

SUPPLEMENT TO
The Houston Post

VIVA!

M A G A Z I N E

Blanca Hernandez

Six years of celebrating
lives, culture of
Hispanics

F-2



Cover Story

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Charles Perez/VIVA! Magazine

At an appreciation party on her birthday right, proclaiming Sept. 8 as Blanca Hernandez received a proclamation Hernandez Day in the City of Houston. At left is from Houston City Councilman Felix Fraga, Hernandez' husband, Alfredo Blanco.

VIVA! magazine and editor Blanca Hernandez begin 6th year of providing news to the Houston community

BY ROBERT STANTON

FOR MORE THAN five years, Viva! Magazine has celebrated the colorful lives and culture of Hispanics in all spheres of the city's social and political landscape.

With this edition of VIVA!, the magazine begins its sixth year of publishing and its fifth year of distribution in The Houston Post, a tie-in that helped expose the magazine to more Houstonians than ever before.

VIVA! is continuing its coverage of the forces and events affecting Hispanics, who no longer are a minority in Houston, said Blanca Hernandez, VIVA! editor and publisher.

"In six years, I've learned a lot about the publishing business — its up's and down's, and what works and what doesn't work, but I believe what is more important is what the Houston community has learned about the Hispanics in our city," said Hernandez. "They are dynamic and ever-evolving. I call it simply the progression of our community."

She added, "The Hispanic community isn't lying dormant. It is doing things in the areas of education, politics, health, immigration, housing and other crucial areas."

"Through VIVA!," she said, "the community is able to see we are actively participating in all these areas. There is good in our community."

Hernandez, 43, worked for 12 years as a legal secretary and also as a flight attendant for two years with Pan American Airways before launching VIVA! from her home on Sept. 1, 1989. Her objective was to spotlight the many accomplishments Hispanics are making in the greater Houston area.

Hernandez, who served as president of the Houston Coalition of Hispanic Women, took over the organization's newsletter after the person who did it left. The move proved prophetic. It was fate.

"I just got this idea that I could do this on a wider community level, and I found I enjoyed gathering news," Hernandez said in an interview at her office in The Post. "I always knew I could put out a paper, but I didn't know the nuts and bolts."

"My philosophy has always been to recognize our Hispanic community. People were participating and doing good things in the community but no one was getting the recognition they deserved," she said. "All we usually got was a couple of one-inch columns in the dailies."

Getting a name for the publication was a somewhat easier task, said Hernandez, who moved to Houston in 1981. In 1989, she was searching for a name for the publication. After seeing the

name, Viva, emblazoned on the T-shirt of a friend, John Cedillo, she said, "That's the name!"

VIVA! is the perfect name because it not only represents the life of the Hispanic community, but because it can be easily pronounced in any language, she said.

A self-described "one-man band," Hernandez quickly took the publication by the horns, doing everything from writing stories to selling ads to writing copy and even delivering papers to an estimated 20,000 Houston Latinos.

There were definitely hard times, she said, as creditors demanded money she didn't have. The San Antonio native said she responded by selling more advertisements to keep the paper afloat.

"It was sheer determination," said Hernandez, who is studying for a journalism degree at the University of Houston. "There were times I'd get eviction notices from my apartment. But things worked out."

A big break came in September 1990, when Hernandez agreed for VIVA! to be distributed in The Houston Post, pushing the magazine's circulation to 50,000 almost overnight. VIVA! is printed in 90 percent English and 10 percent Spanish.

The next year, VIVA!'s circula-

Please see **HERNANDEZ, F-3**

HERNANDEZ: Editor begins 6th year of publishing VIVA!

From F-2

tion grew to 200,000 and leaped to 300,000 in 1992, a level where it has remained since. Since its inception, VIVA! has covered almost every major issue concerning Latinos, whether in politics, education, health, sports or finances.

■■■

Hernandez said working through the up's and down's gave her the knowledge and expertise to run the publication smoothly.

Hernandez' personal life has also undergone a transformation. On Cinco de Mayo, Hernandez became the wife of Alfredo Blanco, an expeditor at a Houston tool company. An Oct. 29 Catholic church wedding is planned, she said.

