

Making The News This Week

U.S. Sen. **Paul Simon** (D-Ill.) writes a letter to President-elect **George Bush** requesting that he appoint a Hispanic or Asian American to head the U.S. Immigration and Naturalization Service... Seventy Congress members ask **President Reagan** to bestow the Presidential Medal of Freedom, the nation's highest civilian award, on **Armando Valladares**. Valladares, a former political prisoner in Cuba and an acclaimed author, is U.S. ambassador to the U.N. Human Rights Commission... Denver Mayor **Federico Peña** honors **Carlos Martinez**, an employee with the city's Department of Parks and Recreation, with the Outstanding City Employee with a Disability Award... The National Council of Refuse & Resist presents Courageous

Resister Awards to **Lydia** and **Sammy Cruz**, a mother and son team who battled police brutality in Perth Amboy, N.J., and **Luis Olivares**, a Los Angeles cleric who defies INS orders and extends sanctuary to Central American refugees... **Roberto Batista**, a Bronx elementary school principal renowned for his bilingual education teaching methods, wins one of the six 16th annual Fund for the City of New York public service awards... New York City Schools Chancellor **Richard Green** orders the dismissal of District 4 Superintendent **Carlos Medina** and the Board of Education removes board member **Robert Rodríguez**, also from District 4, for allegedly using school funds to pay for personal expenses... Sacramento, Calif., police charge handyman **Ismael Carrasco Flórez** with being an accessory in the murder of a man linked to **Dorothea Montalvo Puente**, a non-Hispanic in whose yard seven bodies have been uncovered...

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HISPANIC LINK WEEKLY REPORT

Dec. 19, 1988

Bounty Crop of Christmas Gifts Offers Latino Flavor

A bounty crop of Latino records, videos, books and art objects are available this season, in time to put a bit of Latino flavor into anyone's Christmas celebration.

Most of the following gifts are available throughout the country, with enough choices to fit most budgets.

McDonald's, HACER Sign Business Pact

The Hispanic Association on Corporate Responsibility announced Dec. 6 at its quarterly meeting in Miami the formation of a partnership with the McDonald's Corp. to achieve parity for Latinos in its employment and business operations.

McDonald's agreed to double the number of Hispanic suppliers to its 7,800 restaurants, an increase worth \$11 million to those businesses. The company also committed to increasing the number of Hispanic-owned franchises from 130 to 220. The current Latino franchises account for \$160 million in sales.

HACER is a Washington, D.C.-based coalition of seven national Hispanic organizations. Spokesperson Susan Herrera said the partnership paves the way for successful Latino

businesses. "If you can tell the bank you have such an arrangement waiting for you, you can get venture capital more easily."

Additionally, the agreement gives impetus to an initiative already underway by McDonald's to increase its 6.7% share of Hispanic employees to at least reflect the composition of Latinos in the national workforce. That figure, according to the Census Bureau, is 7.5%.

McDonald's spokesperson Stephanie Skurdy said a special effort would be made to recruit Hispanics for management positions by working with Jerry Apodaca, HACER president, the National Council of *La Raza*, and the other groups that form HACER to identify potential applicants. Currently, 3.5% of the managers employed by McDonald's are Latino, said Herrera.

- Darryl Lynette Figueroa

the album by the Spanish group of the same name that includes the international hit "Bamboleo." Both albums, from Elektra, list under \$10.

Fans of Carlos Santana will be delighted with "Viva Santana!" a multiple-disc set from Columbia that lists at around \$25. The set combines old Santana hits with some previously unreleased cuts and includes a 24-page booklet with a family tree of all the musicians who have been associated with the band.

Videos are increasingly popular Christmas gifts, and 1988 saw the release of several major studio productions with Latino themes. Videos, available at about \$40 each, include "La Bamba" (RCA/Columbia), "Born in East L.A." (MCA), "Stand and Deliver" and "Salsa" (Warner Home Video).

Those who yearn for the earlier days of Hollywood will be pleased to find a number of classic films featuring Latino stars. The original 1926 "Ben Hur," starring a silent Ramón Novarro, was released this year by MGM/UA.

