and Colombians each questioned why citizens of those nations aren't part of the amnesty plans.

"Immigration law is supposed to be for everybody," said Samedi Florvil of the Haitian Refugee Center. "I don't think it complies with the law of immigration just to choose a nation and say 'We're going to give residency to 3 million people by country only and leave all the other immigrants behind.'" Grace Shirah, holding a small "Viva Mexico" flag at the La Raza meeting, supports a legalization program but also has her doubts. "It might just be all talk," she said.



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Elida y Avante



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Tejano Chisme

Hola mi linda gente! I'm Jennifer "La Chismosa" from Magic 93.7 with your Tejano Chisme. If you missed out on the Chisme, then not to worry, I got it for you right here!!!
 * RAM "The Most Wanted Man" long and awaited new CD "Ingrata" hits the shelves on July 24th.
 * Inducted into the Tejano R.O.O.T.S. Museum Hall of the Fame in alic on Sat., July 14th were the late Selena, Little Joe, Rocky & Johnny Hernandez y La Familia, Ruben Vela and Conjunto Bernal.
 * Latin Grammy nominees are out!!! Nominated in the best Tejano album were: El Rey del Rodeo (Emilio), Quien Iba a pensar (Jimmy Gonzalez y Grupo Mazz), Mi Obsession (Los Palominos) and Shhh (Kumbia Kings)

Hasta la proxima have a Safe Tejano Day I'm Jennifer "La Chismosa" from Magic 93.7 with your Tejano Chisme!!!

MAGIC 93.7 TOP 10

TW	TITLE	ARTIST
1	No Eres Para Mi	Elida y Avante
2	Los Tres Amigos	Roberto Pulido
3	Dime Porque	Kumbia Kings
4	Un Ratito	Stefani
5	Pobre Corazon	Jay Perez
6	El Guarare	Jimmy Gonzales
7	Yo Si	Stampede
8	Soy Yo	Bobby Pulido
9	Si Deveras Eres Hombre	Shelly Lares
10	Y Ya Despues	Costumbre

Magic 93.7 invites you to listen to us all day for your chance to win great prizes and to hear the hottest Tejano hits!!!

Tony "T" y Cucuie The Magic Morning Team from 5:30 am - 10:00 am

Hi! This is Tony "T" and Cucuie the Magic Morning Team ... Join us every weekday morning for the best Tejano fun in la mananas on Magic 93.7!!!!

Jake Gonzales from 10:00 am - 3:00 pm

WAAASSSSAAPPPPIIIINNNN this is Jake Gonzales inviting you to join me for the Tejano Classic Café and the all request lunch hour at 12 noon on Magic 93.7!!!!

DJ Lopez from 3:00 pm - 7:00 pm

Yoyoyo DJ Lopez inviting you to catch the hottest Tejano show in town at 5 o'clock with the Magic Cruz Home "The Hottest Tejano and Cumbia Mixxes" with DJ Lopez on Magic 93.7!!!!

Jennifer "La Chismosa" from 7:00 pm - Midnite

Hola mi linda gente this is Jennifer "La Chismosa" bringing you the Tejano Hit Rumble ... the Top 9 @ 9 The Magic Love Lines ... and can't forget about your Tejano Chisme on Magic 93.7!! porque Las Mujeres Mandan!

Magic 93.7 Your Official Weekend Partying Station with the Hottest Tejano Hits in West Texas!!!!