Hernandez is quick to stress that VIVA! is here to stay, providing positive news for the His-

panic community and role models for youths to emulate.

"Personally, I've gained the satisfaction in knowing that the community supports what we're about and what we're doing," she said.

"We're needed because our community is unique and it needs a lifestyle publication to reflect that uniqueness," Hernandez said. "We have our celebrations and culture that VIVA! is very loyal to — and they are special."

"It always made me proud that individuals are moving and progressing in our community, and moving into positions where they can make a difference."

VIVA!, Hernandez said, is progressing in a direction that will include new exciting stories and illustrations.

"I just want to say thanks to all of the community that has supported VIVA! in the past, and I hope they will continue to support the publication in the future as it evolves and progresses," she said.

SUPPLEMENT TO
The Houston Post

VIVA!
MAGAZINE

ON TODAY'S COVER:



Blanca Hernandez is editor and publisher of VIVA! magazine, which she launched from her home in 1989.

COVER PHOTO BY
Charles Perez

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KQQK Tejano 106

Here are KQQK 106.5 FM's top 10 hits for this week:

1. **Bidi Bidi Bom Bom**
Selena/EMI-Latin
2. **Si Te Portas Mal**
Jay Perez/Sony
3. **Si Lo Quieres**
Diferenzia/Arista
4. **Te Amare Million**
Fandango USA/Freddie
5. **Soy Tu Amor**
Shelly Lares/Manny
6. **Perdi Un Amor**
Aguila/EMI-Latin
7. **Ya Me Canse**
David Lee/EMI-Latin
8. **Desde El Principio**
Ram Herrera/EMI-Latin
9. **Ya Ahora Es Tarde**
Pulido/Navaira/EMI-Latin
10. **Cada Vuelta Una Equina**
La Mafia/Sony

Fund to help with girl's funeral

In an effort to assist the Sanchez family for the burial expenses for 8-year-old Ivy Sanchez, who died in front of Crespo Elementary School on Sept. 14, a trust has been established at Texas Commerce Bank-Gulfgate, 7125 Gulf Freeway at Woodridge. It is the Ivy Sanchez Trust Fund, acct. #215-0000-4374.

Anyone wishing to make a contribution, or needing further information, may call W. R. Morris at 926-5500.

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What's happening HOUSTON

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Ongoing

"Herencia Latina," Art Exhibition, from through Oct. 2. An exhibit of 14 works of young Hispanic artists sponsored by Arte Vivo & Casa Ramirez Folk Art Gallery, W. 19th Street. For more information, call Ted Estrada at 926-7428.

This Week

Sept. 30 - Oct. 2

"Doherty Library Book Sale," at the University of St. Thomas, 1100 W. Main, from 8 a.m. to 6 p.m.; on Oct. 1, 10 a.m. to 5 p.m.; Oct. 2, 1 p.m. to 11 p.m. For more information, call 525-3886.

October 1

"The 2nd Annual Free Street and Health Fair," sponsored by Southmore Medical Center, 906 Esat Southmore Avenue in Pasadena, from 11 a.m. to 4 p.m. There will be free medical tests, including screenings for blood pressure, eyes, height and weight, pulmonary function and foot screens. There will be a raffle every 15 minutes. For more information, call 477-0411.

"An Autumn Market," sponsored by the Mother's Club of Strake Jesuit, from 10 a.m. to 6 p.m., at the Strake Jesuit Campus, 8900 Bellaire Blvd. Lunch will be

served from 11 a.m. to 2 p.m. Tickets will be sold at the entrance for \$2.50. For more information, call 774-7651.

October 5

"Small Business Forum," is a free seminar on how to borrow from the SBA or how to qualify easier for an SBA loan, at Houston Lighting & Power Information Center. It is located at 6700 West Loop South, Auditorium, Room 140. For more information, call 752-8488.

"Retirement Seminar," sponsored by Houston Community College at the Central Campus, 1300 Holman, Room 125 of the J.B. Whiteley Bldg., from 6:30 p.m. to 9 p.m. Cost is \$49 per person. Seminar dates Oct. 5, 12, and 19. For more information, call 630-1865.