Sports fans can be covered with a variety of video gifts. A new one on the market, for golfers, is "Chi Chi's Bag of Tricks: In and Out of Trouble with Chi Chi Rodríguez." It is

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Teachers, 54%, Say 2nd Language Fluency Unimportant

Fifty-four percent of elementary and secondary school teachers surveyed nationwide do not believe students should become fluent in a second language, according to a report issued Dec. 11 by the Carnegie Foundation for the Advancement of Teaching.

"The Condition of Teaching: A State by State Analysis, 1988" also indicates that the majority of the 22,000 teachers surveyed - 63% - approve of putting students in programs or tracks geared to their perceived ability.

Critics of the tracking method say the minority child is often stereotyped when the placement decision is made, or the child is stuck in the program once he or she is classified.

"I don't approve of it. It makes it easy to put language-minority kids in a situation where not much is expected of them," said Killeen Texas, teacher Sara Flores, immediate past

president of the Chicano-Hispano Caucus of the National Education Association.

The report said 2.4% of the Hispanic students and 2% of the black students were placed in gifted and talented programs versus 5.4% of white pupils. Ten percent of the nation's public school students are Hispanic.

Although a study released earlier this year found that minority teachers have a higher level of job dissatisfaction, the survey was not broken down according to the ethnicity of respondents. Hispanics make up 2% of public school teachers.

Carnegie Foundation researcher Lane Mann said that the foundation did not see the necessity of such a breakdown. He said it would have been more expensive and would have required a much larger sample.

Mann indicated job dissatisfaction among

minorities seems to be tied to the greater prevalence of minority teachers in urban school systems. Previous Carnegie Foundation reports had indicated teachers in this setting have less opportunity for input regarding programs, texts and policy. - *Sophia Nieves*

Our Holiday Wish

This is Weekly Report's 50th and final edition of 1988.

As we celebrate the holiday season with our families, we join in thanking you for your friendship and wishing you and your family *una Feliz Navidad y Prospero Año Nuevo*.

Our next edition will be published Jan. 2, 1989.

*Félix, Héctor, Darryl,
Sophia, Antonio y Kay*

COLLECTING

WRITING CONTEST: The National Association for Bilingual Education is seeking students enrolled in bilingual education programs to submit essays on the topic "America: Our Unity Is Through Many Languages." Submissions are broken into three categories: third through fifth grades, sixth through eighth, and high school. All first-place winners, one of their parents and their bilingual education teacher will be flown to the 1989 NABE conference and receive a \$200 U.S. savings bond. Deadline is March 1, 1989. For more information, contact Jaime de la Isla, Coordinator, Department of Multilingual Programs, Houston Independent School District, 3830 Richmond Ave., Houston, Texas 77027 (713) 623-5126.

GERONTOLOGY MANAGEMENT FELLOWSHIPS: The National Hispanic Council on Aging has announced its competition for gerontology management fellowships. Selected fellows will work with private and public agencies that serve the elderly. Deadline is Jan. 1, 1989. For more information, contact Alfonso Aguilar, NHCoA, 2713 Ontario Road NW, Washington, D.C. 20009 (202) 265-1288.

STUDENT MOTIVATION VIDEO: "Shooting for Success" is a 22-minute video on the success of Garfield High School math teacher Jaime Escalante with a predominantly Hispanic student population. Copies can be borrowed free of charge from the National Education Association Communications, 1201 16th St. NW, Washington, D.C. 20036 (202) 822-7200.

TEACHER ATTITUDES: "The Condition of Teaching: A State-by-State Analysis, 1988" is a 104-page report by the Carnegie Foundation based on a survey of 22,000 public school teachers and what they see as their biggest problems. For a copy send \$10.95 to Princeton University Press, 3175 Princeton Pike, Princeton, N.J. 08548 (609) 452-4900.

TV VIEWING AND EDUCATION: "The Impact on Children's Education: Television's Influence on Cognitive Development" finds that TV has little effect on a child's intellectual development. For a free copy, contact U.S. Education Department, Office of Educational Research and Improvement, 555 New Jersey Ave. NW, Washington, D.C. 20208-5650 1-800-424-1616.

THE HISPANIC EXPERIENCE: "The Hispanic Experience in the United States" is a 280-page collection of essays with demographic and socioeconomic profiles of Mexican Americans, Puerto Ricans, Cuban Americans and other Latino groups as well as material on their immigration and assimilation patterns. Price is \$39.95. To order write Greenwood Press, 88 Post Road West, Box 5007, Westport, Conn. 06881 (203) 226-3571.

