



THE

Latino

REPORTER

National Association of Hispanic Journalists 14th Annual Convention ■ June 12-13 1996

INSIDE

Chicago's Hispanics

The city's Latino population is diverse, from predominantly Mexican in Pilsen and Little Village to Puerto Rican in Humboldt Park, which is playing host to *Fiestas Puertorriqueñas* this week.

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Presencia hispana en la Internet

La red mundial de computadoras llega a las escuelas, a las oficinas, a los hogares y también a la comunidad latina.

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Latinos in broadcasting

A study of Latinos in broadcasting finds the group is barely represented in network news. The report says when the stories deal with Hispanics they feature the familiar subjects: crime, immigration, affirmative action and welfare.

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Where the wind blows

Finding fun in the Windy City can be a breeze. About the only thing you won't be able to do in Chicago this week is watch the Bulls play at the United Center. A word of caution: check the weather before venturing out into Chicago.

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VICTOR CAIVANO, UNIVERSITY OF TEXAS - AUSTIN

Adelante, The future is here!

First Lady to open NAHJ convention

First Lady Hillary Rodham Clinton is scheduled to speak at the 14th annual National Association of Hispanic Journalists convention today.

Mrs. Clinton will address issues of diversity in the media.

The convention — "Adelante, The Future is Here!" — is expected to attract more than 900 people taking part in a variety of workshops from the old media to the New Media, Hispanic political power and the increasing globalization of news.

A New Media computer lab featuring some of the country's top Web sites — including the NAHJ home page — will be available to participants, as well as sessions on computer-assisted reporting.

"This convention is a big step toward improving the skills of Latino journalists to keep them on course with the future," said NAHJ President Gilbert Bailón, deputy managing editor of The Dallas Morning News.

More than 100 media recruiters will be at the two-day job fair Thursday and Friday in the Sheraton's Exhibit Hall.

Other sessions will focus on Latinos in the Midwest, Latinos in the criminal justice system and journalism in Cuba.

Sessions on photojournalism, phototechnology, non-linear videotape editing and an art auction also are on tap.

"This convention will have the richest, most diverse offering of programs in NAHJ's history," said NAHJ executive director Zita Arocha.

Other highlights:

- A UNITY '99 Town Hall meeting on affirmative action.
- Spanish-language workshop on surfing the Internet.
- Sessions with Latino authors Rudolfo Anaya, Cristina Garcia, Andres Oppenheimer and Judith Cofer.
- Workshops on writing news, features, business news and editorials.

THE LATINO REPORTER



The Latino Reporter is a student-produced convention newspaper.

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The Latino Reporter is in the Arkansas and Colorado rooms on Level 2 of the Sheraton hotel.

To submit story ideas, call the editorial office at 329-6888 or the newsroom at 329-6889.

ELIZABETH GONZALEZ



The *n* file

Name: Elizabeth Gonzalez

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On NAHJ convention speaker Hillary Rodham Clinton: "I think that she has achieved a lot for women, for AIDS (research) and for work relations. But it seems that in the long run it's more for self-interest. She's not transcendental."

My favorite song to sing in the shower: "Mentiroso" by Olga Tañón. "It's about men who lie to women and it's about salsa. I love the beat."

Favorite slogan: "I'll see you tomorrow if God permits it."

Best birthday present for O.J. Simpson: A pair of handcuffs.

For president, Bill Clinton or Bob Dole? Bill Clinton. "He has done a very good job, especially in securing Hispanic rights."

In the future, what city would you like the NAHJ convention to visit? Miami, Fla.

If I could have a coffee date with any celebrity it'd be: Gary Bonilla, a journalist for Channel 11 in Puerto Rico. He's a very humane journalist who, besides being a reporter, tries to help the community."

Ideal job: Owner of a communications company.

Worst job: Supermarket cashier. "Customers bother cashiers a lot."

What do you hope to learn from the NAHJ convention? I hope that I can learn techniques on getting contacts for interviews. I'd also like to learn how to enter a big company without being bothersome.

By Robert Espinoza
 UNIVERSITY OF COLORADO

Wednesday-Thursday Convention Schedule

WEDNESDAY

10 a.m.-5 p.m. — Early Registration — Lobby Level

6:30-9:30 p.m. — Opening Celebration & Reception (Remarks by First Lady Hillary Rodham Clinton) — Chicago Ballroom VI & VII, Level 4

10:30 p.m. — Unity '99: Town Hall Meeting on Affirmative Action WLS-TV Channel 7 (Transportation Provided — Limited Seating)

THURSDAY

7 a.m.-Noon — Visual Task Force Canon Shoot-Out — Illinois Executive Boardroom, Level 2

7:45-8:45 a.m. — Sports Journalists Breakfast — Parlor C, Lobby Level (Invitation Only)

7:45-8:45 a.m. — General Membership Meeting — Exhibition Hall, Level 1

8 a.m.-5 p.m. — Registration — Lobby

8 a.m.-Noon — NAA News Business Workshop — Superior A, Level 2

9 a.m.-5 p.m. — Career & Technology Expo — Exhibition Hall, Level 1

9 a.m.-6 p.m. — New Media Computer Lab — Exhibition Hall, Level 1

9 a.m.-5 p.m. — Electronic News Gathering: Non-Linear Editing Lab — Exhibition Hall, Level 1

Professional Critique Sessions Scheduling Booth

Magazine Portfolio Reviews — Exhibition Hall, Level 1

APME/NAHJ Writing Critiques — Exhibition Hall, Level 1

Feed Me Some Feedback — Exhibition Hall, Level 1

Plenary I

9-10:30 a.m. — Globalizing News — Chicago Ballroom, Level 4

10:45 a.m.-Noon — Electronic News Gathering: Lighting for the News Videographer in the Field — Michigan A, Level 2

10:45 a.m.-Noon — Advocacy Journalism — Ontario, Level 2

10:45 a.m.-Noon — The Arts Page — Parlor C, Lobby

10:45 a.m.-Noon — Latinos in the Midwest — Michigan B, Level 2

10:45 a.m.-Noon — Telling the Story of Latino Youth: The Good, the Bad and the Ugly — Missouri, Level 2

10:45 a.m.-Noon — Caos, Corrupción y Chupacabras: Imágenes Electrónicas de Latinoamérica (Chaos, Corruption and Chupacabras: Electronic Images from Latin America) — Ohio, Level 2

Noon-1:45 p.m. — Opening Day Luncheon — Chicago Ballroom, Level 4

Plenary II

2:30-4 p.m. — Political Power, Political Pawn — Chicago Ballroom, Level 4

2:30-4 p.m. — Visual Task Force Photojournalism Part I: Taking It to the Next Level — Superior A, Level 2

4:15-5:30 p.m. — Visual Task Force Part II — Superior A, Level 2

2-6 p.m. — Online Exchange, New Media Lab — Exhibition Hall, Level 3

4:15-5:30 p.m. — Electronic News Gathering: Who's In Charge — Michigan A, Level 2

4:15-5:30 p.m. — Visual Task Force Graphics: Feature Page Design & Photoshop Illustration — Superior B, Level 2

4:15-5:30 p.m. — Feature Creatures — Ohio, Level 2

4:15-5:30 p.m. — What's Your Opinion? — Michigan B, Level 2

4:15-5:30 p.m. — The Business Page: Overlooked Opportunities — Missouri, Level 2

4:15-5:30 p.m. — Investigative Reporting: Uncovering the News — Parlor C, Lobby

5:30-7 p.m. — Hospitality Suites

7-9 p.m. — ñ Collection Reception — Photojournalism Exhibit & Auction — Chicago Ballroom Promenade, Level 4

THE LATINO REPORTER

¡Disfrute Chicago!

