#### ADGLANCE

Nov. 16th meeting held at MAAC.

Liscussions of articles and assignments.

Alex Contrers suggested that we neet on Saturdays for some real work. It was decided that we would have our regular neetings during the week and hold a neeting one Saturday each month.

It was moved and seconded that we up subscription price from \$3,00 to \$3.50.

Assignments

Photo and graphics -- Nick Inzunza and Silvienzo Curiel

Richard Therra-- MAAC, Biegla, photos for both

Fred Goldner - San Ysidro Health Center, photo of center

George Baca -- Deadlines at college, MOP; opportunities available; tutoring; finencial aid; etc.

Augie Barena Southwestern and UCSD programs; EOP; tutoring and how to apply; etc.

Alex Contreres -- Southwestern

Nick Insunza- Contact Jack Walsh for story

Art Avala -- Contact Carlos Velez at UCSD

Joyce Beitz -- Inmigration-contact Garl Hudson at MAAC; Bi#lingual education

Assignments due Nov. 27th, our first Saturday work day. Our first lay-out comes two weeks after, following an editing and translating week. First issue comes out the week before Christmas.

Next recting is Nov. 25rd. Tues., at MAAC. First work day meeting Sat. 77th at MAAC., 9am to 1pm.

Respectfully submitted by,

Joyce Beitz Bus. Afmin.

# A. A STATEMENT OF THE NEED

It is a commonly held belief that one can get a good idea of what a community is like by reading the local newspaper. If one were to depend on the local monopolized press to learn about San Diego, he would be devastatingly misinformed. In the past year, two major news publications (TIME and NEWSWEEK magazines) have featured articles about the SAN DIEGO UNION and EVENING TRIBUNE. In both publications, the Copley Press was soundly criticized for its totally inadequate press coverage of events important to the minority communities in San Diego County. One writer commented that a person relying on the UNION/TRIBUNE would be given the impression that San Diego is an all-white community, when in fact, 20-25% of the population is non-white.

Mexican-Americans, as the largest ethnic minority in the county, seem to experience the greatest degree of exclusion from the media. Unlike our Black brothers, the Mexican-American has no local family newspaper that addresses itself to issues of direct interest to the Spanish-speaking public. LA VERDAD, a local, student oriented publication has made some efforts to cover events in the barrio, but the publication lacks broad appeal. What is needed is a publication that is moderate and appealing to persons of all political persuasions.

### B. OBJECTIVES

A group composed of volunteers from all parts of the county have been meeting in the South Bay area to put together a community newspaper entitled ADELANTE. ADELANTE is to be a moderate objective newspaper with a content that should be of interest to the entire spectrum of San Diego's Spanish-speaking community. It is not intended to be, nor will it be, an "underground" newspaper.

ADELANTE, it is hoped, will contain news stories that will reflect the many positive things that Mexican-Americans are involved in daily. Included with straight news articles will be organizational news, sports, civic affairs and coverage of social events.

Initially, ADELANTE, will be financially supported by a seed grant of \$600.00 from the Cabrillo Foundation plus contributions from the volunteer participants.

The seed money is enough to put out two issues, but it is insufficient to cover other essentials such as rental of office space and telephone. If the Office of Ethnic Affairs can assist by providing the funds for office space rental and telephones, ADELANTE could be self-supporting within four to six months. The following is a budget outline of the funds requested from your office.

## C. BUDGET

Rental of office located at 1839 Highland Avenue,

National City, California.

6 months @ \$100 per month ..... \$600

Telephone Installation Fee

2 phones @ \$15 each ..... \$ 30

Telephone Service charge

@ \$30.00 per month X 6 months .... \$180

GRAND TOTAL

\$8100

The meeting was held at Herman Baca's house. Herman commented on that we haven't completed anything in four months. Richard Ybarra said we have to have at least two dedicated people to work on the paper. Richard said he will help us out as much as he can, he said it will take us at least a couple of months for our first issue to come out. Herman wants us to go and talk to a few of the writers of the Viewpoint paper. Herman is to call Raul Loya on typing of paper. Herman is to print letterheads and envelopes. There will be a meeting next Wednesday and all the staff should come with their stories complete.

