

La Voz

Volume 15 Number 12
A Bi-Cultural Publication
December, 2020

INSIDE THIS ISSUE

Tribute to Dr. Juan
Gómez Quiñones

Hispanics in the
Media Overview

The God of Spinoza

Election Results

En palabras hay poder



People in the News



Corpus Christi Councilwoman Paulette Guajardo Headed for a Run-Off

Two-term incumbent Mayor Joe McComb and two-term at-large councilwoman Paulette Guajardo have emerged as the top contenders among a total of nine candidates who ran for the job of Mayor of Corpus Christi, Texas

Guajardo and McComb each drew about the same number of votes: McComb pulling about 33 percent of the vote, with about 34,000 votes in his favor, and Guajardo garnering about 32 percent support, or about 33,000 votes.

Guajardo said she was committed to being a fulltime mayor – which she described as involving fulltime oversight of the city’s \$1 billion budget, as well as connecting more with the community and working with council members to bring unity.

“There needs to be more consensus building (in the council), so that we can achieve and accomplish more and truly work as a team... and all this is going to require fulltime leadership,” Guajardo said. *“Your elected leadership is the voice of the people.”*

The December 15th run-off includes contests for two other Corpus Christi city council district.



Cristina Rivera Garza Awarded MacArthur Fellowship

An award-winning novelist, poet, editor, translator and educator Cristina Rivera Garza was one of 21 recipients of a 2020 MacArthur Fellowship. Rivera Garza is a distinguished professor in Hispanic Studies and a director of the creative writing program at the University of Houston.

Rivera Garza says she didn’t take the MacArthur call at first because she didn’t recognize the number. She received an email asking for information about another candidate. *“So I finally answered, and they delivered the news. It was quite a shock,”* she said. *“But it was wonderful news to receive, especially during a time like this.”*

Rivera Garza’s work is remarkable for its breadth. She has published several novels, poetry collections and short story collections. She also has written three books of non-fiction, translated poetry from Spanish to English, and edited multiple anthologies. Her work has been translated into at least five languages, and she has earned literary awards in France and Germany.

Established in 1981 by the John D. and Catherine T. MacArthur Foundation, the MacArthur Fellowship, often called a “genius grant,” bears a

\$625,000 prize paid quarterly over the span of five years. The program’s prize is presented with a “no strings attached” policy, allowing the fellows the freedom to follow their own creative and intellectual visions.

“What I’m most excited about with her receiving the MacArthur Fellowship is that now the English-speaking world sees what the Spanish-speaking world has seen all along,” said Raúl Ramos, a history professor at the University of Houston. *“She has a sensitivity and insight into the border experience across all lines — gender, class and indigeneity. She understands the primal importance of language to identity and human experience.”*

Early Life

Rivera Garza, 56, was born in Matamoros in the Mexican state of Tamaulipas in 1964. *“Having grown up on the border elicits many questions about limits, about where differences are established and why.”* Reflecting on her early years she said, *“As a child. I wanted to write, that it was a goal in life. But I also knew it would be a difficult road ahead.”*

Cristina Rivera Garza received a BA (1987) from the National Autonomous University of Mexico and PhD (1995) from the University of Houston. She was affiliated with San Diego State University (1997–2004), and the University of California at San Diego (2008–2015) prior to joining the faculty of the University of Houston in 2016, where she is a distinguished professor in the Department of Hispanic Studies and leads the graduate Spanish-language creative writing concentration. Her recent publications in Spanish include *Autobiografía del algodón* (2020), the poetry collection *La fractura exacta* (2020).



González, New Editor at Camino del Sol Series Univ. Arizona

The University of Arizona Press recently announced that Rigoberto González will be the editor of its Camino del Sol Series. This award-winning and critically acclaimed series of poetry, fiction, and essays publishes emerging and established voices in Latinx literature, such as Juan Felipe Herrera, Carmen Giménez Smith, Luis Alberto Urrea, Richard Blanco, Alberto Ríos, Pat Mora, Tim Z. Hernandez, Emmy Pérez, and Francisco X. Alarcón.

González is the author of eighteen books of poetry and prose. He is currently Distinguished Professor of English and Director of the MFA Program in Creative Writing at Rutgers-Newark, the State University of New Jersey.

“Camino del Sol has been essential to our Latinx literary legacy. For over 25 years this series has provided a home for the stories and voices that amplify, celebrate, and nuance the diverse experiences of our communities,” González said.

Rigoberto González was born in Bakersfield, California in 1970, but lived in Michoacán, Mexico, until the age of ten. The son of migrant farm workers, González traveled between

the United States and Mexico for much of his childhood. He earned a degree in Humanities and Social Sciences Interdisciplinary Studies from the University of California, Riverside, and an MFA from Arizona State University in Tempe.



UTRGV Mexican American Studies Names Carmona

The University of Texas Rio Grande Valley is pleased to announce the appointment of Dr. Christopher Carmona’s as Interim Director of the UTRGV Mexican American Studies Academic Program.

Dr. Carmona is a Chicana Beat writer. The Texas Observer has recognized him as being one of the top five writers in 2014. He has two books of poetry, beat and *I Have Always Been Here*. He edited *The Beatest State In The Union: An Anthology of Beat Texas Writings* with Chuck Taylor and Rob Johnson and *Outrage: A Protest Anthology* about Injustice in a Post 9/11 World with Rossy Evelin Lima by Slough Press.

He received his Ph.D from Texas A&M University in 2012m his masters degree from the University of Texas at Brownsville in 2007 and his bachelors degree from the University of Texas at Pan American in 2002.

Dr. Carmona is very active in the promtion of Mexican American Studies across the state of Texas and is often lobbying elected officials.

PRODUCTION

Editor & Publisher
Alfredo Santos c/s

Associate Editors
Diana Santos

Contributing Writers
Alicia Perez-Hodge
Gloria Cisneros Lenoir Ph.D
Elizabeth Lopez

Distribution
Tom Herrera
Anna Valdez
Sergio Porras

Email Address:
La-voz@sbcglobal.net

PUBLISHER'S STATEMENT

La Voz is a monthly publication covering Bexar, Caldwell, Comal, Guadalupe, Hays William and Travis Counties. The editorial and business address is P.O. Box 19457 Austin, Texas 78760. The telephone number is (512) 944-4123. The use, reproduction or distribution of any or part of this publication is strongly encouraged. But do call and let us know what you are using. Letters to the editor are most welcome.

Por cualquier pregunta, llamanos:
(512) 944-4123

Pensamientos

Bienvenidos otra vez y por la ultima vez de este año **La Voz Newspaper**. I want to thank all of our readers who follow us every month. I want you to know that appreciate your comments, suggestions and yes, even your criticisms. But most of all I appreciate the opportunity to share stories of what is taking place *con La Raza*.

I prefer the term **La Raza** (The people) rather than Hispanic, Latino or even Chicano. That might surprise some of you especially when I include the term Chicano. For me the term Chicano refers to those of us who grew up and worked for social and political change starting in the 1960s. There are not many of us left. It seems like every day someone passes away.

Well, enough about that. In this issue of **La Voz Newspaper**, you will find on the cover, a piece of artwork from **Malaquias Montoya**. He is out of **California** and has and continues to be a very influential artist. I am not that much of an art person, but as an undergraduate student at

the **University of California at Berkekeley** in the 1970s, I did take a silk screening class with him. Every time I came out his studio I was high from all the paints and other chemicals that were floating around the room.

Dr. Gilberto Cardenas and **Dolores Carrillo Garcia** have teamed up with **Cynthia** and **Libby Perez** of **La Peña** in **Austin, Texas** and have put together an exhibit which is described on Page 5. Check it out si puedes.

Also in this issue of **La Voz** you will find a tribute to the Chicano historian **Dr. Juan G6mes Qui6nes**. He might not be that well known her in **Texas**, but his impact on the telling of history is all over the state.

A good number of professors with **Texas** roots spent time at the **University of California at Los Angeles** studying with **GQ** as he was known. Among them are **Dr. Emilio Zamora**, **Dr. Roberto Caledron**, **Dr. Cynthia E. Orozco**, **Dr. Ricardo Romom** just to name a few.

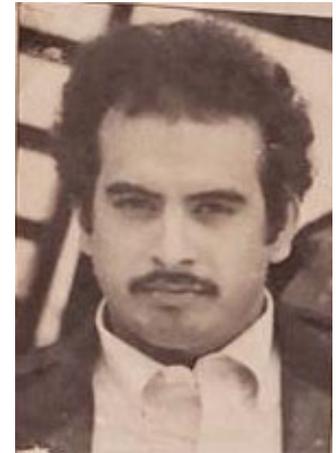
On page 10 you will find a piece I "lifted" from a FACEbook post that really caught my eye. It is an interpretation of what it means to know God. I had to read it a couple of times to really get a good feeling for it and then decided that given that we are in the Christmas season, I would share it in this issue. I hope you find it interesting.

I have been meaning to do an Overview of Hispanics in the Media in **Austin** for some time and so it is with this issue that we are going to launch it. It is brief but I think it is important to highlight the people who work in print, radio and television.

But because there is so much information I have had to break it up into three parts. In this first part, we discuss the print media where there has been a dramatic decrease in the number print publications targeting **La Raza**. Today there are only 6 left standing.

We also take a look at what is called **New Media**. I will be the first to admit that a whole lot of stuff has been written

EDITORIAL



Alfredo R. Santos c/s
Editor and Publisher

about **New Media**. What we have on page 18 is just a tiny blurb of what is going on with **New Media**. If you want to know more, hit the internet.

Last but not least, I would like to say that 2020 marks 30 that my family has been doing **La Voz Newspapers**. My mother and I started it in 1990 and it has really been a pleasure to share so many stoires with everyone over the years.

Have a **Merry Christmas** even though many of us are still cooped up with this pandemic all around us. Y ahi los watcho in 2021.

HABANERO
MEXICAN CAFE
FAJITAS AL MESQUITE

501 W. Oltorf St.
Austin, TX
512.416.0443
Call-in Orders Welcome

Arturo Ibarra
Owner
www.habanerocafe.com
habaneromexicancafe@gmail.com



Workers Defense Project

Proyecto Defensa Laboral

E-mail: info@workersdefense.org
Phone: (512) 391-2305
Fax: (512) 391-2306

Mailing Address:
Workers Defense Project
5604 Manor RD
Austin, TX 78723

**Ofelia Maldonado Zapata to be Sworn in
as the New District 2 School Trustee for the
Austin Independent School District December 4th at 4:00pm
at AISD Headquarters, 4000 South I-H 35**



More information on Ofelia Maldonado Zapata and an interview in the January, 2021 issue of *La Voz Newspaper*.

