

FOR IMMEDIATE PRESS RELEASE

JULY 21, 1983

ON JULY 23, 1983, THE UNION DEL BARRIO AND SUPPORTERS, WILL BE HOLDING AN "INFORMATIONAL PICKET" AT THE MEXICAN AND AMERICAN FOUNDATION'S "EVENING WITH THE STARS". THE PURPOSE OF THE PICKET IS TO DEMONSTRATE TO THE PUBLIC THAT THE COORS BOYCOTT IS STILL VERY MUCH IN EFFECT, AND THAT IN FACT IT IS STILL BOYCOTTED BY THE VAST MAJORITY OF CHICANO/MEXICANO ORGANIZATIONS. FURTHERMORE, THE COORS BOYCOTT WILL CONTINUE AS LONG AS THE COORS FAMILY (owners of the coors company) SUPPORTS RACISTS, ANTI-UNION, AND CONSERVATIVE ORGANIZATIONS AND CAUSES. THE COORS FAMILY HAS SUPPORTED ORGANIZATIONS SUCH AS THE JOHN BIRCH SOCIETY, THE HERITAGE FOUNDATION, AND JERRY FALWELL'S SO-CALLED MORAL MAJORITY. THESE ORGANIZATIONS HAVE LONG OPPOSED CIVIL AND HUMAN RIGHTS MOVEMENTS, BOTH IN THE UNITED STATES AND LATIN AMERICA. LOCALLY, COORS IS SUPPORTING AN EXTREME RIGHT-WING NEWSPAPER CALLED THE CALIFORNIA REVIEW. THE FUNDING OF CONSERVATIVE CAUSES BY COORS, IS A DIRECT ATTACK ON CHICANO SOCIO-POLITICAL ACHIEVEMENTS OF RECENT YEARS. RECENT DONATIONS BY COORS TO LATINO ORGANIZATIONS, CANNOT COMPENSATE FOR THEIR "REAL POLITICS". THESE DONATIONS ARE NOTHING MORE THAN ATTEMPTS TO "CLEAN-UP ITS IMAGE" AND TO REGAIN THE LATINO MARKET IT LOST IN THE 1970's , WHEN COORS BEER SALES FELL FROM 4th to 7th PLACE NATIONALLY BECAUSE OF THE BOYCOTT BY CHICANO AND LABOR UNIONS.

THE PICKET WILL BE HELD FROM 7:30 to 8:30 PM, JULY 23, 1983, at the downtown convention center 3rd & Bst.

FOR MORE INFORMATION CONTACT:

LETICIA JIMENEZ 233-0661

PRESS STATEMENT

July 21, 1983

The Chicano/Hispanic Community of San Diego, through the Chicano Coalition For Responsible Journalism, has collectively decided to undertake this action which publicly challenges and rejects the journalistic practices of a local privately owned publishing corporation. This press conference is a result of numerous concerns that have been expressed by individuals and groups within the Chicano/Hispanic community and other sectors of the San Diego population.

The publishing corporation known as La Prensa Munoz, Inc., a private for profit business, is hereby rejected and is publicly challenged as the "voice" of the Chicano/Hispanic community. The La Prensa Munoz slogan "For the Dignity of Our People We Raise Our Voice", is nothing more than an ill-founded marketing scheme which borders on the ridiculous and represents an opportunistic effort for private monetary gain at the expense of the very community La Prensa Munoz purports to represent.

The Chicano Coalition for Responsible Journalism recognizes and holds in the highest of priorities the freedom of the press as guaranteed by the United States Constitution. The coalition also recognizes a person or persons rights to freedom of speech.

It is in this spirit that we have asked you to this press conference. You the reporters of the media need to understand that we in the Chicano community expect the media community to present a quality, objective and fair perspective of our social standing, growth, and yes, our areas of weaknesses

During the last ten years our community has grown in many ways, be it in education, politics, business, medicine, engineering, and other professions. We still have a long way to go and we, and our children, need as well, to appreciate all the help we can get from the total community.