Telefonica Company to Create Latino Entertainment Company

Lideres Entertainment Group, Inc., an affiliate of Grupo Cisneros and Telefónica Media, is teaming up with industry veterans Allen Bloom and Douglas Logan of Total Compass Entertainment, LLC, to form a new entertainment company focused on producing quality live family entertainment for Hispanic audiences in the United States and ultimately all Spanish speaking countries. This is the first time that a major entertainment company

presents live, family-entertainment with a focus on the Hispanic culture, said Total Compass Entertainment, LCC Chairman and former Ringling Bros. Barnum & Bailey senior executive Allen Bloom. Company President Doug Logan and former M.L.S. Commissioner and OCESA Chief Executive explained, The shows will be created, produced and staffed by accomplished professionals. We intend to offer modern, cutting-edge productions that truly represent the diversity of the Hispanic culture and appeal to Hispanic audiences in the United States as well as Latin America.

population said Rodolfo Rodriguez, President of Lideres Entertainment Group. We are excited to join forces with Total Compass Entertainment as this will enhance our positioning as a global leader in Hispanic entertainment, added Rodriguez. The new company will have its headquarters in Washington D.C., and maintain satellite offices in New York and California. The company will announce the name and launch date for its first touring venture later this summer. For more information, contact Cristina Alfaro of the IAC Group at calfaro@iacadgroup.com.

Grammy Award Winner Coming to Plainview 'Fiesta'

1998 Grammy Award winner Ruben Ramos 'El Gato Negro' will entertain thousands this year at Plainview's annual Fiesta Campesina. Ramos, a member of the Tejano Music Hall of Fame, was also awarded "Best male Performer" in 1999 by the Tejano music industry and won the award for "Best Video" in the same year.

"Even Univision wants to be a part of this years activities," remarked Irene Favila, a member of Plainview's LULAC responsible for this year's Fiesta. "A star of this magnitude is really going to draw people and the show will be phenomenal."

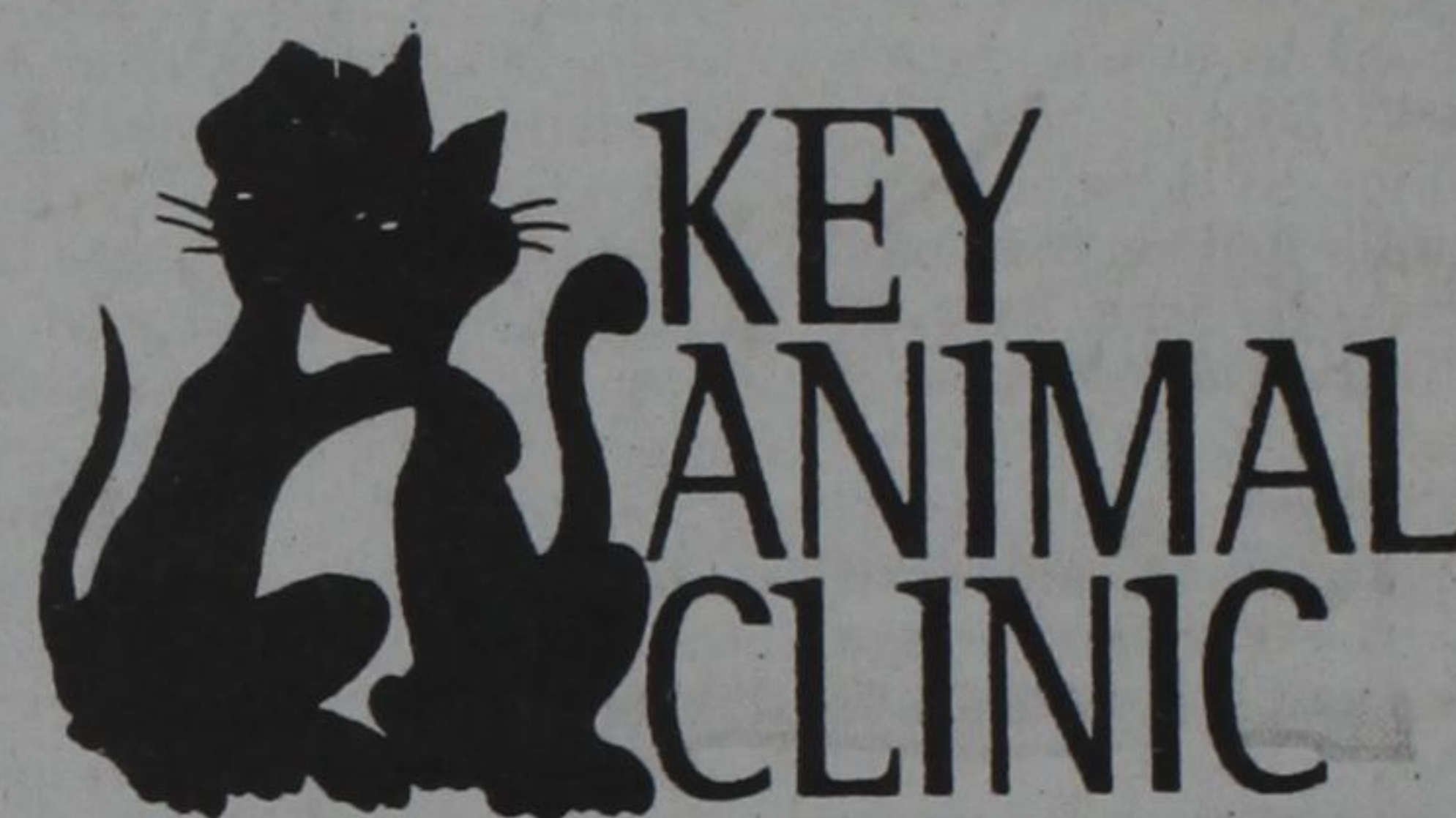
Plainview's Fiesta Campesina began 11 years ago to recognize the contribution of farm workers in the South Plains region and to provide scholarships to the children of some of the hardest working and poorest segments of the community. This year's Fiesta will be Sunday, July 29 at Broadway Park. Other events include sports tournaments, car shows, vendors, and various live entertainers.