Holy Family Catholic Church

*An inclusive &
compassionate
CATHOLIC community*

Rev. Dr. Jayme Mathias
M.A., M.B.A., M.Div., M.S., Ph.D.
Senior Pastor



9:00 a.m. Dialogue on Scripture & Spirituality
10:00 a.m. English Mariachi Mass
10:45 a.m. Breakfast & Mariachi
12:00 p.m. Spanish Mariachi Mass

8613 Lava Hill Road, 78744
**From Highway 183 South, turn right on the first road after
FM 812. Look for the sign "Mass."**

For more information: (512) 826-0280
Welcome Home!

Javier to be Executive Director



Javier Valdez
NEW HealthStart Executive Director

After ten years of building healthier communities through children's health and science education, the **HealthStart Foundation** took another step in its evolution by naming **Javier Valdez** its Executive Director, effective 10/12/2020.

Valdez joins the organization with 25 years of experience as a corporate executive and nonprofit leader. Professionally, his prior roles have included senior leadership roles at **Oracle**, **Electronic Reliability Council of Texas (ERCOT)** and **Cisco Systems, Inc.**, among others. In the community, he's led several local and national nonprofits, including **Breakthrough Central TX**, **Con Mi Madre** and the **Economic Growth Business Incubator (EGBI)**.

"Our organization operates at a unique intersection of health, community and technology, which is what makes Javier such a great leader to lead us into the future," said **Kate Norton, Board Chair for HealthStart Foundation**. *"His technology, sales, and operations experience will help us expand the reach of our programs while his nonprofit leadership experience will ensure the technology never overshadows the human connections crucial for any community program."*

A native of **El Paso, Texas**, and a **Central Texas** resident for 20 years, **Valdez** has seen firsthand the importance of empowering communities to take their health into their own hands through education and outreach. Personally, he's an avid cyclist and believer in the power of community to positively change lives.

According to **Valdez**, *"In both my nonprofit and professional involvement, I've been drawn to endeavors where a great idea or product is poised to scale, and that's what I believe I can bring to HealthStart Foundation. There is so much potential in the organization's programs, curriculum and resources, and I look forward to partnering with the team to explore how we can share those with broader audiences."*

About HealthStart Foundation

Since 2010, **HealthStart Foundation's** early, science-based health education programs have set a strong foundation for a healthier tomorrow. **HealthStart** teaches kids the science behind good health with lessons on how our bodies work and the food and fitness activities to keep every part of the body healthy and strong. **HealthStart** kids also learn when they care for one another and our environment, they help build healthy communities. To learn more, visit www.healthstartfoundation.org.

La Peña presents Sightings of *La Lupita*

"*La Lupita*" is an affectionate Spanish term that refers to Our Lady of Guadalupe (OLG) and is just one of many references for this religious icon. This exhibit is in commemoration of the Feast Day of Our Lady of Guadalupe (*Nuestra Señora de Guadalupe*) on December 12th, a celebration that is observed all over the world. This day is an especially important holiday in Mexico, as millions flock to the *Basílica of Our Lady of Guadalupe* to celebrate and honor the "Patroness of the Américas." The *Basílica* is a national shrine located on Tepeyac Hill in Mexico City and houses the cloak that Juan Diego wore with the miracle of Our Lady of Guadalupe. It is one of the top pilgrimage sites in the world. However, this year the Archdiocese of Mexico announced that no liturgical celebration will take place at the *Basílica*, due to COVID-19.

The iconography of Our Lady of Guadalupe is vast, as exemplified by the works in this exhibition. Regardless of OLGs cultural, historical, political and social representations and interpretations, *La Lupita* is revered and recognized as a sacred and religious icon by many throughout the world. *La Lupita* has evolved from being a loving and caring mother figure to the indigenous peoples of Mexico to now being a symbol of justice to marginalized and oppressed groups in the U.S. and beyond. Chicana/o artists have explored the many meanings of this icon and proposed multiple ways of seeing her in the context of their communities daily lives. One work that particularly emphasizes the use of OLGs image in association with marginalized groups is found in Malaquias Montoya's painting titled, *Virgen Campesina* (2001). In this work, *La Lupita* is beside the *Virgen Campesina* who is holding the United Farmer Workers flag. This depiction of OLG represents the spiritual support for *campesinos* (farmers) whose struggle consists of living one day at a time with hopes of a promising tomorrow. Montoya rarely uses religious icons in his work, which makes this artwork significant and unique.

This show is dedicated in loving memory of my "Granny," María Teresa Rivas Almarez, who was a Mexican immigrant from Durango and lived with my family throughout my youth. She was a devout Catholic, prayed the rosary daily, and had a deep devotion to OLG. My Granny's legacy lives, as my family continues to have a special place in our hearts and homes for *La Lupita*. *Que Viva La Virgen de Guadalupe!*



Please join us for the Opening Exhibition of
Sightings of *La Lupita*

Saturday, December 12, 2020
9:00 AM – 3:00 PM

La Peña, 227 Congress Avenue, Austin, TX 78702
Refreshments will be provided.

FREE & OPEN TO THE PUBLIC

(Masks will be required & social distancing will be observed.)

Curated by Dolores Carrillo Garcia with assistance from Isabella Marie Duarte García

Should you have any questions concerning this event, please call La Peña at 512-477-6007.



The artwork in this exhibition is from the Latino Art Collection of Gilberto Cárdenas and Dolores Carrillo García.

Special thanks to La Peña for this curatorial opportunity.
Peace be with you and yours. Dolores Carrillo García

Cover image: *Virgen Campesina* (2001), Acrylic/Collage on canvas, Malaquias Montoya

Dr. Juan Gómez Quiñones

Reflections from comrades who knew and worked with him, spanning decades

On the Passing of Juan Gómez-Quiñones, November 20, 2020
excerpts from revcom.us

“We are all witnesses in history-making and must be involved in mapping human survival for a better world future.” – Juan Gómez-Quiñones

On Thursday, November 11, the people lost a precious rebel, **Juan Gómez-Quiñones**—a historian, poet, academic and activist. Over many decades, we came to know and work closely with **Juan** and cherish his many extraordinary qualities, as a person and in his professional life.

Juan Gómez-Quiñones, or **GQ** as he was called by many, was a radical in the 1960s, was active in, and shaped by the Chicano liberation movement, and was a key figure in establishing **Chicano Studies** as an important field in academia. This combination of rigorous intellectual work to better understand the true history of peoples and systems and standing on the side of the oppressed in their struggles was what always came through in any interaction with him.

His whole life, **GQ** stood with the oppressed in this world. His dry wit and understated sarcasm illuminated the hypocrisies and inequities. **GQ** had tremendous courage and self-sacrifice. He knew the powers that be would exact a price against those who dared to stand up against them and refused to back down. He didn’t worry about what his political stands would mean for his academic career but thought instead about what it would mean if he didn’t join with others in standing up.

In the period of the 1960s there was an important struggle to establish as legitimate the academic departments focused on Ethnic Studies. And as part of that, **GQ** played a key part in this, establishing the **Chicano Studies Research Center** at **UCLA**. **GQ** fought for the study and recognition of people largely vilified, whose culture and language was demeaned and otherwise ignored. He devoted much of his academic studies to deepening the understanding of relationships between the **U.S.** and **Mexico**.

In recent years, as the **Trump/Pence** regime came to power, **GQ** wrote about the deep roots of anti-Mexicanism in America’s history. He understood that fascism could happen here and argued that we had to sound the alarm against this, that we had to wage a fight against fascism, and make that fight part of the struggle to get to a better world.