October 6

"Debate between candidates for Harris County Judge, Robert Eckels and Vince Ryan," sponsored by North Houston Greenspoint Chamber of Commerce, from 11:30 a.m. to 1 p.m. Located at the Marriott Hotel North-Greenspoint, 255 North Sam Houston Parkway East. Reservations deadline is Oct. 3 at noon. The cost is \$15, which includes lunch. For

reservations, call 872-8700.

"National Depression Screening Day," sponsored by Devereux Texas Treatment Network, from 9 a.m. to 7 p.m., at the Devereux Treatment Center, 1150 Devereux Drive, League City. For appointment, call 335-1000 or 1-800-373-0011. Walk-ins welcome.

October 7-9

"15th Annual Conference on Hispanic Genealogy and History," sponsored by the Hispanic Genealogy Society, at the Houston Hobby Airport Hilton Hotel. Cost is \$50 at the door, \$40 by mail. There will be a host of interesting speakers. For more information, call Saul Vela at 423-7792, Baldemar Silva at 776-0228, Manuel Flores at 921-1520, or Esther Gonzales 265-2198.

October 8-9

"Men's C-D Slowpitch double elimination Tournament," sponsored by KQQK 106.5 FM and Lone Star Sports Complex, at Allen Genoa & Queens. Entry is \$99 includes umpires and softballs provided. Deadline is Thursday night, Oct. 6. The tournament benefits KQQK Scholarship Fund. For more information, call 946-5452.



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Latino-black relations under tension

THE RELATIONSHIP between Latinos and African Americans is receiving a great deal of attention, primarily over conflict. Here is a brief summary of what is being reported in the media and research reports:

In cities where Latinos and blacks reside in large numbers, Latino immigration is a factor in their relationship. In Miami, African Americans feel that they have been replaced and pushed farther down in the social economic structure by Cubans who immigrated from Cuba. African Americans believe that Cubans discriminate against them as much, if not more, than Anglos.

In Los Angeles in 1972 when the Martin Luther King Hospital opened in Watts, the area was

Tatcho Mindiola

Commentary

overwhelmingly black. Today Watts is over 50 percent Latino because immigrants have moved into the area. Only 11 percent of the hospital's 3,500 employees, however, are Latino. The remainder are African American. This disparity has caused cultural as well as economic conflict. Latinos not only want more jobs at the hospital, they want the jobs filled by people who can speak Spanish.

In Chicago, a coalition of Latinos and blacks played a major role in electing Harold Washington, the first African American mayor of the city. The coalition, however, fell apart because of mistrust over patronage. Latinos believed that African Americans benefited more than they did under Washington's administration. When Lawrence Sawyer, a black alderman, tried to replace Washington as mayor, he lost the election, in part, because the Latinos voted for the Anglo candidate, Richard Daley Jr., the son of Richard Daley Sr., the former mayor of Chicago.

Political disparity

In Houston, blacks have their fair share of political representation while Mexican Americans are lacking. African Americans have been elected to the school board, city council, state legislature and congress in numbers proportionate to their size in the city. Mexican Americans are jealous of the political power blacks have gained and feel that they have been left behind. African Americans feel that Mexican Americans have not fought as hard as they have to gain political power. Competition between the two groups for political representation has increased in recent years and has strained relations. In 1989 Sheila Jackson Lee, an African American, defeated Lionel Castillo, a Mexican American, in a run off election for an at-large position on city council. The defeat clearly illustrated the voting power of African Americans and the lack of power among Mexican Americans. In the 1991 mayoral race, the majority of Mexican American voters supported Bob Lanier, an Anglo, over Sylvester Turner, an African American. In the same election, Gracie Saenz, a Mexican American, defeated incumbent Beverly Clark, an African American, for an at-large position on city council. African Americans feel that Mexican Americans betrayed the cause of minorities by voting for Lanier and that Saenz was fortuitous in winning the election. Mexican Americans felt that they would fare better under Lanier and that Saenz's victory was due to Mexican American and Anglos wanting to see more Mexican Americans on city council.