The following are some of the conditions in our community:

- Chicanos have the highest educational dropout rates in the nation.
- Chicanos have the lowest per-capita income of all minorities with the exception of the American Indian.
- Chicanos are over-represented in penal institutions.
- Chicanos are not equitably represented in elected offices.
- Chicanos suffer from the racism resulting from the oppressive treatment of undocumented workers.
- Chicanos experience a high degree of hypertension (high blood pressure).
- Chicanos have a high rate of infant mortality.
- Chicanos are overly represented in the unemployment ranks.
- Chicanos are severely under-represented in all fields of the media profession, including the ownership of television, radio and private corporations.

These conditions are exacerbated by the tremendous growth in Chicano population as demonstrated by the 1980 census.

This then, is the social framework in which the Chicano Leadership today and in the future, must work from to either improve or face an even more critical and complicated living condition.

Perhaps one of the most significant contributors to our future reality is the power of the media; and in this regard the image that is being portrayed to the Chicano and non-Chicano community by the La Prensa Munoz Inc. requires careful public examination.

The weekly newspaper known as "LA PRENSA" is a tabloid that rarely, if at all, uses journalistic principles of objectivity and fairness when covering news in the Chicano and minority community of San Diego. This tabloid violates even the most basic journalistic moral norms when we consider some of its crudity alongside of its streaks of racism, sexism, anti-semitism, hatefulness and overall lack of professionalism. One such example which shows a total lack of respect is its "Burro of the Week Award" which is simply the Spanish way of camouflaging "Ass of the Week Award." Passages such as, "Congressman Bates-Councilman Cleator putting out more bullshit press releases" (1-28-83) are also part of the La Prensa Munoz repertoire.

A more precise accounting of the La Prensa Munoz practice considers that all stories involving accusations of persons "selling out" (vendidos) or being someone's Mexican "boy" (titere) are never followed up with even a statement from the accused party. The following examples reflect some of Prensa Munoz's printing of such caustic charges. In all these instances the targets of La Prensa Munoz were never even contacted to get a balanced story:

April 8, 1983:

"Julio Calderon, Mexican American Political Association Chairman, selling himself out"

March 4, 1983

Rumors are flying... Coast Citrus in financial troubles... Chapter 11 bankruptcy in offering owner, Roberto Alvarez keeping mum. Alvarez doing 60 million biz before Fedmart folded.

April 2, 1982:

"(Jim) Bates and Ray Ortiz (County Registrar of Voters)- Ortiz trying to cover up for Bates."

March 26, 1982:

"Golden 500 (Chicano Political Association), abandoned, sold out, or betrayed Luis Natividad, Jess Macias, Mario Palomino."

July 30, 1982:

"Art Madrid (La Mesa City Councilman) won appointment to La Mesa City Council by stating publicly that he wasn't Mexican." "*Republican Chicano*"

December 17, 1982:

"Uvaldo Martinez - why expect anything from their boy."

March 4, 1983:

"Tezzy upbraided for not saying anything about Chicano Federation unity meetings, sorry. Still worn out from 1,236,000 unity meetings attended in past 7 years." Nada Paso.

April 5, 1983:

"Gil Avila - one more time, Gil, repeat in Spanish, 'I am the Governor's Mexican Boy'."

April 29, 1983:

"Willie Brown pays off (Assemblyman) Art Torres for his support, 'since when does Brown have to bless a guy in order for him to be an "official" "Chicano?"'

La Prensa Munoz flaunts its press freedoms without regard to the moral or professional ethics one expects from serious journalists. The tactics are heavy handed and rely on hearsay and rumor. They are strengthened not by objective investigative reporting, but by simply inflating the rumor, and giving no "equal time" to the targets and victims of this newspaper.

In some cases its vile and scurrilous attacks in the form of rumors and outright lies produce emotional stress, mental anguish and have actually placed people in physical danger. Most of these situations involve the La Prensa Munoz affinity for calling youth community workers, police agents and informants.

The San Diego Street Youth Program is funded by the City of San Diego, to work directly with youth groups who otherwise are involved with street crime. Here, La Prensa Munoz ran a series of articles accusing the staff and Director of the program of being police informants. Needless to say La Prensa Munoz never once called or interviewed the program's personnel. The net effect of this lie was that some of the program's staff were actually threatened at times, and placed in dangerous situations as a direct result of La Prensa Munoz's unfounded allegations.

Chicano
Youth
Task
Force

More recently, a joint project of the Chicano and Black Federations was equally harangued with charges of being police informants, with no regard to seeking out facts or covering other opinions.

alliance.