Lideres Entertainment Group is committed to delivering the highest quality entertainment attractions to the world's Spanish speaking

**Lo Mejor En Informacion
El Editor - Llave
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water wisely

helpful hints to save you money this summer

Q: How often does my lawn need to be watered?

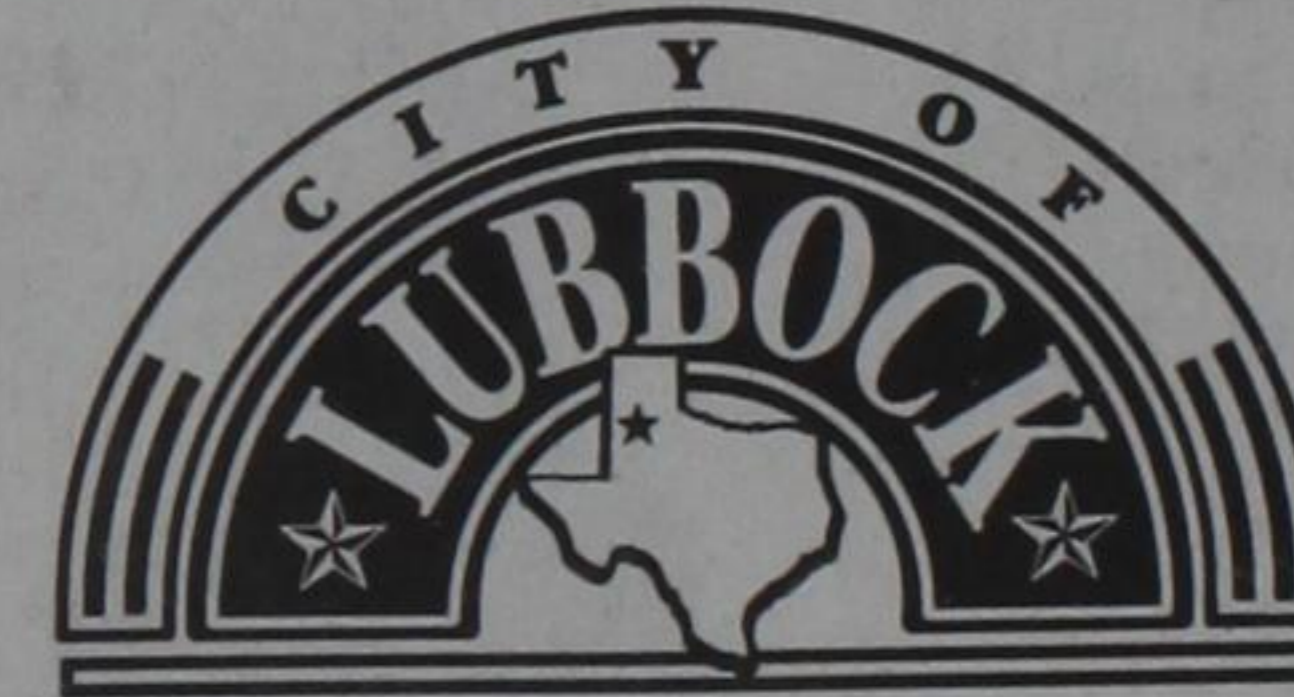
A: Approximately every 4 to 6 days. Established lawns need to be watered deeply and infrequently. Deeply means by applying 1" to 1 1/2" of water to the lawn. The water will soak down 4 to 6 inches in depth.