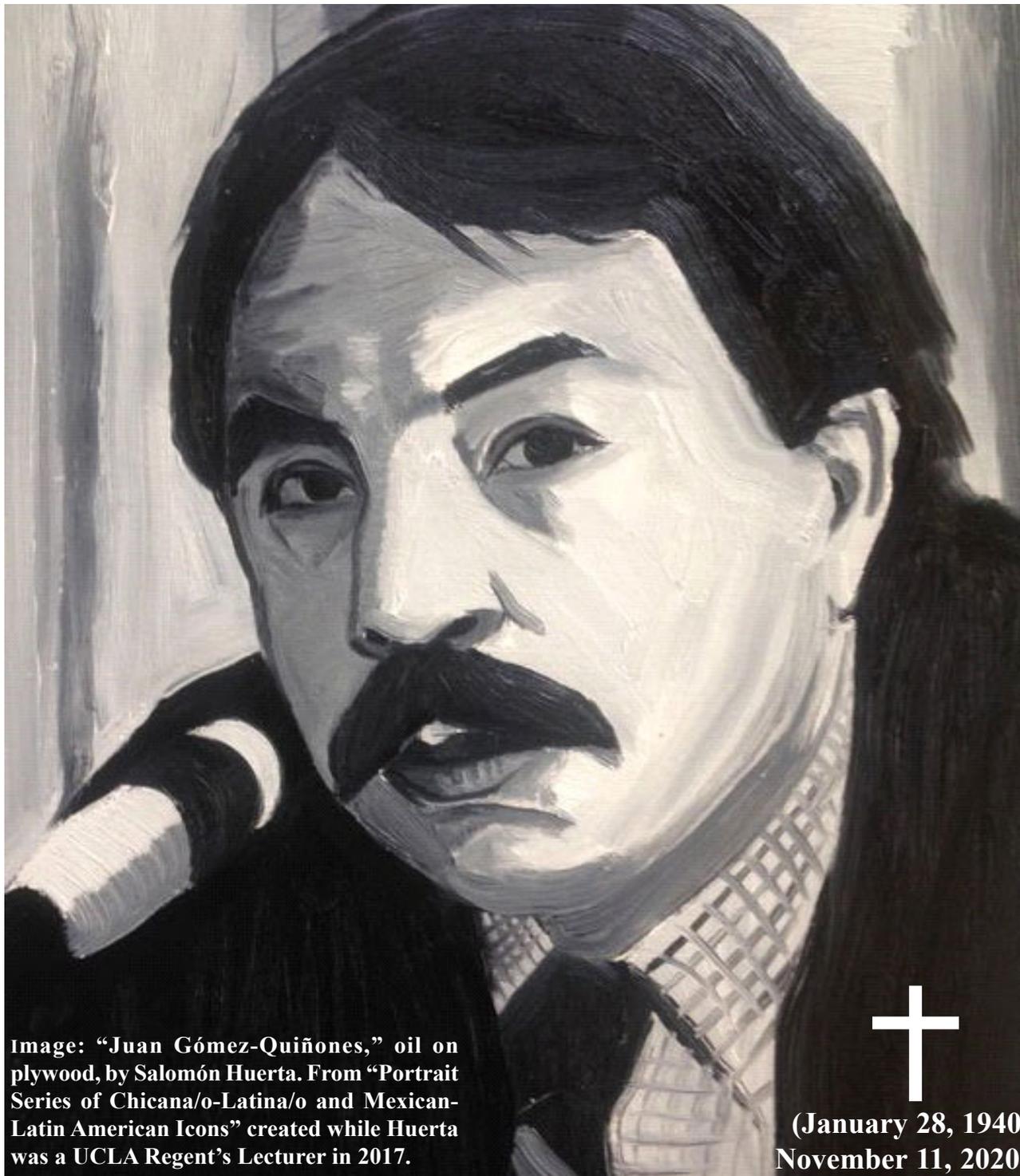


Image: “Juan Gómez-Quiñones,” oil on plywood, by Salomón Huerta. From “Portrait Series of Chicana/o-Latina/o and Mexican-Latin American Icons” created while Huerta was a UCLA Regent’s Lecturer in 2017.

(January 28, 1940
November 11, 2020)

Tributes to Juan Gómez Quiñones

Today, the **Chicano Studies Research Center** mourns the loss of the director most responsible for establishing its crucial mission of research that makes a difference. Earlier this morning, **Juan Gómez-Quiñones**, passed away at home.

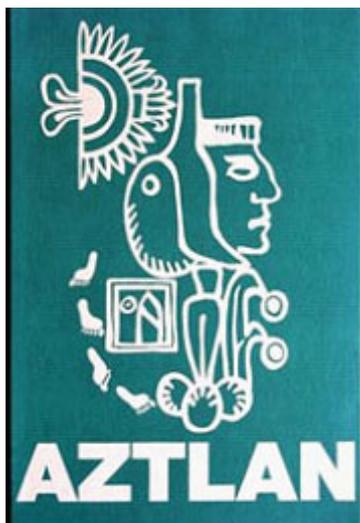
In 1992, when I first moved to **Los Angeles** to join the faculty at **UCLA**, I was thrilled to be part of the larger Chicano and Mexican community. I also watched local Spanish-language news on **KMEX**, where I would regularly see a well-respected figure being interviewed for stories spanning a range of community-based issues.

He brought historical perspective, critical insight, and a movement-based sense of the need for immediate and direct action. His name was **Juan Gómez-Quiñones**, and he was one of my new colleagues at **UCLA**. In my own field of film and television studies, all the Chicano and Chicana filmmakers knew him and had read his scholarly books. Not only that, they argued with me about them, since **Juan's** greatest gift as a scholar and as a teacher was in inspiring critical thought, not dogma.

In seeing his impact on filmmakers, I quickly came to appreciate how he had trained and inspired a generation of Chicana/o/x historians who helped define the field and also transform "American" historiography. Indeed, **Juan** was one of the founding figures of Chicana/o/x studies, but I knew him first and foremost for the impact he had in the Mexican-descent community in the United States.

His impact on both academia and the community started early. In 1969, as a graduate student, he was one of the student founders of the **Chicano Studies Research Center**; and, in 1974, now a professor, he became the **CSRC's** first longtime director, bringing focus and stability over the next decade to this new effort to create an *institutional* space for Chicana/o/x studies research at **UCLA**.

The **CSRC** remains notable for being cross-campus, multidisciplinary, and grounded in four interrelated areas of activity: rigorous scholarly research, peer-reviewed academic publication, unparalleled library and archival resources, and



community engagement based on partnership. In 2002, when I was selected to be the next **CSRC** director, the first thing I did was meet with **Juan** in his office at the History Department.

The **CSRC** had lost its focus somewhat over the previous decade and I needed to hear from him about what had been core to its founding mission. I came away from our conversation with the same awe and admiration I had watching **Juan** appear on the local news a decade earlier. His historical perspective, critical insight, and activist sense of outcomes helped me formalize something about **CSRC** that had always been there: "Research That Makes a Difference." **Juan's** contributions, and ongoing support, sit at the core of the **CSRC** today and as it goes forward into the second half of its first century. His scholarship remains a beacon for those wanting to know a more inclusive and honest history of the United States and of the Mexican-descent peoples. His former students continue the work he started, as does the **CSRC**. ¡Juan Gómez-Quiñones, presente!

Chon A. Noriega

Director and Distinguished Professor

JGQ, 1940-2020

Anyone who knew **Juan**, his scholarship, and activism knows that he was one of the greatest thinkers and leaders that our Mexican communities have produced. He was the co-author of the **Plan de Santa Barbara** (the blueprint for Mexican American Studies programs), the editor of **Aztlán** (the leading Mexican American scholarly journal of our times), the longtime director of the **Chicano Studies Research Center** (the premier center of its kind). He also published extensively.

He was the author of *4th and Buena Vista* (an exceptional collection of his fine poetry), the early architect of Mexican American history with his historiographical and defining essays of 1970-71, the author of numerous books and articles on Mexican American, Indigenous, social movement, and political history.

Juan also served as a member of the Board of Trustees of the **California State University and Colleges**, **Commissioner** for the **WASC Accrediting Commission for Senior Colleges and Universities**, and member of the board of directors of the following civic organizations: **MALDEF**, **The Latino Museum** (co-founder), and **The Mexican Cultural Institute** (co-founder). I could continue, but the point is made. He accomplished much.

Juan was my friend and mentor, and I will miss him dearly. I especially remember **Juan** when he arrived at the **University of Texas at Austin** in 1971 on a postdoctoral fellowship. He worked with **Dr. Américo Paredes** and three doctoral students, **Victor Nelson-Cisneros**, **Roberto Villarreal** and me. Without his early guidance I would not be where I am today.

Angela and I were able to say goodbye, a couple of days before he passed. Her words were especially important. She told him, "Thank you for all that you did for our people, you did enough, you did more than enough, more than could be expected. We love you. We'll see you on the other side."

Dr. Emilio Zamora

Juan Gómez-Quiñones' Impact on Texas

by **Dr. Cynthia E. Orozco**

I attended graduate school at **UCLA** to study with **Juan Gómez Quiñones**. My mentor **Victor Nelson Cisneros** of **Brownsville** had studied with him. **Cisneros** encouraged me and **Roberto Calderon** of **Eagle Pass** to move to **Los Angeles** if we wanted to study Chicano history.

At the time **Cisneros** told us that the only two places in the nation where Chicano history was respected and supported were **UCLA** and **Stanford**. **UT Austin** had just barely hired **Ricardo Romo** who had also studied with **Gómez Quiñones**. **Gomez Quiñones** had taught history at **UCLA** since 1969 and had even trained **Albert Camarillo** who was at **Stanford**.

Gómez Q was a great scholar. Along with **Rudy Acuña** at **Northridge**, he was one of the few preeminent Chicano historians in the country. More than any other person in the seminar setting **GQ** taught me how to analyze a book. His expectations were high. He was a respected intellectual with excellent research skills.

Gómez Quiñones' legacy extends through a long genealogical line of Latina and Latino historians. He also trained **Emma Perez** of **El Campo**, and **Ernie Chavez**, originally from **East Los Angeles**, but now teaching at **UTEP**. **JGQ** lives on.

Austin ISD Election Run-off December 15th, 2020



“I respectfully ask for your vote and support on
December 15th, 2020.”

Paid political announcement by the candidates



Noe Montoya - El Teatro Campesino - Passes Away from Covid Virus

The **Eagle Sun** has set on the horizon on this **Thanksgiving Day**.

It is with immense sadness that we share the incredible news that our Chicano maestro in the struggle, brother **Noe Montoya**, has tragically succumbed to the coronavirus.

To all of his extended family in **El Teatro Campesino**, bereft of a beloved fifty-year member, his shocking loss is incalculable and beyond belief. The Covid 19 pandemic has been merciless to an extreme, especially among farm workers, so it comes as no surprise that despite the risk, Noe did his utmost to alleviate the suffering of our fellow campesinos, continuing to make appearances to sing at car caravans organized to raise food for the workers. His great heart was always at the core of his humanity and commitment to our community.



But as an artist, he was the blood and bone of **El Teatro**, having joined the company as a teenage recruit in 1971. During the ensuing half century, he matured into our maestro of indigenous music, in addition to his many roles on stage, video and film as a vital core company actor. One of his first roles in 1972 was that of **Tonatiuh**, the Aztec Sun, as he majestically rose behind a pyramid in our first television special in Los Angeles. From the 1970s to 2008, he often reprised the role of Juan Diego in our biennial production of *La Virgen del Tepeyac* at Old Mission San Juan Bautista. His last role was just last year, before the pandemic hit, as Benito Juarez in the world premiere of “Adios Mama Carlota” at San Jose Stage.

In keeping with his artistry and wisdom with respect to our indigenous heritage, we acknowledge that Maestro Noe has now become like the Eagle Sun of our Mayan ancestors, setting on the horizon only to become the Jaguar Night Sun in his journey across the stars. It is with faith and hope in the Universal Creator that we celebrate his trajectory through the cosmos, and look forward to the inevitable sun rise again.

Ometeotl, hermano querido, descansa en paz!

-Luis Valdez

MacArthur Foundation awards Natalia Molina distinguished “genius grant”

The University of Southern California Dornsife professor of American studies and ethnicity receives the prestigious MacArthur Fellowship in recognition of her examinations of race, citizenship and belonging among immigrant groups in the United States.

By Darrin S. Joy

Few things excite an academic — or a poet, an artist, a musician, a researcher — as much as the freedom to follow their heart, to explore and push the boundaries of creativity and knowledge. **Natalia Molina**, professor of American studies and ethnicity at **USC Dornsife College of Letters, Arts and Sciences**, just expanded her freedom to do that.

