

## Flap Over 2 Appointments

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# Angry Hispanics Blast Carter

By H. G. Reza

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The Hispanic leaders also criticized Carter's nomination of San Francisco U.S. District Judge Charles Renfrew, whom they consider insensitive to Latinos, to the No. 2 spot at the Justice Department.

Ruben Bonilla, head of the League of United Latin American Citizens, told The Chronicle that Carter's appointment yesterday of U.S. Court of Appeals Judge Shirley M. Hufstedler of Los Angeles to head the education department "will have grave political consequences" for him.

Privately, most of those interviewed believed that Carter's two controversial appointments have killed any chances he may have had of stopping the mounting support among Latinos for Senator Edward Kennedy's candidacy for president.

"I met with the president and made it very clear to him that the Latino community wanted Jerry Apodaca" (former New Mexico governor) to head the new agency, said Bonilla. "He (Carter) is fast losing whatever support he had left in the Latino community."

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face less discrimination than blacks and American Indians and therefore are not entitled to participate in affirmative action programs.

California Congressman Edward Roybal, D-Los Angeles, said the president has shown a lack of sensitivity with regard to the needs of the Latino community.

"It's time for us to protest this lack of sensitivity," he said. "The president gave us every indication that the (education) post would go to a Latino and specifically that Jerry Apodaca would be appointed."

"We're getting tired of the president's polite overtures, and it's time we got positive action from him and an indication that he is concerned about Latinos and our needs."

Roybal said that a Latino as head of the Education Department would serve as a symbol and inspiration to the 45 percent of

Latino children who attend high school but don't graduate.

San Francisco attorney Eduardo Sandoval, who is state chairman of the Mexican-American Political Association, also opposes the Hufstedler and Renfrew appointments.

"The president said he wanted someone with a 'brilliant and innovative mind,'" he said. "Apparently he feels that no Hispanic has a brilliant and innovative mind. This reasoning is disastrous."

He also said that Renfrew's law review article displayed "monumental ignorance."

"Judge Renfrew has proved to be quite insensitive to Hispanics in issues that have come before his court. We have let the president know our opposition to his appointment," Sandoval added.

Vilma Martinez, head of the San Francisco-based Mexican-American Legal Defense and Educational Fund, was in Washington

yesterday protesting Renfrew's appointment.

"I was completely taken by surprise," she said of Hufstedler's appointment. "We were hoping to have some influence over that appointment."

Bonilla said that the president indicated to him earlier this month that Apodaca's lack of experience in the education field could hamper his chances of being appointed to the post that Hufstedler won.

While Hufstedler is chairman of the University of California Law Center board of trustees and a member of the Occidental College and Cal Tech boards of trustees, she has no professional experience in the education field.

"Her experience in education," Roybal said, "is no greater than Apodaca's, who as governor of New Mexico pushed through and worked for educational programs to help all children, not just Chicanos."

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"I met with the president and made it very clear to him that the Latino community wanted Jerry Apodaca" (former New Mexico governor) to head the new agency, said Bonilla. "He (Carter) is fast losing whatever support he had left in the Latino community."

Bonilla, a Corpus Christi, Texas, attorney, also said that Carter's appointment of Renfrew as deputy attorney general should be withdrawn or rejected.

"It's a totally unreasonable appointment. We have never tolerated a nominee that denies the existence of discrimination against a particular ethnic group. A person who disavows discrimination against Latinos will act in a repressive and ignorant way," he said.

Latinos are opposing Renfrew's appointment because of a law review article he wrote in 1977 in which he claimed that Latinos

face less discrimination than blacks and American Indians and therefore are not entitled to participate in affirmative action programs.

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"It's time for us to protest this lack of sensitivity," he said. "The president gave us every indication that the (education) post would go to a Latino and specifically that Jerry Apodaca would be appointed."

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"I was completely surprised," she said of the appointment. "We do have some influence over the appointment."

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"Her experience is less than Apodaca's," Roybal said, "and she has no professional experience in the education field."

## Gonzales to get Hispanic post

U.S. Attorney General Benjamin Civiletti says he will appoint San Francisco Supervisor Bob Gonzales to a national Hispanic advisory group.

Gonzales and 15 other Hispanic-Americans will advise the Justice Department on the problems and concerns of this nation's Spanish-speaking citizens.

The group will convene for its first meeting in Washington, D.C., on Nov. 7, Gonzales' office said.

# Hispanics Turn On TV, See Only a Brownout

BY ENRIQUE HANK LOPEZ

Although the television industry is aware of ethnic stereotyping, the lack of roles for Chicanos, Puerto Ricans and other Hispanics persists. As I look through the daily lists of network television programs, I am reminded of my grandmother's favorite proverb: *A veces es mejor ser insultado que ignorado*—"It's sometimes better to be insulted than to be ignored."

