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Congress of the United States
House of Representatives

XAVIER BECERRA
30TH DISTRICT, CALIFORNIA

C FTEE ON WAYS AND ANS
SUBCOMMITTEE ON TRADE

FAX COVER SHEET

DATE: 4/20/99

TO: Ruby

FAX#: 456-2878

FROM: Laura Arreaga

NO. PAGES (including cover sheet): _____

COMMENTS:

- 1.) Yolie Flores Aguilar
- 2.) Sister Jennie Lechtenberg
- 3.) Steve Zimmer
- 4.) Sal Castro

YOLIE FLORES AGUILAR, MSW

Yolie Flores Aguilar is a member and past president of the Los Angeles County Board of Education. As a Program Manager for the National Economic Development and Law Center, she assists low-income communities with neighborhood child care development and implementation. Previously, she was the Director of Child Care Policy and Planning for the City of Los Angeles and the Work/Family Director of the Los Angeles Department of Water and Power, a nationally acclaimed employer-supported child care and work/family program.

Dedicated to improving the lives of disadvantaged children and families, Ms. Aguilar participates on various civic and professional boards with like missions:

- In her capacity as President of the L.A. County Board of Education, she provided the leadership for the development of a Los Angeles County early childhood development initiative; a county-wide plan to address issues of diversity; and stronger fiscal accountability measures. She has been a strong advocate for expanding HeadStart to ensure that 110,000 more eligible children are served in Los Angeles and she is providing the leadership to guarantee that technology resources are directed toward communities with the greatest needs.
- As an executive member of the Children's Planning Council, she has led the county-wide effort to develop children's planning collaboratives in each of the eight Service Planning Areas of Los Angeles County.
- She serves as a member of State Superintendent Delaine Eastin's Hispanic Community Advisory Council, co-chairs the Los Angeles County Child Care Capacity Development Work Group, is a member of the Los Angeles County Welfare Reform Taskforce, and is vice president of the board of the Pediatric and Family Medical Center.

Ms. Aguilar is a graduate of the University of Redlands. She received her master's degree in Social Welfare from the University of California, Los Angeles. Ms. Aguilar was one of ten promising leaders selected for the 1993-94 Children and Family Fellowship sponsored by the Annie E. Casey Foundation and was a Coro Fellow in 1991. In 1997, Yolie was selected by the President of the United States to participate in the White House Conference on Early Learning and Brain Development.

Most recently Ms. Aguilar was honored by the YWCA of Greater Los Angeles with the Incredible Women Making History Award and in March, 1999, Yolie will receive the Los Angeles County Women of the Year for 1999 award and the Community Leader Award from the Alliance for Children's Rights.

A product of the Los Angeles Unified School District, Yolie is a first generation Mexican-American and the first in her family to go to college.

04/20/99 TUE 18:00 FAX

YOLIE FLORES AGUILAR

*serving communities, families, & children*1361 NORTH AVENUE 37 • LOS ANGELES/CA • 90042
323.256.7630 • 323.256.3064 FAX •

▪ professional experience

Senior Program Manager, National Economic Development & Law Center (January, 98– Present)
Assist community development organizations in diverse low-income communities in planning for neighborhood child care development and in implementing child care projects that result from community planning. Work with staff to articulate child care program goals and strategies; devise, test, and launch new child care initiatives; and assess the feasibility of a proposed Community Development Financial Institution, with a focus on the child care and early childhood sector. Manage subgrants and subcontracts to a diverse group of collaborators, including community-based organizations, specialized consultants, and partner organizations. Assist the Center's President and Vice President in the development and management of relationships with current and potential funders, and the active promotion of the Center and its clients.

Consultant, Annie E. Casey Foundation (February 1997 – December 1997)

Conduct a national study on advocacy efforts on behalf of Latino children and youth issues. Study includes conducting personal interviews with leaders of national Latino organizations and coalitions, reviewing published materials, and attending meetings and conferences. Produce report with recommendations to the Foundation regarding potential linkages to the Foundation's developing community change and public will-building agenda.

Conduct a national study on family day care as a strategy for neighborhood transformation and community-building. Produce report with recommendations to the Foundation regarding family child care as an element to Foundations developing community change and a public will-building agenda.

Director of Child Care, City of Los Angeles (August, 1994 – January, 1998)

Direct, organize, and facilitate efforts of parties involved in providing child care services in areas throughout the City of Los Angeles; plan, coordinate, and oversee activities designed to achieve the goals and objectives of the City Child Care Policy; advise and make recommendations to the Mayor's Office, City Council and its Committees, the City's Child Care Advisory Board, City departments, and other public and private agencies on a wide range of child care issues; assign, review, and evaluate the work of subordinates.

Major accomplishments included leadership roles in the following initiatives:

- Creation of a city child care team composed of representatives from Building and Safety, Fire Department, and Planning Department to facilitate the process for establishing new child care projects in the city.
- Completion of a City of Los Angeles Handbook on Child Care Regulations.
- City adoption of new State of California accessibility standards for children's environments, including child care.
- Guidelines to determine when it is appropriate to grant a conditional use permit for child care centers in residential areas.
- City Council resolution to oppose HR4 (welfare reform, House version).
- Development of *Vision and Strategy for Child Care Quality*, a blueprint for the City to ensure that all City sponsored, operated, or funded child care meets quality standards that promote the optimal development of children.

yolic flores aguilera

page two

Work/Family Program Manager, City of Los Angeles Department of Water and Power (1990-1993)

Directed and organized, for the nation's largest municipal utility, all efforts involved in addressing work/family issues that adversely impacted employee recruitment, productivity, absenteeism, tardiness, and retention; designed, coordinated, and managed the implementation and delivery of a comprehensive range of work/family programs and services, including child care; advised and made recommendations to management on policy and programmatic options available in resolving work/family concerns impacting both the Department and its employees; assigned, reviewed, and evaluated work of subordinates; managed a budget of over \$1,000,000.

Major accomplishments included leadership roles in the following initiatives:

- Creation of a work/family unit within Human Resources.
- Management of team of ten professionals and para-professionals including a fathering specialists, lactation nurse, nutritionist, and child development expert.
- Implementation of a family leave policy.
- Design and management of innovative work/family programs.
- Design of a supervisory training program on work/family issues in the workplace.
- Design and planning of two on-site child care centers.
- Development of RFP process for the selection of an operator for the on-site child care center.
- Negotiation of community child care center contracts through which the Department provided near-site child care to employees.
- Development and implementation of a computer tracking program to measure the utilization and effectiveness of the work/family program.
- Development of an interdepartmental collaborative to provide evening care to City employees.
- Production of a video for employees and supervisors to learn about the Department's work/family program.

Child Care Services Director, City of Los Angeles Department of Water and Power (1988-1990)

Coordinated an employer-supported child care program for the country's largest municipal utility, employing over 11,000 people. Designed and implemented various programs and services to assist employees with child care concerns. Managed a staff of four and a budget of \$500,000.

Major accomplishments included leadership roles in the following initiatives:

- Design and implementation of program policies and procedures.
- Design and development of innovative programs and resources for working parents, including beeper loan program for expectant fathers, parent support groups, lactation program for new mothers returning from maternity leave, parent resource library, child care resource and referral, and adoption assistance.
- Negotiation of agreements between the Department and the Department-sponsored child care centers.
- Development and analyses of a program evaluation.

yolie flores aguilar

page three

■ current leadership roles

Los Angeles County Board of Education

Policy maker with fiscal responsibilities and review of all school districts within the County of Los Angeles; judicial appeal authority for interdistrict transfer permits and expulsions; governance and policy authority of speciality high schools, i.e. L.A. County Performing Arts High School and International Studies at Cal Poly Pomona; oversee all Headstart in L.A. County, GAIN and ROP programs, and alternative education programs.

Superintendent of Schools' Hispanic Community Advisory Council

Appointed by Delaine Eastin, Superintendent of Schools. Council's charge is to develop bold policy recommendations to improve the educational outcomes of Latino students in California.

Children's Planning Council

Responsible for planning, promoting, coordinating, and evaluating the effectiveness of county systems serving children, youth, and their families; developing framework to carry out the county's Vision for Children; served as chair of the SPA Councils Regional Screening Committee whose mandate was to develop guidelines, standards, and nominations and screening processes to establish a Service Planning Area Council in each of the eight county planning areas. Currently chair of the SPA Councils Operations Committee, charged with overseeing the implementation of the SPA Councils nomination process and the ongoing management of the SPA Councils.

■ previous leadership experience & training

Annie E. Casey Fellow for Children and Families, Annie E. Casey Foundation (1993-94)

Selected as one of ten fellows chosen nationally to participate in an eleven-month mid-career program intended to enhance leadership capabilities for reforming federal, state, and local service systems for disadvantaged children and families. The Casey Fellowship consists of two individual field placements of three months each and three series of intensive group seminars, workshops, and projects. The field placements were at the Children's Defense Fund (CDF) and the Center for the Collaboration for Children in Los Angeles, CA.

California Child Care Initiative Project (CCIP), State Advisory Council Member, 1990

CCIP was developed to increase the supply of quality licensed child care in California. The Council participated in the planning and development of a demonstration project to recruit and train Spanish-speaking family day care providers. Specific tasks included identifying and discussing institutional and economic barriers and making recommendations.

CORO, City Focus, Graduate, 1991

CORO is a public affairs leadership program designed to improve the quality of persons holding positions of public responsibility. CORO City Focus provided the opportunity to conduct an analysis of the organizational process and structure of the city and county of Los Angeles.

MALDEF Leadership Program Graduate, 1989

The MALDEF leadership program trains Latinos to assume positions in policy-making arenas and prepares Latinos to participate on boards and commissions.

*yolie flores aguilar**page four*

▪ professional & community affiliations

Los Angeles County Board of Education, Past President, 1997; member 1995 - Present
 Los Angeles Unified School District, Student Health & Human Services Committee, 1996 - 1998
 Children's Planning Council, Member, 1995 - Present
 Latino Children's Action Council, Co-founder, 1995
 Pediatric and Family Medical Center, Board Vice President 1996-98; Board Member, 1991 - Present
 Child Welfare League of America, Council of Latino Executives, 1994 - Present
 Los Angeles Children's Roundtable, Executive Board Member, 1991- Present
 National Work/Family Alliance, Founding Member, 1994
 Mayor's Advisory Committee on Child Care, Member, 1988 - 1998
 National Association for the Education of Young Children, 1989 - Present
 Friends of CORO, Board Member, 1991- 1993
 Los Angeles City Employee's Association, Board Member, 1991 - 1993
 National Association of Social Workers, Member, Finance Committee, 1991- 1993

▪ honors & personal achievements

U.S. Delegate to the French-American Foundation, 1998-99. Selected to participate with a team of nationally recognized educators and professionals to study the role of public education in the lives of two- to five-year olds in France and to explore implications for the United States. Study tour is scheduled for January, 1999.

YWCA of Greater Los Angeles, February, 1998. Selected one of twenty multi-ethnic women for the Incredible Women Making History Award. Co-sponsored by NBC-4 and the Los Angeles Times.

Annie E. Casey Fellow for Children and Families, 1993-94. Selected one of ten in the country to participate in the inaugural fellowship class sponsored by the Annie E. Casey Foundation.

1992 Presidential Electoral College Delegate, 30th Congressional District. Nominated by Congressman Xavier Becerra

City of Los Angeles, Women's Equality Day Honoree, 1990. Honored as the first child care coordinator for the Los Angeles Department of Water & Power, having created a comprehensive employer supported child care program

▪ education

Master in Social Work, 1988
 University of California Los Angeles, Los Angeles, California

Bachelor of Arts, 1984
 University of Redlands, Redlands, California

PUENTE Learning Center
501 S. Boyle Avenue
Los Angeles, CA 90033
(213)780-8900

Sister Jennie Lechtenberg, SNJM

Sister Jennie Lechtenberg is Executive Director of PUENTE Learning Center, which she founded in 1985 in East Los Angeles and developed into a nationally and internationally renowned educational center for children, youth and adults. During a year's sabbatical in 1985, Sister Jennie began tutoring a few dozen elementary school children who were doing poorly in school. Soon she added language programs for their Spanish-speaking parents and a high school equivalency class for a group of 30 students who were failing a history class at a local high school. Today, PUENTE's curriculum combines traditional classroom instruction and computer technology to meet the educational needs of over 2,000 students per day at campuses in Boyle Heights and South Central Los Angeles.

