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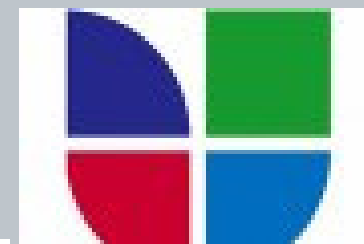
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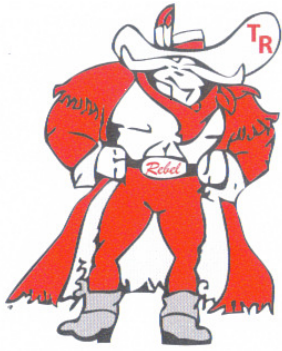
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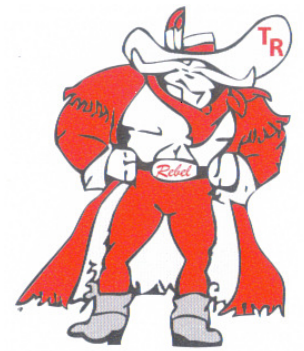




Travis High School

Anuncia su Matriculación

La matrícula está abierta a estudiantes nuevo a AISD o estudiantes actuales de AISD que ha movido o ha transferido durante el verano. Si usted tiene cualquier pregunta llama por favor 512-414-2527. ¡Favorecemos a todos estudiantes y las familias afectaron para aprovecharse de esta oportunidad maravillosa para estar listo para el Nuevo año escolar próximo y emocionante!



LOS BENEFICIOS DE MATRICULA TEMPRANA:

- Estudiante está listo para el año escolar en el primer día!
- Preguntas serán contestadas antes del principio de la escuela!
- Requisitos para la matrícula de la escuela serán explicados claramente y serán definidos, antes que luego!
- Proceso de Matrícula es completado más temprano, antes que esperar más largo tiempo en primero día (días) de la escuela!

AISD Registration Requirements

Todos estudiantes nuevo a Austin ISD:

deben proporcionar una acta de nacimiento,

registro actual de inmunizaciones, reporte último del niño,

la prueba de dirección (cuenta de contrato o utilidad con dirección válida),

identificación de foto de padre o licencia de manejar,

Tarjeta de la seguro social del niño (opcional).

Biblioteca de TRAVIS HIGH SCHOOL

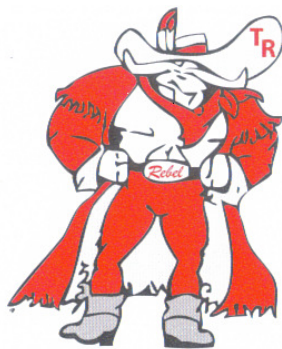
August 10, 2011 8:00 A.M. – 6:00 P.M.

August 11, 2011 9:00 A.M. – 7:00 P.M.

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Phone: (512) 414-2527

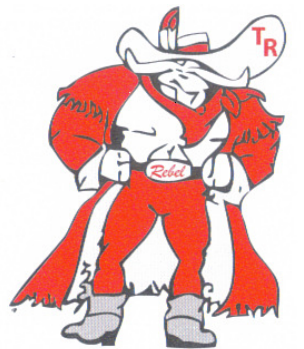
Fax: (512) 707-0050



Travis High School

Registration Announcement

Registration is open to students new to AISD or current AISD students who have moved or transferred during the summer. If you have any questions please call 512-414-2527. We encourage all students and families affected to take advantage of this wonderful opportunity to be ready for the upcoming and exciting New School Year!



BENEFITS OF EARLY REGISTRATION:

- Student is ready for school year on the first day!
- Questions will be answered prior to the beginning of school!
- Requirements for school registration will be clearly explained and defined, earlier rather than later!
- Registration process is completed earlier, rather than longer waiting time on first day(s) of school!

AISD Registration Requirements

All students new to Austin ISD:

Must provide a birth certificate,

Current record of immunizations,

Child's last report card,

Proof of address (contract or utility bill with valid address),

Parent photo identification or driver's license,

Child's Social Security Card (optional).

TRAVIS HIGH SCHOOL LIBRARY

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PRODUCTION

Editor & Publisher
Alfredo Santos c/s

Managing Editors
Yleana Santos
Kaitlyn Theiss

Graphics
Juan Gallo

Distribution
Tom Herrera

Contributing Writers
Desaray Garza
Monica Peña
Franco Martinez

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Por cualquier
pregunta,
llámanos:

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Hispanic Media Overview

This issue of *La Voz de Austin* contains a Hispanic Media Overview. While there has been much said about the growing Hispanic population in **Austin** and **Central Texas**, we thought it would be a good idea to take a quick look at various media that target the Hispanic community.

As you will see in the pages that follow, there are now three television stations broadcasting content that is both local and produced from afar. Ten years ago there were zero. With regard to radio in the Hispanic community, there has been a long history with this medium. **Marcelo Tafoya** will certainly have to go down in history as one of the pioneers since his entry into the business in the 1950s.

Today, there are no less than nine radio stations targeting the Hispanic market in **Austin** and **Central Texas**. The formats range from Banda, Norteño, Regional Mexican and Tejano. In recent years there has been a lot of turnover of station owners and broadcast formats.

Here is a shocker: **Austin, Texas** currently leads the state in the number of publications (print) targeting the Hispanic community. On page 9 you will find these publications, their editors, circulations figures and other contact information. As a side note, **Houston**, led the state in the 1980s with 22 publications targeting the Hispanic community.

Today that number is down to 11. It should also be pointed out that of the 13 publications in **Austin**, each has its particular demographic.

Some are chasing the solely Spanish Speaking, some are targeting the recent immigrant and some are going after the Hispanic middle class. It would be accurate to say that these different demographic targets have been chosen by their respective editors after careful consideration of where each felt their was an opportunity to participate in this growing market.

Most of the information for this media overview came from the **Austin Hispanic Almanac** which was published in 2009 and updated for this overview.

Castro vs. Doggett?