Adolfo Mendez
University of Illinois at Chicago

The Latino makeup of Chicago is unique among America's cities.

Rob Paral, senior research associate of the Chicago-based Latino Institute, explains it this way: "We're at the center of the country, and we draw from all points. So one community does not dominate here the way it does in most other cities." In 1990, the U.S. Census Bureau counted 352,000 Mexicans, 120,000 Puerto Ricans, 10,000 Cubans and 63,000 other Hispanics. Large numbers of Latinos live in the Lower West Side, Logan Square and South Lawndale. That's almost one-fifth of the city's nearly 3 million residents.

Many of the Latino communities are not far from the Loop, the heart of downtown Chicago.



Cindy Brown/University of Texas at Austin

LOWER WEST SIDE

"The single most impressive tour you can take is to leave the Loop and go down 18th Street, make a left on Blue Island and a right on 26th Street," Paral says. "This gives you a tour of the second-largest urban Mexican population in the United States."

Eighteenth Street runs through Pilsen, and 26th Street cuts through Little Village.

Welcome to the Lower West Side, where the Latino median household income is \$22,087 (for non-Latinos it is \$17,093, according to the Census). Here, 26.9 percent of Latinos have a high school diploma, and 2.7 percent have a college degree.

To visit Chicago's Puerto Rican community, hop on the Blue Line elevated train toward O'Hare Airport and get off at Damen Avenue. Don't let yuppie Wicker Park confuse you. Get on the North Avenue bus and head west toward the *Fiestas Puertorriqueñas* at Humboldt Park.

Festivities kicked off Tuesday in Humboldt Park, 1400 N. Sacramento Avenue, and run from 4 p.m. to 11 p.m. The annual Puerto Rican parade is scheduled at noon Saturday along Dearborn Street, between Wacker Drive and Van Buren Street.

"We're expecting over 5,000 people," says Lydia Carrasquillo, of the Puerto Rican Parade Committee. "We have mayors from Puerto Rico and city councilmen and, of course, *salsa* singers."

"This year we're going to dedicate the festivities to our family, culture and heritage," Carrasquillo said.

According to the Census, the Latino median household income for Humboldt Park is \$21,486 (\$19,245 for non-Latinos); 34.3 percent of the Latino population here has a high school diploma,



Gary Payne/University of Texas at El Paso

and 3 percent has a college degree.

Humboldt Park is bordered by North Avenue on the north, Cicero Avenue on the west, California Avenue on the east and Kinzie Street on the south.

Mexicans are rapidly moving into Humboldt Park, according to Orlando Miranda, vice president of Carreño Miranda, Inc., a Des Plaines-based public relations firm.

"The [Latino] communities are more of a salad than a melting pot," says Miranda. "We all maintain a different flavor but we live in the same bowl. The new generation has learned to live together more so than

the old."

LOGAN SQUARE

Take the Blue Line to O'Hare and get off at the Logan Square stop. Here, you'll find Puerto Ricans, Mexicans, Cubans and other Hispanic groups. Logan Square runs to Fullerton Parkway on the north, Western Avenue on the east, North Avenue on the south and Pulaski Road on the west.

The median household income for Logan Square's Latino population is \$22,787 (\$22,721 for non-Latinos). Some 39.1 percent of Latinos have a high school diploma, while 5 percent have a college degree.

Hispanic roots

Latino groups in Chicago

Origin	Percentage of Latino population
Mexican Population: 348,040	65%
Puerto Rican Population: 121,209	22.6%
Guatemalan Population: 12,895	2.4%
Cuban Population: 10,478	2%
Ecuadoran Population: 6,606	1.2%
Colombian Population: 5,491	1%
Salvadoran Population: 3,877	.7%
Peruvian Population: 2,592	.5%
Honduran Population: 2,138	.4%
Total Population: 535,315	

Source: U.S. Census of Population and Housing, 1990; Latino Institute research, 1994

"The wonderful thing about us is that we really are everywhere," says city Commissioner Carlos Ponce of the Department of General Services. "We are really throughout Chicago and throughout the state of Illinois. Politicians of all stripes are realizing that they have Hispanic constituents," he said.

SOUTH LAWNDALE

Take the Blue Line on the Douglas branch to the Pulaski stop, which is near Cermak Road. That puts you right in the middle of South Lawndale, bordered by Cermak on the north, the city's boundary on the west, Cicero on the east and the southern branch of the Chicago River on the south.

South Lawndale's Latino median household income is \$23,939 (\$13,683 for non-Latinos). Census figures show that 26.3 percent of the Latino community has a high school diploma, and only 2.8 percent has a college degree.

Latino numbers growing, barely

ASNE study reveals minute increase in print newsrooms

By Art Marroquin

CALIFORNIA STATE - FULLERTON

Latino reporters account for 3.2 percent of the U.S. newspaper workforce, a fractional increase Hispanic journalists and recruiters say is dismal.

The 1996 American Society of Newspaper Editors survey counted 1,768 Latino journalists, a two-tenths increase from 1995. Approximately 950 of the 1,490 daily newspapers responded to the 1996 annual survey.

"On an upside, there's some growth, but it's so small that it's almost negligible," said NAHJ president Gilbert Bailón, who helped prepare the report released at ASNE's convention. "But, we're not seeing the progress as fast as we would like."

In 1990, Latinos made up 2.1 percent of all newsroom employees. The 1996 figure represents a 50 percent increase in the number of Latinos working in newsrooms.

"I think these numbers are depressing and pitiful," said Raúl Reyes, assistant managing editor of news at the San Antonio Express News. "If you don't have a decent number of people who cover ethnic perspectives and are part of that ethnicity, then you aren't accurately reflecting your coverage area," Reyes said.

Slightly more than 23 percent of the San Antonio Express-News staff are members of minority groups, according to the ASNE report.

The number of all minorities working in daily newspapers around the country stands at 11.02 percent. That's a slight increase from the 10.91 percent of last year, or less than two-tenths of one percent, according to the report from the Virginia-based

organization.

The total number of all minorities in newsroom management has slightly increased in the past year, from 1,049 in 1995 to 1,104 this year. In contrast, there are 12,061 white supervisors this year, also up from 11,768 last year. In addition, the percentage of newspapers without minority pro-

Latino reporters can be more versatile in the newsroom than many editors think, Bailón said.

"We cover all issues, from local government and business to agriculture, not just ourselves," he said. "There seems to be a stigma that we just want to cover Latino issues, or they use the excuse that the reporter just isn't qualified."

The Miami Herald, which has one of the largest minority staffs in the country—slightly more than 40 percent—recruits aggressively, offers high school internships and hires local residents out of college, said Christine Morris, assistant managing editor at The Miami Herald.

Bailón said NAHJ and ASNE are working with newspapers and editors across the nation to recruit and retain minorities into newsrooms.

"We're trying to get more students into college, provide scholarships and hold job fairs that help move the students into newspaper internships and jobs," Bailón said of the efforts of both organizations.

Veronica Jennings, ASNE's minority affairs director, said substantial progress in integrating the nation's newsrooms will require new

strategies.

Bailón, speaking as deputy managing editor of The Dallas Morning News, defended his newspaper's hiring record.

"I think we've done a good job recruiting and retaining minorities, but it could improve," Bailón said. The ASNE study shows minority employment at The Dallas Morning News at almost 17 percent.