While blacks are often insulted by some programs in which they have feature roles, they are not ignored, whereas Chicanos, Puerto Ricans and other Hispanics are almost completely ignored by the network programmers. Now that even the condescending "Chico and the Man" has left prime time, Hispanic Americans are experiencing a near-total brownout by broadcast media, as if these 15 million people don't exist or have suddenly disappeared.

While many blacks have justifiably complained that ridiculous, demeaning characters such as those in "The Jeffersons" are merely modern versions of Stepin Fetchit, there have been some serious portrayals of blacks in shows like "The Lazarus Syndrome" and "Paris." Indeed, statistically blacks have major roles in programs that occupy at least 360 minutes of prime time each week, which is still not enough, but there is not a single minute of prime time in which one will see a Chicano or Puerto Rican lead character.

This brownout also exists in the press. Several years ago I asked some of my UC students to measure the amount of news material about various minority groups in 10 leading national magazines during a two-year period. They reported that 7,250 column-inches had been devoted to all minority groups, of which only 71 inches (less than 1%) were about Chicanos. Moreover, about 70% of the 71 inches about

Chicanos related to Cesar Chavez's farm workers, although 83% of Chicanos live and work in urban areas and less than half of the remaining 17% work on farms.

Some critics explain this lack of coverage by suggesting that owners of broadcast and print media are far more guilt-ridden about blacks than they are about Chicanos and Puerto Ricans, all of whom suffer from many of the same social and economic pressures as blacks. But there may be another explanation for this persistent ignoring of Chicanos and other Hispanics—a simple geographic explanation.

If one were to make an "X" at the intersection of 52nd Street and Madison Avenue in New York City, and then draw a circle with a one-mile radius around that "X," one would find an incredible concentration of media power within that magic circle—the headquarters of ABC, CBS, NBC, Metromedia and PBS television networks; 95% of the leading magazines; editorial offices of the New York Times; 90% of major advertising agencies; and offices of the largest foundations such as the Ford, Carnegie, Rockefeller and Whitney.

Moreover, one can reasonably assume that a large percentage of the principal decision-makers who work within that magic circle live in Westchester County or in Connecticut's fashionable Fairfield County, and that most of them ride commuter trains to their offices in Manhattan—trains that travel through the most blighted sections of Harlem. It is impossible for such executives to ignore the obvious anguish of poor blacks whom they pass at least twice a day. But there are no such commuter trains traveling through the barrios of East Los Angeles, San Antonio, Albuquerque, Denver, Phoenix or the "little Mexico" of Chicago. Thus, most Chicanos have been and still are an invisible minority.

If, however, one of the networks should suddenly decide to produce a weekly show

featuring Chicanos or Puerto Ricans, one can only hope that their stereotypes will be more benign than some we've seen in the past. I particularly remember an old movie called "Viva Villa," with Wallace Beery in the title role, which my parents detested.

My mother, who had always hated Pancho Villa because some of his troops had raided her father's store, was furious after having seen the film. "These gringo movie directors are always insulting us Mexicans," she fumed. "Pancho Villa was a bandido, a killer and a womanizer—but he was not a dirty, smelly, sweaty slob like this Wallace Beery."

"He certainly wasn't," agreed my father, only slightly less angry than my mother as he showed me a magazine photograph of Villa. "You can see for yourself that he was always neatly dressed and clean-shaven. This movie is an insult to all Mexicans."

Perhaps my grandmother would have said, "It's sometimes better to be insulted than to be ignored—but not this time." □

Enrique Hank Lopez, who lives in Boston, is the author of several books, including "The Harvard Mystique."