Molina has been named a **2020 MacArthur Foundation Fellow**. Often referred to as a “genius grant,” the fellowship includes \$625,000 in unrestricted support — funding she can use as she sees fit. “I like to tell my students to leap and the net will appear, and I feel like the net has appeared,” said **Molina**. “I feel like I can take more chances.”

The foundation awards the fellowships to “talented individuals who have shown extraordinary originality and dedication in their creative pursuits and a marked capacity for self-direction.”

Her research reveals how various factors shape modern views of race,

Molina was recognized for her work on race and citizenship in the United States and the way historical narratives of racial difference have been applied to immigrant groups, particularly those of Latinx and Asian origin. Her research reveals how various factors shape modern views of race, not by focusing on a specific group but by exploring how policies and attitudes toward one affect others.

“This is such well-deserved recognition for **Natalia Molina** and we are so excited for her,” said **USC President Carol L. Folt**. “Her work is timely and important. She helps us understand complex and nuanced issues regarding immigrant groups in the United States. **Dr. Molina** asks thoughtful and provocative questions about race, citizenship, and belonging. Rigorous and imaginative work like hers is making a profound difference in the national conversation in these areas.”



Natalia Molina (Photo: Ed Brancheau.)

Molina has published extensive research through award-winning books and numerous peer-reviewed journal articles and, and she embraces her role as a public scholar, sharing her expertise to help educate and inform the public about social issues. She has traveled extensively, lecturing to the public in **Mexico, Cuba, Canada, Europe, China** and **Japan**, and in a majority of the 50 United States.

She is quoted frequently in the news media, and her op-eds and analyses have reached a spectrum of audiences through outlets such as **CNN**, the **Los Angeles Times**, **The Washington Post**, **The San Diego Union Tribune**, **L.A. Taco** and **La Vida Baseball**.

She says the **MacArthur Fellowship** will help her find new ways of reaching the public. “You think about what you need to make your humanities work more public facing, such as digital humanities and digital humanities platforms,” she said. “I feel an award like this allows you to be bolder and take chances.”

USC Dornsife Dean Amber D. Miller noted **Molina’s** work as exemplary of the College’s **Academy in the Public Square** initiative, which encourages faculty to apply their expertise to various societal challenges. “**Professor Molina’s** genius is revealed in the ways that she leverages her expertise on tremendously complex social issues to help

A native Angeleno — she grew up in **Echo Park** — **Molina** says much of her motivation to explore racial relationships and to find ways to eliminate barriers faced by underrepresented groups stems from personal experience. She was the first in her family to attend college and graduate school, and to embark on a career in academia.

“The supportive professors and the students that were ahead of me, and programs intended to recruit students of color and first-generation students ... made becoming a professor a realizable goal,” she said. “These experiences continue to influence me both in showing why those barriers are there in the first place, and how we can overcome them.”

“If we understand the many historical factors that shaped where we are today, then we have the power to reimagine where we go from here,”

One of **Dr. Molina’s** most important books is **How Race Is Made in America: Immigration, Citizenship, and the Historical Power of Racial Scripts** which examines Mexican immigration to the United States. Focusing on the years between 1924-1965, **Molina** argues that during this time period an immigration regime emerged that would define racial categories in the U.S., such as Mexican American, that persist in current perceptions of race and ethnicity. **How Race Is Made in America** shows how racial scripts are easily adopted and adapted to apply to different racial groups. The book’s argument connects the experiences of different racialized groups by showing how and when they intersect as racial categories are constituted in American society.

Molina received her B.A. from the **University of California, Los Angeles** and her M.A. and Ph.D. from the **University of Michigan**, after which she joined the **University of California, San Diego** faculty. She joined the faculty of the **Department of American Studies and Ethnicity** at the **University of Southern California**.

“I believe in the God of Spinoza.”

Did you know that when **Einstein** gave lectures at numerous US universities, the recurring question that students would ask him was: Do you believe in God? And he always answered: I believe in the **God of Spinoza**.

Those who hadn't read **the works of Spinoza** didn't understand. **Baruch de Spinoza** was a **Dutch** philosopher considered one of the three great rationalists of 17th-century philosophy, along with **René Descartes** in **France**, and **Gottfried Leibniz** in **Germany**. Here's some of the wisdom he shared:

God would have said:

Stop praying and punching yourself in the chest! What I want you to do is go out into the world and enjoy your life. I want you to enjoy, sing, have fun and enjoy everything I've made for you.

Stop going to those dark, cold temples that you built yourself and say they are my house! My house is in the mountains, in the woods, rivers, lakes, beaches. That's where I live and there I express my love for you.

Stop blaming me for your miserable life; I never told you there was anything wrong with you or that you were a sinner, or that your sexuality was a bad thing! Sex is a gift I have given you and with which you can express your love, your ecstasy, your joy. So don't blame me for everything they made you believe.

Stop reading alleged sacred scriptures that have nothing to do with me. If you can't read me in a sunrise, in a landscape, in the look of your friends, in your son's eyes... you will find me in no book! Trust me and stop asking me. Would you tell me how to do my job? Stop being so scared of me. I do not judge you or criticize you, nor get angry, or seek to punish you. I am pure love.

Stop asking for forgiveness, there's nothing to forgive. If I made you... I filled you with passions, limitations, pleasures, feelings, needs, inconsistencies... free will. How can I blame you if you respond to something I put in you? How can I punish you for being the way you are, if I'm the one who made you? Do you think I could create a place to burn all my children who behave badly for the rest of eternity? What kind of God would do that?



Baruch de Spinoza: 1632 - 1677

Forget any kind of commandments, any kind of laws; those are wiles to manipulate you, to control you, that only create guilt in you.

Respect your peers and don't do what you don't want for yourself. All I ask is that you pay attention in your life, that your consciousness is your guide. My beloved, this life is not a test, not a step, not a rehearsal, nor a prelude to paradise. This life is the only thing that exists here and now, and it is all you need.

I have set you absolutely free, no prizes or punishments, no sins or virtues... no one carries a marker, no one keeps a record. You are absolutely free to create in your life heaven or hell.

I could tell you if there's anything after this life, but I won't... but I can give you a tip. Live as if there is nothing after... as if this is your only chance to en-

joy, to love, to exist.

So, if there's nothing, then you will have enjoyed the opportunity I gave you. And if there is, rest assured that I won't ask if you behaved right or wrong, I'll ask. Did you like it? Did you have fun? What did you enjoy the most? What did you learn?...

Stop believing in me; believing is assuming, guessing, imagining. I don't want you to believe in me... I want you to feel me in you when you kiss your beloved, when you tuck in your little girl, when you caress your dog, when you bathe in the sea.

Stop praising me, what kind of egomaniac God do you think I am? I'm bored being praised, I'm tired of being thanked. Feeling grateful? Prove it by taking care of yourself, your health, your relationships, the world. Express your joy!... that's the way to praise me.

Stop complicating things and repeating as a parakeet what you've been taught about me. The only thing for sure is that you are here, that you are alive, and that this world is full of wonders. What do you need more miracles for? Why so many explanations? Look for me outside... you won't find me. Find me inside... there I am beating within you.

Spinoza



Hispanic Team Profile

TV Station Profile

KEYE News

10700 Metric Blvd.

Austin, TX 78758

Phone: 512-835-0042

General Manager: Amy Villarreal

About KEYE

KEYE is a TX based station and a **CBS Television** affiliate owned and operated by **Sinclair Broadcast Group**. It owns and operates, programs or provides sales services to 163 television stations in 77 markets, after pending transactions. **Sinclair's** television group reaches approximately 38.7% of US television households and includes FOX, ABC, MyTV, CW, CBS, NBC, Univision and Azteca affiliates.

Community Involvement

Our department managers attend job fairs at local and regional colleges in an effort to recruit candidates with an interest in a broadcast related field. We have also had numerous local schools come to our station for tours, and our news staff has gone directly to schools to speak to them about careers in Broadcasting.

In addition, our station participates in high school career workshops that introduce broadcasting careers to high school and middle school students.

42



Fred Cantu
Reporter

Fred Cantu, aka **Uncle Fred**, is a five-time winner of **Best TV Anchor** in the annual **Austin Chronicle** readers' poll.

Fred has been a fixture on the Austin airwaves since 1980 and marks more than 40 years in the broadcast business. He has been recognized by his peers with a first place award from the **Texas Associated Press** for his TV news feature reporting and a nomination to the **Texas Radio Hall of Fame**.

Fred is a Valley boy, born and raised in **Brownsville**. He's also a **University of Texas at Austin** graduate and a notorious gadget head. His hobbies include DIY projects, home electronics, foreign television, travel and popular (and not so popular) music.

Fred is a family man. If he isn't at work, he's devoted to his wife of 40+ years, two children and five grandchildren.



Christian Flores
Reporter

Christian joined **CBS Austin** in September 2017, and is excited to live and work in the **Lone Star State!** He joins the team from the **CBS** affiliate in **Charlotte, NC**. There, he reported on a wide range of stories, from the days-long protests after the officer-involved shooting death of **Keith Scott** to the discovery of bodies on serial killer **Todd Kohlhepp's** property.

After graduating from **Northwestern University's Medill School of Journalism** with both a Bachelor's and Master's Degree, he began his career at the **NBC** in **Shreveport, LA**. There, he covered record flooding from the **Red River**, countless **Mardi Gras** parades, and crime.

Christian is from the **Washington, D.C.** area. He loves watching, playing and talking (debating, really) sports, especially football. He was a tight end on the **Northwestern** football team (and yes, the Big Ten is the best conference in college football). He is also a big-time foodie, so chances are, you will spot him at one of the many fine dining establishments here in **Austin**.



Melaine Torre
Weekend Sports

With burnt orange in her veins, **Melanie** is thrilled to be back in **Longhorn** country. **Melanie Torre** joined the **KEYE-TV News** team in September of 2014. Before reporting for **KEYE**, **Melanie** reported, produced and anchored for **KLTV 7** in **Tyler, Texas**.

Melanie is no stranger to **Central Texas**. She graduated from the **University of Texas at Austin** with a degree in broadcast journalism. While at **UT**, **Melanie** served as the news director for **Texas Student Television**, the university's student-run TV station.