I have been struggling for the last two weeks about who to support for Congress in the new 35th Congressional District. Finally, I realized I was asking the wrong question. I wanted **Joaquin Castro** to answer, "I am running against **Lloyd Doggett** because

Then I realized this was the wrong question. The correct question should have been for **Lloyd Doggett**, I am running in the new 35th Congressional District because

The new **35th Congressional District** has no incumbent. Neither **Lloyd Doggett** or **Joaquin Castro** presently live in this district. As a matter of fact, **Lloyd Doggett** is the incumbent in the **25th Congressional District**. Granted the Republicans have cut and carved this district up just like they did in 2003.

Back then, the district ran from **Austin, Texas** down into the **Rio Grande Valley**. **Doggett** ended up in an primary election against **Leticia Hinojosa**. Some voters up and down the district struggled with whether to support a Hispanic, in this case, **Leticia**, or to go with **Lloyd Doggett**. In the end, it was **Doggett** who won out.

2004 Democratic Primary Election

U. S. Representative District 25

Lloyd Doggett(I)	DEM	40,306	64.37%
Leticia Hinojosa	DEM	22,305	35.62%
Race Total		62,611	100.00%

SOURCE: Texas Secretary of State

I think voters should support **Lloyd** in his bid for re-election in the **25th Congressional District**. He knows how to campaign, he has a large war chest and he has a base. **Joaquin Castro** should be elected in the new 35th district. As voters we could then have two good soldiers in Congress.

in the 25th. **Lloyd Doggett** is too valuable a representative to give up just like that. He deserves our support for the almost 40 years he has served the people. Call and find out how you can help **Lloyd Doggett** win in the 25th Congressional District. ¡Es todo!

Editorial



Alfredo R. Santos c/s
Editor & Publisher

The new **35th Congressional District** was drawn by those of the Republican persuasion to take out **Lloyd Doggett**. We should see this for what it is, a trap to pit Democrats against Democrats. Let's support both **Castro** in the 35th and **Doggett**



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Virginia Raymond

info@texasafterviolence.org

Travis County Constable
Maria Canchola
Monthly Column

In the first article of this series we explained what **Texas Constables** do. The next few articles will focus on different units within the Precinct Four Constables Office and the services they provide to the community. This installment will focus on the **Criminal Warrant Unit**.

The actions of Texans are regulated by various statutes, laws, and ordinances. When a police officer, deputy, **TABC** Agent, **DPS** Trooper, Game Warden, or School Resource Officer sees a Class C Misdemeanor violation of the law, they sometimes issue citations which require the violator to appear before a Justice of the Peace who has jurisdiction over the area where the offense occurred. Unfortunately many people don't come to the Justice Court to answer the charges filed against them.

This is a costly mistake because when a person does not come to the Justice Court within the allotted time, they have committed another violation of the law and an additional charge of Failure to Appear is filed against them. The fine associated with Failure To Appear is \$202.00. In addition, the judge will issue an arrest warrant for each of the charges and each warrant carries a \$50 Warrant Fee. The driver, who shirks their responsibility by not going to the court, has increased the cost of his No Driver's License ticket from \$79 to a whopping \$381.00 in fines and fees.



Once the court issues warrants, our deputies assigned to the **Criminal Warrant Unit** start working the case. The deputies have several investigative tools at their disposal to locate individuals. We prefer people to pay their fines and fees rather than having to put them in jail so we mail a postcard to their home and also make attempts to reach them by phone.

We explain the various options available to resolve the case; however, when people choose or refuse to take care of their case... our deputies must track them down at their home or work. Once the deputies are knocking at the door with an arrest warrant, there are only two options. The deputy has an order issued by the court commanding them to arrest the person and take them to jail unless they can pay their fines and fees at that time.

It is very sad to see so many hard working individuals increase their burdens by not taking care of their cases. Not dealing with a ticket is costly and can result in incarceration if it goes all the way to warrant status. Please drive safely and obey all laws. If you do receive a citation, come to the court and work out terms to take care of your case. If not... we may come looking for you with a warrant for your arrest.

Letters to the Editor
Limon Family Supporting Doggett

My family and I are strongly supporting Congressman Lloyd Doggett in District 35. He is by far the hardest working leader we Austinites have the privilege of having. Our country is going through the toughest times in decades. It takes a leader with knowledge, experience, Seniority, and toughness, to fight the injustices that the Republicans are doing in Washington. COMPASSION is what Congressman Doggett brings to ALL his constituencies. There is NO GREATER FRIEND to our WAR VETERANS, than Congressman Doggett. His strong leadership is bringing a huge, New State of The Art VETERANS HOSPITAL to our community. This is very beneficial to several family members, cousins, friends, and ALL VETERANS. No one has a better Advocate in Washington, than Senior Citizens. He continues his fight to save our Social Security System, Medicare and Medicaid. On a personal level, he helped my 97 year old Mom regain her Medicare/Medicaid services after they were terminated because she didn't meet the requirements to be in a licenced nursing care facility. I had been going in circles for three weeks. After contacting Congressman Doggett, my Mom's issue was taken care of in 2 DAYS. He might not be Hispanic, but his Heart and Compassion sees NO COLOR.

Sincerely,
Johnny Limon

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462-0001

El Centro



About El Centro

Vision

A guiding light on Latino-oriented media and markets in the United States

Mission

To generate research and knowledge about Latino-oriented media, markets, and the new multicultural America.

To be the driving engine of a series of complementary activities that enhance the academic, professional, and business opportunities related Latino-oriented media and Latino markets.

Background

The Center has been developed as a response to the University's recognition of the increase in the Latino population and its annual purchasing power (currently estimated to have surpassed \$1 trillion), and the growth of Latino-oriented media in the United States, which have grown at an unprecedented rate during the last thirty years. The Center also emerges from the recognition that there has been an expansion in the number of media corporations venturing into Latin America, and in the linkages between Latin American and U.S. Latino-oriented communication industries, for which a large number of the investment funds and people involved in the transactions are non-Hispanic Americans. The University understands the importance and need to educate future professionals who can best comprehend, analyze and work in or with industries and markets that cater to Latinos and Latin Americans in the U.S. and abroad.