Prior to founding PUENTE, Sister Jennie served as an elementary school administrator, as well as teacher in elementary and junior high schools in East Los Angeles for twenty-five years.

In 1993, she was Mayoral Appointee to the Human Relations Commission, City of Los Angeles and served on the Mayor's Commission on Children and Families. Sister Jennie has been awarded the Pathfinder Award (Women's Lawyers Public Action Grant Foundation), Hero of Los Angeles (Hispanic Traditions and Heritage Council), YWCA Woman of the Year, and the Los Angeles Olympic Festival Gold Medal Award for Community Service among many others for her dedication, leadership and service to the community at large.

Sister Jennie also serves on the Boards of Directors of the National Commission on Philanthropy and Civic Renewal, Pacific Enterprises, Eureka Communities, and the Prince of Wales Business Leaders Forum Advisory Council.

PUENTE

Learning Center

People United to Enrich the Neighborhood Through Education

501 South Boyle Avenue, Los Angeles, California 90033
Phone: 213/780-8900 • Fax: 213/780-0359

A Brief History

In 1985 Sister Jennie Lechtenberg, educator for 30 years, initiated a tutorial program for elementary students in East Los Angeles who were performing below grade level. The program quickly expanded to address illiteracy and inadequate English language skills affecting the students' parents.

A new course was set for PUENTE in 1987 when the *Los Angeles Times* donated twelve computers prompting an integration of traditional teaching methods and state-of-the-art technology. PUENTE has continued to develop and succeed with this progressive approach enrolling students from ages 3 to 83 in tuition-free courses on a first come-first served basis.

Its East Los Angeles campus is housed in a new, 40,000-square-foot facility equipped with 250 high-speed computers. Plans are currently being drawn for a permanent facility in South Central Los Angeles to replace a temporary campus opened after the 1992 riots.

Funded by private grants and gifts, PUENTE has received widespread recognition as a dynamic example of innovation in education. Prince Charles stopped at PUENTE in 1994 and First Lady Hillary Rodham Clinton toured the center in 1996.

The students and staff of PUENTE warmly welcome visitors. Persons interested in a tour are encouraged to contact PUENTE by calling 213/780-8900.

Mission Statement

PUENTE Learning Center, a nonsectarian, nonprofit educational organization, offers individuals of every age and background a learning experience capable of empowering them toward lifelong productivity. PUENTE's blend of traditional classroom instruction and computer technology provides tuition-free educational opportunities for people limited by illiteracy, poverty and inadequate English language skills.

More...

Student Profile

RESIDENCE: Predominantly Boyle Heights, El Sereno, East and South Central Los Angeles
ETHNICITY: 87% Latino; 8% African-American; 5% Other
AGE: 1,700 adults; 300 children and adolescents
GENDER: 60% Female; 40% Male
INCOME: 62% below \$16,000; 18% between \$16,000 and \$24,000; 20% above \$24,000

STAFF: There are 45 staff members: 30 full-time; 15 part-time

Programs**ADULT EDUCATION:**

- English as a Second Language (ESL)
- Individualized Instruction (earning high school diplomas)
- Reading Improvement
- Spanish Literacy
- Touch Typing
- Power of Speech
- Computer Applications

WORKPLACE TRAINING**YOUTH PROGRAMS:**

- Pre-School Readiness
- After School Enrichment
- High School Tutorial
- Effective Parenting

JOB TRAINING:

- Business English & Math
- Computer Applications
- Job Referral Services

Technology

Modern computer technology augments all programs and is utilized daily by every student regardless of prior experience. Software authored by PUENTE staff members is used in ESL instruction to reinforce the language skills learned in oral communication and pronunciation classes.

Distance Learning

PUENTE operates a distance learning lab which links students at its two campuses with a Radiance Videoconferencing System and interactive computers connected by a T-1 line. The system also connects PUENTE students to the Internet.

Outreach

PUENTE offers vocational ESL and basic skills instruction to employees of local businesses through its Workplace Training Program. Gene's Plating Company, the *Los Angeles Times*, El Cholo, the Original Pantry Cafe and the Clorox Company are among the participants. Curriculum is customized to reflect the unique workplace skills and vocabulary required for optimal job performance.

Board of Directors

A voluntary Board of Directors, which meets quarterly on the first Wednesday of the month, governs PUENTE Learning Center.

**Description of Marshall High School Programs
under the direction of Steve Zimmer**

Service Learning Program

- Every student must complete a twenty hour project as part of graduation requirements
- Average # of hours completed per student exceeds 80 hours with many students completing over 500 hours
- Over 100 partner schools, hospitals, libraries and non-profit organizations work together to provide placement sites and supervision.
- Marshall students have processed over 3,000 applications for U.S. citizenship since 1995.
- Marshall students have planted over 1000 trees in Northeast Los Angeles
- Marshall students have become tutors and teaching assistants in over 2500 elementary and middle school classrooms throughout N.E. Los Angeles
- Marshall students have repainted over 100 miles of graffiti covered walls and storefronts
- Major programs in recent years include literacy fairs, Hurricane Mitch relief, and voter registration programs in traditionally underrepresented communities
- Program has been honored by every elected official in Los Angeles, national service learning commissions and organizations, LAUSD and the L.A. Commission on Children and Families

Multilingual Teacher Career Academy (MTCA)

- Recruits, develops and trains 300 high school students in career paths related to multilingual education
- Academy students perform over 250 hours of field work each year in area elementary schools
- Academy students run a multilingual translation service that provides opportunity for parents to communicate with teachers. This service is also provided to area elementary schools and area elected officials
- Students are required to maintain a 3.0 grade point average in all of their classes and to take college preparatory courses
- When students graduate they are offered positions as paid teaching assistants in LAUSD schools.
- If students make a two-year commitment to LAUSD, the district will reimburse between 85%-90% of their college tuition from community college through the completion of their CA teaching credential.

About Sal Castro...

Sal Castro

Work:
Belmont High School
1575 W. Second Street
Los Angeles, Ca. 90026
213-250-0244

Home:
1076 Everett Place
Los Angeles, Ca. 90026
213-482-4003

1-06-1995 4:40AM

FROM

P. 8

About Sal Castro--

You know when words of powerful definition are used to describe people of mediocre accomplishments, those words soon lose their effect. Such is the case with the word legend. This is sad as when a true legend comes along. You just hope the term does the person justice. Sal Castro is a true legend in the most literal and real sense of the word.

Sal Castro was born and raised in East Los Angeles. He received his B.A. in Social Science from Los Angeles State College and did graduate work at UCLA in Social Science, Education, and Political Science.

He served as Student Coordinator of the Southern California region for the "Viva Kennedy" campaign in 1960. "He was a Korean War-era veteran attending college on the G.I. Bill at the time. He was also a member of MAPA (Mexican American Political Association), and a founding member of AMAE (Association of Mexican-American Educators)" (Munoz, Jr., Carlos, Youth, Identity, Power, 1989).

In 1963, while teaching at Belmont High, where Chicano/Raza are the majority, he encouraged his Chicano students to run for student government. To conceal their agenda, they referred to this as the "Tortilla Movement". When the results of the election came in, Chicanos won a landslide victory. "His involvement resulted in him being transferred to Lincoln High, another predominately Chicano/Raza student population school on the Eastside" (Salazar, Ruben, Los Angeles Times, February 25, 1964).

On March 3, 1968, under the leadership and guidance of Sal Castro, Lincoln High School students and other students in East Los Angeles walked out because of the conditions that existed. Not only was it the first time Chicano students walked out, but it was the "first major mass protest explicitly against racism undertaken by Mexican-Americans in the history of the United States" (Munoz, 1989). By the time the historic "Blowouts" were over, a week and a half later, more than 20,000 students had participated in the five Eastside high schools alone. "The Los Angeles walkouts called national attention to the Chicanos' plight in education and encouraged other walkouts throughout the Southwest and the Midwest" (Acuna, Rodolpho A., Occupied America, 1988).

Sal Castro and twelve other political activists from Los Angeles were indicted "by the county Grand Jury a few months after the protests" (del Olmo, Frank, Los Angeles Times, June 17, 1983). Each of the "L.A. 13", as they were called, faced a minimum sentence of 150 years in prison if found guilty. Robert Kennedy and Eugene McCarthy, presidential candidates in the 1968 Democratic Primary, both contributed money to the defense fund. The indictments "were overturned in 1970 by the California Appeals Court which ruled that the felony indictments, if permitted to stand, would have a chilling affect on the right of free speech said the ACLU" (del Olmo, 1983).

Sal Castro has been one of the greatest contributors towards the betterment of our community. He is featured in the 1996 PBS documentary "Chicano; Taking Back the Schools" and was invited to the White House by President Clinton in May, 1996. He still continues to teach in the Los Angeles Unified School District, as he has for the past thirty-four years. Castro maintains the struggle for our people while teaching at Belmont High School near downtown Los Angeles, where he began his teaching career.

MECHA, San Diego State Univerity

The Castros

Jim, Sal and Gil strategizing at the Chicano Youth Leadership Conference (Fall 1993)



Los Angeles Times

LOCAL NEWS / WEATHER / EDITORIAL PAGES

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SECTION

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SATURDAY

APRIL 28, 1990

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He Oughta Be in Movies

■ Teaching: More than classroom heroics are necessary to ensure quality education for Latinos—namely, self-pride.

By RODOLFO ACUÑA

The unflattering message in "Stand and Deliver," last year's popular film, was that only a super-teacher can make Latinos learn. Jaime Escalante, the movie's protagonist, was that teacher.

There are other Latino teachers whose dedication to excellence equals Escalante's, but their lives have not caught Hollywood's attention. Many Chicanos have long waited for "The Sal Castro Story." A teacher in Los Angeles schools for 30 years, Castro has long urged his students to pressure school administrators to stand and deliver.

Both Castro and Escalante are charismatic. But while Escalante's focus is a limited, select group of calculus students, Castro's is the Latino community, which he seeks to unify into the Big Union. Ironically, Castro's unheralded approach—at least in the mainstream media—may do more for Latino education than Escalante's much-publicized classroom heroics.

Castro the agitator, of course, is not a star in the Los Angeles Unified School District's stable of teachers. Indeed, his rebelliousness almost cost him his credential. And he's certainly had his share of transfers.

In 1963, Castro got into trouble when he encouraged Chicano students at Belmont High School to take over the student government. Although a majority, Chicanos did not hold a single student-body office. So Castro urged the Chicano students to hold a convention and nominate a slate of candidates. To conceal its strategy from school administrators, the Tortilla Movement, as Castro called it, became TM.

Taking their cue from John F. Kennedy when he spoke to Mexican American audiences, TM candidates concluded their speeches in Spanish. When student-body elections rolled around, TM candidates swept all offices, except president. That earned Castro a quick transfer to Lincoln High.

Nearly 30 years later, Castro is still pushing his Tortilla Movement. Last month, Castro was at Camp Hess Kramer, near Malibu, as one host of a youth leadership conference sponsored by the Educational Issues Coordinating Committee. About 125 Latino senior-

high students attended. The message: "You ain't no Hispanic. You're a Chicano, Mexicano, Salvadoran, Guatemalteco—and right on!" A parade of successful role models told the kids. "Si se puede" ("It can be done.")

The Camp Hess Kramer leadership conference was hatched at the 20-year reunion of the leaders and supporters of the 1969 Chicano student walkouts at five Eastside high schools. Realizing that many of their demands remained unmet, the participants resurrected the Educational Issues Coordinating Committee, formed after the '68 walkouts to lobby for student demands.

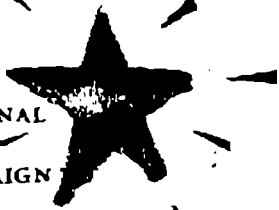
Camp Hess Kramer is of tremendous symbolic value to the '88 generation. In 1963, the County Human Relations Commission had initiated annual Mexican American leadership conferences at the camp. The meetings continued until shortly after the Eastside walkouts, when then-Los Angeles District Attorney Evelle Younger filed misdemeanor conspiracy charges against Castro and 12 others, claiming the schools' protest had been planned at Camp Hess Kramer.