Educational tension

In the public education system, there is tension over the manner in which the superintendent, Rod Paige, an African American, was selected. Mexican Americans feel they were left out of the process and that African Americans are not sensitive to Mexican American interests and participation. There is also a feeling that African Americans dominate the upper echelons of the administration in the school district.

Cultural and physical conflicts also exist between students and there is resentment over the lack of Mexican American teachers and the relatively high number of African American teachers. Many Mexican Americans feel that African American teachers are not qualified to teach the growing number of monolingual Spanish-speaking students.

Immigrant issue

The number of Latinos in the Houston area is estimated to be 900,000; approximately 40 percent are immigrants. African Americans feel threatened by the presence of so many immigrants because they feel immigrants will work for less pay and thus are favored by employers.

African Americans also feel that they have been in the forefront of the civil rights movement and that Mexican Americans are riding on their coattails. They feel that Mexican Americans considered themselves as part of the "white race" until they realized that gains could be made by declaring themselves a minority. They also feel that Mexican Americans prefer to associate more with Anglos than with African Americans. Mexican Americans feel that African Americans do not appreciate their history of struggle and that they dominate the civil rights agenda. They also feel that Anglos fear African Americans more than Mexican Americans and, therefore, are more prone to deal with and respond to their issues.

A 1990 survey also suggests that the people least likely to support a black-brown coalition in Houston are the most educated, affluent Mexican and African Americans who are registered to vote. One would expect that elites in each group would be inclined to support a coalition because of their education and presumably enlightened views. Also, the more educated and affluent should feel relatively less threatened, socially, politically and economically by the presence of the other group. Other studies in other cities have shown that the more educated and affluent African and Mexican Americans are more prone to support a biracial coalition. Apparently, this is not the case in Houston and a coalition may be more difficult to build since Mexican and African American leadership tend to come from the middle and upper classes.

Tatcho Mindiola is a social and political analyst in Houston.

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Elvira se pregunta de donde sacaría dinero Elisa y Bruno le pregunta si ella no se lo estaba dando como se lo prometió a Daniel. Aaron termina con Lina. Ella no sabe que decirle a su hija Fernanda. Aaron le pregunta a Lina que si ellos tenían una hija. Lina se sorprende. Gonzalo vuelve con Elisa. Ella le dice que lo necesita como nunca. El le deja saber que por ella lo dejaría todo. Elisa le hace caer en cuenta que Luisito se lo reprocharía toda la vida. Patricia no deja ir a Gonzalo tan fácilmente y le pide a Nicolas que le ayude a mantener su familia intacta.

Vanessa se da cuenta que Paola no se da por vencida y continua en la pelea. Doña Elvira va al hospital a llevarse a Daniel. Cuando va a pagar la cuenta le dicen que Julian ya lo había hecho. A Elvira no le gusta esto y lo cita a su casa. Ella le dice que la ha traicionado y que deje de ayudarla a Paola y a su madre o se va a arrepentir y le pregunta que si ha visto a su padre.

Fernanda se interesa en el novio de su madre y le pide a Perez que lo investigue. Se da cuenta que Victor Manuel es un seductor y resuelve enseñarle

como gastar su dinero y como tratar a una mujer. Elvira se ve acorralada cuando Julian va en busca de su padre al hogar de ancianos y no lo encuentra. Le advierte que si no le dice donde está su padre la denunciará por todo lo que ha hecho.

MUCHACHITAS

La madre de Mónica sale de su depresión y decide dar clases de pastelería. Julio visita a Rodrigo y se da cuenta que le dieron una golpiza de despedida. Rodrigo regresa a su casa muy extraño, alejándose de las personas que lo quieren. Mónica sospecha que Elena no ha olvidado a Rodrigo. Elena le confiesa a su madre que no ha podido arrancar a Rodrigo de su corazón pero que tratará de hacerlo. Joaquín y la madre de Leticia tratan de obtener copia del registro de matrimonio de Leticia y Federico en la oficina de registros donde les dicen que no existe tal documento. Leticia se niega a aceptar la verdad y los echa de su casa.