Q: How long should I leave the sprinklers running?

A: A good rule to follow is to use an empty tuna or cat food can. Place the can about six inches from the base of the sprinkler. When the can fills with water you have applied the recommended 1" to 1 1/2" of water to your lawn.

Q: When is the best time to water my lawn?

A: Early morning or late evening. Watering during these times ensures that all the water used for watering actually reaches the ground and does not evaporate. Never water during the heat of the day.



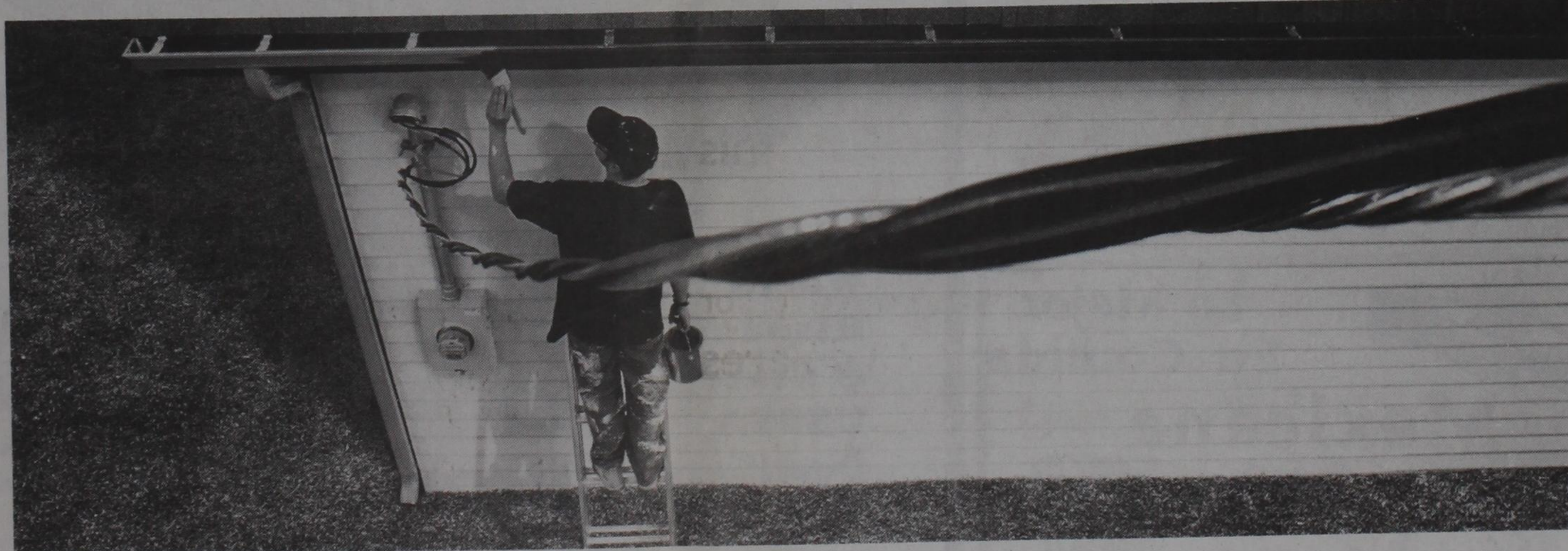
For more information call 775-2596

Water & Solid Waste Services

Buddy Holly Center Present Smart 2001

The Buddy Holly Center presents SMART 2001 (Summer Mission Art Reaching Texas) through August 2, 2001. SMART is a community outreach program designed to introduce youth to contemporary art and music. Workshops provide hands-on explorations and the opportunity to work on various projects with professional artists. The SMART program is free of charge and open to children ages seven and up. This week SMART presents Drawing, Experimental Art, Guitar, and Mask Making.

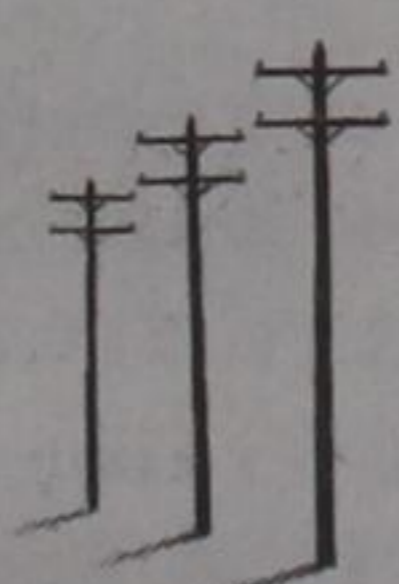
The SMART program is a community outreach program designed to encourage learning in the arts. SMART is funded in part by a Community Development Block Grant through the City of Lubbock and administered by the Buddy Holly Center.



Este señor tiene dos hijos. Esta línea de alta tensión tiene un voltaje de 240 voltios.

Por favor, sea precavido cuando trabaje alrededor de las líneas de alta tensión. Cuando hay líneas de alta tensión alrededor, una tarea sencilla tal como pintar su casa puede convertirse en algo extremadamente peligroso y hasta mortal. Asegúrese de mantenerse

a más de 10 pies de distancia de las líneas de alta tensión, así como escaleras, tubos de irrigación y cualquier objeto con que esté trabajando, y por favor enséñeles a sus niños a no jugar cerca de las líneas de alta tensión. Aléjese y cuide su vida.