What went on at Camp Hess Kramer may indeed have contributed to 20,000 Latino students leaving school en masse. Certainly, the student leaders' expectations had been raised by the feelings of pride that the camp's program of cultural awareness had instilled in them.

In returning to Camp Hess Kramer, Castro and the '68 leadership are picking up where they left off 20 years ago. Si se puede is one solution to the Latino dropout problem, one that many Latinos prefer to the current school-board policy of skimming off the cream, sending the brightest to magnet programs or relying on super-teachers. But Castro's main point is that Latinos must say "I am a Chicano, Mexicano, Central American, whatever"—and be proud. They must first believe they are a chosen people before they can demand quality from themselves and the institutions that serve them. A Big Union bound by feelings of pride, rather than individual attention, is what's needed to ensure quality education for Latinos.

Rodolfo Acuña is a professor of Chicano studies at Cal State Northridge.

THE
NATIONAL
CAMPAIGN



PREVENT TEEN PREGNANCY

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FAX TRANSMISSION

TO: Neera Tanden

DATE: 3/24/99

FAX NUMBER: 456 -9412

FROM: Beth Davidson

SENDER'S PHONE: 261-5705

SENDER'S FAX: 202-331-7735

NUMBER OF PAGES INCLUDING COVER: 10

MESSAGE: Great speaking with you yesterday!
Attached is some information on MACSA
(California has a statewide program, described
in the campaign update, and MACSA is one
of the programs WITHIN the statewide
partnership) and Hector Sanchez-Flores.
We'll definitely want to pick Hector's
brain on groups working with the
Hispanic community on teen pregnancy
prevention.

Call w/any questions -

Beth Davidson

California Leads Way in Innovation

At the forefront of efforts to reduce high rates of teen pregnancy and birth, California has developed over the past few years the innovative Partnership for Responsible Parenting, a ambitious cross-agency initiative to break the cycle of teen and unwed pregnancies—with a special emphasis on reaching young men and boys.

The state-funded Partnership has four components: (1) a public awareness/media campaign encourages abstinence, male responsibility, and mentoring (\$8.5 million budgeted in FY 97-98), (2) the California Mentor Initiative recruits adult volunteers to mentor at-risk youth (\$8 million), (3) the Community Challenge Grant Program funds 112 community-based projects (\$20 million), and (4) the Statutory Rape Vertical Prosecution Program enforces laws that prohibit adults having sex with minors (\$8.4 million). When combined with other state programs, including family planning and education services, California budgeted nearly \$100 million in fiscal year 1997-1998 to reduce teen pregnancy. In addition, the private California Wellness Foundation launched a ten-year, \$60 million teen pregnancy prevention initiative in 1995.

"This is more than a significant investment of resources," noted Tamara Kreinin, the National Campaign's Director of State and Local Affairs, who recently visited a number of programs in the state. "California is demonstrating that making a difference means addressing teen pregnancy through multiple initiatives simultaneously—through education, services, and public awareness activities, and by reaching out to men and boys as well as girls."

The largest state-funded initiative targeting boys and men is the Male Involvement Program (MIP), which funds 22 projects. In San Jose, the Mexican American Community Services Agency

(MACSA) uses its "Be Proud, Be Responsible, Be a Man" curriculum to reach a mostly Latino audience in a variety of settings, including schools, youth centers, agencies, and community groups. Thirteen percent of program participants are in local juvenile detention facilities. At the Elmwood Correctional Facility, for example, workshops, video presentations, and counseling encourage incarcerated young men to avoid early, unintended fatherhood and STDs, to be responsible for children they have fathered, and to focus on personal development, education, and job skills.



LaKisha Rader, peer educator in Contra Costa County, California.

"Even though these young men have so much going against them, the program concentrates on the potential they have," said Hector Sanchez-Flores, who works with MIP projects from the Institute for Health Policy Studies at the University of California, San Francisco. "The young men really respond and want to do well as a result." Several graduates of the program have gone on to work for MACSA after their release from detention, noted Sanchez-Flores, who is also a member of the Campaign's Task Force on State and Local Action.

The Community Challenge Grant program is supporting the development of

local partnerships. In Contra Costa County, the Office of Education Community Challenge Collaborative has assembled a diverse group of 18 local organizations that are working on multiple fronts to prevent teen pregnancy. "We don't have the answer, so we throw everything at the problem," said Brenda Sharp, program coordinator for the collaborative. For instance, Contra Costa College and the Neighborhood Youth Corps offer a semester-long course in employment skills to young people entering the labor force. Lao Community Development offers bilingual counseling and community-based activities for Southeast Asian youth. Peer educators trained by the Health Department's Teenage Program create health and sex education materials and class presentations for kids in high schools and alternative schools and for incarcerated youth. Teen parents are being trained to speak to their peers about how tough it is to have and raise children. Planned Parenthood offers presentations on family planning and safe sex in high schools, clinics, and community centers. And the Moorhouse interfaith council provides one-on-one outreach to kids involved in gangs and drug dealing to help them combat peer pressure, get involved in positive community activities, and delay sexual activity.

"The key to success is getting all the partners involved early in planning and decision making," concluded Sharp.

With the Partnership for Responsible Parenting and the state's other teen pregnancy prevention efforts, California has developed a comprehensive strategy for reducing teen pregnancy that links state agencies, local governments, state-wide nonprofits, and community-based public and private organizations. "The California experience certainly serves as an example for other states of what can be accomplished with strong leadership," concluded Kreinin.

The National Campaign to Prevent Teen Pregnancy is a private, nonprofit organization funded almost entirely by private funds. If you are interested in supporting the work of the Campaign, please send your tax-deductible donation to the National Campaign, 2100 M Street, NW, Suite 300, Washington, DC 20037.

Hector Sánchez-Flores
Post Office Box 2646
Santa Barbara, CA 93120
805. 564-7830 ext. 234

California State University, Chico
College of Behavior and Social Science
Political Science B.A.- 1991

SERVICES FOR ADOLESCENT AND FAMILY ENRICHMENT
(FORMERLY KNOWN AS KLEIN BOTTLE YOUTH PROGRAMS)
LOS COMPADRES: THE YOUNG MEN'S PROJECT
TEENAGE PREGNANCY & PARENTING PROGRAM
BIG BROTHERS BIG SISTERS OF SANTA BARBARA COUNTY
COORDINATOR OF PROGRAMS

- Responsible for writing proposal and implementing Male Involvement-Pregnancy Prevention Project funded by the California State Department of Health Services- Office of Family Planning;
- Responsible for oversight of scope of work to reduce the incidence of early unintended fatherhood in Santa Barbara County and state contract compliance;
- Train and supervise paid and volunteer staff delivering contracted services for project;
- Developed and delivered services to serve young at-risk male youth through education and personal growth to reduce incidence of early unintended fatherhood.
- Oversight of services offered through collaborative agencies and coalitions;
- Actively participate in county-wide coalitions to increase awareness surrounding male involvement in family planning;
- Coordinated the develop community media campaign and participated in the state-wide media review panel;
- Attended and participated in national and state-wide meetings, conferences and roundtable discussions to advocate for comprehensive pregnancy prevention service delivery to *both* young females and males;
- Attend national, state-wide meetings, conferences, and roundtable discussions to advocate for comprehensive prevention services for violence reduction and juvenile delinquent through prevention/intervention programs delivered to youth;
- Oversight of Mentor program as a Big Brothers Big Sisters Program affiliate;
- Supervised and train staff at multiple sites in Santa Barbara County;
- Delivered above mentioned services to monolingual Spanish clients;
- Complete status and year end reports to funding source.

KLEIN BOTTLE YOUTH PROGRAMS' (Santa Barbara County)
NORTHERN VALLEY CATHOLIC SOCIAL SERVICES (Butte County)
TEENAGE PREGNANCY & PARENTING PROGRAM (UMCH-AFLP & Cal-Learn)

- Became acutely aware of conditions and situations faced by teen parents through case management services delivered to pregnant/parenting adolescents in Adolescent Family Life and Cal-Learn Programs;
- Advocated for clients seeking services from county social services, local area schools, mental health, medical providers, legal services, and other private non-profit agencies
- Facilitated parenting and educational groups for teen mothers and fathers at local area high schools;
- Assist clients in development of personal goals and aspirations to promote increased self-esteem;
- Assist clients in complying with state funded educational incentive program;
- Supervised social work interns and student nurses completing university required internships and public health rotations;
- Facilitated workshops and conducted presentations to university, social service, and community groups surrounding teen pregnancy issues;
- Delivered above mentioned services to monolingual Spanish clients and served as Northern Valley Catholic Social Services agency interpreter;
- Developed an understanding on why adolescent and young adult males are unable to participate in social service delivery models developed for young and older women.

Hector Sánchez-Morez
Resume - Page 2

PAUL T. PERSON, ATTORNEY AT LAW
LAW OFFICE OF PAUL T. PERSONS
PARALEGAL/LEGAL ASSISTANT

- Under the supervision of a licensed attorney researched and wrote Memorandums of Points and Authorities, motions and pleadings for use in Civil Rights litigation;
- Drafted clear and concise reports and memorandums;
- Conducted client interviews to assess case strength and develop strategies for trial success;
- Traveled to and participated in jail inspections to insure compliance with Title XV regulations;
- Maintained flexible and irregular hours to accommodate approaching deadlines;
- Traveled for periods of up to one month to attend court proceedings and trials;
- Translated Spanish written documents for use in legal proceedings;
- Translated for Spanish speaking clients assisting in the cases.

SPECIAL TRAININGS & PROFESSIONAL DEVELOPMENT

- "In Touch With Teens"* Los Angeles Commission on Assaults Against Women
- "El Joven Noble"* Adolescent Male Educational Curricula, J. Tello
- "Male Involvement for Teenage Pregnancy Prevention"* Department of Health Services: Office of Family Planning & ETR Associates, Westminster, CA 5/28/96-5/31/96
- "Teaching About STD's & Sexual Health"* State Department of Health Services: Office of Family Planning & ETR Associates, Westminster, CA 9/12-13/96
- "Serving High Risk Youth"* Department of Health Services: Office of Family Planning & ETR Associates, Westminster, CA 1/22-1/23/1997
- "Educator Summer Showcase"* State Department of Health Services: Office of Family Planning & ETR Associates, Costa Mesa, CA 6/4/1997

CONFERENCES

- "Strategies for Working With Teen Mothers & Fathers"* Westmont College, Santa Barbara, CA December 1995
- "Working with Fathers: A Male Positive Approach to Human Services"* Fatherhood Coalition Conference, Santa Barbara, CA April 1996
- "Young and Fathering"*, Teenage Parent Conference Santa Barbara County, Los Olivos, CA May 2, 1996
- "Why Do We Need a Fatherhood Coalition"* California Department of Social Service- Fathers, Families, & Communities State-wide Providers Conference, Sacramento, CA June 1996
- "Building Community... Being Sons, Being Fathers"* Fatherhood Coalition, Santa Barbara, November 1996
- "Developing Male Involvement in Day Care Settings"* California Childcare Referral & Resource Network, Asilomar, CA 9/28/96
- "Male Involvement in Pregnancy Prevention"* Media Hora Television Interview, Univision Local Affiliate, Santa Maria, CA 11/5/96
- "Working with High Risk Male Youth"* Men's Leadership Training Conference, Fatherhood Coalition, Santa Barbara, CA 12/6/96