Hispanics in the Newsroom

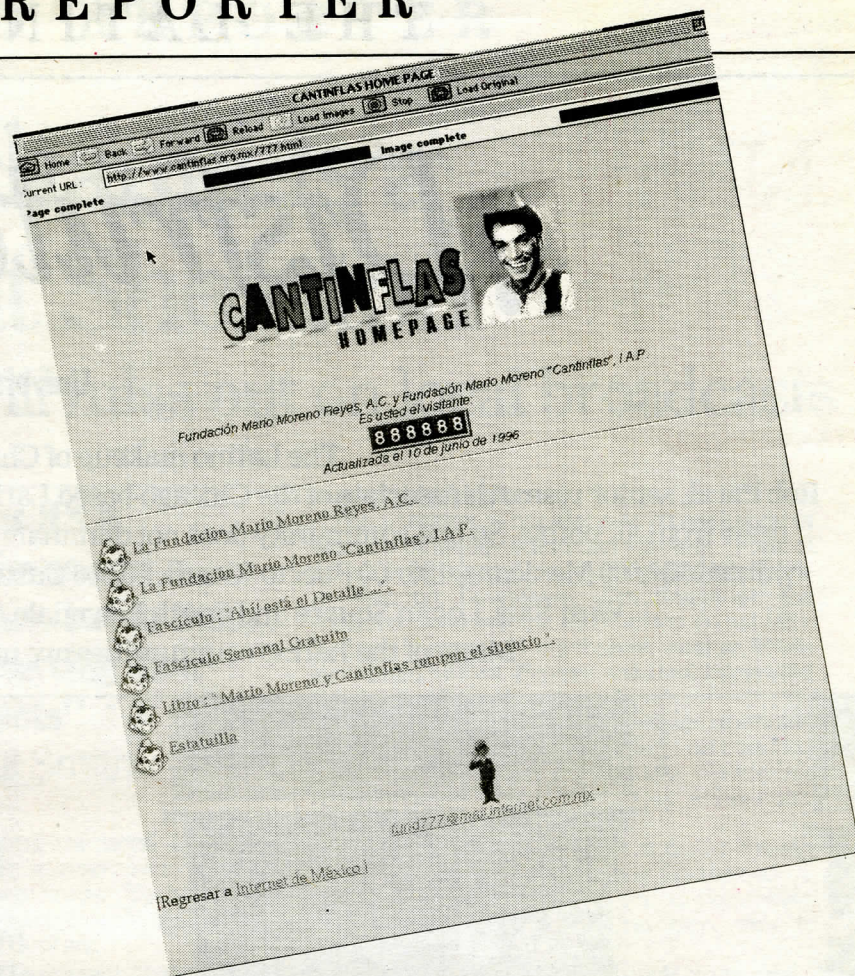
Percentage of total employment in daily newspapers, by job category



Source: Study based on employment data reported by daily newspapers for the end of the preceding year. Sixty-six percent, or 984 of 1,490 newspapers, responded to the survey

fessionals in the newsroom declined to 44 percent this year, from 48 percent of daily newspapers in 1995.

Although the study shows the number of Latinos in the newsroom has increased slightly, Bailón pointed out that many Latinos have also left the newsroom in the past year. The key to success for newspapers in minority staffing is a two-step process of recruitment and retention, Bailón said.



Latinos buscan su lugar en el ciberespacio

By Macarena Hernández
BAYLOR UNIVERSITY

Es un medio sofisticado donde con un "click" del ratón se transporta a la biblioteca del Vaticano en Italia, a un *homepage* dedicado a Mario Moreno "Cantinflas", al centro de alta tecnología del Instituto Tecnológico de Massachussets, y al encuentro — muy esperado — con el publicitado "chupacabras".

El futuro está a la alcance de las manos. Tanto niños como adultos pueden utilizar la *Internet* y visitar otro país o continente en unos cuantos segundos. La *Internet* se ha integrado a las escuelas, oficinas de trabajo, a los hogares y por supuesto a la comunidad hispana.

La *Internet* es la red mundial que conecta cientos de redes pequeñas en todo el mundo, que no tiene ningún órgano central y que posibilita — por el momento — el libre flujo de contenido e información.

"La *Internet* es un herramienta de mucho valor", dijo Lavonne Luquis, presidenta y directora ejecutiva de LatinoLink, un sitio en la *Internet* dedicado a proporcionar noticias sobre hispanos. "Las personas que no aprenden a usarla van a ser marginadas", dijo Luquis, moderadora de la sesión *Carving Your Niche in Cyberspace* que se llevará a cabo este viernes a las 10:45 en el Exhibition Hall, level 1.

Luis Vázquez-Ajmac, presidente de Maya Advertising and Communications de Washington D.C., dijo que a pesar de varios obstáculos, "más y más latinos tiene acceso a la red". Vázquez-Ajmac dijo que para tener acceso a la *Internet* una persona necesita una potente computadora, *software* apropiado, y contratarse con algún proveedor comercial como *America Online*, *CompuServe*, *Prodigy*, y además tener suficiente dinero (para pagar el servicio, el contenido, y el uso de teléfono).

"Si te acercas a la gente, la educas y la invitas, ellos vendrán. Muchas de las compañías de servicios comerciales no llegan a la comunidad"

-Vázquez-Ajmac

De acuerdo con un estudio reciente del Instituto Tomás Rivera de Claremont, Calif., que se especializa en la investigación de las comunidades latinas, solo el 18% de los hispanos de clase media tienen computadoras en sus hogares en comparación con el 27.4% de otros grupos étnicos.

Sin embargo por cada niño hispano que usa una computadora en su escuela, hay otro que no tiene acceso, según el reporte "*Latinos and Technology*" de Anthony Wilhelm, de Tomas Rivera.

Vázquez-Ajmac se muestra optimista de que cada vez más latinos tendrán acceso a la *Internet*, debido principalmente a que la comunidad latina es muy joven. La proyección de población en Estados Unidos indica que siete de cada diez hispanos son menores de 35 años, mientras que en otros grupos étnicos esta proporción es de cinco de cada 10, de acuerdo con el Censo de 1990.

"Si te acercas a la gente, la educas y la invitas, ellos vendrán", dijo Vázquez-Ajmac. "Muchas de las compañías de servicios comerciales no llegan a la comunidad".

Vázquez-Ajmac dijo que se necesitan campañas para "animar a la gente a explorar esto (la *Internet*) que no es tan misterioso". Además, Vázquez-Ajmac comentó que algunas de las personas que tienen acceso a la red no la utilizan con fines prácticos, especialmente en las salas de redacción (de los medios de comunicación).

THE LATINO REPORTER

Network Latino coverage low, study finds

By Yesenia Rivera
ITHACA COLLEGE

The portrayal of Latinos in network television news continues to be limited, says a study released this week by the National Association of Hispanic Journalists.

The 1 percent of coverage that Latinos do receive on the evening newscasts of ABC, NBC and CBS portray them in a negative light, mostly focusing on issues of crime, immigration, affirmative action, and welfare, according to the study.

Despite our rapid population growth "we are still an invisible minority, people don't often get a full view of who we are," said Félix Gutiérrez, senior vice president/Journalism Education and executive director of the Freedom Forum Pacific Coast Center.

The report, "Network Brownout: The Portrayal of Latinos in Network Television News," was released Monday to coincide with the kick off of the NAHJ 14th Annual Convention being held here in Chicago this week.

Studies were conducted analyzing how Latinos were presented in the news and the numbers of Latinos employed by the networks.

Utilizing the on-line Vanderbilt University Network News Archives, the study covered stories presented on the three major broadcast television networks (ABC, NBC, and CBS) during 1995 (CNN was not included because it is not yet completely catalogued on-line).

The study examined five areas including story topics, length of stories, reporters, geographical peg, and interview subjects.

NAHJ found that only 1 percent (121 stories) focused on Latinos and issues related to Latinos.