Melanie is no stranger to **KEYE-TV**, either. In 2010, **Melanie** became the station's first on-air intern. For six months, she pitched, wrote, shot and edited her own stories for their 4 p.m. show, "Austin Live."

Melanie loves spicy food, traveling, **Texas** football and **Texas** country music. She also likes to meet new people and hear their stories. If you ever see her around, don't hesitate to introduce yourself. If you have a story you'd like **Melanie** to tell, email her at matorre@keyetv.com

Hispanic Team Profile



Gabriela Vidal Multimedia Journalist

Gabriela Vidal joined **CBS Austin** as a Multimedia Journalist/Reporter in June 2019. Before joining **CBS Austin**, she was a reporter for two years at **KGAN/KFXA** in **Cedar Rapids, Iowa**. There, she covered the tragic disappearance and death of 20-year-old **Mollie Tibbetts**, historic flooding in **Davenport**, and interviewed several 2020 Democratic candidates for President as they paid visits to the state.

Gabriela graduated from the **University of Southern California** in 2017. She studied Broadcast Journalism and International Relations. During her time in **Los Angeles**, she interned for **NBC Dateline** and **Telemundo**. She also reported, produced and anchored for **USC's** student-led television station.

Gaby is originally from **Chicago**, but she is excited to call **Austin** her new home. You can find her exploring new restaurants, biking around the city or hanging out by **Lady Bird Lake**. Feel free to stop her if you see her around town if you have a story idea or just want to say hi. You can also email her at gavidal@sbgtv.com



John-Carlos Estrada News Anchor

Join **John-Carlos Estrada** on **CBS Austin This Morning** weekdays from 4:30am-7am. **John-Carlos** comes to **CBS Austin** from **WINK-TV** in **Fort Myers, Florida** where he was weekend anchor and reporter. He also served as lead news anchor in **Lufkin** and **Victoria, Texas**.

Prior to his on-air career, **John-Carlos** worked in **New York City** and **Washington, DC** as a network producer. He's a graduate of **Columbia University Graduate School of Journalism** in **New York City** and **The George Washington University** in **Washington, DC**. **John-Carlos** was born in **Dallas** and raised in the suburb of **Garland, Texas**.

When he's not at the station, he's exploring the city with his husband, **Bruce**, and his two stepchildren, **Carson** and **Ainsley**, or at home with his two **French Bulldogs**, **Gaston** and **Sanibel**. **John-Carlos** is also an avid marathon runner -- he has completed the **Philadelphia Marathon** and the **Marine Corps Marathon** in **Washington, DC**.



Amy Villarreal General Manager

Amy Villarreal is **Austin KEYE-TV**, vice president and general manager. She has worked as the **Austin** network's station manager since last year. Though she's only worked as station manager since 2005, **Villarreal** has a wide breadth of media experience. She joined **CBS 42 KEYE** from the **Brownsville/McAllen/Harlingen** market, where she worked for **NBC** affiliate **KVEO-TV** for more than 10 years, six of which as general manager.

Villarreal has been on the board of the **Texas Association of Broadcasters** for six years and is the president of the **Texas Broadcast Education Foundation**.

CBS 42 KEYE Austin is part of the **CBS Television Stations** division, one of the largest network-owned station groups, consisting of 21 **CBS** stations, 15 **UPN**, one **WB** and two stations not affiliated with major networks.

The station was originally owned by the **Austin Television Company**, founded by **Steve Beard**, an **Austin** advertising executive, and a small group of investors. On **October 9, 1986**, the station became a charter affiliate of the upstart **Fox** network and began branding itself as "**Fox 42**" on-air in the late 1980s.



Hispanics in the Media: An Overview



Media Overview

The Significance of the Latino Media

The idea of the media usually connotes something having to do with technology. But if the media is thought of in terms of communicating and connecting with others, then the case can be made that people have been involved in communication and “social networking” for thousands of years.

In the case of Latinos, few people are aware that in 1535 the first printing presses arrived in what is now **Mexico**. In 1808, the first Spanish language newspaper in the United States began publishing in **New Orleans, Louisiana** called **El Misisipi**. Newspapers targeting Spanish speakers have existed in a number of communities throughout the 1800s.

In **Austin, Texas**, in 1940, **Margarita Muñoz Simon** began publishing a newspaper called **El Democrata**. It lasted about 10 years. In the 1960s a man by the name of **Gonzalez** was publishing four newspapers in **Austin** including one called **La Fuerza**.

Today in **Austin, Texas** there are 6 newspapers that target the Latino community. Some are entirely in Spanish, some are bilingual and some are in English only. **Austin, Texas** is also home to 11 radio stations and at least two television stations that target the Hispanic market.

In addition to these more traditional mediums of communication, the internet and cell phones have made significant inroads into how Latinos connect and sustain the idea of community building. Technology allows people to “be there” in many different ways and so the sense of “being gone” no longer carries with it the isolation that it once did. The cell phone allows parents to monitor the whereabouts of their children whether it is down the streets of **Austin, Texas** or the streets of **Guadalajara, Jalisco**.

In this brief overview, you will find the extent to which Hispanics are present in the media in **Austin, Texas**. You will also learn who the various personalities are that contribute to the communication of the some 400,000 Latinos who call **Central Texas** home.

Lo Que Significa los Medios de Comunicación Latino

Existe una idea de que los medios de comunicación tiene que haber con uso de la tecnología. Pero si uno piensa en los medios de comunicación cómo solo una manera para comunicar y conectar con otros, entonces se puede decir que la gente ha estado participando en la interconexión social durante cientos de años.

En el caso de Latino, pocas personas están enteradas que en 1535 las primeras imprentas llegó en lo que es ahora **México**. En 1808, el primer periódico en español en los Estados Unidos empezó a publicar en **Nueva Orleans, Louisiana** llamó **El Misisipi**. Los periódicos que concentran en altavoces españoles han existido en varias comunidades a través de los 1800s.

En **Austin, Tejas**, en 1940, **Margarita Muñoz Simon** empezó publicando un periódico llamado **El Democrata**. Dura aproximadamente 10 años. En los años sesenta un señor con el apellido **Gonzalez** publicaba cuatro periódicos en **Austin** inclusive un llamado **La Fuerza**.

Hoy en **Austin, Tejas** hay 12 periódicos que concentran en la comunidad latina. Algunos son enteramente en español, algunos son bilingüe y algunos son en inglés único. **Austin, Tejas** es también en casa a 11 emisoras y una televisión estaciona eso concentra en el mercado hispano.

Además de éstos medios tradicionales de comunicación, el internet y los teléfonos celulares han hecho ataques significativos en como la gente se conecta y sostiene la idea de comunidad. Con la tecnología de hoy uno puede “estar allí” en muchas maneras diferentes y el sentido de ser aislado ya no es igual. El teléfono celular permite a padres vigilar a sus niños en las calles de **Austin, Tejas** o en las calles de **Guadalajara, Jalisco**.

En esta sección del almanaque usted encontrará un inventario de los medios en **Austin, Tejas** con respecto a la comunidad Latina. Usted también verá las varias personalidades que forman parte del proceso diariamente social de la interconexión que ayuda a contribuir al edificio de la comunidad

Part One of a Three Part Series
Next Month: Radio - The Following Month: Television

Print Publications Targeting the Latino Community in Austin, Texas

NAME	YEAR STARTED	OWNER or EDITOR	FREQUENCY	NUMBER OF COPIES	TELEPHONE NUMBER	WEBSITE
1. Buena Suerte	2009	Jaime Hurtado	Weekly	8,000	(512) 345-0101	www.buenasuerte.com
2. El Mundo	1990	Angela Angulo	Weekly	35,000	(512) 476-8636	www.elmundonewspaper.com
3. El Norte	1996	Miguel Aguilar	Monthly	Not available	(512) 448-1023	No
4. La Prensa	1986	Cathy Vasquez	Weekly	Not Available	(512) 478-3137	www.austinelaprensa.com
5. La Voz de Austin	2005	Alfredo Santos c/s	Monthly	5,000	(512) 944-4123	www.lavoznewspapers.com
6. Nuestra Musica	2010	Jesus Hernandez	Monthly	5,000	(512) 289-7315	http://nuestramusicamagazine.com/

SOURCE: Austin Hispanic Almanac



La Voz Gratis Free

Volume 16, Number 11
A Bi-Weekly Publication
November 2020

Solamente el que carga el saco sabe lo que lleva adentro

FELIX PAIZ MANDATORY FEELERS

Janie Serna Leadership, Inspiration, Motivation

Israel TEXAS STATE REPRESENTATIVE

Kevin Foster JAMO'S VANESSA

DAVID CHINCANCAL TEXAS REPRESENTATIVE

Gina HINOJOSA TEXAS REPRESENTATIVE

Monique CELEDON MID SCHOOL BOARD ***** PLACE 6 ***** Building Future Leaders Together

John McKiernan-Gozaalez TEXAS SENATOR

Judith ZAFFIRINI TEXAS SENATOR

CASEY RAMOS FIGHTING FOR JUSTICE

LA PRENSA

Four Publications Serving the Austin Community since 1986

June 21, 2018

Standing up Against Family Separation, Our Nation's Shame

By: Rep. Lloyd Doggett (D-Austin)

The Immigration Heritage Foundation, an issue-oriented non-profit organization, has released a report titled "Standing up Against Family Separation, Our Nation's Shame" by Rep. Lloyd Doggett (D-Austin). The report details the impact of family separation on children and families, and calls for immediate action to end the practice. The report is available at www.ihf.org.

NUESTRA MUSICA

"The Monthly Magazine"

"Recordando Nuestra Musica De Ayer y Hoy"

6301 MANCHACA RD, AUSTIN, TX 78745

EL NORTE
de Austin Newspaper

"Sirviendo a la Comunidad Hispana del Centro Texas desde 1996"

Phone: (512) 448-1023 • Fax (512) 614-2146
Email: elnortedeAustin@earthlink.net
Address: P.O. Box 2181 Austin, Texas 78768

BUENA-SUERTE .com

Periódicos en Austin, Texas Past and Present

Over the years, newspapers directed toward the Latino community have been a popular medium of communication. As Table 1 shows, in 1920, **Dr. John Garcia** and his wife **Eva**, owned and operated a publication called **La Vanguardia**. It is believed that this was the first Latino publication in the city of **Austin, Texas**. He also took classes in journalism from **The University of Texas at Austin**.