Another of La Prensa Munoz practice is the perpetuation of racial and sexual stereotypes, and open attacks upon persons and organizations on purely ethnic or gender lines. These attacks can be veiled and as subtle as, "Peter Chacon has a gay on his advisory committee, (Jim) Bates has a gay, too" (6-3-83). Unfortunately, the racism and sexism of La Prensa Munoz is not shy, quiet or contained. Consider the following:

July 19, 1982:

"George Stevens (Aide to Jim Bates) and George Smith, and all the members of the 'Catfish Club' who got misled by Rev. Ard to vote for Jim Bates."

February 18, 1983

El "Golpe" was given to Eulalio Poras ex-president of the American G.I. forum. Palace Coup led to Richard Resendez taking over.

February 11, 1983

~~Hablando de Jews "The Winds of War" is a bummer.
Not worth staying up so many hours.~~

April 15, 1983:

"El Taco Trio from Los Angeles - Roybal, Torres and Alatorre failure to work with community, the Taco-Trio continues in its losing ways."

Needless to say, letters to the editors of La Prensa Munoz which rebutt its views are not printed. So removed is La Prensa Munoz from the Chicano community, that attempts to contact its editor, Dan Munoz, are reported by La Prensa Munoz as exaggerated assaults on his person.

Given these serious charges against the credibility of La Prensa Munoz by the community assembled here, one will probably ask as to the motivation of this newspaper's tactics. To be perfectly honest it is something we still collectively ponder, and can only guess. La Prensa Munoz and its personnel have always been so removed from the community that nobody here has had access to them to simply ask. Maybe this is something that serious journalists can undertake. But given the attitudes expressed by La Prensa's Munoz's written words, one thing is very obvious, La Prensa's stated goal of, "For the dignity of our people we raise our voice", is violently contradicted by the same ink which covers the rest of this newspaper's pages. Worse yet, the motivation of La Prensa Munoz may be expressed in one of its own passages:

"Board of Supervisors - Helping Anglo newspapers with money and ads but nothing to La Prensa" (1-28-83).

This Press Conference signifies a major departure from the Chicano status quo relative to holding accountable a publishing corporation who, for some time has been acting irresponsibly on behalf of the Chicano/Hispanic community of San Diego. Let everyone know that we in the Chicano/Hispanic community want to be represented fairly and equitably by everyone involved in the media community; this is especially true of the Chicano-Spanish media. It is clear that La Prensa Munoz will continue the policy of being anti-Black anti-Semetic, anti-White and definitely anti-Chicano. Their policy is contrary to everything that our parents and grandparents have taught us about respect and verguenza.

Then again, perhaps La Prensa Munoz is best exemplified by Tezozomoc himself. The identity of Tezozomoc is presented today so that everyone knows who he is and what he stands for. The motives that drive La Prensa Munoz may be better understood by Tezozomoc himself. - *Fearful and powerful Indian during the Aztec Empire*
Nwaka word - 1426 - death.

Thank you for coming, and it is now open for questions.

For All Americans — New Era Of Sharing

By HENRY CISNEROS

I note something very different in the Hispanic communities of our nation today. There is a sense of pride and — as we say in Spanish — a sense of *mucho corazón*.

Our role, and our hope for the future, is based on three important factors.

First, much of the Hispanic population in this country is located in areas which are growing and becoming more important.

The 10 cities now identified as those of greatest opportunities for Americans during the '80s and '90s all are places where Hispanics have large populations, opportunities to participate. San Diego, Albuquerque, Denver, Phoenix, my own city of San Antonio, Austin, El Paso, San Jose and Tucson, all in the Southwest, and Tampa, in Florida, with a mayor whose name happens to be Bob Martinez.

The second reason for hope is that these numbers are already being used wisely and effectively to increase influence.

The Voting Rights Act has made it possible for Hispanics to elect county commissioners, city council members and school boards in areas where gerrymandering and unfair practices made it impossible to have fair representation before.

Organizations have come into being — the Mexican American Legal Defense and Education Fund, as an example — which do not stop at the point of litigation. They not only help to make it possible for people to be elected. They work in the community to find people and train them to take their places as leaders.

A number of efforts in the business sector — business publications, training programs and special business schools — will accentuate the importance of our numbers.