Since the late 1970s, professionals in businesses catering to Latinos have dedicated increased attention to these matters—as evidenced in articles published in, for example, **The Wall Street Journal**, **The New York Times**, **The Los Angeles Times**, **The Miami Herald** and various professional and trade journals such as **Hispanic Business**, **Variety**, **The Hollywood Reporter**, and **Broadcasting**. **Advertising Age** has a multicultural page, which most of the time is dedicated to Hispanic media and markets, and Multichannel News, from **Crains Communication**, published its weekly “Hispanic TV Update.” Moreover, from 2004 through 2006, **ADWEEK** produced a special magazine focused exclusively on Latino media and markets, named appropriately **Marketing y Medios**. And although the printed version of this publication ceased operations in December 2006, it continues as a special electronic supplement still produced by **ADWEEK** and distributed by e-mail to subscribers.

However, the dynamics of Latino-oriented and Latin American media as well as the changing configuration of Latinos and Latin Americans as consumers and audiences have received only limited attention. This has left open the opportunity to establish a center that specialized in this area of knowledge. For more information about **El Centro** at **Texas State University - San Marcos**, please contact:

School of Journalism & Mass Communication
601 University Dr. | Old Main 102
San Marcos, TX 78666
512.245.2656



ABOVE: Dr. Federico Subervi and Dr. Cindy Chapa, Director and Associate Director respectively of El Centro.

Sobre El Centro

Visión

Ser una guía en lo concerniente a los medios de comunicación y mercados orientados a los latinos en Estados Unidos.

Misión

Generar investigación y conocimiento acerca de los medios de comunicación y mercados orientados a los latinos, sobre los Estados Unidos multiculturales de hoy.

Ser el motor de una serie de actividades complementarias que mejoren las oportunidades académicas, profesionales y de negocios relativas a los medios de comunicación y mercados orientados a los latinos.

Contexto

El Centro surge como parte del reconocimiento que Texas State University brinda al aumento de la población latina y su creciente poder de compra (actualmente estimado en más de un millón de millones de dólares), además del auge de los medios de comunicación orientados a latinos en Estados Unidos, que han crecido a un ritmo sin precedentes durante los últimos treinta años.

El Centro también emerge en reconocimiento a la expansión en número de las corporaciones de medios que han llegado a América Latina, y a los vínculos entre las industrias de la comunicación latinoamericanas y las de orientación latina en los Estados Unidos—en las que una gran proporción de las inversiones y las personas participantes en estas transacciones no son estadounidenses de origen hispano. La universidad entiende la importancia y la necesidad de educar a futuros profesionales que puedan comprender, analizar y trabajar con o al interior de industrias y mercados orientados a las personas de origen latino en Estados Unidos y el extranjero.

Desde finales de los años setenta, profesionales de los negocios orientados a los latinos han dedicado cada vez más atención a estos temas—lo cual ha sido evidenciado en artículos publicados en, por ejemplo, **The Wall Street Journal**, **The New York Times**, **Los Angeles Times**, **The Miami Herald** y una variedad de revistas profesionales y de negocios tales como **Hispanic Business**, **Variety**, **The Hollywood Reporter** y **Broadcasting**. **Advertising Age** tiene una página multicultural, la cual está dedicada en la mayoría de las ocasiones a los medios y mercados hispanos. Por su parte, Multichannel News, de **Crains Communication**, publica semanalmente el “Hispanic TV Update”. Del 2004 al 2006, **ADWEEK** produjo una revista especial enfocada exclusivamente en medios y mercados latinos, llamada **Marketing y Medios**. Y aunque la versión impresa de esta publicación cesó operaciones en diciembre del 2006, actualmente sigue en funciones como un suplemento electrónico especial producido por **ADWEEK** para distribución vía correo electrónico a sus suscriptores.

Sin embargo, a pesar del aumento de todas estas publicaciones especializadas, las dinámicas de los medios latinoamericanos y orientados a latinos en Estados Unidos, así como la evolución de los latinos como consumidores y audiencias han recibido relativamente poca atención, lo cual deja abierta la oportunidad para establecer un centro especializado en esta área del conocimiento.

† Remembering Richard Chavez

1929 - 2011

He was not famous. He was not rich. But he was there. **Richard Chavez**, the younger brother of **Cesar Chavez** was always there. As children growing up near **Yuma, Arizona**, they caught fish, hunted rabbits and explored the land around them. When their father lost the farm during the depression, the **Chavez** family went to **California** in 1938 and became migrant farm workers traveling constantly in search of work.

There is a photo of **Richard**, **Cesar** and another fellow posing in pachuco garb that was popular during the time. They were learning about the world. In 1949, both brothers left farm work and moved to **Northern California** to work in the lumber mills. They only stayed a few years and then came back to **San Jose, California**. **Richard** entered a carpenter's apprenticeship program and **Cesar** went to work for the **Community Service Organization**. (CSO)

When **Cesar** resigned from the **CSO** in 1962 because it was not interested in organizing farm workers, he went to **Delano, California**, in part because **Richard** was there. **Richard** had moved to **Delano** in 1952 and was president of the **Delano Chapter** of the **CSO**. When **Dolores Huerta**, **Cesar**, **Gilbert Padilla**, **Tony Orendain** and others decided to start the **National Farm Workers Association**, (NFWA) it was **Richard** who came up with the idea of the black eagle on a red backdrop for the flag. Admitting that he couldn't draw very well, **Richard** made a sketch of an eagle with squared off wings. He said it would be easier for others to replicate.



ABOVE: Richard Chavez, unidentified friend, and Cesar Chavez posing for a photo when they were teenagers.



BELOW: Richard Chavez pointing to the UFW label on grapes that were picked under UFW contract.



As the NFWA began to grow, it created a credit union for its members. This was possible because **Richard Chavez** put up his house as collateral for a loan from a bank. In one of the many books on the union there is the story of **Cesar** asking **Richard**, "How much do you think your house is worth?" When **Richard** said, "Oh, I don't know, maybe \$2,500 dollars," **Cesar** said, "Let's go to the bank and find out." The credit union went on to become a key part of the services of the farm workers union. And it was made possible because of **Richard Chavez**.