"To put this number into perspective, the three major TV networks broadcast approximately 12,000 stories per year, which averages out to less than one story per network per week covering Latino related issues," said Diane Alve-



Diane Alverio, co-author of the report "Network Brownout: The Portrayal of Latinos in Network television News," speaks at a news conference earlier this week.

rio, co-author of the survey and owner of New Media Concepts, a media research and marketing firm.

Eighty-five percent of the stories fell into four categories—crime, immigration, affirmative action, and welfare.

"While the relative paucity of network news stories dealing with Hispanic Americans is disappointing, the restricted number of categories such stories appeared in was even more distressing," said Alverio, a former NAHJ president.

She worked with Rod Carveth, head of the Mass Communication Department at the University of Bridgeport, on the study.

"The news media sets the agenda for public discussion," said Carveth, who concluded that "taken as a whole, the image of a Hispanic-American is one of an

illegal immigrant taking jobs and welfare money away from citizens of the United States, and who just might commit an act of violence as well."

This perspective is what the study calls "the pathology of minority behavior"—coverage of drugs, gangs, crime, violence, poverty, illiteracy—almost to the exclusion of normal every day life.

"Most networks tend to look at our communities under a microscope, and once they focus in on something they tend to magnify the story and blow it out of proportion, further creating an unrealistic view of our communities," Gutiérrez said.

Stories that show minorities in a favorable light seem limited to athletes and entertainers.

David Bartlett, a spokesman for the Radio Television News Direc-

tor Association, said he was "cautious" of the study's interpretation of network coverage.

"News coverage is made on journalistic grounds, not on a quota system," said Bartlett.

"Just because the networks aren't covering Latino issues doesn't mean that members of the Latino community aren't being served.

"Much of what is going on is of local interest, and those stories would be covered by local affiliates not the networks," he said.

But Bartlett agreed that hiring more Latinos and minorities into management positions would "resolve some of the problems that NAHJ has found with the portrayal of Latinos in the news media."

The networks were reluctant to share employment figures.

While ABC provided Alverio

and Carveth with employment information, it was for all divisions, rather than just their news operations.

NBC and CBS refused to provide any employment figures.

Despite the networks lack of cooperation, the survey found that Latinos make up between 3 percent and 8 percent of the gatekeepers in network news.

Annual surveys of employment practices in the broadcasting industry reveals that nationwide Latinos make up approximately 5 percent of the total television workforce, and about 3.9 percent of the local TV news directors.

The negative portrayal of Latinos in network news may be linked to low numbers of Latinos employed in "gatekeeper" or decision making roles in the networks, according to the study.

"This creates two potential problems," says Carveth.

"First, there are not enough gatekeepers at the local market level to ensure that Latinos are presented in a balanced fashion.

"Second, if the local TV news is the training ground for the national network news, then the number of experienced Latinos available for network employment is limited."

Alverio said: "While network news has an enormous impact on the lives of all Americans, data about the very people who make the hundreds of decisions on what pictures and information will be presented as a representation of life in this country on any given day is in some cases as difficult to obtain as top secret national security documents from the Pentagon."

The survey showed that Latinos were being "symbolically annihilated" by network news.

"Representation in the world of television announces to the audience member that a social characteristic is valued and approved," said Sociologist Gaye Tuchman author of "Making News" in the survey analysis.

UNITY '99 sponsors forum to address affirmative action

By Lidia Romero
COLORADO STATE UNIVERSITY

A minority reporter at a big-city newspaper gets promoted, and before too long, some of his colleagues start lashing out. "The only reason he got the promotion," they'll say privately, "is because he's Latino." Or African-American. Or female.

Never mind that the reporter is a talented, proven veteran.

In the eyes of some people, the road toward advancement is paved with gold for minorities. (Remember the angry white male phenomenon that helped the Republicans trounce the Democrats in congressional elections in 1994.)

While it's true that newsrooms across the country are under pressure to increase the number of minority staffers to better reflect the communities they cover, the truth is that the number still is small. The same holds true for television.

So the question becomes: How do you increase the number of minority staffers? How do you guarantee that promotions are based on merit and not on color or gender? Is affirmative action the answer? Or is it the problem?

On Wednesday night, the role of affirmative action to increase the number of minorities in news management positions in network newsrooms—and ultimately, to increase the level of network news

coverage of minority affairs—is the subject of an hour-long electronic Town Hall Forum sponsored by UNITY '99 on WLS-TV/Channel 7 beginning at 10:35 p.m.

John Quiñones, an ABC news correspondent, will be the host.

A panel of proponents and opponents of affirmative action will be on the program.

They include Rev. Jesse Jackson; Deval Patrick, U.S. assistant attorney general, Department of Justice, Civil Rights Division; Susan Allen, president, U.S. Pan-Asian Chamber of Commerce; and Ada Deer, assistant secretary for Indian Affairs, Department of Interior.

"We want to have a good, open,

unfettered discussion," Gilbert Bailón, NAHJ president, said. He said the issue is complicated and that people should be open to all sides of the debate.

"This forum is designed to explore the correlation between the low levels of minority employment in network newsrooms with the inadequate coverage of minority affairs on network news programs," he said.

"The program will also examine the role of affirmative action as an effective tool for hiring minority news professionals who help promote more fair, objective, and consistent network coverage of minority issues."

Connie Rivera, program coordi-

nator for UNITY '99 in Seattle, said discussions of issues like affirmative action are essential. She said organizers plan on bringing up issues that affect minorities, including affirmative action, again at UNITY.

"(We want to discuss) the problems that affect minorities in the media," she said.

"It's not only a minority issue." The forum is being presented by UNITY '99, an umbrella organization that includes the National Association of Hispanic Journalists, The National Association of Black Journalists, The Asian American Journalists Association, and the Native American Journalists Association.



THE Latino REPORTER

Chicago at its best

Finding fun in the Windy City can be a breeze with our handy tourist's guide.

By Adolfo Mendez
UNIVERSITY OF ILLINOIS AT CHICAGO

About the only thing you won't be able to do this week in Chicago is watch the Bulls play at the United Center. That's because the three-time NBA champions are in Seattle trying to wrap up championship No. 4.

Not to worry, though. The Windy City has plenty to offer besides Michael Jordan & Co. In a city the size of Chicago—about 7.7 million in the greater metropolitan area—there's something for everyone.

A word of caution before we continue: Check the weather report before venturing out. Chicago, known for its miserable winters, has seen day after day of rain and more rain. Just be sure to dress warmly and pack an umbrella.

With that said, let the exploration begin.

Since we began with the winners, we now turn to the losers.

Sports action

You can catch the Cubs at Wrigley Field on the North Side, 1060 W. Addison St.—about a \$10 cab ride from the Sheraton—Thursday at 7:05 p.m. and Friday at 2:20 p.m. The Cubs play host to the San Diego Padres.

Even though the Cubs are perennial losers, they're a fun team to watch and ivy-adorned Wrigley is one of the most charming ballparks in America.

For tickets, call (312) 404-2827, or TicketMaster at (312) 831-CUBS. For the budget-minded, ask about the bleachers.

For American League fans, the **White Sox** of South Side fame have a 1:05 p.m. game Wednesday against Boston, and then they are on the road for the rest of the week. For ticket information call (312) 831-1SOX.

If volleyball is your forte, don't miss the **Midwest Volleyball Pro-**

fessionals-sponsored games on Wednesday and Thursday at the North Avenue Beach and Oak Street Beach. For more information, call MVP at (312) 266-8580.

Getting around

Cab fare to Comiskey Park runs about the same as a trip to Wrigley, but if you want to explore the "L," or the elevated train/subway, the Dan Ryan line drops you off in front of the ballpark for \$1.50 or so. Call (312) 836-7000.