Garcia used the paper to discuss the social and political concerns of Mexican Americans and to encouraged them to participate in local affairs. He became a naturalized citizen in 1921 and encouraged others to acquire citizenship and exercise the right to vote. He also helped establish **Obreros Mexicanos**, a workers' group, and the local chapter of the **Comisión Honoríficas Mexicanas**, which represented Mexican nationals in the **United States**.

Issues of **La Vanguardia** can be found in the **Austin Public Library**, the **Austin History Center**, and the **Nettie Lee Benson Latin American Collection** at the **University of Texas**. **Garcia** also contributed occasional articles to **New Age magazine**, the **Dallas Journal**, the **Austin American**, and the **Austin Statesman**.

Community activist **Martha Cotera** knew and writes about **Margaret Muñoz Simon** who was a radio commentator and ground-breaking Latina activist in the 1940s in **Austin, Texas**. Born c.1908 in **Eagle Pass, Texas**, **Simon** moved to **Austin** with her first husband **Henry Muñoz** in 1942. She quickly became an active member of the Hispanic community, helping to organize such events as the annual **Diez y Seis** celebration.

Henry and **Margarita Muñoz** soon began publishing the Spanish language newspaper **El Demócrata**, which remained in publication until 1950. During the 1950s **Simon** began work as a radio commentator, a career which would last over five decades. **Simon** worked on a variety of programs for many Spanish language radio stations in central **Texas**. All of the programs involved **Simon** providing announcements of social events and narratives concerning holidays and historical celebrations such **Diez y Seis** and **Christmas**. In the



Margaret Muñoz Simon

1950s **Simon** married her second husband **Hugo Simon** and also adopted two children.

From the time she moved to **Austin**, **Simon** was deeply involved with many civic activities. **Simon** was a member of the **Hispanic Chamber of Commerce** in **Austin**. She was a founding member of the **Austin League of United Latin American Citizens**, the **American G.I. Forum**, and the **Mexican American Business and Professional Women's Association**. **Simon** was also engaged in political activities, serving as secretary in the "VIVA Johnson" campaign for **Lyndon Baines Johnson**, and assisting in the political campaigns of Texas politicians such as **J. J. Pickle**, **Gonzalo Barrientos**, **Mark White**, and **Ann Richards**. **Simon** was also a member of the **Mexican American Democrats (MAD)**. Recognized as a community leader, **Simon's** activities led to many awards and recognitions from her community, city, and state. **Simon** died on September 8, 1998.

Table 1
Latino Print Publications that have Appeared in
Austin, Texas by Decade of Founding

Year	Present	Past	Contact/Publisher
1920		La Vanguardia	Dr. John Garcia
1940		El Demócrata	Margaret Muñoz Simon
1940s		El Organo	Sre. Josefina Lopez de Rocha
1962		La Fuerza	Jesse Garza, Jr.
1967		El Echo	Marcelo H. Tafoya
1973		Tejidos	
1979		The Austin Light	Dr. Andres Tijerina
1980		Arriba	Romeo Rodriguez
1986	La Prensa		Cathy Vasquez
1990	El Mundo		Ms. Angela M. Angulo
1996	El Norte		Miguel Aguilar
1995		El Continental	José Raul
1996		Tejas	UT School of Journalism
2003		En Lace	
2004		Ahora Sí,	Austin American Statesman
2004		Extra	Gloria "La Tejana" Morales
2005		Rumbo	Meximerica Media, Inc
2005	La Voz de Austin		Alfredo Rodriguez Santos c/s
2008		Club Deporte	Jorge Iturralde
2009	Buena Suerte		Jaime Hurtado
2009		AVIVA	Liz Hernandez
2009		Todo Austin	Gavin Lance Garcia
2009		El Heraldo de Cristo Rey	Milo Jaimes
2010		Qué Pasó Paisano Texas	Elena Q. Rodriguez
2015	Nuestra Musica		Jesse C. Hernandez

SOURCE: Austin History Center, Ut Austin Benson Collections, Austin Hispanic Almanac

New Media Targeting the Latino Community in Austin, Texas

When we think of the media, we have traditionally thought of radio, television and print mediums. Today, in the 21st century, we have to add what is called **New Media**. Here are a couple of definitions of **New Media**:

New media are forms of media that are computational and rely on computers for redistribution. Some examples of new media are computer animations, computer games, human-computer interfaces, interactive computer installations, websites, and virtual worlds.

Another definition of **New Media** is any media from newspaper articles and blogs to music and podcasts that are delivered digitally. From a website or email to mobile phones and streaming apps, any internet-related form of communication can be considered new media.

One last definition of **New Media** is that it represents digital platforms that are equal to magazines, newspapers, radio and television. They are consumed on cell phones, laptops, desktops and tablets, and they often contain the same information as the traditional media, although it may be delivered in a different style. (These three definitions were taken from a Google search on the topic.)

So what does **New Media** have to do with *La Raza*? *La Raza* as a group, is one of the biggest users of **New Media** according to 2016 survey by the **Pew Research Center**, “On a typical weekday, three-quarters of U.S. Latinos get their news from internet sources, nearly equal to the share who do so from television.”

“For years, TV was the most commonly used platform for news among U.S. Hispanics. In recent years, however, the share getting their news from TV has declined, from 92% in 2006 to 79% in 2016. Meanwhile, 74% of Hispanics said in 2016 that they used the internet – including social media or smartphone apps – as a source of news on a typical weekday, up from 37% in 2006.”

Here in **Austin, Texas** it is no secret that the decline in newspapers targeting the Hispanic community is inversely related to the number of new media operations that have operate in **Central Texas**. In fact, many **New Media** operations are not even located in **Austin, Texas**. Here are some examples of what we are talking about:



RADIO MUJER is a radio station from the Media Group Promomedijs Radio created on the 16th of August 1993, broadcasting in 1040 de AM, with the aim of being a space where women will find programs according to their interests: psychology, health, kitchen, maternity, sexuality, beauty, fashion, nutrition, human development, family, values and great entertainment. Radio Mujer programming originates out of Guadalajara, Jalisco, Mexico on 92.7FM.



RANCHO ALEGRE RADIO is another example of **New Media** that is delivered through the internet. It seeks to document the history of Tejano and Conjunto music in the musician's own words through exclusive in-depth, intimate recorded interviews, complemented by an exploration of the artist's own catalog.

Other areas of their operation include an online playlist, lyrics database, our searchable/browsable catalog, and a calendar featuring listings for the Tejano and Conjunto music events in **Austin**. You can hear us LIVE every Monday morning from 9-10 a.m. on 91.7 FM KOOP in Austin and around the world on koop.org or visit their website: <https://www.ranchoalegreradio.org>



Austin Vida is a digital Latino news and culture site that aims to empower our community by amplifying our stories, events and cultura. The English-language digital publication focuses on culture and community stories. **Austin Vida**, which was on a publishing hiatus, will relaunch in 2021 under the leadership of Editor and Publisher **Nancy Flores**.

Visit austinvida.com for updates and its social media pages @austinvida on Facebook and Instagram and @AustinVida on Twitter. Contact the publication at info@austinvida.com for general questions or news@austinvida.com for story tips and press releases. austinvida.com

Here are some other things to think about with regard to **New Media**. What is the difference between new media and digital media? Print media for example, only uses text and still images. Electronic media uses a number of codes, still and moving images etc., but **New Media** (online medium) trumps both of these with its use of multimedia. Text, images, hyperlinks, videos..a single page online can make use all of it.

What are new media tools? **New Media** Tools are methods of interactive communication that rely upon a computer or mobile device with Internet access. New media tools allow the creation, publication, modification and distribution of information using simple tools.

Why is new media important? Social media is important because it allows you to reach, nurture, and engage with your target audience — no matter their location. When a business can use social media to connect with its audience, it can use social media to generate brand awareness, leads, sales, and revenue.

The other thing to point out about **New Media** is that we are increasingly seeing apps that allow users to interact with the source. While this may have started out with games, it is now seen in a number of new applications. **New Media** is making it possible for users to make decisions with more information than before. And this information is being presented much quicker than before.

While some countries have banned certain apps, they are learning that it is only a matter of time before users find ways to go around restrictions. Like someone recently stated, the clock is Tik Tocking.



Teatro Vivo's production of *Conjunto Blues* by Nicolás Valdez will be on demand from December 4-6. Access is free! Also, don't miss a post-show discussion with Nicolas Valdez Friday evening. And, a workshop on Saturday on zoom! All events in connection with the production are free and open to all.

Looking for a Job? ¡Quiero hablar contigo!

This year marks 30 years of being in the newspaper publishing business. All year I have been thinking if I should retire and call it a good run. Well, we are now in the month of December and I think I am going to expand. I am looking for 5 to 10 people who are interested in getting into the newspaper business in their respective counties. You don't have to know how to write. You don't even have to know how to spell. But you do have to have ganas.

The ideal individual would be someone who is interested in working a few hours a week. If you know your community or would like to get to know your community better, this might be an opportunity for you. No money is required from you. I can handle all the upfront expenses. If you would like to supplement your monthly income with \$1,000 to \$1,500, give me a call and we can talk further.

A lot of people retire and after a period of time they get tired of being retired. They begin to look for things to do with their time. If you are one of these persons and live in one of the 254 counties in the state of Texas, quiero hablar contigo. Speaking Spanish is helpful but not necessary. Like I said, I have decided to expand my operation called La Voz Newspapers. If you like telling stories, listening to stories, or know people who have stories to tell, give me a call at (512) 944-4123. Orale, muchas gracias.

Comisión De Calidad Ambiental del Estado de Texas



AVISO DE LA SOLICITUD Y DECISIÓN PRELIMINAR PARA EL PERMISO DEL SISTEMA DE ELIMINACION DE DESCARGAS DE CONTAMINANTES DE TEXAS (TPDES) PARA AGUAS RESIDUALES MUNICIPALES MODIFICACIÓN PERMISO NO. WQ WQ0010232001

SOLICITUD Y DECISIÓN PRELIMINAR. New Braunfels Utilities, 263 Main Plaza, New Braunfels, Texas 78131, ha solicitado a la Comisión de Calidad Ambiental del Estado de Texas (TCEQ) una modificación al Permiso No. WQ0010232001 del Sistema de Eliminación de Descargas de Contaminantes de Texas (TPDES), para autorizar la reubicación de la descarga, agregar fases a la planta, y un incremento en la descarga de aguas residuales tratadas de un flujo anual promedio sin exceder los 4,200,000 galones por día a un flujo promedio anual que no exceda los 15,400,000 galones por día. La TCEQ recibió esta solicitud el 29 de Julio del 2019.