See photo by Frank Stork

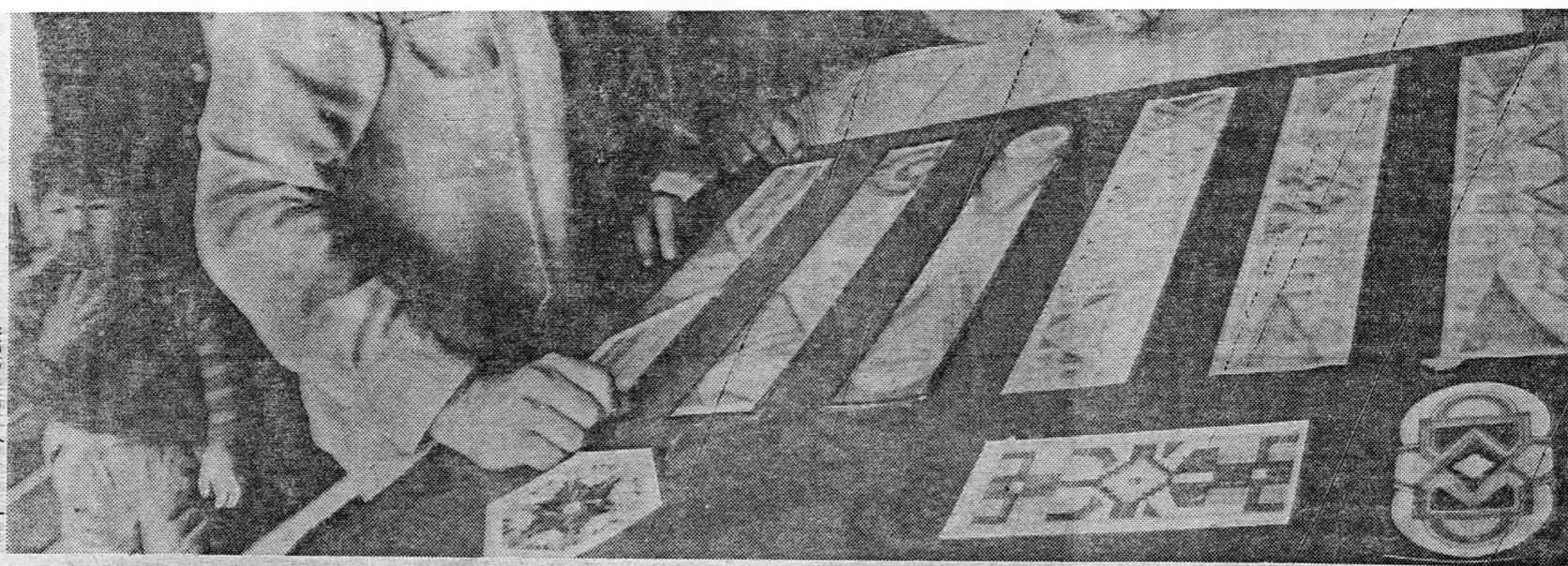
'Air Force' members Juan-Ishi Orozco, left, and Esteban Villa study designs for Sacramento parking lot mural.



Bee photo by Frank Stork

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## Serious Activists

### Artist Group Takes Off As Royal Chicano Air Force

By Mary Crystal Cage  
Bee Staff Writer

Royal Chicano Air Force is a light-hearted name for a serious group of Chicano activists.

In 1967, artists Jose Montoya and Esteban Villa started the Mexican-American Liberation Art Front in the Bay area. A few years later, when they got teaching jobs at California State University, Sacramento, their students encouraged them to bring the liberation front back to life.

At first the new group was called the Rebel Chicano Art Front. But the abbreviation for it was RCAF, Montoya said, and "people started asking about our connection with the Royal Canadian Air Force."

So, following the old adage that "if you can't beat 'em, join 'em," the Rebel Chicano Art Front became the Royal Chicano Air Force.

"We started going to Army surplus and government surplus stores and collecting as much flying gear as we

could," Montoya said. "People even started donating flying gear."

The Academia de la Raza in New Mexico, a group of oral historians, heard about the RCAF and started talking about building an adobe airplane, he said.

"It got to the point where some people came to find out what we were into," Montoya said. "There were people who came to check us out and to see if we really had airplanes."

The Royal Chicano Air Force has members throughout California and supporters across the nation and overseas, according to Montoya. He said it is held together by "a core of 12 to 20" people.

"Originally, it was just an artists' group," he said, and many members were so politically active that they didn't have time for their art. Now its numbers include historians, sociologists, anthropologists and other scholars.

"We used to be the only artists' group," Montoya said. "Now we have

to compete with several other artists' groups."

While members don't discourage "adobe airplane" remarks, Montoya maintains the RCAF's purpose is to use "one's abilities to create change."

The group operates through a non-profit organization, El Centro de Artistas Chicanos. Artists from the center teach courses in poster-making and mural painting and were responsible for the mural on the Southside Park bandstand.

Montoya likes using murals as a way of teaching Chicanos about themselves.

"They're an open book," he said. "They're a storytelling panorama."

He said RCAF members use their art to dispel the myth of the illegal alien, to let all Mexican-Americans know that they belong here and to tell them how their land was stolen from them.

He said the group's message is: "We come from a people who were

here long before the white man was ever here."

The art "triggers a dialogue," he said, and "when someone asks, 'what does this mean,' a teaching process is initiated."

El Centro de Artistas was recently awarded a contract by the Sacramento Metropolitan Arts Commission to paint a mural on the city parking garage at Fourth and L streets.

The theme of the mural will be one of man projected into the 21st century, according to Juan-Ishi Orozco. He will design the parking garage mural with Esteban Villa and Stan Padilla.

The mural will consist of four panels 65 feet wide and 6 feet 8 inches high. Orozco said the work will be done by teams, with an average of 15 people working at any one time.

El Centro, however, is not just an artists' group. It is also the hub of several other organizations, Montoya said.