Hector Sánchez-Flores
Resume - Page 3

PRESENTATIONS CONT'D

- "Involving Boys and Men in Teen Pregnancy Prevention"* Family Impact Seminar & the National Campaign to Prevent Teen Pregnancy- National Roundtable, Washington DC February 11-12, 1997
- "Strategies for Developing Male Involvement Programs"* Men Make a Difference: A Professional Workshop, Department of Education of EOC Health Services- Cuesta Community College, San Luis Obispo, CA 4/9/97
- "Working with the Other Half of the Equation"* Inaugural Teenage Parenting Issues Conference, California State University, Chico & California Alliance Concerned with School Age Parents (Region I), North Lake Tahoe, NV 4/11-4/13/97
- "Telling Our Own Story: How Grass Roots Advertising Talks to the Community"* Moving on to New Frontiers: Family Planning in California, State-wide Office of Family Planning Leadership Conference, Burlingame, CA May 8-9, 1997
- "My Family Circle"* Educator Summer Showcase, State Department of Health Services: Office of Family Planning & ETR Associates, Costa Mesa, CA 6/4/1997
- "Starting a Male Involvement Program: The Essential Elements"* Community of Caring, Community Challenge Grant Collaborative Meeting, Paso Robles, CA 6/8/1997
- "Los Compadres Services"* Home Grown KHTY Radio Community Service Program, Santa Barbara, CA 22 June 1997
- "Male Involvement & Los Compadres"* KVEN Radio Community Service Program, Santa Barbara, CA 2 July 1997
- "Men's Role in Family Planning"* Radio Nueva Vida Social Issues Program, Ventura, CA 18 September 1997
- "Los Compadres: The Young Men's Project"* Summit 97 Celebrating Community: A Renewal of Commitment, Pro-Youth Coalition, Santa Barbara, CA 10/1/97-10/2/97
- "Latino Focus"* Latino Male Roundtable Discussion, California Wellness Foundation, Burbank CA 11/17/1997
- "California Male Involvement Programs- A Closer Look"* The Fourth Annual Health Framework Conference, Department of Education-State of California, Sacramento CA 16 January, 1998

SELECTED FORUMS AND ROUNDTABLES ATTENDED

- Community Forum on Male Responsibility*, State Department of Health Services: Office of Family Planning, Los Angeles, CA 3/29/96
- Male Involvement Roundtable*, State Department of Health Services: Office of Family Planning, Westminster, CA 4/26/96
- OFF Statewide Leadership Conference*, Department of Health Services, San Diego, CA 4/29/96-5/1/96
- Latino Pregnancy Prevention Roundtable*, California Wellness Foundation: Teenage Pregnancy Prevention Initiative, Los Angeles, CA 6/21/96
- Be Proud, Be Responsible*, Department of Health Services: Office of Family Planning, Los Angeles, CA 6/25/96
- Hombres Retiro*, National Latino Hombres & Compadres Network, Jolon, CA 8/16-18/96
- Male Involvement Roundtable*, State Department of Health Services: Office of Family Planning, San Jose, CA 11/96
- Male Involvement Leadership Conference Planning Group*, Department of Health Services: Office of Family Planning, Los Angeles, CA 12/6/96
- Male Involvement State-wide Promotional Materials*, Department of Health Services: Office of Family Planning, Sacramento CA 12/15/97
- Male Involvement Roundtable*, State Department of Health Services: Office of Family Planning, Los Angeles, CA 3/17/97

Hector Sánchez-Flores
Resume - Page 4

CONFERENCES, FORUMS, AND FOUNDATIONS ATTENDED

Teen Summit - Preventing Teenage Pregnancy, Live Television Program, Black Entertainment Television (BET), Washington, DC, 3 May 1997
Hombres Retiro, National Latino Hombres & Compadres Network, Jolon, CA 8/15-17/97
Summit 97 Celebrating Community: A Renewal of Commitment, Pro-Youth Coalition, Santa Barbara, CA 10/1/97-10/2/97
Juvenile Mentoring Program Cluster Conference, U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice Prevention, Washington D.C. 10/30-11/1/1997
Male Involvement State-wide Media Focus Group, California Department of Health Services: Office of Family Planning, Sacramento, CA 15 January 1998
Our Community's Response Teen Pregnancy, Santa Barbara County Health Care Services, Faulkner Gallery Santa Barbara, CA 6 February 1998

ORGANIZATIONS AND AFFILIATIONS

Fatherhood Coalition of Santa Barbara, Steering Committee 1995-1997, Board of Directors 1997-Present
National Compadres Network, Member 1995-Present

PROGRAMME ACTIVITIES

Hector Sánchez-Flores serves as the Coordinator of the Los Compadres: The Young Men's, Big Brothers Big Sisters of Santa Barbara County and the Teenage Pregnancy & Parenting Program. Combined, these three programs offer comprehensive services for the prevention of teenage pregnancy and intervention in those instances when a pregnancy occurs.

Los Compadres, is a project sponsored through the California State Department of Health Services Office of Family Planning - Male Involvement Initiative. Los Compadres assist young men in understanding that they possess a positive role in preventing early unintended fatherhood. He works with young men in schools, community centers, and juvenile detention facilities and assist them in identifying and supporting their positive life purpose.

Prior to Los Compadres he worked with pregnant mothers and parenting mothers and fathers through the California Department of Maternal Child Health- Adolescent Family Life Program. He came to recognize that young mothers and fathers require distinct approaches and services. He developed a specialization working with young fathers in order to assist them in reaching their personal goals, developing stronger parenting skills, and preventing second unintended repeat pregnancies.

He has presented at numerous conferences including the California Department of Social Services State-wide conference, California Department of Health Services Leadership Conference, serves on the Board of Directors for the Fatherhood Coalition of Santa Barbara County, and is a member of the National Latino Hombres Network. He attended California State University at Chico and studied Political Science-Public Law and Philosophy.

He is first generation Mexican-American and has traveled extensively in Mexico. He presently lives in Santa Barbara with his wife, Lucila, who is completing her doctorate in Counseling Psychology at the University of California at Santa Barbara.

MACSA

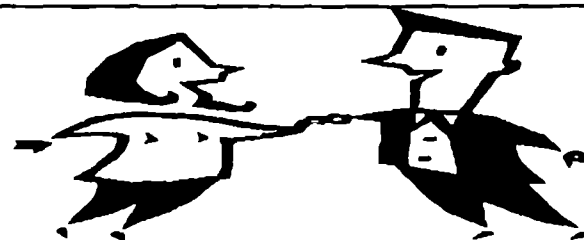
Mexican American Community Services Agency, Inc.

“Be Proud, Be Responsible, Be A Man”

**Empowers Male Youth To Reduce
Their Risk of Unplanned Parenthood, STDs, and
Encourages Their Professional Development**

Our Objectives Are To:

Increase knowledge of paternal responsibility and assist participants with the need to make wise and responsible decisions.



Provide instructions of the reproductive organs of the body.

Provide information on the transmission, symptoms, treatment, and prevention of STD infection.

Provide instruction on the organs that become infected with sexually transmitted disease.

Convey the importance and advantage of higher education.



Strengthen communication.

What Does This Program Provide??

Educational (multi-workshops) and counseling services at the MACSA Youth Center to **adolescent male**.

Knowledge of the roles and responsibilities of males in the **prevention** of teen pregnancies.

Encourages Academic and Professional **Development**.

Overall, reduce behaviors that are associated with **irresponsible** teen pregnancy.

In the MIP, we conduct workshops on the strong relationship between Latino culture and responsibility.

Workshops Include:

Human Sexuality

Paternal Responsibility and Involvement

Male and Female Anatomy & Physiology

STD - transmission, symptoms, treatment, and prevention

Pregnancy Prevention

Personal Development (goal setting, self-esteem)

Communication Skills

Academic Preparation

Professional Development



2100 M STREET NW SUITE 300
WASHINGTON DC 20037

PHONE: 202.261.5655

FAX: 202.331.7735

E-MAIL: CAMPAIGN@TEENPREGNANCY.ORG

WEB: WWW.TEENPREGNANCY.ORG

FAX TRANSMISSION

TO: Neera Tanden

DATE: 3/18/99

FAX NUMBER: 456-6244

FROM: Beth Davidson

SENDER'S PHONE: 261-5705

SENDER'S FAX: 202-331-7735

NUMBER OF PAGES INCLUDING COVER:

MESSAGE:

Thought you would be interested
in these Articles on hispanic Media
From this week's "Variety."

Beth

ed in to upfront: The WB rockets up
divid ladder with "Pokemon." 31



All set to trade: New RTVE topper Pio
Cabanillas plans to shake up Spanish pubcaster. 32

WEBS PLAY CROSS-LINGO BINGO

Programmers tap in to growing Hispanic audience

By CYNTHIA LITTLETON

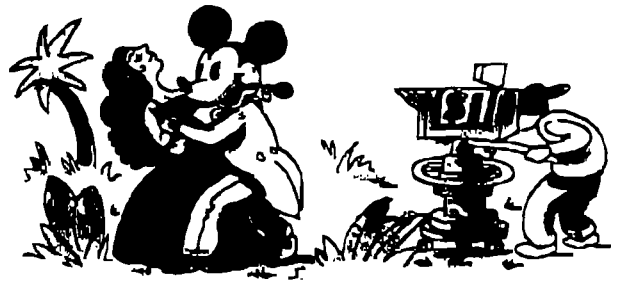
The logline has all the ingredients of a wholesome family comedy: An aging star athlete comes to grips with life in the field and domesticity in the Midwest with his wife and young son.

But the premise of the prospective new Disney Channel series seems downright radical when the one-time soccer great at the center of "Just for Kicks" turns out to be Hispanic — a rare lead character commodity in TV these days.

Like all of showbiz, TV programmers are paying more and more attention to the explosive growth projected for the nation's Hispanic population over the next decade.

Jeff Valdez, the producer behind "Just for Kicks," is on a self-prescribed mission to bring more Hispanic-themed programming to the English-lingo primetime arena. In addition to the Disney Channel deal, Valdez's Si Television production outfit recently inked a pilot deal with Nickelodeon for "Brothers Garcia," a dramedy described as akin to "The Wonder Years."

With both shows, Valdez is attempting to walk that fine line between showcasing ethnicity and serving up an all-inclusive



comedy that cuts across cultural boundaries, much like "The Cosby Show" did in the 1980s with its black family setting.

"I almost hate to call it 'Latino

programming,' because we really want these shows to appeal to all Americans," he says.

"We are dealing with universal themes. The fact that Latinos happen to be in them should really be secondary for the audience."

That's already true as far as the Hispanic audience is concerned. In today's multi-channel TV world, bilingualism, and the propensity of Hispanic viewers to flip between Spanish- and English-lingo webs, adds an intriguing dimension to the

burgeoning Hispanic market.

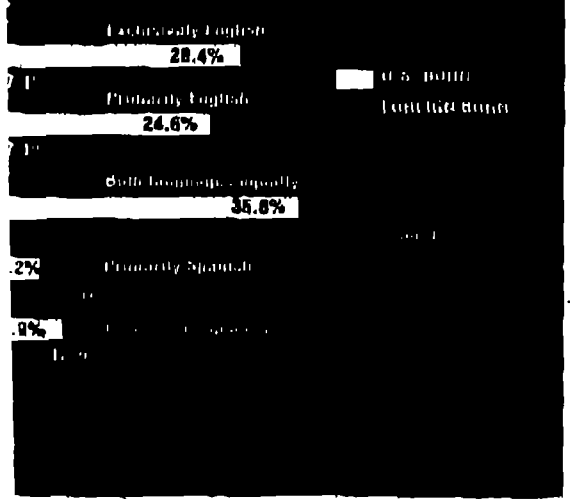
The Univision web is the undisputed domestic king of Spanish TV with its top-rated telenovelas, mostly imported from Mexico and Venezuela. But the boom market is viewed to be the fast-growing bilingual crowd, opening up a new avenue for writers, producers and directors.

In an extensive study of Hispanic viewing habits conducted last year by the Claremont, Calif.-based Tomas Rivera Policy Institute, a majority of foreign- and U.S.-born survey respondents reported watching equal amounts of Spanish- and English-lingo TV (see chart).

And that's the audience being targeted by Univision's distant rival the Telemundo web — acquired last year by Sony Pictures and Liberty Media — and

Turn to page 30

HISPANIC TV VIEWERSHIP



Web nets bet the future Crawling power of movies

DEMPSEY

As late as three years ago, CBS, NBC and Fox had a collective lock on the window of a theatrical viewer didn't have to find the broadcast pre-Jurassic Park" or "Un- or "Forrest Gump."

premiere exclusively on a cable network or at least share the window with a broadcast network.