Southwestern Public Service

What Are We Going to Do About It? Growth of Our Young Population is 50 Percent Latino

By Mónica Deady

More than half of the people ages 18 and under added to the U.S. population in the past decade were Latinos. They accounted for 4.5 million of the national increase of 8.7 million young persons enumerated in Census 2000. Twenty years ago, Latinos made up 9.0 percent (5.7 million) of all persons in that category. Now they are 17.1 percent (12.3 million) -- one in six.

These statistics -- even more startling than the Hispanic population growth of 60 percent over the past decade -- are revealed in a new report by the Population Reference Bureau and KIDS COUNT, a project of the Annie E. Casey Foundation. Distributed to select groups with little fanfare this month, the 20-page publication beat the Census Bureau to print with a measurement of Latino growth patterns that has major implications for the entire nation.

"Latino youth are forming a portentous part of the pool which will constitute tomorrow's work force," said Juan Andrade, president of the Chicago-based U.S. Hispanic Leadership Institute, an organization that has involved nearly 200,000 youth in its leadership development and other skills and motivational programs over the past 20 years. "If the United States is to thrive domestically and globally, these young people must take their place as leaders in every field -- our scientists and visionaries, our financiers, our world diplomats and traders.

"If our country's institutions deprive these *chavalitos* of the support they need to succeed in the 21st century," he continued, "we're cutting our own throats."

The KIDS COUNT report offers this national wake-up call: "Minority children accounted for 98 percent of the growth in the child population during the 1990s."

