EL OBSERVADOR

Citizenship Campaign Launched

Democrats woo Hispanics, offering citizenship workshops

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

Quintero, who has lived in the help create a new voter base among United States for two decades, the nation's largest minority group tests.

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 Demoa 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 Meanwhile, Gustavo Cruz society, analysts note they also

Love, Latina-style

dential 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 cratic congressman, Rep. Sam Farr; 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

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.

РНОТО ВУ MARK WASHINGTON THE PORTLAND OBSERVER

continued A from Front

Meeks and other public power advocates argue that a citizenowned power company could condemn Enron's assets, including pany leaders. lines and hydropower plants, and 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 generations.

The utility also points to its record as upstanding "corporate neighborhood," Holden said.

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

Pacific Powerdonates \$1 million a year to community projects and staffs those projects with its com-

Holden, for example helped form acquire their union workers, for a a business incubator and Pacific smooth transition from a private 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 Portto "help change the dynamic of the

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

Coney, also is opposed to a cityrun 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 landand the Youth Gang Task Force condemning a large business is not a healthy message," Coney



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.

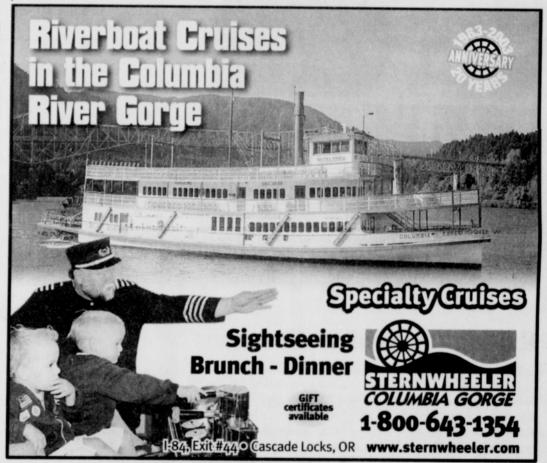
"The first reality series that shows the world how to fall in love, Latina style," trumpets a promotional spot for the series.

"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

day, Aug. 23 from 11 a.m. to 5 and lots of community spirit.

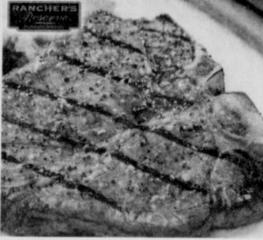
along Northeast 42nd Avenue can folk dancers, Clown With- at 5600 N.E. 42nd.

cover the heart of Latino cul- streets. Several businesses along and Omar Vargas, a mariachi ture in northeast Portland at the the avenue plan open houses band. Authentic Mexican food 42nd Avenue Fiesta on Satur- with live music, local "comida" will be a featured attraction.

Join the celebration and dis- between Prescott and Holman out Borders-Nomadic Theater Children's activities, community The entertainment includes project showcases and a family The fiesta will feature events the Lions of Batucada, Mexi- resources area will be featured







Rancher's **Reserve Beef T-Bone Steak**

Bone-in. Valu Pack. Broil or grill. SAVE up to \$3.50 lb.

Safeway Club Price



Whole Cantaloupe

Cut Cantaloupe, 39¢ lb. SAVE up to \$1.76 on 4 lbs.

Safeway Club Price



Kellogg's Cereals 10.5 to 17.6-oz.

Selected varieties. SAVE up to \$1.71 ea.

Safeway Club Price



Tomatoes on the Vine

Ripe and full flavored. SAVE up to \$1.00 lb.

Safeway Club Price

Now the savings are in the Card!