

THE BRONX
Journal

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Editorial

LATINOS ARE EXPECTED TO BECOME THE TOP MINORITY GROUP IN THIS COUNTRY. The Hispanic population in the nation will probably surpass that of African-Americans, according to the U.S. Census Bureau. While Hispanic population grew officially to over 35 million, many Hispanics affirm that their population is even larger, but due to factors such as undercounting, and undocumented, their real numbers do not show up. One of the problems is that undocumented Hispanics don't trust the census. They fear that by revealing their status they may be deported, so many have chosen not to cooperate with the census.

Despite the undercounting, the new demographic figures bolster the evolving image of Hispanics as a force which marketers and politicians have begun to reckon with. One interesting fact revealed by the census indicates that virtually every Hispanic neighborhood now includes immigrants from all over Latin America and that single-nation enclaves are almost non-existent.

As Hispanics become a resource on which the country increasingly depends, it will become ever more vital to address issues such as education, language and citizenship to ensure their full participation.

Some Hispanics believe that they lag behind African-Americans in getting their fair share of services and political representation. In order to make their growing numbers meaningful, Hispanics must step up in their involvement in community affairs, and become assimilated to the American way of life.



Jim Carney is the Executive Director of Bronxnet

Back in the early 1990's New York City was preparing for a potentially long hot summer. Race relations had been strained due to a series of racially charged incidents. The recently elected African American mayor, David Dinkins turned to the local broadcast and cable media to help prevent a summer of racially charged violence. In an unprecedented show of solidarity, the community relations and marketing departments of most of the largest radio and TV stations in the New York City market, called a truce in their perennial battle for ratings and advertising dollars. Pooling resources, talents and budgets, the group of community outreach professionals came together to create the "Choose To Defuse" campaign. Thanks to a number of factors, one of them the "Choose to Defuse" anti-violence campaign, the summer passed without a major

outbreak. The unprecedented cooperative effort by the major broadcasters was the first of its kind - and undoubtedly will be the last - not because of a lack of tension in the community and not because there is any less desire to cooperate on important projects. It will not happen again, because the group which undertook the effort no longer exists. Thanks to market consolidation, not only are there no more community relations personnel at radio and TV stations, there are virtually no News or Public Affairs departments either.

The trend to deregulate everything from airlines to power companies began during the Reagan era, accelerated and expanded under both Republican and Democratic administrations and, in the area of broadcasting, deregulation received a turbo-charged boost last month.

The Federal Communications Commis-

sion led by Chairman Michael Powell (son of Secretary of State and Bronx native Colin Powell) is designated to administer the public airwaves to serve "the public interest". In one day last month, the FCC approved the sale and transfer of 62 radio stations in 26 cities across the United States.

The transactions consolidated the positions of the most powerful radio conglomerates in the nation. Most New Yorkers recognize the stations: Lite-FM, Q-104, Z100, WKTU and Jammin' 105. They may not recognize the name Clear Channel Communications - owner all those stations. Most New Yorkers know that the two primary news-radio stations are Newsradio 880 (WCBS-AM) and 1010 WINS. What they may not know is that both - along with four other New York stations - are owned by Infinity Broadcasting, a subsidiary of

Viacom (which just acquired Black Entertainment Television). Prior to the mergers and acquisitions which brought these stations under one corporate roof, they each would have their own team of news reporters and community affairs staff. Now most station groups have completely abandoned News and Public Affairs, or relegated them to an "outsourced" franchise, like the newly merged Shadow and Metro Traffic and News organizations.

Fewer eyes and ears in the community mean fewer voices can be heard, and less diversity. Segmented into cookie-cutter demographic groups, with consultants determining what we "want" to listen to, we are just a short step from being told what we "should" listen to. When the public airwaves become the uncontested property of a few large corporations, it is we, the listening public, who lose.

Letters to the Editor

Institute For Irish American Studies

It's very good news that the CUNY Institute For American Studies is now up and running and housed at Lehman College.

One has to ask, though, why its inaugural is being presented at the Graduate center. Given the fact that the Institute is housed at Lehman, Billy Collins, the "headliner" holds his appointment at Lehman, and there are more than a few Irish Americans residing in communities near Lehman, one wonders.

Since the College can use all the good publicity it can get, and since the College is trying to enhance its image and attract more and better prepared students, a cultural event such as this might have attracted some favorable notice.

I think the Administration missed the boat on this one.

Margaret B. O'Connor
CUNY Administrative Assistant
Department of Languages and Literatures

Invitation to present the MLJ Program in Miami

The Organization of Iberoamerican Journalists (OPI) is officially inviting you to participate in the Second Seminar on Journalism and the new century, organized by OPI, to be held this year in Miami.

We have included a special seminar on the subject of "Multilingual Journalism and the Lehman College experience," and would like you to do a presentation of the program. During the event we will present the Personality of the Year Award, at the Hotel Intercontinental Miami. The event will be televised by Telemiami in the Buenos Días Miami program, hosted by Tomás García Fusté. We hope you will honor us with your presence and participation in this important seminar.

Alvaro Julio Martínez
President

On Black History Month

On behalf of my dedicated staff, our generous sponsors and my producer,

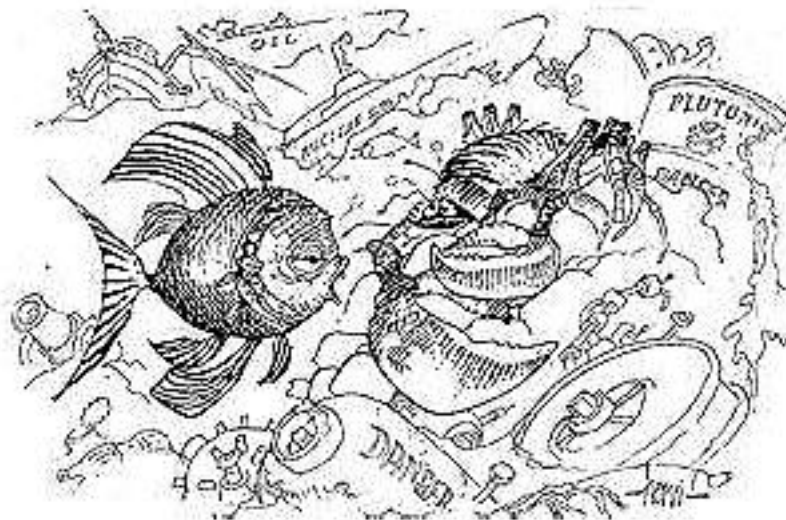
Ozzie Brown, I would like to thank you for supporting and participating in our second annual "Lift Every Voice" Black History Month celebration.

The evening was a tremendous success due in large part to the many choirs, dancers and individuals who donated their time and effort and incredible talent. Through song, music and dance, we were able to both celebrate the remarkable history and legacy of African Americans as well as highlight our city's wonderful cultural and spiritual diversity.

With your continued support, I am confident that the spirit and passion behind our "Lift Every Voice" concert will only grow stronger.

Hon. Adolfo Carrión, Jr.
Council Member, 14th District

Letters to the Editor must include your name, address, and telephone number so we can verify your comments. The letters may be edited to conform to space limitations. Readers may also send comments via e-mail to: tbj@lehman.cuny.edu



"Stop complaining, I hear it's even worse on land."

Commentary

Designed for Your Listening Pleasure...