Or walk down Michigan Avenue, also known as **The Magnificent Mile**.

If you head south on Michigan Avenue, you'll run into Grant Park, home to picturesque **Buckingham Fountain**, which just underwent a multimillion renovation.

You also could travel by boat.

Chicago From the Lake Cruises offers architectural and historical lake cruises from North Pier Festival Market, 465 E. Illinois St. \$15. Reservations recommended. (312) 527-1977.

Admiral Sightseeing Cruiseline (Interlude II). River and lake cruises depart from the Chicago River, (312) 641-7245.

"Chicago's First Lady." Dining/cruise ship includes daily departures to 50 historic sights; southwest corner of Michigan Avenue and the Chicago River. Reservations required.

Mercury, Chicago's Skyline Cruiseline. Regular daily cruises to Adler Planetarium, Shedd Aquarium, Navy Pier, Fort Dearborn and Chicago Local System,

(312) 902-1500.

Odyssey Cruises. Lunch, brunch, dinner, midnight cruises; south side of Navy Pier, 600 E. Grand Ave. Reservations recommended. Call (708) 990-0800.

Shoreline Sightseeing, day time tours and evening tours from the Shedd Aquarium and Navy Pier docks, (312) 222-8328.

Spirit of Chicago. Lunch, brunch, dinner and midnight cruises. South dock at Navy Pier, 600 E. Grand Ave., (312) 836-7899.

Wendella Boats. One-hour passenger rides. Departs from the Chicago River, 400 N. Michigan Ave., (312) 337-1446.

For a brief view of the city, consider a **carriage ride**.

A ride on a horse-drawn carriage (which you can find on either Huron and Michigan or Michigan and Pearson) will cost \$35 for half hour; \$50 for 45 minutes; and \$70 per hour.

Carriages hold up to six people, with no extra cost for a full load.

Shopping

Water Tower Place, 835 N. Michigan Ave., is an eight-level shopping center that houses Marshall Field's & Company, Lord & Taylor and more than 100 specialty stores, seven cinemas and restaurants. Doors open at 10 a.m. and close at 7 p.m. Monday through Friday. On weekends,

the Water Tower closes at 6 p.m.

Brooks Brothers, at 209 S. LaSalle St., and 713 N. Michigan Ave., sells traditional clothing for men and women.

Burberry's, at 633 N. Michigan Ave., sells outerwear (including the famous trenchcoat), clothing, sportswear and gifts for men and women.

The Chanel Boutique at 940 N. Michigan Ave. offers clothing, Chanel fragrances and cosmetics.

The Forgotten Woman, at 535 N. Michigan Ave., is where sizes 14 to 46 can choose from a selection of separates for every occasion. There's evening wear and accessories.

Giorgio Armani Boutique, at 113 E. Oak St., is three floors of the renowned designer's men's and women's clothing, his only couture boutique in the Midwest.

Irv's Men's Clothing can be found at 431 N. Orleans St. for designer clothing and sportswear at 35 percent to 50 percent below retail including Perry Ellis, Chaps, LeBaron, Bill Blass, San Remo and more. All sizes including big men's.

Hino & Malee Boutique, at 50 E. Oak St., offers modern clothes for the modern woman, regardless of her age. They present the entire collection of Hino & Malee, including sportswear, dresses and unique evening wear, as well as the moderately priced Hino and Malee II Collection.

There's also **Jaeger International**, at 111 N. State St., and 835 N. Michigan Ave., 3rd floor, for fashion knitwear, tailoring and sportswear.

Or try **Jil Sander**, at 48 E. Oak St., for the complete line of Jil Sander's designs. The German designer's fragrances are also available.

Nike Town Chicago, at 669 N. Michigan Ave., features all Nike footwear, apparel and equipment. Lots of sports archival displays, video theatre

and a basketball half-court for "test-driving" Nike shoes.

Paul Stuart is located at 875 N. Michigan Ave., in the John Hancock Center. Paul Stuart offers men's and women's tailored clothing. Ultimo, at 114 E. Oak St., features an award-winning selection of European, Japanese and American designer clothing.

On a budget? Check out **Suitsmart**, at 115 N. Wabash, (just above the McDonald's on the first level) for men's resale suits. Perry Ellis suits can be found as low as \$89, but you'll have to search carefully.

Chicago chow

From African to Spanish foods, Chicago's dining scene has it all.

Cafe Baba Reeba, located at 2024 N. Halsted St., offers a Spanish bar and features a variety of hot and cold tapas. There's paella and an extensive wine and sherry list. Call (312) 935-5000.

Distant Mirror Cafe, at 7007 N. Sheridan Road, offers an array of wines, sherries, ports, premium liquors and fine cigars. Call (312) 761-3776.

Even though you are staying downtown, there is always 26th Street in Little Village and 18th Street in Pilsen, predominantly Mexican neighborhoods. The boulevards feature dozens of restaurants and shops.

After hours

For evening drinks, visit the famous **Billy Goat Tavern**, at 430 N. Michigan Ave., a favorite spot of local journalists.

For clubs, try the **Wild Hare**,

at 3530 N. Clark St., the city's premier reggae club that brings best national and international acts seven nights a week. Call (312) 327-4273.

America's Bar, at 219 W. Erie St., is former Chicago Bear Walter Payton's premier nightclub. This is the place for classic rock hits from the 60s to the present during Happy Hour. At night, the club evolves into a high-energy late night hotspot. Call (312) 915-5986.

Blues fans have several clubs to choose from in Chicago: **Blue Chicago**, at 736 N. Clark St., located near Ontario Street. Call (312) 642-6261. **Blue Chicago On Clark**, at 536 N. Clark St., features 1940s style bar with live blues music nightly. Call (312) 661-0100. And **B.L.U.E.S.**, at 2519 N. Halsted St., (312) 528-1012, has reportedly been called "perhaps the world's premiere blues bar."

Female impersonators can be seen at the **Baton Show Lounge**, at 436 N. Clark St. Call (312) 644-5269.

Excalibur Entertainment Complex, at 632 N. Dearborn Pkwy., is the city's largest and, according to some estimates, the most popular club.

Excalibur offers a giant top 40 dance club, "comedy you can dance to" alternative rock in the Dome Room, billiard rooms, game emporium and a full-service restaurant. Call (312) 266-1944.

At **North Pier**, you'll find New Orleans-style food at **Fat Tuesday**, 435 E. Illinois St., with more than 50 daiquiri flavors. Call (312) 661-1022.

Other happenings: At the **Skyline Stage** at Navy Pier (Grand



Avenue at Lake Shore Drive) Tuesday and Wednesday: **Bela Fleck & The Flecktones** with the David Grisman Quintet. For more information call: (312) 595-PIER. For tickets, charge-by-phone call (312) 559-1212.

On Friday, **Adele Givens** and **Tommy Davidson** will perform at

the Skyline Stage.

Chicago's museums include the **Adler Planetarium**, **The Art Institute of Chicago**, **Capone's Chicago**, **Chicago Academy of Sciences**, **Chicago Historical Society** and the **Field Museum**. All good bets.

Of course, there's always the



tallest building in the world (the Sear's Tower Skydeck observatory, (312) 875-9696).

And the free **Lincoln Park Zoo**, 2200 N. Cannon Drive, (312) 742-2000; and **Brookfield Zoo**, 31st Street and First Avenue, in Brookfield, (708) 485-0263. Accessible by METRA. Brookfield charges \$5.50 for adults (Dolphin show not included). On Thursday, adults pay \$3.50.

At noon Saturday, the annual Puerto Rican Parade is scheduled along Dearborn Street between Wacker Drive and Van Buren Street. Call (312) 292-1414.