Federico encuentra a Leticia llorando y ella le cuenta lo sucedido. El le dice que su madre la está engañando. Leticia le dice que si es así porque no le

ha dado el acta de matrimonio. El dice que no ha tenido tiempo de ir por ella y se hace el enojado diciéndole que en lugar del acta de matrimonio le dará el acta de divorcio. Julio decide decirle a la policía que Rodger está vivo aunque le cueste su licencia de abogado.

Federico se entera de que Rodrigo salió libre y que Julio piensa hacer justicia y de que existe una demanda en su contra por falso testimonio. Las muchachas se enteran que Leticia no está casada y piensan llevársela de nuevo a su casa. Leticia se resiste. Rodger le avisa a Federico que va a confesar todo lo que sabe sobre su traición y sobre el dinero que se ha estado robando. Rodger le confiesa a Mónica que había hecho un trato con Federico para convecarla a ella de que se fuera de su casa. Más tarde se arrepintió y Federico dio orden de que lo mataran. Rodrigo le dice a Veronica que sigue amando a su hija Mónica. Mónica le promete a su madre que no seguirá con el causante de la muerte de su padre. El padre de Leticia va por su hija y se encuentra con Federico. Rodrigo amenaza con matar a Federico.

BUSCANDO EL PARAISO

Carmelita se enferma gravemente

del corazón al no saber donde está Dalia y es internada en el hospital. Andrea recoge la note con la información del paradero de Dalia y va a buscarla para matarla. Julio se siente culpable de la desaparición de Dalia y siente remordimientos por haber peleado con ella.

Dalia se instala en una cabaña donde trabaja junto a Erik en la producción de una película. Andrea, disfrazada con una peluca, encuentra a Andrea. Dalia tiene dudas sobre su futuro y el del niño. Erik le dice que le permita a Julio hacerla feliz. Andrea incendia la cabaña pero Dalia no estaba en ella. Todos creen que Dalia murió en el incendio. Benjamin pierde la carta de Dalia para Julio pero se acuerda del lugar. Julio sale en busca de Dalia y se encuentra con la noticia de que Dalia había muerto.

Dalia regresa a la ciudad y se presenta en el hospital donde su madre se está muriendo. Carmelita se repone al verla. José la esconde en su casa. Erik le dice a Horacio que Julio no quiere regresar a la ciudad por la falta que le hace Dalia. José lo llama y le dice que Dalia vive. Alicia le confiesa a Dalia que mintió sobre el embarazo. Dalia no la

puede perdonar. Está desesperada buscando a Julio. Angel intenta denunciar a Andrea por asesinar a Dalia. Andrea lo golpea en la cabeza y huye. Lolita le prohíbe a Don Angel que se comuniquen con la familia. La amiga de Andrea previene a Gabriela sobre el peligro que corre la vida de Angel.

VOLVER A EMPEZAR

Revi es una cantante famosa. Santiago, su representante quiere quedarse con su fortuna y envenena al papá de Revi. Ella planea su debut en Madrid junto a Chayanne. Santiago se roba la composición de un joven músico. Revi se enamora de Chayanne pero él sólo la quiere como amiga. En un almuerzo él le presenta a su futura esposa. Santiago le da una dosis fatal de veneno al padre de Revi quien muere. Sandra, la hermana menor de Revi tiene un problema psiquiátrico. Ella oye que una de las hijas no es hija verdadera de sus padres y asume que es ella. Eduardo, un joven compositor, vive de la fortuna de su padre. Santiago tiene la hipoteca y lo deja en la calle. Santiago mata a la sirvienta de la casa. Eduardo está enamorado de Revi.

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Business

Tortilla factory breaks new ground



Charles Perez/VIVA! Magazine

Seventeen years ago, Alfredo Lira opened a Houston tortilla factory, La Espiga de Oro, with roughly \$3,000 in cash, a used tortilla press, a family recipe and a lot of determination. Owners Lydia Lira, left and husband, Alfredo, third from left break ground with

David Mendez, second from left and Councilman Ben Reyes, far right, for a factory addition, which is being financed by Texas Commerce Bank, enabling the Liras to continue operating as one of the successful Hispanic-owned businesses in Houston.

VIVA!

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CHEVY '90 Corvette Convertible. Garage Kept. Like New. All options. \$20,500. 493-1728.