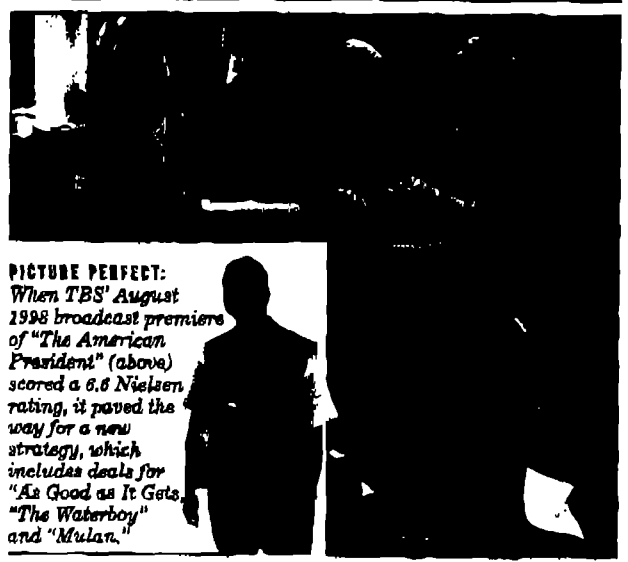
The aggressive bidding for movies by Time Warner's TBS and TNT, Barry Diller's USA Network and Rupert Murdoch's FX has planted ear-to-ear grins on the faces of the major-studio execs, who have seen license fees soar.

Ready to pay

The era of frenzied movie auctions may have begun in January 1997 when Ted Turner boasted to

up close to \$600 million for the 145 theatricals the two have bought in their first broadcast window (either exclusive or shared) since an obscure 1992 comedy called "Big Girls Don't Cry ... They Get Even" scored a surprising 2.8 rating in cable homes when TBS played it on a Saturday afternoon in January 1996.

And Turner will keep laying out the big bucks, because "these movies have raised the bar on how high one of them can go in the ratings," says Lisa Matena,



PICTURE PERFECT: When TBS' August 1998 broadcast premiere of "The American President" (above) scored a 6.6 Nielsen rating, it paved the way for a new strategy, which includes deals for "As Good as It Gets," "The Waterboy" and "Mulan."

Growth potential of bilingual audience begu'les biz

Continued from page 25

Valdez's Si TV, among others.

For Nickelodeon, the appeal of Si TV's pitch for "Brothers Garcia" — based on a youngest brother's memories of growing up in a close-knit family in San Antonio, Texas — was its promise to resonate with kids of all backgrounds.

"We're always looking for ways to expand the diversity of Nickelodeon shows, but our audience is really colorblind. If it's a smart, warm, funny show, they'll relate to it because it's about kids — black, white, Asian, Latin or whatever," says Kevin Kay, Nickelodeon's senior VP of production.

Money to be made

Conventional wisdom dictates that the mainstream TV industry can't afford to ignore the young, upwardly mobile, largely U.S.-born Hispanic demographic. But by and large, it has.

A survey of the current primetime landscape finds few prominent Hispanic characters in entertainment programs — a notable exception being thespians Cheech Marin and Jaime P. Gomez of the CBS cop show "Nash Bridges."

So what's wrong with this picture? No pithy observation can answer such a deeply rooted question, but suffice it to say many TV veterans predict that the representation of Hispanics will increase markedly over the next few years.

"Latinos are woefully under-represented on TV," says Rich Ross, senior VP of programming and production for the Disney Channel. "Our industry, and the entertainment industry as a whole, is finally hearing the clarion call."

Generational shift

And an up-and-coming generation of artists is leading the charge. Time magazine, for instance, in a report on booming Latin music sales, declared in its March 15 issue: "Culturally and demographically, the Latin presence in the U.S. is being felt now as never before."

Witness helmer Gregory Na-

va's recent production pact with New Line Cinema for a series of Hispanic-themed pics, or Sahna Hayek's deal with Columbia TriStar TV to develop English-

And, aiming squarely at the cross-cultural, two-tongued sensibilities of Gen-X Hispanics, Valdez's Si TV also is in the early stages of lining up in-



and Spanish-lingo programming. And don't forget to factor in the crossover sales success of Latin music sensations like Luis Miguel and Ricky Martin.

"We started investing in our future about five years ago, and we're now starting to see some results."

Si TV's Art Valdez

vestors for a cable network.

To further the ambitious goal, Valdez has assembled an advisory board of notables like Jimmy Smits, Roseanne, Daisy Fuentes, "Nash Bridges' "Marin, Hector Elizondo and producer Moctesuma Esparza ("Selena," "Milagro Beanfield War") to help drum up interest from Wall Street and other funding sources.

Untapped market

"There is no national outlet for this market," Valdez says. "There is a huge amount of talent and material out there, but there's so little on TV today that reflects the experience and culture of the vast majority of the young Latinos in this country."

Valdez, who says he's "old enough to know better," got his start as a standup comedian in Colorado before moving to Los Angeles in the early 1990s. He

made his mark locally in 1992 by exec producing the latenight "Comedy Compadres" series for Tribune's KTLA.

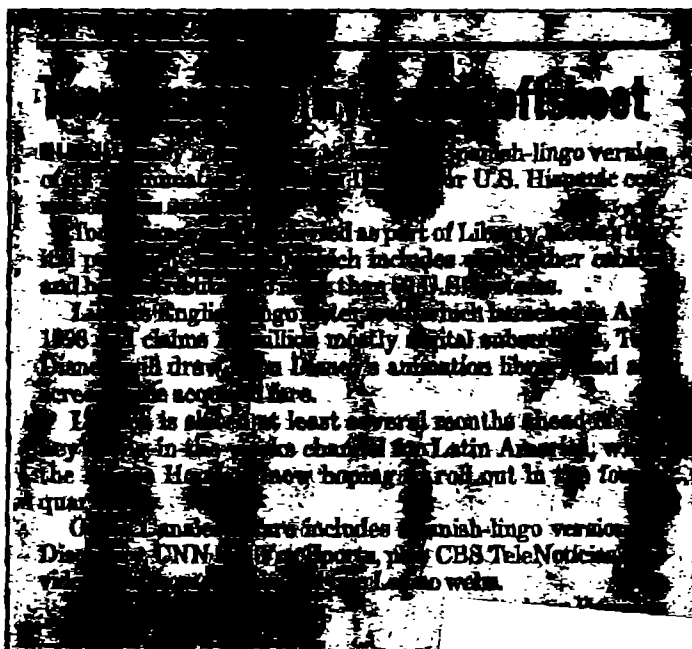
Valdez soon segued to production deals with TriStar TV and Disney, but the handful of TV pilots he shepherded never got off the ground. In 1997, Valdez partnered with investor Bruce Barabach, formerly a part owner of the La Quinta hotel chain, to launch Si Television.

Since then, the indie has bankrolled the production of two ongoing series, "Cafe Ole With Giselle Fernandez" and the comics' showcase "Funny Is Funny," which bowed on the Galavision cable, but moved to national syndication last year.

Driving laughs

Valdez also is the driving force behind the Latino Laugh Festival, now heading into its fourth year (June 3-6) in San Antonio, Texas. The comedy fest has yielded specs for the Showtime and Comedy Central cabled, and some of the featured talents at the fest are now working with Valdez on myriad projects at Si TV.

"I've been preaching this for a long time: If we want to develop Latino talent, we have to have the infrastructure," Valdez says. "We started investing in our future about five years ago, with a very deliberate game plan, and we're now starting to see some results."



on over the timing of Southgate's exit and his successor, it sees other queries.

Many industry insiders suggest the hiring of Nicolli, chairman of United Biscuits — which known for its Keebler line of cookies — signals the eventual end of the company.

His role, they suggest, will be to tighten the corporate belt and still stability into a company that underwent massive restructuring last year and has since been the butt of jokes among analysts for its lavish executive payouts, like the \$20 million package to Jim Fifeled a year ago.

Fifeled, who oversaw EMI's music holdings, had been in line to become Southgate's successor, it failed to get the board's approval in February. (*Variety*, Feb. 28-March 7, 1999). He stepped down three months later.

'Stable' environment

"The uncertainty about the structure and management over the past nine to 12 months has been unhelpful," Nicolli tells *Variety*. "But now we have stable and professional management which can work as a team."

Nicolli says he favors any strategies that "are strategic and create value" for the company, which may include acquisitions. He doesn't rule out a sale, but declines to discuss the scenarios being floated in the industry.

Nicolli was tapped after an extensive executive search.

Many industry executives believe deputy chairman and finance director Simon Duffy and EMI Recorded Music CEO Ken Berry were on the short-list of potential successors to Southgate since the exit of Fifeled.

among the departed industry executives in talks for Southgate's job.

But Nicolli was a known quantity to the search committee. He'd been a non-executive mem-

ber of the board of directors for a year ended March 31, 1999, come largely as the result of major cost-cutting and on the backs of a handful of successful albums from acts like Garth

with BMG executives most recently kicking the tires of the more-than-\$8-billion conglomerate and concluding its price was too high and value too small.

And, he says, industry executives point out that the entire international food industry had a tough year and the British industry had an especially tough year."

Labels say 'Ole!' to Latin music upswing

By ADAM SANDLER

HOLLYWOOD Latin music label chiefs are enjoying a fiesta.

Latin music sales rose 16% to \$570 million in 1998 and accounted for 4.1% of the \$13.7 billion domestic music market, according to figures released March 11 by the Recording Industry Assoc. of America.

Shipments by manufacturers to retail were up 12% to 49.4 million units, a 5.3 million-unit uptick up from the 1997 tally of 44.1 million units.

The increase also points to the healthy state of retail, which is managing inventory more wisely and marketing albums more efficiently than in past years.

As a result, the corresponding dollar value of those shipments (calculated at full list price) hit \$570.5 million and was up from \$490.6 million logged in 1997.

"I believe the numbers reflect the reality of the marketplace," says EMI Latin proxy/CEO Jose Belar. "It's a positive perspective for us."

The number of Latin and Spanish language albums is another harbinger of the genre's growing importance to bilingual record buyers, many of whom are children of baby boomers, a key record-buying demographic.

The numbers also align with what many label chiefs have experienced: double-digit growth and sales increases.

Previously, SoundScan statistics, which track point-of-sale data, have been



MARTIN

standing lower than the RIAA numbers, which track shipments.

Because many places where Latin music is sold don't directly report to SoundScan, the numbers can be skewed much lower than they really are.

Although the 1998 numbers mark the fourth consecutive year of significant growth for the Latin music industry, the tallies would likely be higher if weren't for piracy in the genre that continues to chip away at the industry's gross.

Insiders note that as much as 10% of the product sold in some of the Latin markets is counterfeit, and that the numbers could likely be much higher if the consumers who shop for Latin music in non-traditional music outlets such as mom-and-pop stores would patronize mainstream retailers.

The expansion of the Latin market was fueled by increases in compact disc shipments, which jumped 22% to 2.2 million units in 1998 from 26.3 million in 1997.

The value of these shipments rose 24% to \$426.8 million from \$343.7 million in 1997.

"The Latin music market is expanding at a phenomenal rate," says Gary Rosen, proxy/CEO of the RIAA. "The culture is flooding the American entertainment scene, and a greater number of music buy-

ers with diverse tastes are being introduced to Rock en Español, Merengue, Cuban Jazz, and loving it."

The year was also big for Latin pop stars such as Ricky Martin, Carlos Ponce, Alejandro Sanz and Luis Miguel.

Latin music videos also drove the market with an impressive 105% growth to 143 million units in 1998, up from 70 million units in 1997.

The dollar value for video product rose 64% to \$2.1 million from \$1.3 million in 1997.

Cassette sales, however, posted declines. Unit shipments dropped 5% to 17 million from 17.8 million in 1997.

The dollar value of cassette shipments declined 2% to \$142 million from \$144.7 million in 1997.

The sales spikes were led not only by newcomers but by a contingent of established acts such as Luis Miguel, the Gipsy Kings and the late Belena.

Favorite, such as Belena's crossover album "Dreaming of You," sold an additional 3 million copies in 1998, on top of her worldwide career tally of 10 million units logged since her debut in 1994.

Miguel's 1997 album "Romances" and a Gipsy Kings album each topped 1 million units, and Martin's "Rhythm" approached the million-unit plateau.



BELENA

First Lady's Convening on Hispanic Youth Spring 1999

Your ideas and suggestions are very important to us. This form was created to facilitate your sharing your experience and knowledge about the current condition of Latino youth in the United States and promising strategies that can improve their lives and futures.