These include immigrant children from Asia and Africa, as well as Latin America, who are now attending inner-city schools and injecting languages and customs of their homelands into our urban milieu.

Jaime Zapata, public affairs director for the National Association for Bilingual Education, stresses the importance of forcing the educational system to attend to the needs of these bicultural and bilingual students. Public schools must ensure that these students aspire to the highest levels, he says. "You can't negate the fact that there is diversity in the United States."

No matter how much the White House, Congress and the education establishment wrangle over reform schemes like vouchers and national testing, the reality is that education is a local and state responsibility. Only 7 percent of funding support for public schools comes from the federal government.

So are our schools ready for this influx of Latino students? National Education Association spokesperson Félix Pérez says no. While

some communities offer excellent educational programs for their language-minority students, Pérez says, "It is sad to say, the system cannot deal with the numbers they have now."

David Hernández, a California teacher who chairs NEA's Hispanic Caucus, sees the population change as incentive. He describes Latinos as "a bubble moving forward that will create more political clout, especially in areas with high concentrations of Latinos." The challenge, he says, will be to use this clout to ensure that Latino youngsters have equal access and opportunity.

At its annual Representative Assembly in Los Angeles this month, 10,000 NEA delegates representing 2.6 million teachers and other education workers, voted to adopt a resolution introduced by the caucus that calls for the association to develop a national awareness campaign about language-minority students and to create resources to serve them better. How much money and muscle the nation's most influential white-collar union puts into that effort could make a big difference.

Pérez and Zapata agree that the schools that do well are those that take an inclusive approach: Teachers are knowledgeable about language and culture, and books include Latinos as examples of key figures in society. Both stress the need to recruit more bicultural teachers and the importance of continuous education for all teachers.

Children under 18 now represent 72.3 million (25.7 percent) of the U.S. population, the largest number in U.S. history. Those enrolled in elementary school equal the all-time high set in 1970, the year the youngest baby-boomers entered first grade. The Census Bureau plans to release its data and analysis on this population in the fall.

(Mónica Deady is a reporter with the national newsweekly Hispanic Link Weekly Report in Washington, D.C. She may be contacted by e-mail at mdeady@A-T-SIGN/HispanicLink.org) (c) 2001, Hispanic Link News Service. Distributed by Los Angeles