CONNECTING

PUBLISHING VENTURE UNDERWAY

Seeking to give community college educators - many of them Hispanic - an outlet to publish their technical and creative works, Massachusetts Bay Community College announced late last month that the inaugural volume of its first-of-its-kind press will be a critical study of the works of Rudolfo Anaya.

The book, "Rudolfo A. Anaya: Focus on Criticism," will be published in the spring of 1989. It will be edited by César González-T., chairman of the Chicano Studies Department at San Diego Mesa College.

The press, the brainchild of Luis Alberto Urrea, an assistant to the president of MBCC, will publish at least one book yearly and two journals on a quarterly basis. One journal will be devoted to creative writing while the other will focus on research-oriented works. The press will also hand out one literary award per year to the author of what it considers the best book by a minority community college professional.

A committee has been set up to secure outside funding for the venture. In addition, Anaya and González will donate the first 200 hardcover editions of their works to be sold at \$50 to individuals and \$100 to corporations. The authors will also donate all royalties from their works.

To find out more about the press or to become involved in its advisory committee, contact Urrea at MBCC, 50 Oakland St., Wellesley Hills, Mass. 02181 (617) 237-1100.

STUDYING FAMILY STRATEGIES

Coping strategies used by the families of Mexican American high school students in Austin, Texas, who are labeled at risk of dropping out will be the subject of a three-year study by the University of Texas at Austin, it was announced Dec. 7.

Toni Falbo, a professor of psychology and acting director of UT Austin's Population Research Center, and Harriet Romo, a research scientist at UT's Center for Mexican American Studies, were awarded \$70,000 by UT System's Hogg Foundation for Mental Health to conduct the study. The latest figures put the Hispanic dropout rate in Texas at 45%.

Falbo and Romo have sent out letters to 847 families of at-risk students. The students and their families will be followed over a three-year period to document the types of coping strategies used by those families whose children do not drop out. Among other things, the study will examine whether the strategies of U.S.- and Mexico-born children differ.

COMING SOON

MINORITY STUDENT RETENTION

Ohio State University, Division of Student Affairs
Columbus, Ohio Jan. 10, 11
Carmen Alvarez-Breckenridge (614) 292-2917

PUBLICATIONS CONVENTION

National Association of Hispanic Publications
Las Vegas Jan. 12-14
Eddie Escobedo (703) 384-1514

EDUCATION MEETING

American Council of Education
San Diego Jan. 18-21
Marlene Ross (202) 939-9410

POLITICAL EMPOWERMENT

Union del Barrio
Riverside, Calif. Jan. 20
Juan Castellanos (619) 233-7279

ENGINEERING CAREER CONFERENCE

Society of Hispanic Professional Engineers
Los Angeles Feb. 10, 11

Dulce Cordero (213) 725-3970

BILINGUAL EDUCATION CONFERENCE

California Association for Bilingual Education
Anaheim, Calif. Feb. 15-18
CABE (213) 946-1422

HISPANIC MARKET SYMPOSIUM

The Marketing Institute
New York Feb. 27, 28
Conference Administrator (212) 883-1770

SPOTLIGHT

THREE KINGS DAY IN NEW YORK: A parade sponsored by *El Museo del Barrio* is one of the events planned in the city to commemorate the Epiphany. The parade features live camels, donkeys and sheep. The National Puerto Rican Forum will hold a benefit concert at Carnegie Hall featuring singer Danny Rivera. Proceeds will go to NPRF's Educational Training Centers. For information about the parade, call Robert Abramowitz at (212) 889-2788. Contact Marta García at (212) 685-2311 for information regarding NPRF's concert.

Calendar

To Our Readers: To ensure information regarding your organization's upcoming event will be included in Hispanic Link's Calendar, it must be received at least two Fridays before the publication date of the issue in which you would like it to appear. There is no charge. Please include date, location, contact name and phone number. Address items to: Calendar Editor, Hispanic Link Weekly Report, 1420 N St. NW, Washington, D.C. 20005.

THIS WEEK

HOLIDAY RECEPTION

Washington, D.C. Dec. 21
The Washington, D.C., Council of Hispanic Community and Agencies will hold a holiday reception at the GALA Hispanic Theater.
Jassale Kohen (202) 328-9451