Assignments are as follows:

George Baca --- EOP and Ethnic affairs

Roger Cazares --- MAAC and Victor Nieto

Augie Bareno---Introduction to paper, Pete Chacon and Joe Bonilla

Art Ayala --- Bob Baker, Oscar Canedo, Fred Perez and Toltecas

Frankie Portillo---Biltmore 5 Picnic and Gil Robledo

Alex Contreras --- MAPA Convention and ESL Program

Richard Ybarra -- National City MAPA

Gloria Valderrama---Victor Mosqueda and Richard Martinez (Smith College)

Herman Baca---Ben Moreno

Dennis Olson --- EOP and help Herman with emblem

Gloria Casillas --- South Bay Education

August 25, 1971 The meeting was held at Herman's house. Herman introduced Joyce Beitz a Vista worker willing to donate her time to the paper. Herman said it was to complicated to get the type set by Raul Loya. Herman is printing business cards for Roger and Dennis. Herman wants to get a proposal for \$900 from the Office of Ethnic Affairs to be used for office space and phones. Herman suggested we go to book stores and try to sell our posters. We will look into the cost or rental of justowriter. Herman is to contact Kathy Mcloud about ways to get funding. Herman has been unable to contact Viewpoint, but is still trying. Richard to handle the layout of the mock newspaper. Herman is going to call VicaVillalpando about a logo for the paper. Richard will get old newspapers from La Verdad. Herman will remind Carlos Velez, Jesse Ramirez and Henry Collins about their columns. Joyce will do a story about SDSC Silviano will be our photographer. The following people still have storys to turn in: AUGIE BARENO, ART AYALA

FRANKIE PORTILLO, ALEX CONTRERAS, RICHARD YBARRA, HERMAN BACA,

STAFF: GEORGE BACA 477-6683 ROGER CAZARES 477-6683 AUGIE BARENO 477-9621 ART AYALA 477-7177 FRANK PORTILLO 477-0830 ALEX CONTRERAS 477-8249 RICHARD YBARRA 479-5727 GLORIA VALDERRAMA 263-4643 HERMAN BACA 477-5434 DENNIS OLSEN 423-4219 GLORIA CASILLAS 477-0830 SILVIANO CURRIEL 262-8033 JOYCE BEITZ 427-6475

GLORIA CASILLAS.

#### PROPOSAL

DEVELOPMENT OF COMMUNITY NEWS SERVICE - SOUTH SAN DIEGO COUNTY

#### A. STATEMENT OF NEEDS

#### General

Recently in the South Bay area fourteen farm laborers were fired for wearing Caesar Chavez buttons. As a result they were supported by the remaining one-hundred and twenty workers. What developed was a work stoppage caused by the grower for indiscriminately infringing on the civil rights of these workers.

Police officers in National City broke up a party by coming in with clubs and injuring several people who were at the party. Although their action was illegal the officers were simply reprimanded and no further action was taken to help those who were arrested.

These two incidents and many others occur almost daily in the South Bay area. Needless to say, the news coverage is biased; and those living in the community are often pictured as thugs, dope addicts, troublemakers, etc.

The purpose of this request for funds is to develop a community based newspaper that will serve the community. Prior to stating their specific tasks we hope to accomplish with the newspaper a brief description of the need would be in order.

The South Bay which includes among its cities National City, Otay, Palm City and Imperial Beach has a substantial population of Mexican-Americans.

National City for example has a Mexican-American population as high as 43%.

This area is overlooked by many of the Model Cities projects since it is

excluded from the Model neighborhood...(see Attachment A.) Yet the Federal

Government recognizes it as a poverty area as evidenced by the efforts of several

OEO projects operating in the community.

There is one newspaper (La Verdad) which runs articles in Spanish in San Diego, and does not carry the activities of interest to poor residents in the South Bay area.