La planta está ubicada en el 1608 Coco Drive, en la Ciudad de New Braunfels, en el Condado de Comal, Texas 78130. El efluente tratado es actualmente descargado por la desembocadura 001 y será descargado por la desembocadura 002 a un afluente sin nombre del Río Guadalupe, hacia el Río Guadalupe bajo del Río Comal en el Segmento No. 1804 de la cuenca del Río Guadalupe. Los usos no clasificados de las aguas receptoras son uso mínimo de vida acuática para el afluente sin nombre del Río Guadalupe. Los usos designados para el Segmento No. 1804 son contacto de recreación, suministro público de agua, protección del manto acuífero y alta vida acuática. El uso de protección acuífera aplica para las zonas de contribución, recarga y transición del Acuífero Edwards para el Segmento No. 1804. Sin embargo, esta instalación de descarga no está localizada en ninguna de las zonas listadas.

De acuerdo con la 30 TAC §307.5 y los procedimientos de implementación de la TCEQ (Junio 2010) para las Normas de Calidad de Aguas Superficiales en Texas, fue realizada una revisión

de la anti degradación de las aguas recibidas. Una revisión de anti degradación del Nivel 1 ha determinado preliminarmente que los usos de la calidad del agua existente no serán perjudicados por la acción de este permiso. Se mantendrá un criterio narrativo y numérico para proteger los usos existentes. Una revisión del Nivel 2 ha determinado preliminarmente que no se espera ninguna degradación significativa en el Río Guadalupe, bajo del Río Comal, el cual se ha identificado que tiene altos usos en la vida acuática. Los usos existentes serán mantenidos y protegidos. La determinación preliminar puede ser reexaminada y puede ser modificada, si se recibe alguna información nueva.

Este enlace a un mapa electrónico del sitio o la ubicación general de la instalación es provisto como una cortesía no es parte de la aplicación o notificación. Para una ubicación exacta, haga referencia a la aplicación.

<https://tceq.maps.arcgis.com/apps/webappviewer/index.html?id=db5bac44afbc468bddd36of816825of&marker=-98.098109%2C29.686472&level=12>

El Director Ejecutivo de la TCEQ ha completado la revisión técnica de la solicitud y ha preparado un

borrador del permiso. El borrador del permiso, si es aprobado, establecería las condiciones bajo las cuales la instalación debe operar. El Director Ejecutivo ha tomado una decisión preliminar que, si este permiso es emitido, cumple con todos los requisitos normativos y legales. La solicitud del permiso, la decisión preliminar del Director Ejecutivo y el borrador del permiso están disponibles para leer y copiar en www.nbutexas.com/planning.

COMENTARIO PUBLICO / REUNION PUBLICA. Usted puede presentar comentarios públicos o pedir una reunión pública sobre esta solicitud.

El propósito de una reunión pública es dar la oportunidad de presentar comentarios o hacer preguntas acerca de la solicitud. La TCEQ realiza una reunión pública si el Director Ejecutivo determina que hay un grado de interés público suficiente en la solicitud o si un legislador local lo pide. Una reunión pública no es una audiencia administrativa de lo contencioso.

OPORTUNIDAD DE UNA AUDIENCIA ADMINISTRATIVA DE LO CONTENCIOSO. Después del plazo para presentar comentarios

públicos, el Director Ejecutivo considerará todos los comentarios apropiados y preparará una respuesta a todos los comentarios públicos esenciales, pertinentes, o significativos. **A menos que la solicitud haya sido referida directamente a una audiencia administrativa de lo contencioso, la respuesta a los comentarios y la decisión del Director Ejecutivo sobre la solicitud serán enviados por correo a todos los que presentaron un comentario público y a las personas que están en la lista para recibir avisos sobre esta solicitud.** Si se reciben comentarios, el aviso también proveerá instrucciones para pedir una reconsideración de la decisión del Director Ejecutivo y para pedir una audiencia administrativa de lo contencioso. Una audiencia administrativa de lo contencioso es un procedimiento legal similar a un procedimiento legal civil en un tribunal de distrito del estado.

PARA SOLICITAR UNA AUDIENCIA DE CASO IMPUGNADO, USTED DEBE INCLUIR EN SU SOLICITUD LOS SIGUIENTES DATOS: su nombre, dirección, y número de teléfono; el nombre del

solicitante y número del permiso; la ubicación y distancia de su propiedad/ actividad con respecto a la instalación; una descripción específica de la forma cómo usted sería afectado adversamente por el sitio de una manera no común al público en general; una lista de todas las cuestiones de hecho en disputa que usted presente durante el período de comentarios; y la declaración “[Yo/nosotros] solicito/solicitamos una audiencia de caso impugnado”. Si presenta la petición para una audiencia de caso impugnado de parte de un grupo o asociación, debe identificar una persona que representa al grupo para recibir correspondencia en el futuro; identificar el nombre y la dirección de un miembro del grupo que sería afectado adversamente por la planta o la actividad propuesta; proveer la información indicada anteriormente con respecto a la ubicación del miembro afectado y su distancia de la planta o actividad propuesta; explicar cómo y porqué el miembro sería afectado; y explicar cómo los intereses que el grupo desea proteger son pertinentes al propósito del grupo.

Después del cierre de todos los períodos de comentarios y de petición que aplican, el Director Ejecutivo enviará la solicitud y cualquier petición para reconsideración o para una audiencia de caso impugnado a los Comisionados de la TCEQ para su consideración durante una reunión programada de la Comisión. La Comisión sólo puede conceder una solicitud de una audiencia de caso impugnado

Comisión De Calidad Ambiental del Estado

PERMISO NO. WQ WQ0010232001

sobre los temas que el solicitante haya presentado en sus comentarios oportunos que no fueron retirados posteriormente. Si se concede una audiencia, el tema de la audiencia estará limitado a cuestiones de hecho en disputa o cuestiones mixtas de hecho y de derecho relacionadas a intereses pertinentes y materiales de calidad del agua que se hayan presentado durante el período de comentarios.

ACCIÓN DEL DIRECTOR EJECUTIVO. El Director Ejecutivo puede emitir una aprobación final de la solicitud a menos que exista un pedido antes del plazo de vencimiento de una audiencia administrativa de lo contencioso o se ha presentado un pedido de reconsideración. Si un pedido ha llegado antes del plazo de vencimiento de la audiencia o el pedido de reconsideración ha sido presentado, el Director Ejecutivo no emitirá una aprobación final sobre el permiso y enviará la solicitud y el pedido a los Comisionados de la TCEQ para consideración en una reunión programada de la Comisión.

LISTA DE CORREO. Si somete comentarios públicos, un pedido para una audiencia administrativa de lo contencioso o una reconsideración de la decisión del Director Ejecutivo, la Oficina del Secretario Principal enviará por correo los avisos públicos en relación con la solicitud. Además, puede pedir que la TCEQ ponga su nombre en una o más de las listas de correo siguientes (1) la lista de correo permanente para recibir los avisos del solicitante indicado por nombre y número del permiso específico y/o (2) la lista de correo de todas las solicitudes en un condado específico. Si desea que se

agrega su nombre en una de las listas designe cual(es) lista(s) y envíe por correo su pedido a la Oficina del Secretario Principal de la TCEQ.

Todos los comentarios escritos del público y los pedidos una reunión deben ser presentados durante los 30 días después de la publicación del aviso a la Oficina del Secretario Principal, MC 105, TCEQ, P.O. Box 13087, Austin, TX 78711-3087 o por el internet a www.tceq.texas.gov/about/comments.html. Tenga en cuenta que cualquier información personal que usted proporcione, incluyendo su nombre, número de teléfono, dirección de correo electrónico y dirección física pasarán a formar parte del registro público de la Agencia.

CONTACTOS E INFORMACIÓN DE LA TCEQ. Si necesita más información en Español sobre esta solicitud para un permiso o el proceso del permiso, por favor llame a El Programa de Educación Pública de la TCEQ, sin cobro, al 1-800-687-4040. La información general sobre la TCEQ puede ser encontrada en nuestro sitio de la red: www.tceq.texas.gov

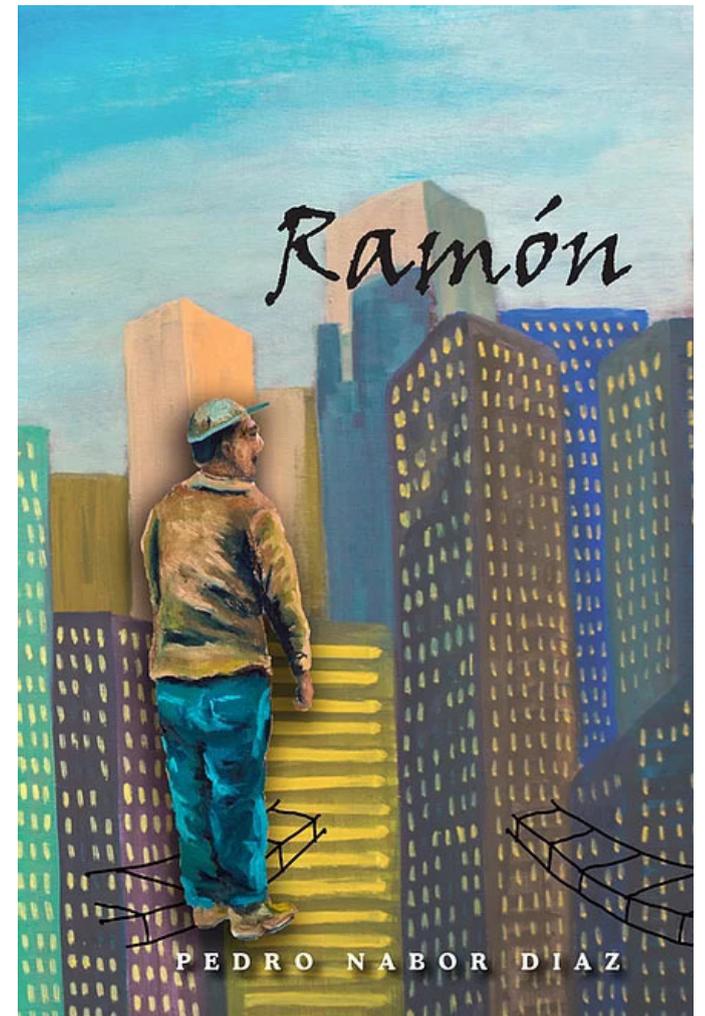
También se puede obtener información adicional de New Braunfels Utilities a la dirección indicada arriba o llamando a Mr. Brent Lundmark al 830-908-8900.