CHEVY '93 Camaro Z28, 17K mi., Delco Boise CD, Alarm, \$17,000 obo. 772-5594 or 879-1876.

Chevy Camaro '86. P/W, P/L, cold a/c, am/fm cass. Midnight Blue. \$2,700. 722-7110, 716-5387

Chevy Caprice Classic Wgn '86. 9 pass, cold a/c, tint/cruise. Exc. cond. \$3,400. 722-7110, 716-5387

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FORD T-Bird '86 Elan 5.0 V8. Auto. Loaded. 98K Mi. Excel. Cond. \$3500. 528-4747

GMC Tra-Tech '83 Custom Van V8 Auto. Dual Air. Runs Good. \$2100. 476-4064

JEEP Wrangler 4WD '92 4 Cyl. 57K Mi. Soft Top. Black. \$9600. 334-3237 Ev.

LINCOLN '88 Towncar, Excel Cond. In/Out. Midnight Blue w/vinyl Cabriolet roof, all power, Must Be Seen, \$4900. 870-6777.

Mercedes 500SL '85 62K Mi. Silver, perfect orig softtop, never used. \$19,000 OBO 780-2444 eves.

NISSAN Maxima '84 ★ 4 Door Auto. 6 cyl, a/c, am/fm/cass, 75K. Exc cond. 1 owner. \$5000. 849-4121

NISSAN SENTRA '87 2dr hatchback, cold a/c, new tires, great cond. \$2400. 497-5189.

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BUSINESS SVCS

SEALED BIDS, IN DUPLICATE, WILL BE RECEIVED BY LEN WASKA, PURCHASING MANAGER, PORT OF HOUSTON AUTHORITY EXECUTIVE OFFICE BUILDING, 111 EAST LOOP NORTH, HOUSTON, TEXAS 77029 UNTIL 1:00 P.M., OCTOBER 14, 1994 FOR THE FOLLOWING:
1. MAINTENANCE DREDGING OF THE BERTHING AREAS OF BARBOURS CUT DOCKS 1 THROUGH 6 THE LUSH BETH AND THE FIRE BOAT AREA - EST. COST \$750,000. A PRE-BID CONFERENCE WILL BE HELD IN THE THIRD FLOOR ENGINEERING CONFERENCE ROOM, EXECUTIVE OFFICE BLDG., 111 EAST LOOP NORTH, HOUSTON, TEXAS AT 1:30 P.M. ON OCTOBER 7, 1994. ALL BIDS MUST BE IDENTIFIABLE BY HAVING THE NAME OF THE BIDDER ON THE EXTERIOR OF THE SEALED BID ENVELOPE. NO BIDS WILL BE ACCEPTABLE FOR CONSIDERATION WITHOUT PROPER IDENTIFICATION. OBTAIN PLANS AND SPECIFICATIONS FROM THE CHIEF ENGINEER, EXECUTIVE OFFICE BUILDING, 111 EAST LOOP NORTH, EXIT 29, HOUSTON, TEXAS. A BID SECURITY OF 5 PERCENT OF THE BID AMOUNT IS REQUIRED OF ALL BIDDERS. SPECIFICATIONS INDICATE THE METHOD OF PAYMENT, EITHER LUMP SUM BID, UNIT PRICE OR A COMBINATION OF BOTH. NOT LESS THAN THE PREVAILING WAGE RATE AS DETERMINED BY THE PORT AUTHORITY AND AS SET OUT IN THE SPECIFICATIONS SHALL BE PAID ON THE ABOVE PROJECT. SUCCESSFUL BIDDER MUST POST A PERFORMANCE BOND AND A PAYMENT BOND IF THE CONSTRUCTION CONTRACT EXCEEDS \$25,000.00. BIDS WILL BE OPENED AT 1:30 P.M. ON THE DAY DUE IN THE BOARD ROOM OF THE PORT OF HOUSTON AUTHORITY EXECUTIVE OFFICE BUILDING, 111 EAST LOOP NORTH, HOUSTON, TEXAS. THE PORT RESERVES THE RIGHT TO REJECT ANY OR ALL BIDS.
E. T. KORNEGAY, EXECUTIVE DIRECTOR



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