The third reason for hope — perhaps the most important one — is what I call psychological lifting of spirit: a rightful assertion of the truth about the Hispanic role in the history of our nation.

I am overjoyed that students in poor schools in San Antonio now are taught to be proud of their Indian heritage, the heritage that comes from those great chieftains of Mexico and the Southwest. Of course, we are also proud of the role that the Spaniards played in developing America. For the first time, we are asserting our history.

Hispanics have been victims of a certain kind of economic repression, but they do not believe in the politics of hostility, anger or revenge. They are fundamental believers in fair play. They are fiercely loyal and patriotic to this country, a people who have been a struggling people, but who hold families together, who believe in God.

Their image is changing right before our eyes: from the *peon* with his *sombrero* sitting under a cactus, to the man who works so his sons and daughters can become professionals; from the fetching *señorita* standing outside the *cantina* with a rose between her teeth, to the mother I know from the west side of San Antonio, who shows me pictures of her four sons, each wearing the uniform of one of the four branches of our armed services. They are artisans and handicraft workers in the Southwest, but also technicians in Phoenix, San Diego and El Paso. These are America's Hispanics today.

For the '80s and '90s, there are a few things that are certain:

Hispanics will be stronger politically. There will be greater representation. The numbers of Hispanics voting in Congress, which this past year increased from five to nine, will continue to rise. Several seats clearly will have Hispanic candidates in 1984. They look like winners because the districts are 65 percent and 70 percent Hispanic.

As we grow stronger politically, we will see coalitions with other people with similar priorities. Those priorities will speak to education and the tools of self governance.

We will see the capabilities of Hispanics recognized in academia — names like López, Martínez, Hernández and García taking such prestigious posts as university presidencies.

We will see what we have failed to see up to now: the business emergence of Hispanics.

We will see a greater involvement in international issues. Given the problems and the resource base of Latin America, the nations south of the border will become as important as other nations with whom we've had a longer sentimental attachment.

We will see a sharing of Hispanic strengths with the rest of America. A recent study on cultural values showed that Anglo-Americans tend to measure individuals in terms of what they can contribute economically, whereas, to Hispanics, an individual has value in his or her own right. The individual's mere presence contributes to the group. It showed that an Anglo father's success is measured by his ability to provide material comfort, while a Hispanic father's success is measured by his ability to keep his family together and the personal reputation he maintains within his community.

These are strengths that Hispanics want to share. These are values that can help America through a period of fast movement, anonymity, ruthlessness and broken families.

In years to come, we will not see the Southwest become another Quebec, as some have feared. We will see an accommodation process, but not movements toward separatism.

Bilingual education is not a device toward separatism. Instead, it is saving young people's minds, making it possible for them to learn what's in books, to learn that teachers are authority figures to be respected, to learn that school is an interesting place.

The Hispanic idea is not much different than the American idea has always been. In the final analysis, Americans are what we all are.

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T. D. ... 7-17-83
This summarizes the presentation of San Antonio Mayor Henry Cisneros to the American Society of Newspaper Editors in Denver, Colo., on May 11. Printed with permission.

F O R I M M E D I A T E R E L E A S E

FROM : Chicano Coalition for Responsible Journalism
SUBJECT : Community Rejection of La Prensa Muñoz Newspaper
CONTACT PERSON : Gus Chavez
262-5350 (Eves.)

On Thursday, July 21, 1983 at 9:00 a.m. in the Guadalupe Catholic Church Hall located at 1770 Kearney Avenue, San Diego, California, community, business and other civic leaders from the Chicano, Black and Jewish community will present statements concerning constant attacks against them from the weekly tabloid, "La Prensa," which is privately owned by La Prensa Munoz, Inc. Said attacks have been numerous and range from hateful statements against Jews, Women and leaders from the Hispanic and Black communities, to abusive and unfounded stories where slanderous accusations have been leveled against public figures without regard to journalistic principles of objectivity or fairness. The press will also be informed about the plan of action to be implemented by this broad based community group to address their concerns.

La Prensa Muñoz, Incorporated, a for profit corporation, was originally founded as a "community" newspaper to voice the news from a Chicano/Hispanic perspective. Since its founding, this newspaper has devoted most of its energies towards scandals and distortion of the truth. Specific evidence of these distortions and their effect on the San Diego community will be made public.