Richard Chavez

By the summer of 1966, the farm workers movement had taken off. The strike against the **Delano** grape growers was growing and the farm workers had just completed their historic 300 mile march to **Sacramento**. **Cesar** needed help and **Richard** stepped forward giving up his work as a carpenter for \$5 a week like everyone else. **Richard** went to **Detroit** and **New York** to direct the grape boycotts. In 1970, he came back to **California** to administer the union contracts that had just been signed by the **Delano** table grape growers. In 1973, he was elected to the board of the union which had now become the **United Farm Workers of America**. **Richard** was always there to help in any way he could.

Finally in 1983, after 17 years with the union, **Richard** retired. He was 54 years old. He remained close to the union continued make himself available for speaking engagements and other activities. Some time in the late 80s, he and **Cesar** were having a conversation in **La Paz**, the union's headquarters in the **Tehachapi** mountains. **Cesar** turned to **Richard** and said, "Richard, when I die I want you to build my coffin." Stunned by the topic, **Richard**, said, "Oh, Cesar, I am not going to out live you. You eat well. You exercise. You take good care of yourself." **Cesar** continued, "I want you to make a simple coffin. Make it out of pine wood." When **Cesar** died in 1993, **Richard** complied with his brother's wishes. **Richard** was always there.



ABOVE: Members of the Board of the UFW in 1973: From left to right, Dolores Huerta, Mack Lyons, Richard Chavez, Cesar Chavez, Eliseo Medina, Phillip de la Cruz, Gilbert Padilla, Marshall Ganz, and Pete Velasco.

Media Overview

The Significance of the Latino Media

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

In the case of Latinos, few people are aware that in 1535 the first printing presses arrived in what is now **Mexico**. In 1808, the first Spanish language newspaper in the United States, *El Misisipi*, began publishing in **New Orleans, Louisiana**. Newspapers targeting Spanish speakers have existed in a number of communities throughout the 1800s. In **Austin, Texas**, in 1940, **Margarita Muñoz Simon** began publishing a newspaper called **El Demócrata**. It last about 10 years. In the 1960s, a man by the name of **Gonzalez** was publishing four newspapers in **Austin** including one called **La Fuerza**.

Today in **Austin, Texas** there are 13 publications targeting the Latino community. Some are entirely in Spanish, some are bilingual and some are in English only. **Austin, Texas** is also home to at least 9 radio stations and three television stations that target the Hispanic market in **Austin**.

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

Lo Qué Significa los Medios de Comunicación

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

En el caso de Latino, pocas personas están enteradas que en 1535 las primeras imprentas llegó en lo que es ahora **México**. En 1808, el primer periódico español del idioma en los Estados Unidos empezó publicar en **Nueva Orleans, Louisiana** llamado **El Misisipi**. Los periódicos que concentran en altavoces españoles han existido en varias comunidades a través de los 1800. En **Austin, Texas**, en 1940, **Margarita Muñoz Simon** empezó publicando un periódico llamado **El Demócrata**. Dura aproximadamente 10 años. En los años sesenta el **Señor Gonzalez** publicaba cuatro periódicos en **Austin** inclusive un llamado **La Fuerza**.

Hoy en **Austin, Texas** hay 13 periódicos que concentran en la comunidad latina. Algunos son enteramente en español, algunos son bilingüe y algunos son en inglés único. **Austin, Texas** es también el base de 9 emisoras y tres estaciones de televisión ubicados en el mercado hispano de **Austin**.

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



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Su Voto Es Su Voz

Radio Stations Targeting the Latino Community in Austin, Texas



Radio Station: "Puro Norteño"
Call Letters: KOKE
Frequency: 1600 AM
Power: 5000 Watts (Daytime)
Owner: Encino Broadcasting L.L.C.
Station Address: 9434 Parkfield Drive
 Austin, Texas 78758
Contact: Jose Garcia, Jr.
 Principal
Metro Area: Austin TX
Website: None
Format: Tejano
Radio Commercials: Yes
Studio Phone: 390-5100
Business Phone: 512-453-1491
Business Fax : (512) 453-6809

JUAN

Radio Station: Juan
Call Letters: KFON
Frequency: 1490 AM
Owner: Border Media 912 S. Capital Hwy.
 West Lake Hills, Tex 78746
Website: None
Radio Commercials: Yes
Business Phone: 512-416-1100



Radio Station: Radio Caliente
Call Letters: KELG
Frequency: 1440AM
Owner: Encino Broadcasting L.L.C.
Station Address: 9434 Parkfield Drive
 Austin, Texas 78758
Metro Area: Austin TX
Website: <http://www.facebook.com/pages/Pagina-Oficial-Radio-Vida-1440-AM/110622322318473>
Format: Tejano
Radio Commercials: Yes
Business Phone: 512-453-1491



Radio Station: Fiesta Mexicana
Moniker: Siempre te Acompaña
Call Letters: repeater from Mexico
Frequency: 97.1 FM
Owner:
Station Address: 7901 Cameron Rd.
 Building 2 Suite 351 Austin, Texas 78752
Website: <http://971laraza-3.gandi-sitemaker.net/#/bienvenido/3482063>
Format: Regional Mexican
Radio Commercials: Yes
Business Phone: (512) 590-6697
 Note: Fiesta Mexicana es un formato desarrollado en México con mucho éxito.



Radio Station: "Para La Gente"
Call Letters: KKLB
Frequency: 95.1 FM
Owner: Encino Broadcasting L.L.C.
Station Address: 9434 Parkfield Drive
 Austin, Texas 78758
Metro Area: Austin TX
Website: <http://tunein.com/radio/KTXZ-1560-s35827/>
Format: Tejano
Radio Commercials: Yes
Business Phone: 512-453-1491
Business Fax : (512) 453-6809



Radio Station: La Que Buena
Call Letters: KLQB
Frequency: 104.3 FM
Owner: Univisión
Station Address: 10801 North Mopac
 Building 2 Suite 250
 Austin, Texas 78759
Website: www.laquebuena1043.com
Format: Regional Mexican
Radio Commercials: Yes
Business Phone: 512-419-1077



Radio Station: La Zeta
Moniker: ¡Puros Trancazos!
Call Letters: KLZT
Frequency: 107.1 FM
Owner: Emmis Austin Radio
 Broadcasting Company, LP
Station Address: 8309 North IH 35
 Austin, Texas 78753
Contact: : Jose "El Gallo" Gadea
Website: www.1071laz.com
Format: Regional Mexican
Radio Commercials: Yes
Business Phone: 512-832-4068