#### **Objectives**

The community based newspaper will serve the community in the following manner:

- @ To correct the oftentimes distorted news articles that appear in the local newspaper as well as the community newspapers.
- @ To inform the residents on issues that effect their daily lives e.g., accurate information on new housing developments, educational issues, welfare issues, job opportunities, etc.
- @ To provide a communication link between residents of the South Bay community...organized and operated by members of the community.
- © To involve other members of the community in the promotion and continued support of the local paper.
- @ To promote a positive and realistic image of racial minorities living in the South Bay by weeding out news articles that are injurous to the integrity and humanity of these people and to begin to provide in-depth recounting of the facts and experience of the barrio.
- @ To hire and train newsmen from the barrio and provide regular coverage of the activities similar to coverage by news media in other segments of the community.

#### Summary

Having given a brief description of the problem and the area, the newspaper hopes to serve along with the stated goals we now want, to mention how we hope this will be done.

Today there is a group formed in National City called "ADELANTE." This has the support of several community groups and individuals such as: Chicano

Federation, Mexican American Political Association, a professional printer (Aztec Printers), a consultant on promotion along with those individuals currently attempting to raise funds from the community, (see Attachment B). Unfortunately community organizations do not have at their disposal the necessary funds to support initial efforts in the community such as this one.

It is felt that to retain its autonomy the newspaper would only exist with community support. This support would be in the form of fund raisers, community advertising, and the selling of the newspaper itself.

The CABRILLO FOUNDATION is in a position to act as a catalyst in this instance by providing the initial funds needed for this essential community based project.

# Budget - Request \$1,000 to help meet the needs listed below:

Phone

Typewriters (old)

Office supplies

Filing cabinet (used)

Desk (used)