THE TIME IS NOW TO COME
TOGETHER AND DEMONSTRATE
THAT LA PRENSA DOES NOT
SPEAK FOR US!!

VIVA LA CAUSA!!

THE TRIBUNE

Friday, July 22, 1983

La Prensa publisher under fire

By Lynne Carrier

Tribune Staff Writer

In a move designed to put distance between the Hispanic community and La Prensa, a Mexican-American group has accused the bilingual weekly newspaper of practicing slanted reporting and making hateful statements against members of minorities.

"La Prensa is a private, for-profit organization, and it has a right to exist," said Gus Chavez, head of the newly formed Chicano Coalition for Responsible Journalism. "All we are saying is: Do not say that you are representing the Chicano community."

Chavez was cheered and applauded by more than 328 supporters who attended a coalition news conference yesterday at the hall of Our Lady of Guadalupe Roman Catholic Church in Logan Heights. Among groups represented were the Chicano Federation, Barrio Station and the Black Federation.

He said the newspaper publishes biased reports about politicians and other public figures.

The coalition said that La Prensa's slogan, "For the dignity of our people we raise our voice," made it appear that the paper speaks for the community, but that many Hispanics object to its policies.

Daniel Muñoz, who founded the paper seven years ago and has published it since then, blamed partisan politics for the coalition's protest.

Muñoz said his paper has a circulation of 10,000 copies a week and a readership of about 44,000. It is distributed free, except for up to 500 mail subscriptions, and is financed with advertising.

He said some Mexican-American leaders and Democratic politicians were upset because his paper supported Roger Hedgecock, a Republican, in this year's mayoral contest.



“LEGAL DEFENSE FUND RAISER FOR RACHAEL ORTIZ”

Following years of rumors and character assassination by Dan Muñoz against Rachael Ortiz, she became provoked into the incident which took place in June of 1983.

A law suit has been filed against Rachael alleging emotional distress, sleepless nights, etc., which is being a bit costly. In view of the fact that the majority of the San Diego community supports Rachael, we are providing an opportunity for everyone to contribute to her defense.

Approximately \$5,000 are needed in order to successfully address the situation. Let's do our very best to **spread the word** by telephone, meetings, etc.

A minimum of \$25.00 per person is encouraged. But, do not hesitate to come if this amount is too great for you at this time. Our support at this event will be very symbolic.

DATE: Thursday
August 25, 1983

PLACE: Holiday Inn at the Embarcadero
1355 No. Harbor Drive

TIME: 5:30 - 10:00 P.M.

*Entertainment by Los Alacranes Mojados
&
Paul's Music Enterprise*

All labor and entertainment donated

COMMITTEE MEMBERS

GUS CHAVEZ
TOMAS VIGIL
ANITA MORGAN
CARLOS CASTANEDA
TOMMIE CAMARRILLO
MARIO TORERO
ROGER TALAMANTEZ
RAMIRO GUERRERO
CARLOS LEGRETTE

AUGIE BARENO
JUAN DUARTE
RICH JUAREZ
LAURA RODRIGUEZ
LUIS GARCIA
DANIEL MORALES
MARIA GARCIA
LARRY MONTOYA

GLORIA SERRANO
GIL & GLORIA CONTRERAS
SAL & MARTHA CONTRERAS
DR. RALPH O'CAMPO
SAM DURAN
CARLOS QUINTANA
LUIS VILLEGAS, JR.
IRMA CASTRO

(Make checks payable to the Rachael Ortiz fund)



The San Diego Union/BOB REDDING

Agustin Chavez of newly formed Chicano Coalition for Responsible Journalism voices criticism of La Prensa publisher Dan Muñoz.

Chicano group hurls charges at La Prensa

By Don Williamson
Staff Writer

The charges were racism, sexism, anti-Semitism and non-objective reporting.

The accusers were members of the newly formed Chicano Coalition for Responsible Journalism.

The accused was La Prensa, a seven-year-old, San Diego-based, bilingual newspaper owned by Dan Muñoz.

On one wall hung a large sheet of paper that said in Spanish and English: Down With Muñoz.

It was the docket call for the day and had been signed by at least 100 people.