Also, if you're in town this weekend, stop by the **Printer's Row Book Fair** on Saturday and Sunday.

It's four blocks of booksellers and six stages of authors, poets, panels, children's programs and musical entertainment.

Free to the public, the fair is being held on Dearborn Street from Congress Parkway to Polk Street, (312) 987-1980.

Phew! Now the only problem is finding time for the NAHJ convention.

Above left: Aaron Dodd plays the tuba on Michigan Avenue.

Above: Chicago's "L" provides high speed rail transit on five lines into many of the city's neighborhoods.

Left: Morgan Quilici, 4, rides the carousel at the amusement park in the Navy Pier.

Opposite page: Colleen Schwander from Boulder, Colo., waves at her husband and son who ride the ferris wheel at the amusement park in the Navy Pier.

Photos by Victor Calvano/University of Texas at Austin

Student Campus lands on Medill

2nd Annual project highlights cyberspace, ethics

By Peter Arroyo
Messiah College

They've come from the South Bronx, from the beaches of California, from the deserts of West Texas and from the Windy City itself. Dozens of aspiring journalists have descended upon Northwestern University for the second annual Student Campus, sponsored by the NAHJ and the Freedom Forum.

The campus project, which kicked off on Monday, began by reminding students that journalism demands a dedication to truth, individual creativity and a conscience for sensitivity.

"We, the Fourth Estate, are charged with ensuring that the portrayal of race and ethnic groups be accurate and balanced. Right now we (Latinos) are censored by omission," Patrisia Gonzales, a founding member of the NAHJ, said during a morning class. "Here we're encouraging critical thinking and provoking thought about ourselves, something they may never get in journalism school."

The main themes of Student Campus '96 are cyber journalism, ethics and ways to build skills in print, radio and television media.

The first cyber journalism session on Monday morning introduced students to the World Wide Web, showing them how to create an e-mail address. Several classes this week are devoted to computer journalism.

On the practical side, this cyber boot camp will help students create individual homepages. But a broader goal is to "promote a consciousness of our role in the industry and society," said Gonzales.

At an afternoon roundtable discussion with journalism professors and professionals, students were given a pep talk and warning about an industry that has been slow to change.

"Give yourself value that others won't give, and go for it. Believe in yourself," said Berta Castener, a news editor for WGBO-TV, Chicago.

"You want to walk into a place wanting a job because you're good, because you write excellently."

Castener added, "I never wanted a job because I was a minority and a woman. That's condescending and demeaning. Little by little it's changing. And when you get a job, grab hold, and don't let go."

When it comes to television news, progress has been slow, said Crystal Carreon, a politi-



Victor Caivano/University of Texas at Aust

Tiffany Staten talks about discrimination in the newsroom during a discussion at Northwestern University Monday afternoon.

cal science student at Stanford University.

"We are the first generation being mobilized to change, the face," Carreon said, pointing to her own cheek, "the face of journalism."

Mercedes Lynn de Uriarte, Latin American Studies professor at the University of Texas, said an ethical journalist is a well-informed one. "Read the alternative press, so you will know what you will be writing about" in the future," she said.

Last year, 60 students attended Student Project '95 at the University of Texas at El Paso. The focus of last year's Student Campus was on covering border-related issues and ethics.

This year, 47 students from around the nation are participating in the campus. The decline, Gonzales said, is due to financial difficulties many students had in paying their own travel costs.

Lauren Macias, a New Mexico State University student, returned to the Student Campus this year; she said, for the chance to meet people in powerful positions who are interested in Latino contributions to news.

"We really get to talk to the important people at major networks," she said.

"Last year we had more workshops to choose from, but this year is different because it's a different place."

This year's speakers touched on topics ranging from news worthiness, racially offensive language and the necessity of fulfilling the requirements outlined by the 1947 Hutchins Commission Report and the 1968

Kerner Commission Report, two renowned studies on diversity and the media that were produced in Chicago.

Panelists offered real-world examples of times when racism and journalism have clashed in the newsroom.

"You must call on your cultural experience to make you a better reporter and person," said Roberto Rodriguez who shares a syndicated column with Gonzales, his wife.

After the forum, students went to their respective sessions in print, radio and television news, which were taught by professors from the Medill School.

"Our school's philosophy is if you are a good writer, a good thinker and good analyst, you will succeed in this business," said Rick Rockwell, a broadcast instructor.

Charles Whitaker, another Medill professor, said opportunities like this provided by the NAHJ are unique.

"We heard about the chance to work with the NAHJ organization and make that connection," Whitaker said.

For the students, this year's campus has given them an up-close and personal feel of learning and working in a prestigious university in a major media market.

"The first thing that stands out are the facilities," said Ernesto Portillo, who coordinated last year's Student Campus in El Paso.

"Chicago is a major news center; last year we didn't have access to such prestigious facilities. Last year, it was trial and error. This year they worked most of the bugs out."

THE LATINO REPORTER

ON THE AIR

Lights! Camera! Where's the van?

By Leslie Sanchez
George Washington University

In the real world, broadcasters have had to contend with last-minute story changes, delayed staff meetings and rained-out stand-ups. Add to these problems an on-site reporter with food poisoning, a black cloud of exhaust fumes spewing on a news team and the news van being impounded while out on assignment. The price, \$135.

This was the first day on the job for some of the 14-member staff of *El Noticiero*, the NAHJ's student television project.

Despite the problems and delays, the staff of this year's project is excited about preparing its broadcast and the hands-on experience.

"I wanted to get a chance to work with Hispanic journalists ... to meet people and make contacts for my first job," said reporter Claudia Forestieri, 22, a senior from the University of Florida. "I can't believe I'm here getting these kinds of opportunities."

El Noticiero, sponsored this year by McDonald's, gives aspiring journalists exposure to the daily challenges of the industry and encourages minority journalists to succeed despite the conflicts they experience.

The continuing project unites student broadcast journalists with professionals to produce a 15-minute newscast aired at the NAHJ convention. The 11 college students and three leaders — who once were student participants — represent a cross-section of Hispanic cultures including Chilean, Argentine, Guatemalan, Mexican and Cuban.

The students tackle issues ranging from the Latino vote to bilingual education. One of the five stories is in Spanish and 1996 marks the first time two women will co-anchor the broadcast: Kimberly Vallez, 20, from New Mexico State University and Edith Veronica Rodriguez, 30, from Columbia College in Chicago.

One of the first things professionals told the students was



El Noticiero staffer Orlando Lorca, a student at Herbert Lehman College in New York, puts images and sound together for a story he is producing on Hispanics in radio.

that they were entering a difficult field, but to not be discouraged. They said with hard work they would succeed. "Everything is hard," said Salvador Morales, a reporter/weatherman for *Canal de Noticias* NBC who is serving as the project's executive producer. "If I made it, they can make it too."

At the first staff meeting, Morales, asked how many students had been discouraged from pursuing broadcasting because they are "too Hispanic looking," have an accent, or are overweight.

"Over 80 percent of them raised their hands," Morales said. He blamed the problem on newsroom managers who do not understand the Hispanic population. "The hardest part for someone who doesn't know anybody is getting started because a lot of them don't think we have the right look, or we have an accent," said student producer Lilian Morales, 25, a recent graduate of Northern Illinois University.

help a young Latino or Hispanic come into the business with a healthy attitude, that should be enough."

Said Marilyn Higgins-Arce, an associate producer at AMC Cable Network in New York, "The students are very well prepared. I see a lot of willingness to learn."