Radio Station: Radio La Invasora
Moniker: La Jefa
Call Letters: KINV
Frequency: 107.7 FM
Owner: Univisión Communications
Station Address: 10801-2 N. Mopac
 Expwy. Austin, TX 78759
Website: <http://lajefa1077.univision.com/>
Format: Regional Mexican
Radio Commercials: Yes
Business Phone: 512-419-1077

Publications Targeting the Latino Community in Austin, Texas

	NAME	YEAR FOUNDED	CONTACT	FREQUENCY	CIRCULATION	CONTACT NUMBER	WEBSITE
1.	Ahora Sí	2004	Josefina Casati	Weekly	25,000	(512) 912-2500	www.ahorasi.com
2.	Arriba	1980	Romeo Rodriguez	Bi-Monthly	10,000	(512) 479-6397	No
3.	Buena Suerte	2009	Jaime Hurtado	Weekly	8,000	(512) 345-0101	www.buenasuerte.com
4.	Club Deportes	2008	Jorge Iturralde	Weekly	5,000	(512) 407-9894	www.clubdeportes.com
5.	El Continental	1995	Jose Raul	Weekly	10,000	(512) 28-4954	No
6.	El Heraldo de Cristo Rey	2009	Milo Jaimes	Weekly	5,000	(512) 796-4535	www.cristoreyaustin.org
7.	El Mundo	1990	Angela Angulo	Weekly	35,000	(512) 476-8636	www.elmundonewspaper.com
8.	El Norte	1996	Miguel Aguilar	Monthly	Not available	(512) 448-1023	No
9.	ENlace	2003	Eduardo Zerbe	Cada 15 dias	Not available	(210) 872-6352	No
10.	La Prensa	1986	Cathy Vasquez	Weekly	Not Available	(512) 478-3137	www.austinlaprensa.com
11.	La Voz de Austin	2005	Alfredo Santos c/s	Monthly	4,000	(512) 944-4123	www.lavoznewspapers.com
12.	Qué Pasó Paisano!	2010	Héctor Calles	Monthly	4,000	(512) 917-4035	www.quepasopaisano.com
13.	TODO Austin	2009	Gavan Lance Garcia	Monthly	10,000	(512) 538-4115	www.todoaustinpress.com



Television Stations Targeting the Latino Community in Austin, Texas



Call Sign: KAKW-TV
Address: 2233 W. North Loop Blvd.
Austin , TX 78756
Telephone: (512) 453-8899
Fax: (512) 533-2874
Website: www.univisionaustin.com
Email: efgarcia@univision.net
First Licensed: Dec. 18th, 2002
Ownership: Univision Communications Inc.
Signal: Channel 62/ Time Warner Cable
channel 13
Coverage area: Central Texas
Target market: Spanish Speaking community
Network affiliation: Univision Network
Programming Format: International and National
feeds and Local news
Lanugage: Spanish
Number of staff: 35

KAKW and **KTFO** are dedicated in serving the Austin Community. We have become supporters of many different organizations that offer support and guidance to our viewers to help them assimilate as well as keep their cultural roots. One of our big efforts is education. Partnering with the **Austin Independent School District** in the **3rd Annual Feria Para Aprender** where over 7700 people attended this past year. This year we are also partnering with the **American Heart Association** and **American Diabetes Association** to bring the community a health fair, **Congreso del Bienestar** de la familia where community members can receive free information and free screenings for their family. We hold monthly "A Su Lado's", phone banks that inform viewers on important topics to the Hispanic community. We reach out to the community with the Austin 's safety officers to bring assurance that they are safe in their own communities in our monthly "En Su Comunidad".



Call Sign: KEYE TV.2
Address: 10700 Metric Blvd.
Austin , TX 78758
Telephone: (512) 832-7500
Fax: (512) 837-6753
Website: www.vidkaster.com/gohispano.com/telemundo.html
Email: kleal@keyetv.com
First Licensed: October 1st, 2009
Ownership: CBS Television
Signal: Cable 75 and Digital 42.2
Coverage area: Central Texas
Target market: Spanish Speaking community
Network affiliation: CBS
Programming Format: International and National
feeds and Local news
Lanugage: Spanish
Number of staff: 5

"Telemundo is a leading producer of high quality content for Hispanics in the United States and is recognized for its originally produced primetime novelas, news, and weekend primetime movie showcases," Amy Villarreal says. KEYE-TV 42.2 will also carry Telemundo Sports, including in-depth soccer coverage from Futbol Liga Mexicana on Futbol Estelar and Futbol Telemundo.



Call Sign: KVUE 24.2
Address: 3201 Steck Ave.
Austin , TX 78757
Telephone: (512) 459-6521
Fax: (512) 533-2233
Website: <http://www.kvue.com/community/Estrella-TV-68915032.html>
Email: None
First Licensed: September 14th, 2009
Ownership: Liberrman Broadcasting
Signal: digital cable channel 605 (Time Warner Cable)
Coverage area: Central Texas
Target market: Spanish Speaking community
Network affiliation:
Programming Format: International and National
feeds and Local news
Lanugage: Spanish
Number of staff: 15

KVUE TV.2, the ABC affiliate's digital side channel, is broadcasting Spanish programming instead of weather. *"It is called Estrella and has been successfully providing programming to viewers all over the country on owned and operated stations in the Liberman Broadcasting group, for years. Beginning September 7, 2009, the programming is transforming into a network, which we will be carrying on our second digital channel,"* says **Patti Smith**, KVUE president and general manager. KVUE and other Belo-owned TV stations aligned themselves with Estrella ("Star" in Spanish) last spring. **Estrella** says it will have the potential to reach an estimated 60 percent of the Spanish speaking audience in the nation 24/7. "The addition of **Estrella TV** immediately enhances the programming we provide to our important Hispanic viewers," said Belo Executive V.P. of Television Operations **Peter L. Diaz**. *"Estrella TV complements these stations perfectly and provides even greater choices for our Hispanic viewers in these communities."*

New Media Targeting the Latino Community in Austin, Texas

Somos Tejanos

221 E. 9th Street, Ste. 403
Austin, Texas 78701
512.614.0022



Somos Tejanos, Inc. is a Texas non-profit corporation, which will be seeking 501(c)(3) status from the Internal Revenue Service. At this time, its fiscal sponsor is **Forward Texas Foundation**, a 501(c)(3) nonprofit corporation. All activities of **Somos Tejanos** will be 501(c)(3) compliant activity.