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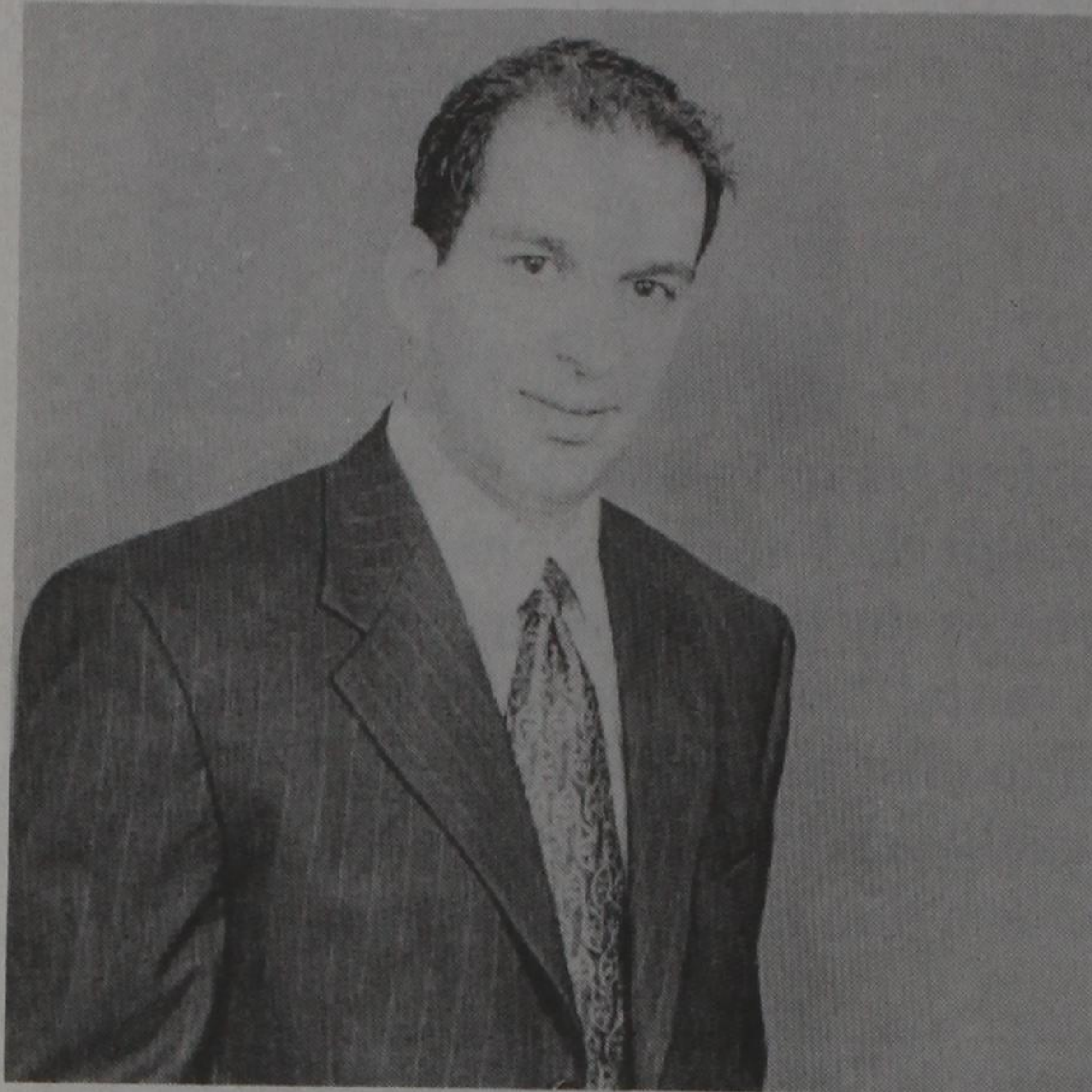
Beto Cardenas Named to Position In Washington D.C.

Alberto P. Cardenas Jr., a native of Laredo, is now working in Washington, D.C., as director of federal relations for the Texas Tech University Health Sciences Center.

David R. Smith, M.D., president of TTUHSC, said Cardenas' presence in Washington will allow the HSC to better develop and monitor federal research objectives, education and service initiatives for all four TTUHSC campuses and enhance TTUHSC relationships with members of Congress and their staffs.

"Beto's training in law and public policy, as well as his previous experience in Washington, will serve him and us well in this new position," Smith said.

Employed by the HSC since 1997, Cardenas has served as a research assistant for senior administrative officers and as a program analyst in the Office of Health Policy and Public Affairs. Prior to working with



HSC, he served in various capacities in the legislative, judicial and executive branches of government.

Cardenas said he looks

forward to promoting the HSC's objectives in Washington.

"I want to thank Chancellor John T. Montford, President

Smith and Vice President Glen Proyost for giving me the opportunity to help increase Texas Tech's presence in Washington," Cardenas said. "I look forward to working with our team of leaders and federal representatives to do the best I can for Texas Tech."

Cardenas graduated from the Texas Tech University School of Law in December 1998, and was then licensed by the State Bar of Texas. In December of 1994, he received his bachelor of arts degree in political science and speech communication from Texas A&M University.

While in Lubbock, the mayor and members of the City Council appointed Cardenas to serve on the Community Development Grant Board and the Sports and Community Venues Advisory Committee. He also served as a member of the Board of Directors of the Lubbock Hispanic Chamber of Commerce. Cardenas has been invited to serve on the Policy Council for the East Coast Migrant Headstart Program and works closely with the Texas State Society and the Congressional Hispanic Caucus Institute in Washington.

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