Morales said he hopes in the next few years *El Noticiero* will be able to host as many as 30 students. He also hopes a crew would be assigned to the team instead of "begging and borrowing from local stations in town." Currently, all equipment and camera operations are donated by area networks.

"Programs like this keep NAHJ strong into the year 2000 and beyond," Lopez said.

El Noticiero is scheduled to air at Friday's *Noche de Triunfos*.

And this year project producers promise to provide a new light-hearted surprise at the end.

Radio Ondas captures Latino sounds

By María Echeverría
Trinity College

During a training session at the National Association of Hispanic Journalists Convention in Chicago, Mandalit del Barco, a National Public Radio reporter, urged students to think of radio as storytelling, rhythms and pacing.

"You want to bring in your listeners. You want to create a scene," said del Barco, one of several coordinators of *Radio Ondas*, a student project.

Claudia Perez knows about storytelling. Her life is a story, having dropped out of high school in her junior year. "I was a talk show bum," said Perez, from Chicago. But "I saw a show about how Latinos have the lowest education, so I decided I wanted to help my people." That's when she returned to high school.

Perez's radio assignment is exploring how the lives of teen-agers change when they become parents. She knows many teen-agers with kids, including her brother's girlfriend.

Radio Ondas, a five-year-old project, offers students like Perez opportunities to gain valu-

able training and make contacts. This year, seven students are participating in *Radio Ondas*. Sponsored by the Gannett Foundation and housed at WBEZ-Chicago radio station, the students are developing story ideas to be aired Thursday at the Career and Technology Expo.

Student are eagerly exploring issues affecting Latino communities throughout the country. Luis Cruz, a junior at the University of California at Berkeley, is looking into why some of the coverage of Latinos is negative. He decided to work on the topic after realizing there were few role models in TV network newsrooms.

"At first I was discouraged because I didn't see a lot of minorities on the air," said Cruz, a first generation Mexican-American. His participation in several NAHJ conventions has encouraged him to pursue his goals. "You leave here with overwhelming confidence. You go back saying, 'this is what I want to do and you do it,'" said Cruz.

Having participated in the past two years in *El Noticiero* and Student Campus, two other student projects, Cruz feels at ease working for

Radio Ondas. He enjoys the challenge radio represents because there are no pictures to describe the story. He hopes radio will help prepare him for television, which is his main interest.

Students said they are impressed by the professional coordinators of *Radio Ondas*. "I didn't think so many Latinos were interested in journalism," said Perez, who appreciates the chance to interact with Latino professionals.

"This is something I never tried, so it's great," said Oswaldo Zavala, a junior at the University of Texas in El Paso. An eagerness for challenge took him to The Chicago Tribune Tuesday in a quest to interview Mike Royko about his Feb. 27 column denigrating Latinos.

Before entering the elevator, Zavala turns on his recorder to capture sounds. He is aware of the rhythms housed in an elevator. With microphone in hand, he approaches the receptionist and asks for Royko. He is told Royko will not be in all day, but he is allowed to see Jeffrey Bierig, The Chicago Tribune's media relations manager.

Bierig says he is happy to help, but refuses to

be interviewed on tape, saying The Chicago Tribune has not talked on camera or radio about the controversy. Zavala listens, takes notes and calmly explains again why he needs the interview on tape. After a few minutes, Bierig is persuaded and Zavala quickly pushes the record button.

Hours later, Zavala speaks to Royko over the phone. Royko tells him he does not do interviews.

Lisa Levy, a reporter with KUOW-Seattle who is working with the students, said she has been impressed with the resourcefulness of students. "This is very difficult. You usually have a rolodex of contacts, but this is a new city," she said. "They have already made phone calls and logged onto the Internet."

All the students have some basic experience working with radio. "They have already done radio, so we can be more creative to find sounds that express the strength of the story," Levy said.

Students say *Radio Ondas* already has given them some of the tools they will need to succeed. "I can do this not because I'm Latino, but because I have the skills to do it," Cruz said.

THE LATINO REPORTER

Spanish channels a no show at Sheraton

1,000 Latinos at Chicago hotel will miss out on local broadcasts

By Ana Lilia Barraza
COLUMBIA UNIVERSITY

Ocurrió. Así and Cristina will be missed during this week's 14th Annual Convention of the National Association of Hispanic Journalists. The Sheraton Chicago Hotel, where approximately 1,000 conference participants will be housed, does not offer either of the two Spanish language television stations in the Chicago area.

"As part of *El Noticiero* (the TV project), students wanted to tune in to the local newscasters," said Edith Verónica Rodríguez, reporter of *El Noticiero*, who was surprised that the hotel did not provide a Spanish language television station. "That could be a little disappointing, coming to a major city and not being able to watch Spanish TV."

A hotel representative said that the Sheraton established its television programming four years ago when it first opened. It was based on both the national Sheraton contract and on the expected clientele.

"It's something we could look at for this week," Ross Hosking, director of Sales and Marketing for the Sheraton Hotel, said about adding a Spanish channel to the hotel.

"To us it's a political issue and a community issue, but to them it's about serving their guests"

-Bobbi Smith

According to Hosking the hotel has made adjustments in the past in response to requests from customer comment cards. "To date, Spanish stations have not been something that have been in demand," said Hosking.

Bobbi Smith, NAHJ assistant director, said that although she does not watch Spanish television, it should definitely be a part of the hotel programming. It would be most effective, she added, if conference participants would take advantage of the hotel evaluation forms to make individual responses about hotel programming. "To us it's a political issue and a community issue. But to them it's about serving their

guests," said Smith.

The Sheraton is not alone in its exclusion of Spanish language television stations. Four of the major hotels in Chicago, including the Chicago Marriott Downtown, The Fairmont, the Radisson Hotel and the Ritz-Carlton do not offer Spanish channels. Nonetheless, smaller hotels including The Best Western and Doubletree offer at least one channel.

The two Chicago Spanish language television stations serving the approximately half a million Latinos in the Chicago area are *Univisión's* WGBS channel 66 and *Telemundo's* WSNS channel 44. Both are network owned.

Despite dissatisfaction with the programming, some participants say the lack of Spanish television may not be a big issue during the conference because there will be no spare time to watch television.

"I'm not in the hotel room much of the time," said Lisa Levy, director of the student project *Radio Ondas*. "There are so many activities going on in Chicago."

Marilyn Higgins, senior producer for *El Noticiero*, said that it was a drawback for her students not to have access to Spanish language television newscasts. Yet, she added, "I don't think they have much time to watch TV. They are always working."

Televisores del Sheraton sin canales en español

Periodistas hispanos sin noticias sobre la comunidad latina de Chicago

By Rubén Terrazas Sáenz
UNIVERSITY OF TEXAS AT EL PASO

Enterarse de lo que está ocurriendo en la comunidad hispana a través de la televisión del Hotel Sheraton de Chicago no es difícil... es imposible.

La programación televisiva por cable que ofrece el hotel no incluye ningún canal en español, a pesar de que esta semana hospeda a más de mil personas que asisten a la convención anual de la Asociación Nacional de Periodistas Hispanos (NAHJ), y pese a estar ubicado en una ciudad con una población latina que supera el medio millón de habitantes.

"Creo que esto refleja (la problemática de) que los hispanos no somos representados como la población lo indica", dijo Maribel Hopgood, reportera del canal 44 de Telemundo en Chicago. "La misma gerencia (del hotel) piensa que nadie se va a dar cuenta".

La situación no es muy diferente en los demás hoteles; solo dos de los cinco hoteles más grandes de la ciudad, el Hyatt y el Hilton, tienen canales hispanos en su programación. El Marriott Downtown, el Westin y el Ritz-Carlton dijeron no ofre-

"Esto es increíble, frustrante y más en una ciudad con tantos hispanos"

-Orlando Lorca

cer a sus clientes opciones de tv en español.