SomosTejanos.org is a website dedicated to cultivating Latino/a civic participation throughout Texas by focusing on Tejano lifestyle and culture. While Latinos are the largest historical minority group in the Texas, they are more likely than their non-Hispanic peers to face serious threats to achieving success due to a lack of access to health care, quality education, and job security. **SomosTejanos.org** is unique because it will rely on an online community platform that not only facilitates cooperation, but allows for the free exchange of ideas and discussions of various topics not usually heard in the greater debate. Subjects will be diverse — history, culture, politics, music, film, television, food. The site will include streams of news links, reports from across the state, and strong expressions of opinion from site members.

PLENTY OF OPPORTUNITIES: Democracy is only realized when people participate fully in the formal and informal decision-making processes that shape our communities. To achieve this objective, **Somos Tejanos** has made it easy for you to participate in our community. The main blog is created by the editors, whereas anyone who joins can request to have an individual blog or journal where he or she can add content.

There are other ways to participate: Organize a **Somos Tejanos** meet-up in your area, invite your friends and family to the community, be part of an online discussion, and/or suggest an idea. Amaury Nora is the Executive Director of Somos Tejanos.



Amaury Nora

These are but three examples of new media that are increasing the manner in which people are connecting to one another. Facebook is another new media tool that is also growing in the Hispanic community in Austin, Texas. A number of Hispanic activists are making good use of Facebook to promote and publicize their events and group interests.



Somos Austin is a blog that was created in January of 2009 by **Juan Castillo**, a reporter for the **Austin American Statesman**. Its target is anyone and everyone with an interest in Latino news, happenings, culture and events. Data the first year showed that **Somos Austin** was slowly building a following, occasionally cracking the top 100 among stories getting the most hits on our Web site: www.statesman.com. You can find **Somos Austin** at www.statesman.com/go/somosaustin.



Juan Castillo

In an interview with **Hispanic PRBlog**, **Castillo** stated that he tries to update the site two or three times a day and that he is interested in all kinds of topics. *"I'm a newsman at heart, and I have quite a broad span of interests, so virtually every topic is up for discussion. I think that's what makes Somos Austin attractive to some — you're liable to read one day about the Sor Juana Festival, the next day about an unsung community leader who died unexpectedly, and the next about a controversy surrounding the use of an ethnic slur on local radio. The next week might bring blogs on immigration policy or Tejano history. Because I'm a Metro reporter here, I have to be very careful about story or blog "pitches" that involve a commercial venture. Those are pretty much off limits, of course, if the intent is to promote a specific business."*

Castillo went on to add, "I enjoy writing for **Somos Austin**. One of the reasons I created it is because **Austin** is a city with a growing and vibrant Latino community, and in my work as a reporter I was struck by the number of interesting events, news, anecdotes, etc. outside my beat which for a number of reasons often didn't make it into the newspaper. I thought **Somos Austin** could be a good home for them." **Juan Castillo** can be reached at (512) 445-3635 or at his email address: jcsatillo@statesman.com

1-800-HISPANO is an integrated marketing and communications company focused on providing small and medium businesses with a true and effective connection to their local Hispanic community/market. We seek to empower and facilitate the decision making process for the Hispanic consumer who is looking for specialized local services.



1-800-HISPANO offers to the small and medium local businesses, a multichannel advertising and communication membership platform through which to engage with the local Hispanic consumer. 1-800-HISPANO innovative content platform engages service providers with Spanish speaking prospects in an efficient, targeted, and culturally relevant environment that will position them as experts and trustworthy resources for the Hispanic community. Our client's return on investment can be measured in terms of additional leads generated, brand recognition and targeted market exposure.

To the Hispanic consumer 1-800-HISPANO offers access to a no-cost vast, accurate, objective and relevant content database of information that will facilitate their decision making process regarding quality of life issues. Through our premier platform, they will have 24/7 access to a verified directory of service providers that will be strategically paired with "culturalized" Spanish content, the ability to rely on community member's reviews and recommendations, and the peace of mind to be able to contact verified and Hispanic friendly businesses.

Business Profile

by Monica Peña

Teresa Basa and Her Jewelry Designs

Born in Arica, Chile, Teresa Basa and her family received political asylum when she moved to the United States at the age of 20 in 1991. Teresa earned a BA from UC Berkeley and a Masters Degree in California State East Bay.

After a seven year career in nonprofit management, Teresa launched her new career in jewelry design. “Coming up with new concepts, managing a business, selling and promoting my work has been challenging, but they all compose very necessary pieces of this great puzzle called business ownership,” reflects Basa.

Following a series of events included her father’s diagnosis with cancer, the death of her last surviving grandparent, a 40th birthday, and more, Basa realized she needed to make some changes in her life. After learning about metal work at Daugherty Art School, Teresa was able to identify a new passion. “Learning to create jewelry, I began purchasing equipment to produce pieces on my own. Creating art is a work in progress. I am always searching for new ideas, inspiration and ways to do things” Teresa recalled.

Keeping true to her South American roots, Basa’s designs mixes silver and other semi-precious metals with natural elements such as stones, leather, horse hair weaving and enamel to produce an interesting final product. “Personally, incorporating horse hair weaving into a piece of jewelry was a natural way to honor my Chilean



Teresa Basa

heritage. I have been around horse hair weaving or crin all my life,” explains Basa on the over 200 years old technique of Crin weaving, a form of art that is local to the area where her parents grew up and where they vacationed yearly growing up near the Andes Mountains in central Chile.

Teresa works with the Chilean foundation called Maestra Madre, which aims to preserve the art form from extinction while the women weavers become financially independent and

contribute to the economical success of their families. “This is a delicate and intricate technique passed on from generation to generation. The hair is extracted from the mane of the horse and dyed with vegetable colors. I work directly with a foundation in Chile aiming to resurrect this extraordinary technique,” stated Basa.