The evidence presented to a crowd of more than 200 people that filled the Guadalupe Church Hall in Logan Heights yesterday consisted of excerpts from articles in La Prensa that Agustin Chavez, coalition spokesman, said "violate even the most basic journalistic norms."

Chavez stressed that the coalition was

comprised of concerned individuals, rather than organizations, and that the purpose of the press conference was to let the wider community know that "La Prensa does not represent the interests or positions of the Hispanic community."

Muñoz said the coalition has taken his style of writing and blown it out of proportion.

"I'm mildly surprised and mildly saddened that they would allow themselves to be used," said Muñoz, who contends that powerful Jewish interests in the local Democratic Party "orchestrated the press conference from behind the scenes in retaliation for La Prensa's support of Republican Mayor Roger Hedgecock in the last election." Mayoral elections in San Diego are non-partisan.

Members of several community organizations, including the Chicano Federation, the Black Federation and the Barrio Station attended the press conference.

A statement from the Chicano Federation called for "accountability and responsibility from all media," and added that "all media" cannot be restricted just to the traditional media. "It is with a heavy heart and a clean spirit that the Chicano Federation disclaims La Prensa . . .," read the final sentence of the statement.

There were no vocal defenders of La Prensa at the press conference. Muñoz, however, intends to present his own rebuttal.

"My initial instinct was to go for the jugular. But they had their shot, next week I'll have mine," said Muñoz, who indicated that the July 29 edition of La Prensa will detail who is behind the coalition.

SD Williamson
7/22/83

La Prensa policy criticized

Coalition charges paper with biased reporting, editorials

By Don Williamson
Staff Writer

Charging biased reporting and editorial policies not representative of the local Hispanic community, a newly formed coalition has come out against the bilingual weekly newspaper La Prensa.

The allegations, made by the Chicano Coalition for Responsible Journalism, include the lack of fair and objective reporting and the misrepresentation of community organizations involving Hispanics, blacks, Jews, women and coalitions of these

groups.

An unusual aspect of the controversy is that minority organizations rarely have made public attacks against minority news media in the past.

A press conference has been scheduled for 9 a.m. Thursday in the Guadalupe Catholic Church Hall in Logan Heights.

Agustin Chavez, a founder, charter member and former chairman of the Chicano Federation and spokesman for the coalition, indicated "there has been growing displeasure within

local minority communities with La Prensa's editorial policies for several years."

Chavez said attempts have been made by different groups and individuals to express these concerns to Daniel Muñoz, publisher of La Prensa, but "there have been no changes."

Muñoz yesterday defended his seven-year-old publication, and said there would be no changes in La Prensa's editorial policy.

One specific example cited by

See PRENSA on Page B-2

SD Uman
7/19/83

MUNOZ. Publisher under fire

He is accused of 'racist, sexist' remarks

Continued from B-1
cultural movement he espouses until his early 40s, after retiring from the Navy.

With a wife and six children to support after retirement, he attended college and worked as a janitor at night, eventually graduating from UCSD with a degree in social and political science, he says.

It was during that time Muñoz says he "became radicalized" as he was influenced by activists within the local and national Chicano movements, including Herman Baca, now head of the Committee on Chicano Rights.

He borrowed against his house, organized a small group of trusted investors and started the newspaper and his regular column, *Tezozomoc Speaks*.

Soon his targets and others began to complain that his editorial style amounted to attacking personalities rather than issues.

To both supporters and critics, Muñoz is an enigma who insists his views, actions and principles are consistent, yet often contradicts himself in editorials and columns.

About the only two sure things about his style, they say, is that facts are consistently wrong and names and other words are often misspelled.

From the beginning, Muñoz has taken not only Chicanos but politicians such as ex-San Diego Mayor Pete Wilson, Sheriff John Duffy, Maureen O'Connor, the Border Patrol, Cesar Chavez and anyone else, brown or white, who he considers against the interests of Chicanos. Some examples:

— "Gil Avila — one more time, Gil, repeat in Spanish, 'I am the governor's Mexican Boy.'"

— "(City Councilman) Uvaldo Martínez — why expect anything from their boy?"

— "Art Madrid — won appointment to La Mesa City Council by stating publicly that he wasn't Mexican."