"No se si alguno de los canales hispanos solicitó estar en el sistema (de cable)", dijo William Woods, Gerente de Comunicaciones del Sheraton, quien agregó que cuando comenzó a trabajar para el hotel ya existía un contrato con la compañía de cable, la cual ofrece una docena de opciones como CNN y Showtime.

Ann Parker, directora de comunicaciones corporativas de Lodgenet Entertainment, la compañía de cable contratada por el Sheraton, comentó que quizá el hotel no consideró una prioridad adquirir canales en español para su sistema de cable porque la empresa ofrece progra-

maciones multilingüísticas.

Antonio Guernica, gerente general de Univisión en Chicago, a su vez comentó que al menos un canal local (en español) debería estar disponible en todos los hoteles de Chicago.

La ausencia de opciones en español causó desconcierto entre algunos de los participantes en los proyectos de radio y televisión de la convención.

"Esto es frustrante, increíble y más en una ciudad con tantos hispanos", dijo Orlando Lorca, estudiante de periodismo multilingüe en Lehman College en Nueva York. "No creo que sea una falta de respeto, sino de visión".

María Guerra, estudiante de comunicación en la Universidad de California en Los Angeles, dijo que la ausencia de canales de televisión en español es algo tonto. "Quizá el hotel piensa que los hispanos no pueden pagar un hotel tan caro como éste", puntualizó Guerra.

"Yo veo Marisol a diario, y ver que no hay televisión en español me decepcionó", dijo Blasita Juárez, estudiante de periodismo en la Universidad de Texas en Austin, al comentar sobre la telenovela transmitida por la cadena Univisión.

THE LATINO REPORTER

Candidate Profiles

By Claudia Meléndez
University of California - Santa Cruz



DINO CHIECCHI

Business editor for the San Antonio Express-News, Chiecchi has served on the board since 1988. This is his second attempt to win the presidency. In 1992, he was defeated by Diane Alverio, the second female and the second Puerto Rican to serve as NAHJ president.

"I've had the good fortune to have worked under four presidents," he said, adding that the different leadership styles have demonstrated have influenced him greatly.

"I'm going to pick the best from each of those four and incorporate it into the way that I plan to do things."

The future growth of the organization is one of Chiecchi's first priorities. "(The association) has to be a place for Hispanic journalists to turn to for support, for information."

Unable to attract many candidates to serve one-year NAHJ board terms, the board is proposing to double the term of office in the name of continuity. But in another year offering a paucity of candidates, some question whether the bylaw amendment would make a difference.

NAHJ apathy is a reflection of a larger Latino problem, according to Sylvia Martínez, an assistant city editor for the Dallas Morning News and a candidate for NAHJ board secretary.

"Unfortunately, our organization and our membership is a microcosm of society and Latinos in general," said Martínez, who supports the proposed amendment.

NAHJ Financial Officer Rick Martínez said the time-consuming nature of board work is a turn-off to some Hispanic journalists who may be trying to get their careers off the ground.

"I'm not sure the two-year term would make the NAHJ board more appealing to potential candidates," said Martínez, "but it is important for continuity."

The problem for NAHJ is not only a dearth of candidates, but also a historically low voter turnout. Only about 150 members, or 15 percent of eligible voters, cast their ballots in last year's board election.

This year membership will elect a new

president, three at-large officers, one vice president-print and one vice president-broadcast.

Board Officer positions are uncontested, although nominations will be accepted from the floor.

Members interested in running should gather 10 signatures to run from the floor no later than Thursday evening.

In addition to electing new board officers, members will vote on four ballot measures.

Measure 1 proposes that the outgoing president remain on the board for one year after the completion of his or her term.

Measure 2 would decrease the number of at-large officers from three to two, and the total number of board members from 16 to 15.

Measures 3 and 4 would increase all board officers' terms from one to two years, with a special provision on Measure 4 to stagger board officers and regional representative elections. Staggering terms would provide continuity to the board, allowing less-experienced board members the opportunity to serve with more seasoned members.

Members who did not vote by mail may pick up their ballots at the voting booth located at the conference registration desk in the lobby of the Sheraton Chicago Hotel from 1-5 p.m. Thursday and 9 a.m.- 5 p.m. Friday.

Election results will be announced at the "Noche de Triunfos" banquet Friday night.



MARIA ELENA ALVAREZ

Alvarez, an editorial writer for the Albuquerque Journal, decided to run for Financial Officer after an intensive financial fellowship at the Maynard Institute for Journalism Education. "I have a record of responsibility," Alvarez said, "and I wanted to apply what I had learned about finances."

"I would like to see the NAHJ continue to grow but fine tune its focus, concentrate on quality over quantity in regards to the programs that we provide."



NANCY BACA

An assistant features editor at the Albuquerque Journal, Baca has served three terms on the NAHJ board of directors as a Region 7 Director. "I bring a lot of continuity to the board," said Baca, who has headed the scholarship committee during her tenure. She considers it important for the association to fine tune the web site project and increase the number of members working in that medium. "I'd like to concentrate on helping new managers or people on their first job," she said.

CECILIA ALVEAR

Alvear, a field producer with NBC News Burbank and a member of the network's Diversity Council is running for Vice President Broadcast.

A former Nieman fellow, she was NBC Mexico City bureau chief from 1982 to 1984. From 1984 to 1989, she was NBC senior producer for Latin America based in Miami.

Alvear was not available for an interview.



DAVID SEDEÑO

Even though Sedeño is running for At-Large Officer, he supports Measure 2 that would cut the number of such posts from three to two. "Getting more stability for the board is a bigger issue, so I support it [the initiative]."

An assistant metropolitan editor at The Dallas Morning News, Sedeño believes that the membership's lack of awareness has restricted their involvement on the Board. "But we are trying to do everything we can to recruit those people," he said. As an At-large Officer, Sedeño would like to increase the membership and volunteers. "We need the strength of the numbers," he said.



BARBARA A. SERRANO

An investigative reporter for the Seattle Times, Serrano's concern for the members of the Association impelled her to first become a Region 8 Director and now seek election as At-large Officer. She is concerned with improving services the NAHJ offers to members. "Especially with the changes in technology, we need to prepare them and train them for that."

As most board members do, Serrano has mixed feelings about endorsing politically hot issues that affect Hispanics. "I was one of the members that voted on the boycott on California, and at that time I thought it was OK and a good thing to do," she said. She does not regret the board's decision; however, she affirms she would be more cautious in the future. Said Serrano, "We need to be careful about not hurting our credibility as journalists."



MARIA HENRIQUES

Henriques, an assistant metropolitan editor/graphics at The Washington Post, is running for At-large Officer. She's currently serving on the board as Region 3 Director and is co-chairperson of the Technology Committee in charge of launching the NAHJ home page. "We are going to maintain that [the home page] after the convention so that our members can get up-to-the-minute information on it," she said.

A native from Indiana, Henriques is delighted to see the convention taking place in the Heartland. "Latinos in the Midwest, we get forgotten."



SYLVIA MARTINEZ

An assistant City Editor for The Dallas Morning News, Martínez is running for re-election as Secretary. For Martínez, being a board member is a way to reciprocate for the help she has received from the NAHJ. "I went to my first convention as a student, and that opportunity got me where I am today," said Martínez.

Martínez believes the NAHJ should continue with its pursuit of technological advancement. That, however, should not detract from the association's advocacy role. "You can't ever let your guard down on those issues," she said. "When you slack off, there's a chance you slide off."

Impresiones



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Fotos: Cindy Brown (arriba)
y Victor Caivano (abajo).