Please consider the different categories listed below and share with us your suggestions so that we may include this information in our plans for the First Lady's Convening on Hispanic Youth later this Spring, as well as the on-going work of the Administration.

So that we may follow up with you, please provide the following information:

Your Name: _____

Organization: _____

Phone: _____ FAX: _____

E-Mail Address: _____

Please return this form as soon as possible to:

White House Initiative on Educational Excellence for Hispanic Americans
FAX 202-401-8377

Promising Practices

Please list below the promising educational and youth development practices you think merit a discussion about how to "take them to scale". We are particularly interested in practices that address: Early Childhood, Parental Involvement, Meeting the needs of English Language Learners, After-school Programs, Combating the Drop Out Problem, Improving Academic Achievement, Avoiding Teen Pregnancy, and Supporting Latino Youth in Crisis.

Please include name of program, administrative contact, where it is offered, and how long it has operated. You may attach a separate sheet if necessary.

National Opinion Leaders

A primary goal for this convening is to alert and activate opinion leaders from different sectors (business, philanthropy, media) about the current condition of Hispanic youth in the U.S. and the ways to improve the educational and social conditions confronting many young Latinos.

Please think about people of influence who could help shape public opinion about Latino youth and help the Administration secure greater support for expanding effective programs and strategies. List the name, contact information, what sector they represent, and how think could be helpful.

Please give us your best thinking and try to limit your suggestions to no more than 10 names for each sector, business, philanthropic, and media.

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First Lady's Convening on Hispanic Youth Spring 1999

Your ideas and suggestions are very important to us. This form was created to facilitate your sharing your experience and knowledge about the current condition of Latino youth in the United States and promising strategies that can improve their lives and futures.

Please consider the different categories listed below and share with us your suggestions so that we may include this information in our plans for the First Lady's Convening on Hispanic Youth later this Spring, as well as the on-going work of the Administration.

So that we may follow up with you, please provide the following information:

Your Name: _____

Organization: _____

Phone: _____ FAX: _____

E-Mail Address: _____

Please return this form as soon as possible to:

White House Initiative on Educational Excellence for Hispanic Americans
FAX 202-401-8377

Promising Practices

Please list below the promising educational and youth development practices you think merit a discussion about how to "take them to scale". We are particularly interested in practices that address: Early Childhood, Parental Involvement, Meeting the needs of English Language Learners, After-school Programs, Combating the Drop Out Problem, Improving Academic Achievement, Avoiding Teen Pregnancy, and Supporting Latino Youth in Crisis.

Please include name of program, administrative contact, where it is offered, and how long it has operated. You may attach a separate sheet if necessary.

National Opinion Leaders

A primary goal for this convening is to alert and activate opinion leaders from different sectors (business, philanthropy, media) about the current condition of Hispanic youth in the U.S. and the ways to improve the educational and social conditions confronting many young Latinos.

Please think about people of influence who could help shape public opinion about Latino youth and help the Administration secure greater support for expanding effective programs and strategies. List the name, contact information, what sector they represent, and how think could be helpful. Please give us your best thinking and try to limit your suggestions to no more than 10 names for each sector, business, philanthropic, and media.

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NCLR

NATIONAL COUNCIL OF LA RAZA

Raul Yzaguirre, President

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NCLR

National Office

1111 19th Street, N.W., Suite 1000

Washington, DC 20036

Phone: (202) 785-1670

Fax: (202) 776-1792

FAX COVER MEMODATE: 4 / 29 / 1999TIME: _____ am ☐ pm ☐

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TO
NAME:Neuro

COMPANY: _____

CITY: _____

FAX#

(202) 456, 2878

FROM

NAME: Concepcion Elizabeth Romero, Administrative Assistant
Office of Research, Advocacy & Legislation (ORAL)

DIRECT LINE: 202-776-1782

ORAL'S FAX: 202-776-1794

of pages in transmission, including cover 6

MESSAGE:

Per your request.

Program Offices: Phoenix, Arizona • San Antonio, Texas • Los Angeles, California • Chicago, Illinois

LA RAZA: The Hispanic People of the New World

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TEL:202 776 1794

P. 002

NCLR

NATIONAL COUNCIL OF LA RAZA

National Office
 1111 19th Street, N.W., Suite 1000
 Washington, DC 20036
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MEMORANDUM

Raul Yzaguirre, President

TO: Noa Meyer, Office of the First Lady
 FROM: Cecilia Muñoz
 RE: NCLR Conference
 DATE: 7/8/98

Thanks for being patient and allowing me to get you information over the phone while waiting for me to have a chance to write a more formal memo providing information which may assist in preparing the First Lady for her speech at NCLR's Annual Conference on July 20. The following summarizes and adds to what we discussed yesterday:

- The first lady may wish to acknowledge NCLR President Raul Yzaguirre, who will celebrate his silver anniversary as NCLR's CEO next year. In addition, she may wish to acknowledge the outgoing chair of our Board of Directors, Irma Flores Gonzales, and the incoming chair, Ramon Murguia (who happens to be the brother of Janet Murguia of the White House Legislative Affairs office).
- This year's conference celebrates the 30th anniversary of NCLR. As we discussed, the First Lady may be interested in some of the key moments in our organization's history:
 - In 1972, the Committee to Re-elect the President demanded that NCLR endorse President Nixon's agenda and identify itself more closely with the Nixon Administration. Officials from the campaign made it clear that without this endorsement, program money for NCLR and its affiliates would be jeopardized. NCLR refused to endorse the President--and has indeed endorsed no candidate throughout its history--and it suffered the consequences with the Nixon administration. Some of the details of the effort to "neutralize" NCLR and destroy its credibility were made public by New Mexico Senator Joseph Montoya several years later, during the Watergate hearings. One example: it took 43 months for the Southwest Voter Registration Education Project, which was started by NCLR, to obtain its tax-exempt status when it moved to become a separate organization. At one point, the organization was told that the IRS was under instructions not to act quickly.
 - Also in 1972, Graciela Olivarez, one of only three women on NCLR's board of directors, led a fight for equal representation of women on the board. She lost her board seat in 1972 over this issue, but her cause prevailed. In 1973, NCLR's bylaws were amended to require equal representation of men and women, making it the only major Latino institution with such a requirement. As the new group of women prepared to take their places on NCLR's board, Olivarez briefed them about the struggle which had gotten them there, and reminded them that several male board



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members, including NCLR founder Dr. Julian Samora, resigned their seats to make room for the new female board members. Our outgoing board chair, Irma Flores Gonzales, was one of the women who assumed their seats on the board in 1973. NCLR now gives a leadership award each year at our conference to honor the contributions of Graciela Olivarez.

- In 1975, NCLR's developed policy analysis and advocacy capacity, and begin to identify itself not as a Mexican-American organization, but as an organization representing all Latinos. NCLR is unique among national Hispanic organizations, in that it endeavors to reflect the entire diverse community, on its board, staff, and affiliates.
- In 1980, NCLR went through another major struggle, due to major cuts in federal funding for social services by the Reagan administration. In less than one year, NCLR went from a budget of \$5 million and a staff of more than 120, to a staff of 32 and a budget of \$1. 7 million. Roughly 50 of NCLR's affiliates had to close their doors during this period. Raul dedicated himself to helping NCLR and its affiliates bounce back; the results of these efforts should be evident today in the vibrant institution which presents this conference. NCLR is no longer reliant on federal funds, and has staff of over 80, field offices in five cities, and a budget of over \$10 million.
- Some advocacy highlights:
 - Developing and preserving Bilingual education Act (1975-1980).
 - Formation/nurturing of crucial coalitions including the Neighborhood Coalition, Coalition on Human Needs (then Coalition on Block Grants and Human Needs), Hispanic Higher Education Coalition, Rural Coalition, etc.
 - Drafting and enacting English Proficiency Grants Program.
 - Stopping, then improving Immigration Reform and Control Act of 1986.
 - Ensuring increased Hispanic participation or improved responsiveness to Hispanics in various programs and policies, including housing, fair housing, Compensatory education, Adult education and others.
 - 1990 - Executive Order on Hispanic Education
 - 1990 - Immigration Act of 1990
 - 1991 - Civil Rights Restoration Act
 - 1992 - Voting Rights Act Extension (Serrano Amendment)
 - 1990/93 - Temporary Protected Status/Deferred Enforced Departure for Central Americans
 - 1993- Earned Income Tax Credit increase (influenced "shape" of increase)
 - 1993- North American Free Trade Agreement (NADBank, Trade Adjustment Assistance)
 - 1993-Job Training Partnership Act Amendments (targeting)
 - 1996-Immigration Reform and Immigrant Responsibility Act of 1996 (protected legal immigration, minimized verification system)
 - 1997-Balanced Budget Act (restored over \$15 billion in SSI and Medicaid to legal immigrants)
 - 1997- Nicaraguan and Central American Relief Act
 - 1998 - Agriculture Research Bill - restored \$818 million in food stamps to legal immigrants

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- Also, at NCLR's Annual Conference in 1991, then-Secretary of Commerce Robert Mosbacher canceled a scheduled appearance at the last minute, immediately following his decision not to use census sampling to correct the undercount of the 1990 census. He sent a lower-level official in his place; NCLR conference participants picketed their own luncheon in protest. The census, particularly the use of sampling, continues to be a critical issue to NCLR and its conference participants.
- Notable NCLR "Alumni:"
 - Honorable Polly Baca, former State Senator from New Mexico, was on NCLR's staff in the 1970s
 - Honorable Marta Escutia, California State Assemblywoman, was on NCLR's staff in the 1980s.
 - Honorable Ed Pastor (D-AZ) is a former chair of NCLR's Board of Directors
 - Honorable Esteban Torres (D-CA), who retires from Congress this year, was the director of one of NCLR's founding affiliates, TELACU, in Los Angeles
 - Arturo Vargas, Executive Director of the National Association of Latino Elected and Appointed Officials, was NCLR's Education Policy Fellow in the mid-1980s.

Some policy themes which the First Lady might consider addressing:

- **Education.** NCLR will release its "State of Hispanic America" report at the conference, which will focus on Hispanic Education. (implications section attached). Some critical education statistics which she may want to highlight:
 - Currently, more than one in ten Americans is of Hispanic origin (11.2%). Census projections indicate that, in about ten years, Hispanics will constitute the largest minority group in the United States and, by 2035, one in five Americans will be Hispanic. Already, one of every ten U.S. workers is Latino; this proportion is expected to increase over time.
 - The increased growth of the Latino population in the United States has not been accompanied by a significant improvement in its overall status. For example, in 1996, only 53.1% of Hispanics 25 years and older had graduated from high school, compared to 82.8% of whites and 74.3% of African Americans. The high school dropout rate for Hispanics ages 16 to 24 is 30%, more than twice that of any other group. Moreover, more than two-thirds (67.9%) of poor Hispanic family heads of households do not have a high school diploma, compared to two-fifths (41.1%) of Black and White (42.8%) householders, an issue of extreme concern in an economy which increasingly requires greater levels of education and formal training for steady, well-paying employment.
 - In his budget proposal for fiscal year 1999, President Clinton proposed the first-ever "Initiative on Hispanic Education", which would provide over \$500 million to support educational opportunities for Hispanic children. This initiative will provide new funding to improve the math and reading skills of Title I disadvantaged students - nearly one-third of whom are Latino. Additional funds will be targeted to improve schools with high dropout rates and train teachers in more effective

ways to reach Latino students. In addition, both TRIO programs, designed to help disadvantaged students prepare for college and Hispanic-serving institutions of higher learning (HSIs) will receive additional funds. NCLR's conference participants are expected to send over 1,000 letters to Congress calling for full appropriations for this initiative.