Fecha de emisión: 9 de Noviembre del 2020.

Recomendación de Ramón

Escrito por:
Gloria Cisneros Lenoir, Ph.D.

El autor Pedro Nabor Díaz ha escrito una novela que trata de los retos que enfrentan los inmigrantes cuando vienen a los Estados Unidos. Pedro escribió esta novela antes que su obra de ciencia ficción, El Tianhuichi Dos. Ramón se basa en cuatro inmigrantes que trabajaban con el autor cuando tenía un negocio de pintura. Lo que le impulsó a escribir acerca de las experiencias de los inmigrantes fue cuando un empleado le preguntó al jefe (el autor), "Oiga, ¿qué quiere decir American city?" A Pedro no le quedó clara la pregunta. Después descubrió que el trabajador le estaba preguntando acerca de la ciudadanía americana (American citizen). Pedro comenzó a escribir la novela Ramón en 2010, al mismo tiempo que tenía el negocio de pintar, y tardó más o menos seis años en escribirla. Los seres humanos han viajado desde la antigüedad en busca de agua, alimento y ambientes benévolos para sobrevivir. En los tiempos modernos, esto no ha cambiado pero hay sistemas políticos que afectan las vidas de los inmigrantes. En Ramón, vemos cómo se trasladando un país a otro, qué tipo de convivencia se ven en los Estados Unidos y también vemos qué les pasa a los que dejan sus países de origen. Escuchamos sus voces y aprendemos de sus experiencias en esta novela



How Much Would You Pay for a Dozen Tamales?

A lot of people think of tamales as Christmas time approaches. This is especially true in Texas. We thought it would be interesting to go around the country and see what a dozen tamales might cost.

In Sonoma, California there is a place called **Williams Sonoma** which advertises vegan tamales for \$109.00 a dozen. You read that right! Over a hundred dollars a dozen. The website says that the tamales are from **Alicia Villanueva**, who became famous in the **San Francisco Bay Area** for her delicious street-cart delights. **Villanueva** learned the recipes and time-honored techniques from her mother and grandmother.



There is place in Natchez, Mississippi called **Fat Mama's Tamales** which sells a dozen tamales for \$59.00 with free shipping. You can go to their website and read how they started.



Here in Texas there is an outfit called **Texas Lone Star Tamales** which can hook you up with a half dozen pork tamales for only \$23.95. They say their tamales are hand-rolled in real corn husks at their USDA-inspected facility and that they are made with the perfect amount of masa: just enough to keep it all together. And, they say their tamales are made with no lard or MSG.

In Austin, Texas their is a restaurant called the **Tamale House East** on 6th Street which sells a Bean & Cheese Tamale Dinner for \$12.00. It consists of two handmade bean, cheese, jalapeno tamales with choice of topping and cheese, refried beans and Spanish rice. That's about \$6.00 a tamal or \$72.00 a dozen.

Last but not least is my friend in Uvalde, Texas, **Darlene Canales** who sells home made tamales for \$10.00 a dozen. She recently asked on FACEbook if she should raise her price given the increasing cost of the ingredients. The responders said:

Connie Morales

If your customers are loyal to you then leave them at \$10, some people get greedy and will lose their customers and have a hard time getting rid of them!

Molly Santos-Buckley

You are selling your wonderful homemade tamale for 83 cents each. You are very generous at \$10 a dozen. And I bet you get more business than those who sell them for \$12! You go girl!

Fred Castro

Prima, Houston sells them for 15 at any Home Depot or any other place. Then, when you get home, it's sickening to find a table spoon of meat and about two fingers of masa. Keep you loyal customers happy. Good for business. en begins, you can go to \$15

Dora Cruz-Meyers

Darlene, they're \$20 dozen here in Colorado. And, I'm sure yours are better.

Word Power

En las palabras hay poder

No one can ever argue in the name of education, that it is better to know less than it is to know more. Being bilingual or trilingual or multilingual is about being educated in the 21st century. We look forward to bringing our readers various word lists in each issue of **La Voz**.

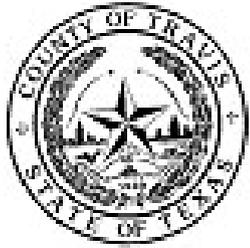
Nadie puede averiguar en el nombre de la educación que es mejor saber menos que saber más. Siendo bilingüe o trilingüe es parte de ser educado en el siglo 21. Esperamos traer cada mes a nuestros lectores de **La Voz** una lista de palabras en español con sus equivalentes en inglés.

Merry Christmas	Merry Christmas
Santa Claus	Papá Noel
Presents	Regalos
Happiness	Felicidad
Famliy	Famliy
Gifts	Regalos
Faith	Fe
Songs	Canciones
Singing	Canto
Church	Iglesia
Priest	Sacerdote
Truth	Verdad
Help	Ayuda
Friendship	Amistad
Health	Salud

 **The University of Texas at Austin**
Moody College of Communication

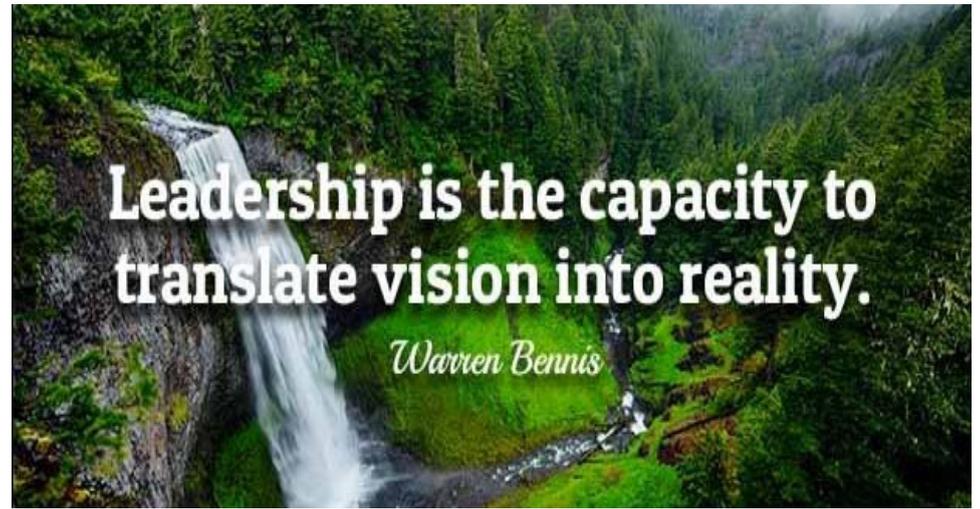
**TRAVIS COUNTY WANTS
 TO DO BUSINESS WITH YOU**

Travis County Purchasing Office is located at
 700 Lavaca Street, Suite 800, Austin, Texas,
 78701 Ph: (512) 854-9700 or Fax: (512) 854-
 9185.



Please visit our web page at
[https://www.traviscountytexas.gov/
 purchasing](https://www.traviscountytexas.gov/purchasing)

BONNIE S. FLOYD, MBA, CPPO, CPPB
COUNTY PURCHASING AGENT



**Leadership is the capacity to
 translate vision into reality.**

Warren Bennis



**MEXICAN AMERICAN
 CIVIL RIGHTS INSTITUTE**



Are you interested in doing business with the

City of Austin? *We are here for you!*
 City of Austin Purchasing Office Vendor
 Registration 512-974-2018

VendorReg@austintexas.gov
www.austintexas.gov/department/purchasing

For information on the City of Austin's Minority/Women-
 Owned Procurement Program please contact the Small &
 Minority Business Resources at 512-974-
 7600 or visit www.austintexas.gov/snbr.



ACC es para **TODOS**

ENCUENTRA TU LUGAR.
austincc.edu/para-todos



New Book

A Political and Electoral History of
Hispanics in Austin and
Travis County
1948-2020



Alfredo R. Santos c/s
Editor and Publisher of La Voz newspapers

This book, A Political and Electoral History of Hispanics in Austin and Travis County 1948 - 2020 contains the names of the over 400 Hispanics who have run for elective office in the last 72 years in Travis County. Included are the offices sought, votes received, party affiliations, and election outcome. Also contained in the book are samplings of campaign literature, interviews with selected candidates and stories about the the many attempts to win a seat at the public policy table. This publication should serve as a valuable reference for those seeking to do further research on the Hispanic community in Travis County.

To order a copy visit:
The Bookpatch.com
Cost: \$24.95

Beto's
Restaurant & Bar

Síguenos
@betosrestaurants

1940 W William Cannon Dr.
Austin, TX 78745 **(512) 645-0133**

*Jesus is the Reason
for the Season*

**SUNDAY
DEC
20TH
12P - 5P**

Christmas
EN EL BARRIO
2nd Annual Toy
Giveaway

**Fiesta Gardens
Aka Chicano Park
2101 Jesse E Segovia St
Austin, Tx 78702**

**Toy Drop Off Location
J Colunga Body & Paint Shop
3511 E 7th St Austin Tx 78702
Monday - Friday 9am - 5pm**

**SPONSORED BY - J COLUNGA BODY & PAINT - MI RANCHITO CHIQUITO
EL BARRIO C.C - LATIN LEGENDS C.C- AUSTIN LOWRIDING C.C**

MUSIC BY:
DJ JOHN W/ LATIN EXPRESS IN THE MIX

For More Info Call :John Colunga @ 512-927-6769
Or Email Bertha Rendon East Town Barrio
@bertharendondelgado@gmail.com

**CHRIS CHIRP
GRAFTX**