At this year’s Austin Fashion Week, Teresa will be in attendance and stated, “I have learned about the tremendous contribution of AFW to Austin’s fashion industry. I am very excited about being a part of this great event, since it represents an opportunity to showcase my work and receive feedback from experts in the world of fashion.”

Basa lives with her husband Fernando in Round Rock, Texas. They have three sons, Benjamin (12), Sebastian (10) and Thomas(8). For more information on Teresa Basa and her pieces: www.teresabasa.com

Texas State University Awarded \$679,000 to Help Latino Students Make Gains in Math Learning

*Findings to help educators throughout
the United States understand, implement
best practices*

U.S. Rep. Lloyd Doggett announced the National Science Foundation has awarded Texas State University \$679,000 in federal funds to study how to help Latino English Language Learners make gains in mathematics learning in the eighth grade. Findings from the study, led by Assistant Professor Maria Alejandra Sorto, will help educators throughout the United States understand and better implement best practices to improve students’ achievement.

“Every student should have the opportunity to achieve their God-given potential through education. By understanding what educators can do in the classroom to help Latino students make gains in mathematics, we have the potential to help more students in Texas and across the nation do just that,” said U.S. Rep. Lloyd Doggett.

Assistant Professor Maria Alejandra Sorto, are collaborating with two school districts in Central Texas and the Rio Grande Valley to investigate teaching practices that demonstrate results from students in mathematics learning. Eventually, the findings will be used to implement a Mathematics Bilingual Institute that would offer educators an opportunity to develop the tools and techniques needed to help Latino English Language Learners succeed in mathematics.

Sorto is uniquely equipped to conduct this study. Originally from Honduras and coming to the United States when she was 19, Sorto was an English Language learning student studying mathematics

herself. Having conducted similar studies in Latin America, Sorto understands the teaching techniques that work for different types of students and how to integrate these techniques into U.S. classrooms. “I want to use rigorous methodology to make sure more Texas schools are able to use the methods that work best to teach mathematics to English Language Learning Students,” said Sorto.



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hay espacio en la nuestra

443-8800



Get the second month free

If it doesn’t fit in your house,
there is more space in ours

1905 East William Cannon Dr. Austin, Texas 78744

CENTRAL TEXAS HEALTHCARE DIVERSITY SUMMIT

AUSTIN, TX- The Texas Diversity Council is proud to announce the **2011 Central Texas Healthcare Diversity Summit** being held, Thursday, August 18th from 9am to 11am. This year, the council will partner with Seton Healthcare Family who is serving as the host and title sponsor of the event. The theme for this year's event is "Inclusion Dialogues in the Healthcare Industry". The summit will feature the phenomenal keynote speaker **Harry R. Gibbs, M.D.**, Chief Diversity Officer for The University of Texas M.D. Anderson Cancer Center.

The event is being held at the Seton Administration Offices, St. Vincent de Paul Auditorium, 1345 Philomena Street First Floor, Austin, TX 78723.

The summit will also feature a panel discussion on "Inclusion, Equity and Access to Healthcare: Disparities and Challenges in the 21st Century" moderated by **Trennis Jones**, Senior Vice President, Chief Administrative Officer/Corporate Responsibility Office, Seton Healthcare Family.

Panelists include:

Ana Mejia-Dietche, Director, Health Industry Steering Committee, Workforce Solutions-Capital Area Workforce Board

Dr. Tim George, Pediatric Neurosurgeon Chief of Service of the Pediatric Neurosurgery Center of Central Texas

Trish Young, President/Chief Executive Officer, Central Health

Shannon Jones, III, Acting Director, Austin / Travis County Health & Human Services

This event allows participants to engage in dialog and action with the healthcare community on diversity & leadership best practices using the council as the primary medium. Dynamic leaders in this industry address all issues pertaining to diversity in healthcare that have impact on individuals, organizations, and the community. Professionals in all industries are encouraged to attend. More information regarding the event can be found at: <http://www.texasdiversitycouncil.org/healthcare/sa.html>

Ernest Pedraza Holds Fundraising Advantage Over Incumbent

Ernest Pedraza, candidate for the Democratic nomination for **Travis County Constable Precinct Four**, has over \$19,100 on hand as of June 30. Pedraza, a commander with the **Austin Police Department**, spent \$10,187 during the first six months of his campaign while bringing in over \$19,500 in contributions.



Ernest Pedraza

The report shows **Pedraza** with a commanding fundraising advantage over his only opponent, incumbent **Maria Canchola**. **Canchola** reported \$9,531 on hand, giving **Pedraza** a more than two-to-one cash on hand advantage.

"I am grateful to the many community members who have placed their confidence in me by showing their financial support," said Pedraza. "I knew from the beginning I would not be outworked in this campaign. This report shows my campaign will have the resources needed to take our message to every Democratic voter in Precinct Four."

The Seedling Foundation responds to the needs of public schools in Texas by providing resources, assistance and programming. We do this by focusing by mentoring Children of Incarcerated Parents and Campus Beautification.



Workers Defense Project

Proyecto Defensa Laboral

E-mail: info@workersdefense.org

Phone: (512) 391-2305

Fax: (512) 391-2306

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

MYEC Millennium Youth Entertainment Complex

Friday is Family Fun Day
Bowling \$2.99 (first game)
Skating \$3 per person



BOWLING

BIRTHDAY PARTIES



Bowling, Roller Skating,
Movie Theatre, Arcade,
Food Court,
Karaoke/Private Party
Room & More

MOVIE THEATER



Showing
August 5- 19.



