

# EL OBSERVADOR

## Citizenship Campaign Launched

Democrats woo Hispanics, offering citizenship workshops

(AP) — A Mexican immigrant who harvests cauliflower in California's central coast region, Andreni Fierro wanted to know what he had to do to become a U.S. citizen.

Meanwhile, Gustavo Cruz Quintero, who has lived in the United States for two decades,

asked whether he could exchange his green card for citizenship.

Both men brought their questions to an immigration forum in Salinas, Calif. where Hispanics make up about two-thirds of the population, and hold many of the jobs in the agriculture industry.

The hosts for the forum: a Democratic congressman, Rep. Sam Farr; a Democratic state assemblyman, Simon Salinas; and local immigration advocates.

While politicians say the idea behind such sessions is to allow immigrants to fully join in American society, analysts note they also help create a new voter base among the nation's largest minority group

— just in time for next year's presidential election.

"It's going to add new folks to the rolls and it's their belief they will vote for Democrats," said Larry Gonzalez, director of the National Association of Latino Elected and Appointed Officials. "There is a sense of loyalty to those who help them through the process. They remember that you were the person who helped hold their hand."

At the workshops, immigrants will receive help in filling out naturalization forms. They'll have their photos taken for the applications and get advice on interviews, English proficiency exams and civics tests.

## Utilities Battle Public Power Advocates



Administrative Assistant Kristine Headings (from left), Senior Estimator Russ Payne and Service Coordinator Julie Siebenthaler examine a service map at Pacific Power's service station in northeast Portland.

PHOTO BY MARK WASHINGTON/ THE PORTLAND OBSERVER

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Meeks and other public power advocates argue that a citizen-owned power company could condemn Enron's assets, including lines and hydropower plants, and acquire their union workers, for a smooth transition from a private to people's utility.

Pacific Power claims that a startup PUD will mean higher rates for consumers, who would depend on a turbulent public power market for power. Pacific Power owns 80 percent of its own generation, including environmentally friendly wind generators.

The utility also points to its record as upstanding "corporate

citizens" as proof that they are a community-minded company.

Pacific Power donates \$1 million a year to community projects and staffs those projects with its company leaders.

Holden, for example helped form a business incubator and Pacific Power provided the building that now houses Oregon Association of Minority Entrepreneurs.

Holden and Pacific Power have also dabbled in the affordable housing market by creating the Neighborhood Partnership Fund by working with neighborhood associations in north and northeast Portland and the Youth Gang Task Force to "help change the dynamic of the neighborhood," Holden said.

Pacific Power spokespeople say they have been successful at efforts to hire minorities from north and northeast Portland.

Another utility option in the works is a city proposal to form a municipality, running its own utility company for the city, rather than the county.

Coney, also is opposed to a city-run power company. He said PGE was doing fine before Enron and has consistently done good work since Enron's bankruptcy.

"With Portland trying to dig itself out of the worst recession in 20 years, the notion of a city condemning a large business is not a healthy message," Coney said.

## Love, Latina-style



Nely Galan is the producer of La Cenicienta, a new reality dating show to appear on the Hispanic television station Telemundo. (AP photo)

### Telemundo launches reality dating show

(AP) — A single mother in search of love will be featured on a reality dating show that reflects Hispanic culture, Telemundo executives said.

"La Cenicienta," or Cinderella, filmed in Palm Springs, will air on the Spanish-language network for six weeks beginning in September.

"The first reality series that shows the world how to fall in love, Latina style," trumpets a promotional spot for the series.

"In true Latino fashion, you're not just marrying the bride, you're marrying the entire family," Jim McNamara, Telemundo president and chief executive officer, told the Television Critics Association.

Parents and siblings weigh in on Minerva Ruvalcaba's choices, and not always diplomatically. "My daughter's taste in men is awful," her mother says, in a clip shown for TV critics.

The series wants to demonstrate to women, especially young Hispanic women, "there is a second chance in life," said actress Eva Tamargo-Lemus, who serves as one of Ruvalcaba's confidante.

The show delves into serious issues of sexism, racism and class bias as well, she said. An eclectic group of men vie for Ruvalcaba, including Jewish, black and Asians of Hispanic descent, Galan said.

## Northeast Community Fiesta Planned

Join the celebration and discover the heart of Latino culture in northeast Portland at the 42nd Avenue Fiesta on Saturday, Aug. 23 from 11 a.m. to 5 p.m.

The fiesta will feature events along Northeast 42nd Avenue

between Prescott and Holman streets. Several businesses along the avenue plan open houses with live music, local "comida" and lots of community spirit.

The entertainment includes the Lions of Batucada, Mexican folk dancers, Clown With-

out Borders-Nomadic Theater and Omar Vargas, a mariachi band. Authentic Mexican food will be a featured attraction. Children's activities, community project showcases and a family resources area will be featured at 5600 N.E. 42nd.

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