Gasoline mileage

Production costs

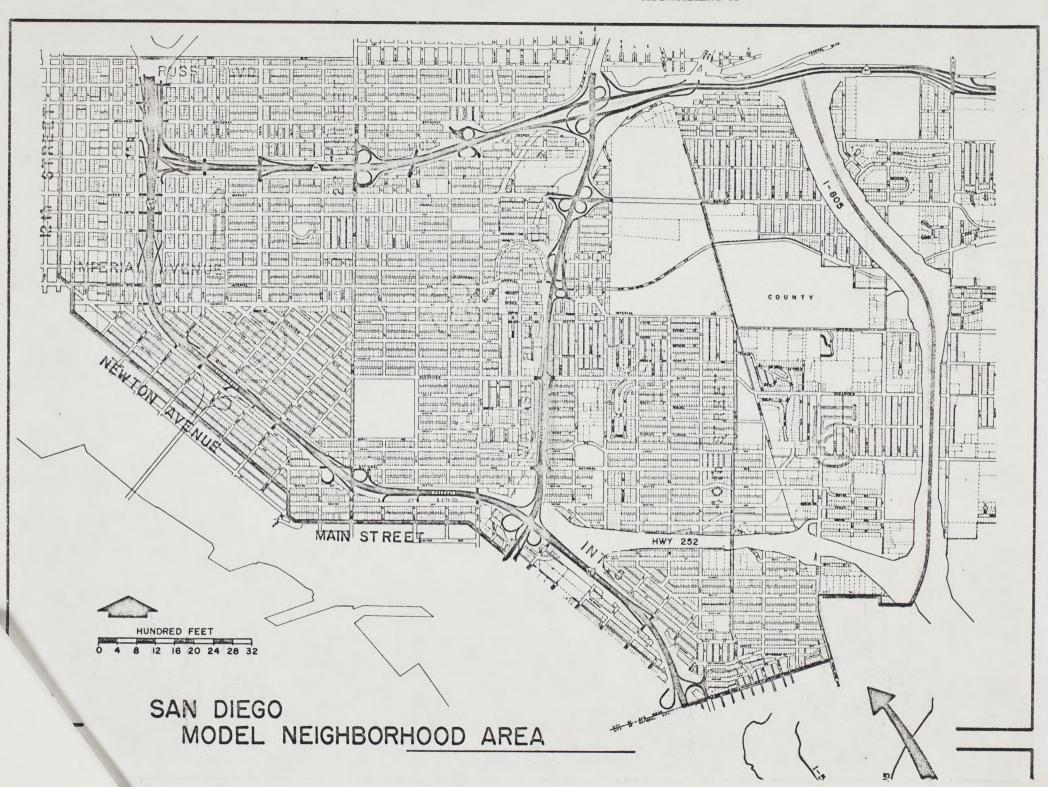
# In-Kind Contributions

Aztec Printers \* Press time - ink

Henry Ramirez - Consultant on promotion. Currently with Mission Valley Center

Staff time

Julie J. Rocha - Photographer and Writer



May 3, 1971

Mr. Tom Johnson Cabrillo Foundation Allocation Committee Room 1951 P.O. Box 524 San Diego, California 92110

Dear Mr. Johnson:

It was announced Thursday April 29, 1971 at a Community Meeting held in National City that the Cabrillo Foundation existed and had as one of its general purposes to give initial financial support to members of the minority community who in some manner were working to improve their lives through the development of community based projects.

A proposal was drafted and is enclosed and it is hoped that it is not penalized for lateness.

We need at least one thousand dollars to begin work on this important project and it is hoped that you and members of your committee will look at the needs and merits of our proposal and grant us the support we are seeking.

Have a nice day.

Herman Baca Chairman of "ADELANTE"

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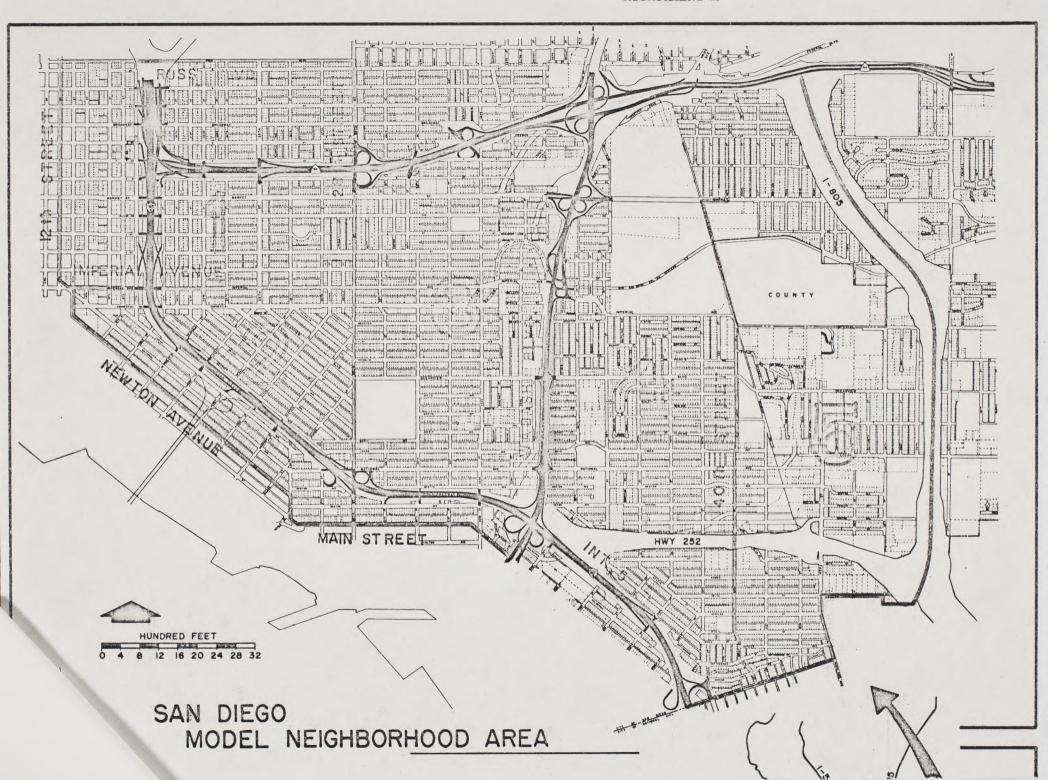
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