1156 Hargrave Street * Austin, TX * 78702 * 512-472-6932 * www.myec.net

Calendar of Events

August 12th, 2011 - Women in Latin Music (see poster below for details)

August 13, 2011 - En Lucha: Nuestra Fuerza es la Juventud Mural unveiling and ceremony featuring youth poetry, dance, comida, y comunidad **TIME: 10:30 AM – 1:00 PM LOCATION:** Resistencia Bookstore 1801 South 1st Street 78704 . (512) 416-8885

August 19th, 2011 - . 2011 Annual Tejano Democrats Meeting at El Tropicano Riverwalk in San Antonio, Texas 78205. 110 Lexington For more information please call: Peter Vallecillo at (210) 854-3053 or email: valle6@att.net

August 19th, 2011 - Noche de Teatro con FuturoFund at the Salvage Vanguard Theatre 2803 Manor Road Austin, Texas. Event starts at 4:00pm For more information contact John Michael Cortez on his FaceBook page.

August 24th, 2011 - **Grand Opening Ribbon Cutting - Fundacion Centro de Aprendizaje Juvenil (F.U.C.A.P.A.J)** at 4:00 2700 I-35 Austin, Texas 78704

August 26th, 2011- Southwest Voter Registration Education Project Banquet in **San Antonio, Texas** at the **Embassy Suites Riverwalk Hotel**. For more information visit their website: www.svrep.org

Women In Latin Music
2nd Annual Showcase
presented by
ALMA
Austin Latino Music Association

Live Music Performances by:
Joanna Ramirez
with Larry Lange and His Lonely Knights
Gina Chavez
Mary Welch y Los Curanderos
Susan Torres y
Conjunto Clemencia
& Guest Artists

Friday August 12th

At Jovita's Restaurant

Visit us online at AustinLatinoMusic.com

Doors open at 5 pm

1619 S. 1st St.
Austin, Texas

"This project is funded and supported in part by the City of Austin through the Cultural Arts Division and by a grant from the Texas Commission on the Arts and an award from the National Endowment for the Arts, which believes that a great nation deserves great art."

City of Austin Cultural Arts Division
Texas Commission on the Arts
TEXAS GAS SERVICE

Word Power

En Las Palabras Hay Poder

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

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

Chicano slang from the 1960s in South Texas.

¿Qué ondas loco?	What's up crazy?
Naranjas ese	Nothing dude (oranges)
¿No has visto a Paco?	Have you seen Paco?
Nel	No
Supiste que le	Did you know that
cantaron a Felipe	they sang to Phillip (wanted to fight)
alla en billar?	over at the pool hall?
Se agarron pero bien	They got into it but real
feo. Al fin el Felipe le	ugly. In the end Phillip
avento una patada	threw a kick
al Juan que se le sonó	at John that rang
la campana.	his bell.
Cuando oyeron que	When they heard that
venia la jura,	the police were coming
se descontaron todos	they discounted (took off)
en la ranfla del Moe.	in Moe's car.
Dicen que se quedo el Juan	They say that Juan was left
preguntando por su gatito.	asking for his kitty.
¿Dejando?	Really?
A la grande, a la madre!	The big and the mother!

Austin - Saltillo Liaison Office opens at the Universidad Tecnologica de Coahuila (UTC).

by Alicia Perez-Hodge

In June of 2011, an accord was struck between the **Austin and Saltillo Sister Cities Association** to strengthen ties between the two cities and increase opportunities for exchange. The **Austin- Saltillo Liaison Office** is the culmination of the June accord.

For more than 42 years **Austin** and **Saltillo** have shared a friendship and exchange of culture, business and history. A delegation of 36 business executives and educators from **Saltillo** visited **Austin** in June 2011 and the gesture of friendship was returned when a delegation from **Austin** visited **Saltillo** last month.

The delegation was also there for the 434th anniversary of **Saltillo's** founding. *"Saltillo is comparable to **Austin** in its population and its educational institutions"* said, **Alicia Perez-Hodge**, President of the **Saltillo Sister Cities Association**. *"The opening of the Liaison Office in Saltillo will open opportunities for more exchange both cultural and economic between **Austin** and **Saltillo**. We are honored to continue a strong friendship between the two cities,"* said **Perez-Hodge**

The delegation from **Austin** included **Alicia Perez-Hodge**, president of the **Austin Saltillo Sister Cities Association**, **Mr. & Mrs. Billy Webb**, **Mr. Ben Ramirez**, **Lt. Vicente Lugo Serrano** and **Mr. Brock Stewart**.

Saltillo's Mayor Jerico Abramo Masso welcomed the



ABOVE: From left to right back row: Ben Ramirez, Carlos Gutierrez, Ernesto Cardenas, Jose Ruiz, Jackeline Oropeza, Rosie Garcia, Billy Webb, Rosa Argelia Arriaga, Jose Antonio Garcias Guerrero, Gustavo Espinosa Mireles. **Front row:** Rosario Segura de Cardenas, Gale Webb, Alicia Perez de Hodge, Lucila Ruiz Muzquiz

delegation during a luncheon at **El Meson** in **Saltillo, Coahuila, Mexico**. **Mayor Abramo Masso** proposed an additional Liaison Office with **Austin** through the Department of Tourism. *"Saltillo is a progressive city with many similarities to Austin and we have always counted with the Austin-Saltillo Sister Cities Association to maintain the strong ties of friendship,"* **Mayor Abramo Masso**, said.

Saltillo, Coahuila served as the capitol city of **Coahuila** and

Texas until 183 when **Texas** becomes a Republic. **Austin** then was named the capitol city of **Texas**. *"There is much common history between the two cities,"* said Perez- Hodge, *"through the Austin-Saltillo Sister Cities Association, Austin and Saltillo have not only a common history but have shared 42 years of exchange in areas such as public safety training, Spanish immersion classes and cultural arts."*

Memberships open to the **Austin Saltillo Sister Cities Association**; if you are interested contact **Alicia Perez-Hodge** at: barriogirl40@yahoo.com.



ABOVE: Saltillo Plaza in Austin, Texas is located at Chicon and 5th Street

We, the following individuals stand with Joaquin Castro as he seeks the position of Congressman in the new 35th Congressional District.

Kathleen Vale

Amaury Nora

Alicia Perez

**Lila Valencia,
SDEC Hispanic Representative**

Jose A. Velasquez

**Crystal Viagran,
SD14 Committeewoman**

Al Sarria

**Andy Ramirez
RZ Communications**

**Juan Sanchez
Presidente Southwest Key Programs**



**JOAQUIN
CASTRO**



DEMOCRAT FOR CONGRESS