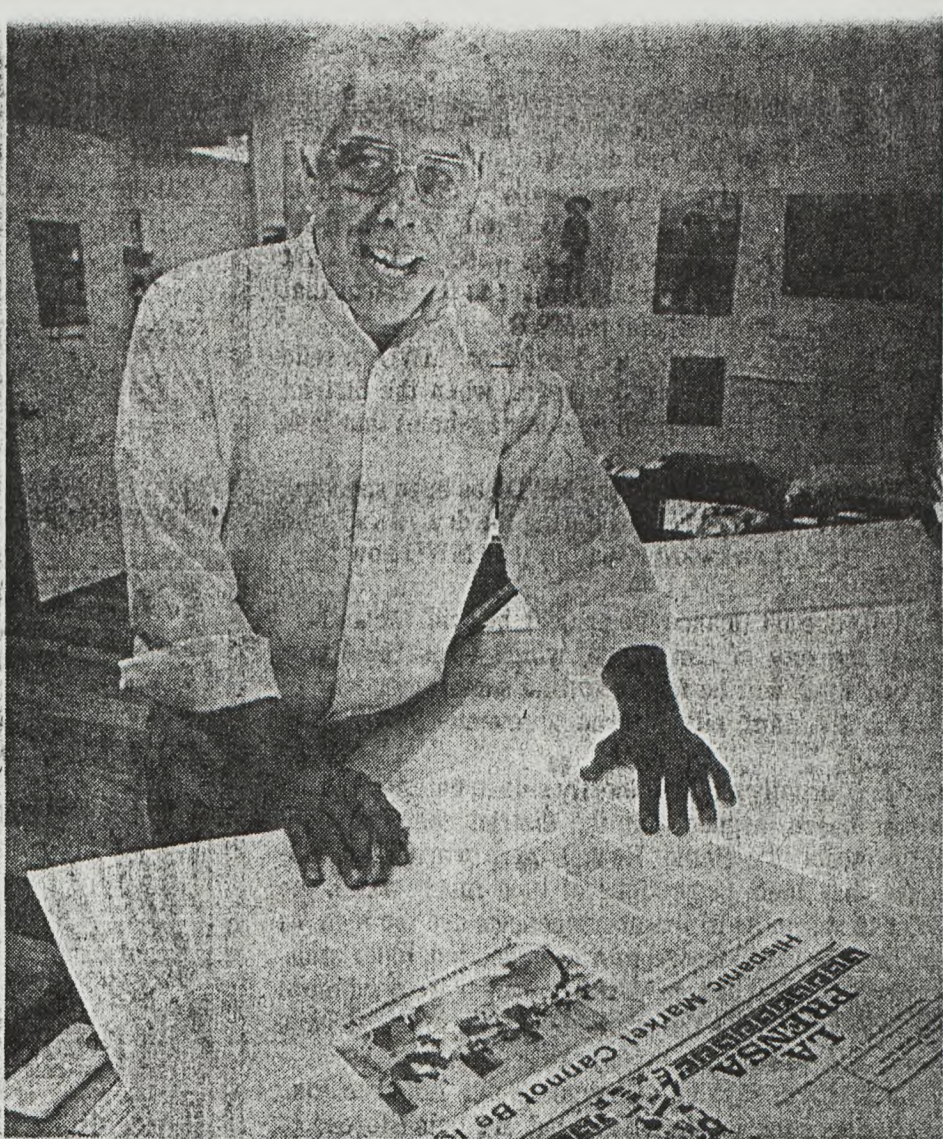
— "Congressman Bates — Councilman Cleator putting out more bullshit press releases."

And Morris S. Casuto, director of the Anti-Defamation League of B'nai B'rith, says many Jews have been offended by *La Prensa* editorials comparing the Israeli invasion of Lebanon to Nazi persecution of Jews, and referring to the Democratic Party as the "willing tool of the Jewish community."

"They were angry at the stereotypes and generalizations against Jews," Casuto said.

Muñoz stands firm. Waving off the complaints with a hand, he said he will not change his ways.

His stands have riled many Chicanos. Barrio Logan leader Rachel



The San Diego Union/Jerry Windle

The controversial publisher of the bilingual weekly newspaper *La Prensa*, Dan Muñoz, works on a front-page layout.

Ortiz recently pleaded no contest to misdemeanor charges of battery and malicious mischief after she angrily assaulted Muñoz in a National City restaurant.