- **Economic Opportunity**

- Poverty rates are rising, especially among Hispanic children. Despite high male labor force participation and likelihood of living in married-couple or family households, Hispanics have not benefited from the country's growing economy to the same degree as other Americans. In fact, in terms of poverty levels, Hispanics are economically worse off than they were over five years ago. About 29.4% of Latinos were poor in 1996 compared to 28.4% of African Americans and 11.2% of Whites. Among children, poverty has increased dramatically even when overall population growth is considered. Since 1980, the number of poor Hispanic children has increased by 142.3%, from 1.7 to 4.2 million. 40% of Latino children live in poverty.
- **NCLR believes the Latino community is in a position to achieve major changes to improve our educational and economic status:** A number of trends suggest that the Latino community, despite its considerable challenges, may be in a better position to influence public policy aimed at improving overall economic and educational status than at any other time in history. This is true for several reasons:
 - **The Latino population is growing faster than the overall U.S. population due to a combination of birth rates and immigration levels.** Hispanics are projected to become the largest U.S. minority group by 2005, reaching 36.1 million by that year. Overall, Latinos are a very young population, with a significant proportion of school-age children and young workers. It is becoming increasingly clear to those outside of the Latino community that the nation's ability adequately to prepare Latino students is integrally related to the economic future of the country as a whole. Similarly, dramatic projections for growth in the Latino work force have contributed a greater awareness among policymakers and the media that the challenges facing Hispanic Americans are ultimately important challenges for the nation as a whole, rather than isolated ethnic phenomena.
 - **Hispanic economic clout is growing rapidly.** There have been notable signs of growth in Latino economic power, especially since the beginning of this decade. For example, the number of Hispanic-owned businesses increased 76% between 1987 and 1992, and the receipts generated by these businesses grew 134% more over this time. In addition, from 1980 to 1990, the number of Latino middle class families grew by 23% to reach 190,089 families in California, where one-third of Latinos reside. Moreover, Hispanic purchasing power stood at \$350 billion in 1997, a 66% rise from 1990.
 - **Community and political participation by Latinos is at an all-time high.** During the last several years, a number of indicators of civic participation have increased dramatically for U.S. Latinos. Naturalization rates have quintupled during the last

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five years, and voter registration and participation by Latinos have also reached record levels across the country. While much attention has been paid to Latinos' impact on the 1996 presidential race, perhaps even more notable is the presence of Latino voters on critical issues like school bond initiatives and other pressing local concerns; Hispanic voters have been decisive on these issues in Los Angeles and other parts of the country during "off-year" elections. According to a recent study of California voters by the Latino Issues Forum:

2.3 Million Latinos registered to vote as of the June 1998 primary.

From 1984 - 1996, Overall voting rates up in California went up only 3 %
- Latino voting rates increased by 43 %.

From 1988- 1996, 1.1. million additional Californians registered to
vote 85 % of the net increase in registered voters in California are Latino (910,000).

I'm sure this is much more information than you need, but I decided to err on the side of sending you further information on what we discussed, on the assumption that you can use whatever is useful to you.

I am, of course, available to answer any questions that you might have. Thank you.

Convening Around Hispanic Youth

Purpose and Themes

The purpose of this convening is to focus attention on Hispanic youth, emphasizing the disparities they face in educational attainment and other social conditions, including teen pregnancy. Throughout the convening, panelists and participants will discuss the pathways to achievement for Latino youth, including the networks of support that promote that achievement, as well as the risk factors that impede that progress.

This event is meant to focus broader attention on these issues as we stress the importance of ensuring the progress of this group of Americans to our future as a nation. In addition, the event will also bring greater attention within the Latino community to some of these issues, such as teen pregnancy. Through this forum, we also hope to highlight promising practices and foster new support for innovative programs.

Logistics

We propose to address educational and social issues chronologically, according to the development of the child. To accomplish this, we would divide this half-day convening into two sessions-- one focused on the needs of children and the other on the challenges of youth.

Each of these sessions would start with a brief series of research-oriented presentations on the issues followed by discussion of promising practices that involves the audience. The panelists would provide the context of the discussion, through a description of the Latino family and community in America, as well as the particular challenges that place these children and youth at risk in these different age ranges. After these presentations, we would move to a broader discussion that highlights promising practices and programs as well as innovative partnerships that involve the media, businesses and foundations to address problems.

First session: The Pathway to Success for Children

Issues to discuss:

- Early Childhood Development
- Head Start
- Parental involvement
- Reading development and bilingual education
- After-school

Second session: Achievement and Risk Factors for Youth

Issues to Discuss:

- Risk Factors and their resulting problems
 - Drop-out rates
 - Disparities in academic achievement
 - Teen Pregnancy
 - Other risk factors, including crime and drugs as well as suicide and depression

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First session: The Pathway to Success for Children

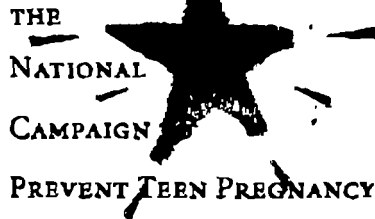
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FAX TRANSMISSION

TO: Neera Tanden

DATE:

FAX NUMBER: 456-9412

FROM: Beth Davidson

SENDER'S PHONE: 202-5705

SENDER'S FAX: 202-331-7735

NUMBER OF PAGES INCLUDING COVER: 3

MESSAGE:

Neera-

Might Sarita be interested in this for the booklet she's compiling? I will try to get copies of the studies cited.

I'll call you next week - have a great weekend!!

Beth



WOMEN'S SPORTS FOUNDATION®

Mexican-American Girls and High School Sports

Don Sabo, Ph.D.

If many women of color have often been in the limelight of sport media, they have not received much attention from sport researchers. Indeed, much of the existing research on "people of color" in sport has focused on men of color and, even more pointedly, on African-American male athletes. In parallel fashion, a majority of research on women of color in sport has focused on African-American women athletes. In contrast, Latinas and Asian-American women athletes have not been the focus of scholarly investigation. Recently some research is beginning to shed needed light on Latina athletes in high school settings.

Julie Laible, Ph.D. is completing a qualitative study of Mexican-American females in two Texas-Mexico border high schools. Dr. Laible is on the faculty of the College of Education, The University of Alabama, Tuscaloosa. She was interested in finding out what kinds of educational experiences produce favorable social and academic outcomes. Her research quest is made all the more significant because so many Mexican-American girls who attend border schools experience academic difficulties and fall. Her findings are based on focus group interviews with teachers, administrators, and girls.

Her findings show that participation in sports contributed to the academic success among Mexican-American girls. She also discovered that coaches, especially Mexican-American female coaches, exerted a key influence on the girls' gender identity development, social adjustment, and educational performance. Participation in sports helped Mexican-American girls to challenge and resist the "Maria paradox," which steers females toward passivity and submission to male authority. Laible's



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findings show that this identity transformation translated into higher rates of success in the classroom.

These qualitative findings echo key results from The Women's Sports Foundation Report: Minorities in Sports (1989), a quantitative nationwide survey of the effects of varsity sports participation on the social, education, and career mobility of minority students (African-American, Latino, and Caucasian females and males). A cluster of findings from this analysis of the High School & Beyond, U. S. Department of Education data base showed that Hispanic female athletes derived a variety of positive outcomes from high school athletic participation. Hispanic female athletes, especially from rural schools, were more apt than nonathletes to improve their academic standing while in high school, to graduate, and to attend college following high school. (For additional analysis of these findings see Melnick, Sabo & Vanfossen, 1992).

As more girls and women become involved with sports and physical activity, the racial and ethnic diversity of women athletes will also grow. Future researchers need to develop a knowledge base for understanding the experiences, challenges, and contributions of all women of color in sport. Dr. Laible's research is doubly commendable. First, it focuses on a group of women athletes who previously have gotten short shift from researchers. Second, she is generating insights that appear to have the potential to help educators tap the positive potentials of high school sports in order to enhance the educational experiences and outcomes of Mexican-American female student-athletes.

References Melnick, M., Sabo, D. & Vanfossen, B. (1992). Educational effects of interscholastic athletic participation on African-American and Hispanic youth. *Adolescence*, 27(106): 295-308.

D. Sabo, S. C. Jansen, D. Tate, M. C. Duncan, & S. Leggett, Televising international sport: Race, ethnicity, and nationalistic bias. *Journal of Sport & Social Issues*, 20(1):7-21.

The Women's Sports Foundation Report: Minorities in Sport (1989). New York: Women's Sports Foundation.



Contact: Tom Bantle
or Dan O'Sullivan

(202) 546 4996 ext 367
(202) 546 4996 ext 387

March 26, 1999

Attention Editorial Writers:

Patients' Bill of Rights Under Siege in New Corporate Ad Campaign

Business Media Blitz to Hit Key Members During Congressional Recess

America's biggest corporations are again spending big bucks on a Big Lie ad campaign to scare consumers away from supporting the pro-consumer Patients' Bill of Rights bills now being debated in Congress. Two of America's biggest corporate trade associations, the Health Benefits Coalition and the Business Roundtable, announced March 22 that they will buy \$2 million in radio and television ads to air in coming weeks in the districts of swing members of the House of Representatives and Senate.

The ads are designed to convince workers and consumers that allowing patients to hold HMOs and other health plans accountable in court for medical malpractice will result in much higher health care costs and threaten the loss of employer-provided health insurance.

In reality, as the attached documents show, the Congressional Budget Office has estimated the cost per enrollee of these consumer protections at \$24 per year. This is significantly less than the \$40 cost per enrollee in Oxford Health Plans, a leading managed care plan, for the executive compensation of their five top executives.

Both the Senate and the House are continuing last year's struggles over the scope of Patients' Bill of Rights bills, designed to better protect consumers in managed health care plans. A key Senate committee passed its bill March 18, which did not include provisions that would allow injured patients to hold HMOs accountable for those injuries in state courts. The Senate Republican leadership has vowed to block any bill that included a "right to sue" provision. Thus it will take a supermajority of 60 votes to overcome a threatened Republican filibuster. House committees have begun hearings on the bills.

The new disinformation campaign continues the disturbing trend begun by the infamous "Harry and Louise" ads on which the health insurance industry spent more than \$17 million in 1994. Since the debate on Patients' Bill of Rights legislation began in the last Congress, the Health Benefits Coalition, the Business Roundtable, and the American Association of Health Plans have spent or announced plans to spend tens of millions more dollars on misleading media ads.

Last year's House votes on the Patients' Bill of Rights bills were extremely close. The major House substitute (Dingell-Ganske), which gave consumers the right to take HMOs to court, failed by only five votes, 212-217. In a new Congress with a narrower House majority pro-consumer forces could prevail. That's why the radio and television blitz by the Business Roundtable and the Health Benefits Coalition targets swing votes: Blue Dog Democrats and moderate Republicans.

Corporate America wants Congress to continue a special legal deal that protects HMOs and other managed care organizations from liability for injuries they inflict on patients. This special protection is given to private sector employer-paid health insurance plans. They are lobbying to keep the federal Employee Retirement Income Security Act (ERISA) provisions that immunize these managed care companies from medical malpractice and personal injury lawsuits under state law. This special protection leaves 125 million health care consumers without any mechanism to hold their health plans fully accountable for the consequences of their medical malpractice, including additional medical bills because of the complications of denied care; lost wages and other economic losses; pain and suffering due to loss of a limb, blindness or paralysis; and mental anguish.

Health care plans, shielded by the current law from full accountability to the patients they injure, are given a huge incentive to *deny* necessary and appropriate care. Allowing consumers to hold their insurers accountable in state court would give managed care companies the proper incentive to make sound medical decisions in the first instance.

The attached fact sheets detail the lies underlying this deceptive ad campaign and the importance of giving consumers the right to hold their managed care plans accountable in court. Please consider editorializing against these distorted ads and in favor of managed care accountability.