Muñoz countered with a civil suit against Ortiz. Her cause has now become a rallying point for those who oppose Muñoz.

"I made a decision when I started the paper that I could not call a gringo into account without calling our own people into account," Muñoz says. "I also decided that no matter what kind of pressure I am subjected to, I will always speak my mind about our culture and people."

The dispute, however, also has to do with another issue.

Some Chicanos say it is evidence that the Chicano community is in transition from the Old Guard leaders of the past and that Muñoz is but one of those vying to be a "spokesman."

"The agents of change in the past have become more resistant to change in the present," commented Baca, who says his organization is not getting involved in the Muñoz dispute.

"What's happening here is happening in the rest of the country — the emergence of new spokesmen for the Chicano community," he said.

Gil Contreras, a vocal Muñoz opponent, says the issue is that Muñoz attempts to portray only himself as a spokesman for the community.

"We have many spokesmen and he is not one of them," Contreras says.

Muñoz counters that Chicano spokesmen of the past have failed to progress from "pimping" off government programs — which he says are holding the Chicano community in a dependency status.

"Those who survive only because they are working for the government or the Establishment are sure to have their interpretation of the issues colored," Muñoz says. "They

can't come out against the mayor or politicians because that's who signs their checks."

Irma Castro, executive director of the Chicano Federation, a social service agency, disagrees.

"Just because there is a direct connection between government and the programs does not make them dupes or informers," Castro said. "We cannot depend on voluntarism like in the white community. We are in the worst shape. We have to provide those services."

She added that her livelihood does not depend on whether a politician is attacked or not. "I attack them too," she said. "But the attacks in *La Prensa* are often off the wall with no foundation or proof."

The possibility of closing down *La Prensa* with a boycott is slim, many of those involved in the effort acknowledge. So far, not one Chicano organization has said it will support the boycott.

Gus Chavez, boycott coordinator, says individuals instead of organizations were approached about supporting the effort against Muñoz. He added that so far about eight advertisers have expressed a willingness to talk about withdrawing from *La Prensa's* pages.

The Chicano Federation has come out in favor of responsible journalism by all media, but has not directly endorsed the boycott.

The Mexican American Political Association (MAPA) in San Diego, after an hour of heated debate, recently defeated a move by some members to support it.

Carlos Batara, MAPA head, said the members moving to join boycott were Ortiz supporters.

"Many of us did not have the hard feelings against Muñoz that others did," said Batara. "While we agreed that some of the attacks went too far, there was a realization that the boycott had become personal in nature."

Chicano publisher comes under fire

By Jesus Rangel
Staff Writer

Controversial publisher Dan Muñoz, a retired Navy warrant officer, remembers realizing one day that military officer candidates he was teaching to become radio instructors "looked down" on him.

"I didn't have a college education and they were mostly graduates of Ivy League schools," Muñoz said. "They resented the fact that I was teaching them. And they showed it through innuendos and put-downs. I resolved then that I wanted a college degree and that I never wanted again to feel inferior."

Thus, "with a rage burning inside," Muñoz began his controversial career of Chicano gadfly by founding *La Prensa* newspaper. He promised to present news from a Chicano perspective that was being ignored by the Establishment.

Now, however, Muñoz is the target of protests by a cross section of Hispanics, blacks and Jews who say the publisher is going too far by criticizing members of their communities and printing "racist, sexist and anti-Semitic remarks."

The debate over an editor of a

10,000-circulation weekly, bilingual newspaper also concerns something less tangible: who is a spokesman in a Chicano community that many observers say is increasingly flexing its muscle and making an impact on the city's decision-makers.

For the past seven years, critics say, *La Prensa* has been used to rail against the Establishment — especially politicians and Chicanos who work in social service agencies.

A group calling itself the Chicano Coalition for Responsible Journalism has launched a boycott and is trying to persuade about 600 businesses that serve as distribution points every Friday to remove the paper from their locations.

To Muñoz, however, the threats are an attempt to censor his personal style of journalism — which he says "holds accountable" Chicanos and others who have "sold-out and been co-opted" by the government, the Democratic Party and "the gringo Establishment."

Controversy is not new to Muñoz, 56, who by his own account was not aware of the Chicano political and

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8/29/82