Possible House targets include:

Bud Cramer	AL-5	David Phelps	IL-19	Sherwood Boehlert	NY-23
Spencer Bachus	AL-6	Baron Hill	IN-9	Mike McIntyre	NC-7
Marion Berry	AR-1	Dennis Moore	KS-3	Steven LaTourette	OH-19
Mike Thompson	CA-1	Ken Lucas	KY-4	Tim Holden	PA-6
Ellen Tauscher	CA-10	John Cooksey	LA-5	Lindsey Graham	SC-3
Gary Condit	CA-18	Christopher John	LA-7	Max Sandlin	TN-1
Stephen Horn	CA-38	Wayne T. Gilchrest	MD-1	Jim Turner	TX-2
Loretta Sanchez	CA-46	Constance A. Morella	MD-8	Ralph Hall	TX-4
Brian P. Bilbray	CA-49	David Minge	MN-2	Kevin Brady	TX-8
Christopher Shays	CT-4	Collin Peterson	MN-7	Charles Stenholm	TX-17
Allen Boyd	FL-2	Ronnie Shows	MS-4	Zach Wamp	TN-3
Charles T. Canady	FL-12	Gene Taylor	MS-5	John Tanner	TN-8
Mark Foley	FL-16	Pat Danner	MO-6	Owen Pickett	VA-2
Sanford Bishop	GA-2	Jim Gibbons	NV-2	Norm Sisisky	VA-4
Charlie Norwood	GA-10	Charles F. Bass	NH-2	Virgil Goode	VA-5
James A. Leach	IA-1	Marge Roukema	NJ-5	Thomas Petri	WI-6
Greg Ganske	IA-4	Rodney P. Frelinghuysen	NJ-11		
Bill Lipinski	IL-3	Michael P. Forbes	NY-1		

For more information on this issue visit our website at
www.citizen.org/congress/civjus/patientsrights/health.htm



Big Business Spends Big Bucks on Big Lies to Kill the Patients' Bill of Rights

Big Lie #1: Allowing consumers to hold their health care plans fully accountable in court for injuries would dramatically increase health care costs.

Fact: The real cost of giving patients the right to be fully compensated for injury is modest.

Fact: The Congressional Budget Office estimated the cost of the 1998 reform bill's provisions to end HMOs' special legal protections to be only 1.2 % of employer-sponsored plan premiums.¹ The average HMO premium cost for medium and large employers in 1997 was \$2,000 for individual coverage; 1.2% would add \$24 a year (\$2 per month).

Fact: State and local government employers are not covered by ERISA; their employees or families have the right to go to court when they have been injured or killed to recover full compensation from their managed health care plans. A Kaiser Foundation study of three such governmental plans found "very low rates of litigation ranging from .3 to 1.4 cases per 100,000 enrollees per year."² The 1998 study estimated that the cost to enrollees to preserve their rights to get full compensation when injured ranged from three to thirteen cents per month.³

Fact: Unlike employer-sponsored health plans, doctors, hospitals, and other health care providers can be sued under state medical malpractice, personal injury, and wrongful death laws if they cause serious patient injury or death. Again, their experience proves that giving injured persons the right to sue for full compensation has a minimal effect on health care premiums. The highest estimated cost of this consumer protection is less than 1.2 % of total U.S. health costs.⁴ And the low costs found in these studies do not take into account the value, both in human terms and monetary savings, of the deterrent effect of holding managed care plans accountable.

Fact: Only a tiny percentage of persons injured by medical malpractice file claims, leaving a heavy bill for patients, their families and communities, and taxpayers. A Harvard University Medical Malpractice Study of New York State showed as few as 3% of injured patients ever file claims.⁵

Big Lie #2: Subjecting employers to direct liability for health care decisions may cause employers to drop coverage out of fear of a large damage award.

Fact: The Health Benefits Coalition, Business Roundtable, and other major opponents of the Patients' Bill of Rights are deliberately misstating the provisions in the current bills that allow patients' to hold insurers accountable. The Kennedy-Dingell (S. 6/H.R. 358), Ganske (H.R.

719), and Norwood (H.R. 216) bills all specifically prohibit suits directed at employers unless the employer corporation itself is making the medical decisions.

Fact: For example, Section 302 (a) of both S.6 and H.R. 358 (the Kennedy-Dingell bills) specifically exempts employers from an injured employee's suit in state court. The only circumstances under which an employer could

be held accountable is if the employer actually makes the decision on whether a procedure will be covered by the health insurance plan and the employer's decision resulted in personal injury or wrongful death. Under this section, any corporation that contracts with an insurer to make coverage decisions could not be sued by the injured employee. The vast majority of employers, even those who claim to self-insure, contract out coverage decisions.

Big Lie #3: Allowing consumers to sue health plans could dramatically increase health care costs to the point that employers begin dropping coverage.

Fact: 85% of Americans with employer-paid health insurance are covered by managed care plans; three-quarters of these are for-profit firms. These companies divert 10% - 15% of premiums - billions of dollars annually - away from patient care and into such costs as advertising and promotion, high administrative overhead, and top dollar executive compensation. Compared to these market-driven expenditures, it is absurd to claim that the modest cost of allowing patients and their families to hold a health plan accountable in court for serious injury or death could force employers to drop coverage.

Fact: For-profit managed care plans dominate health care today: Between 1981 and January 1998, for-profit HMOs grew from representing 12% to 63% of total HMO enrollees, and from 18% to 74% of plans. Increasing "shareholder value," not providing the best patient care possible, is the bottom line for these for-profit firms. Market-driven behavior includes such practices as offering "loss leader" low premiums to gain market share followed by steep price increases, dumping more than 400,000 Medicare patients at the end of 1998 because profits were too low,⁶ and curtailing the amount of medical care provided to keep the "medical loss ratio" at the level approved by a plan's stock analysts (as the CEO of PacifiCare recently told Wall Street he would do by "managing care").⁷

Fact: The real factors driving health care cost increases are the demand for increased profits by for-profit managed care firms' stockholders, an aging population with more costly health care needs, technological innovation, rising demand for sophisticated, high-cost services, and skyrocketing prescription drug prices. Total expenditures for prescription drugs increased by 85% between 1993 and 1998, with an estimated 17% increase from 1997 to 1998 alone, or more than four times the rate of increase for all health care expenditures in that period.⁸ The extremely low cost of allowing patients and their families to hold health plans accountable in court does not begin to approach the same order of magnitude as the real cost drivers of health care inflation.

Fact: The high cost of HMO executive compensation is a far greater burden on the premium dollar than allowing consumers to take their health plan to court would be. The 25 most highly compensated HMO executives were paid more than \$6.2 million in average annual compensation in 1997 - and this did not include tens of millions more in unexercised stock options.⁹ For example, the CEO of Oxford Health Plans received \$29.1 million; the CEO of CIGNA, \$11.6 million; and the President of Aetna, \$7.4 million.

Fact: The compensation of the top five executives alone at Oxford Health Plans averaged more than \$40 per enrollee each year.¹⁰ Based on Congressional Budget Office estimates, the cost of allowing consumers to sue their health plans when injured would be a little more than half that figure, and a mere fraction of that cost using the estimate made by the Kaiser Family Foundation.

Cost of Oxford Health Plans' 5 Top Executives Pay per member per month (PM/PM)	Cost of Allowing Consumers to Sue when Injured PM/PM - High estimate (CBO) -	Cost of Allowing Consumers to Sue when Injured PM/PM - Low estimate (Kaiser) -
\$3.36 (\$40/year)	\$2.00 - \$2.33 (\$24-\$28/year)	\$.03 - \$.13 (<\$2/year)

The Truth: Members of the industry-dominated Health Benefits Coalition are spending big bucks on big lies fighting desperately to maintain the special protection from liability that current federal law grants to just one industry: private sector employer-paid insurance plans, HMOs, and other managed care health plans.

Fact: In 1998, the members of the Health Benefits Coalition spent more than \$69 million lobbying Congress, according to an analysis compiled by Public Citizen based on expenditure disclosure reports required under the 1995 Lobbying Disclosure Act. Of this amount, \$24 million was spent by managed care and health insurance interests.

Fact: In 1997-1998, the Health Benefits Coalition members made more than \$8 million in PAC and "soft money" campaign contributions, according to Federal Election Commission reports. Contributions from Business Roundtable corporations total an additional \$57 million, according to the government watchdog group Public Disclosure, Inc. (www.tray.com/fecinfo).

Fact: "In May 1998, the Business Roundtable announced it would triple its annual dues to finance \$27 million in issue advocacy advertising on health care (against managed care reform) and China's trade status . . ." ¹¹

Fact: In May and July 1998, the Health Benefits Coalition spent \$2 million on ads opposing the Patients' Bill of Rights.¹² In 1998 the American Association of Health Plans, a trade association of managed care providers, spent \$2 million on "issue ads" against "patients rights" legislation.¹³

Notes

1. "Cost Estimate of H.R. 3605/S. 1890, Patients' Bill of Rights Act of 1998." Congressional Budget Office, July 16, 1998. p. 17.

2. "Impact of Potential Changes to ERISA: Litigation and Appeal Experience of CalPERS, Other Large Public Employers and a Large California Health Plan." Kaiser Family Foundation Report, June 1998. p. 7.

3. *ibid.*, p. 7.

4. "From Medical Malpractice to Managed Care Liability." Conning Insurance Research and Publications (Conning is a nationally respected provider of research on the insurance industry), 1997. p. 70.

5. Harvard Medical Practice Study, "Patients, Doctors, and Lawyers: Medical Injury, Malpractice Litigation, and Patient Compensation in New York," 1990.

6. Patricia Neuman and Kathryn M. Langwell, "Medicare's Choice Explosion? Implications for Beneficiaries," *Health Affairs*, Vol. 18, No. 1, p. 153.

7. "PacifiCare Curbs Costs to Counter Medicare," *Los Angeles Times*, December 1, 1998, p. C-2.

8. Robert Kuttner, "The American Health Care System: Health Insurance Coverage," *New England Journal of Medicine*, Vol. 340, p. 163-168, January 14, 1999.

9. "Premium Pay: Corporate Compensation in America's HMOs." Families USA Foundation Report. April 1998. p.3.

10. "Families USA Study Examines Executive Compensation in Managed Care." Families USA Press Release. April 1, 1998. p.5

11. <http://www.asc.upenn.edu/appc/issueads/profiles/brtable.htm>, The Annenberg Public Policy Center of the University of Pennsylvania.

12. <http://www.asc.upenn.edu/appc/issueads/profiles/hbc.htm>, The Annenberg Public Policy Center of the University of Pennsylvania.

13. <http://www.asc.upenn.edu/appc/issueads/profiles/aahp.htm>, The Annenberg Public Policy Center of the University of Pennsylvania.



HMO Legal Shield Hurts Consumers

When death or serious injury occurs because of an HMO's decision to deny necessary or appropriate medical care, the patient or surviving family members should have the right to go to court to seek redress and the insurer should be held accountable for the consequences of negligent or reckless decisions. There are several reasons why it is critical to enact this vital consumer protection:

◆ **Require corporate accountability: eliminate HMOs' special protection from liability laws.**

Approximately 125 million Americans are covered by private sector employer-paid health insurance plans, which are immunized from malpractice and personal injury lawsuits under state law by the federal Employee Retirement Income Security Act (ERISA). A large majority receive their care from an HMO or other managed care plan; two-thirds of these are for-profit firms for which high profits mean high stock prices. Under managed care, decisions about necessary and appropriate medical care increasingly are made by insurance company bureaucrats seeking to hold down costs rather than by a physician or other health care provider. Because of the ERISA preemption, these managed care bureaucrats and corporations cannot be held accountable for the consequences of their faulty decisions; health care quality suffers as a result. No other industry has such special legal protection.

◆ **Create incentive to provide, not deny, necessary and appropriate care.** Under ERISA, injured patients and their families who are wrongly denied needed medical treatment can only recover the cost of the procedure for which the plan failed to pay and attorney's fees. They have no mechanism to recover other consequences of the denial of care such as medical costs required by the injury, lost wages of the patient or care giver, or compensation for pain or emotional distress. Because health plans can escape from the responsibility to fully compensate injured patients, the current law gives HMOs a huge incentive to deny necessary and appropriate care. Allowing consumers access to state remedies gives health care organizations the proper incentive to make sound medical decisions in the first instance.

◆ **Allow fair recovery for injured employees.** The ERISA preemption of state consumer remedies prevents many injured employees and their families from being fully compensated for the medical malpractice they suffered. Numerous judges have expressed outrage that health insurers can use the ERISA shield to avoid assuming full responsibility to injured parties. This shifts the costs of the consequences of the HMOs' wrongful decisions to the injured, their families and communities, and the taxpayers.

◆ **An administrative appeals process is no substitute for litigation.** Only by having their day in court can injured patients be made whole. Independent external appeals are complementary to, not a substitute for, the patient's right to sue for compensation for injuries. At best, a successful external appeal can only force the managed care organization to reverse its care decisions; at worst, external appeals processes can encourage HMOs to deny care until an external appeals panel orders them to provide it.