



Ray Rogers and John Martínez—photo by Rebecca Cook

To the Editor of La Prensa:

Latinos are the fastest growing part of the U.S. workforce. We come from all over this hemisphere, and work in all sorts of jobs. Even though there are a lot of Latino communities all over this country, it's not often that we get to join together to fight for one cause. Right now, with the Campaign to Stop Killer Coke, we have the opportunity to do just that.

On December 7, members of UAW Local 22 in Detroit packed our union hall to hear Ray Rogers, Director of the Campaign to Stop Killer Coke, speak about the Campaign. Some say that Rogers is a pit-bull when it comes to fighting injustices. Flying in from the East Coast, he proved that a snowstorm in the New York area was not going to stop him from getting the word out about the Campaign.

The Union Hall was silent as Ray thanked the administration and all the members and guests who attended. Ray's speech left all in attendance in shock as he spoke of the Killer Coke casualties in Colombia. Until that afternoon, most of our union members had no idea about the situation going on at the Coca-Cola bottling plants in Colombia.

Workers at these bottling plants, whose union is called SINALTRAINAL, have been threatened, kidnapped, tortured, and even murdered just for being members of a union.

But Ray told us that, even though it's Coke that's being bottled at these plants, the Coca-Cola corporation says it is not responsible for this brutality.

Ray told us about one day in Colombia, when a SINALTRAINAL leader named Isidro Gil was shot to death by armed thugs, another union leader was kidnapped at his house, and a union office was set on fire. SINALTRAINAL says that the Coke bottling company in Colombia was responsible for these crimes, but the CEO and command at Coke are saying "no comment."

Rogers told the audience about the many facets of the Corporate Campaign against Coca-Cola and its financial support network. He told us about how unions and student groups are banning Coke machines and products from their union halls and campuses.

It became clear to the audience that no union workers should be buying Coke products. After Ray was done speaking, I heard people saying they wanted to smash up

the Coke machines and jam up the coin slots. I heard people say they were switching to Pepsi. Now, the Coke machine in our union hall has been disconnected and our local president called the bottler, telling him we no longer need the Coke machine and Coke products.

This issue is important to unions, but it is just as important to Latinos. Coca-Cola is a U.S. company refusing to take responsibility for its bottling workers in Colombia. It is as though Coke thinks that this type of violence is okay as long as it doesn't happen here in the United States.

As Latinos, we need to join together and say "No!" to Coke. We are the fastest growing population in this country; if we stop buying Coke products that would certainly get the Coca-Cola Corporation's attention.

Many Latinos come to this country looking for a better life than they had in México, Cuba, Colombia, or another country in South and Central America. Now we have the chance to help make life better for workers in Colombia, by supporting this campaign.

Let's support the Campaign to Stop Killer Coke and make sure that these Colombian workers get some justice!

John Martínez
Editor UAW Local 22
Detroit, Michigan



Editor's Note: More on the union's position on this issue can be found at www.killercoke.org. The Coca-Cola Company has responded at www.killercoke.com.

Hijos de inmigrantes hispanos afectados por baja de la economía

Por DEBORAH KONG/ The Associated Press

Aunque están por lo general mejor educados y hablan mejor inglés que los inmigrantes, la segunda generación de hispanos tuvieron dificultades mayores cuando empeoró la economía que sus contrapartes de la primera generación, indicó un nuevo análisis del Pew Hispanic Center.

Una nueva camada de jóvenes hispanos nacidos en Estados Unidos se unió a la fuerza de trabajo en momentos en que se registró un bajón en la economía. Eso les creó a esos jóvenes serias dificultades, al tener que competir por trabajos contra personas de con mayor experiencia, entre ellas obreros inmigrantes.

«Lo que estamos viendo aquí es la punta de lanza de esta gran población ingresando a la fuerza laboral», dijo Roberto Suro, director del Pew Hispanic Center, con sede en Washington. «Es un mercado muy difícil

para los jóvenes hispanos. Es mucho más duro para los jóvenes, nacidos en Estados Unidos, que para los inmigrantes».

La segunda generación de hispanos, nacidos en este país, e hijos de personas que emigraron a Estados Unidos, debieron enfrentar no sólo una mala época. A raíz de sus niveles más altos de educación, muchos tenían aspiraciones más ambiciosas que los inmigrantes, dijo Suro. Pero algunos carecían de los contactos que podrían haberles brindado buenos empleos.

«Ellos vienen de familias de inmigrantes que tienen un limitado conocimiento de los Estados Unidos y de la fuerza laboral», dijo.

En total, había unos 10 millones de hispanos de segunda generación en Estados Unidos en el 2000, según un previo informe del centro.

La tasa de desempleo para la segunda generación

subió a un 10% a fines del 2002, cifra superior a la tasa para inmigrantes y para la tercera generación de hispanos, que fueron de un 7,2% y de un 6,6% respectivamente, de acuerdo al centro.

La organización analizó informes de la Oficina de Estadísticas del departamento de Trabajo desde fines del 2000 hasta fines del 2002, un período que cubre desde el fin de la última expansión económica y continúa con su desaceleración.

Entre fines del 2002 y el 2002, la cifra de desempleados entre los integrantes de la segunda generación de hispanos de entre 25 y los 34 años de edad más que se duplicó, según el análisis de Pew. En el grupo de entre 16 y 24 años, también hubo un gran incremento.

En la internet: Pew Hispanic Center: <http://www.pewhispanic.org>

La Prensa Newspaper Staff

Culturitas Publications, Inc.
Rebecca McQueen
Fletcher Word
Wendy Cuellar
Carla Soto
Sofía Mena
Brenda Guel
Ariel Castro
Jennifer Zenk
Kathy Sweeney
Rico
Carla Soto
Holly Gonzáles
Wally Rodela

Publisher
Business Manager
Senior Staff Writer
Staff Writer
Entertainment Editor
Editor en español
Correspondents, UT
Correspondent, BGSU
Graphics Manager & Webmaster
Ad design
Cacographer & Sales
Sales Rep.
Sales Rep.
Distribution

Culturitas Publications, Inc., d.b.a. La Prensa Newspaper

Headquarters: 616 Adams Street, Toledo, Ohio 43604

• Voice 419.870.6565 • Fax email 360.530.6740

Fax: 419.241.5774 • **DEADLINE: MON. AT 11:00AM •**

SALES: 419.870.6565

• prensa789@aol.com E-mail

• **web site: www.laprensatoledo.com •**

Limit: One free copy per reader. Additional copies are \$1.00 each

*Member of Newsfinder, an affiliate with AP, and NewsCom
Copyrighted by Culturitas Publications, Inc. 2004*

La Prensa's Detroit Office

4454 W. Vernor Hwy.
Detroit MI 48209

Sales Rep. Wendy Cuellar **313.399.3253**
Carla Soto & Rico **313.729.4435**

We accept: Discover, Visa, & MC



club
Mystique
Salsa Merengue Hip Hop



Thurs: Ladies Night \$3 cover
Friday: Live DJ \$3 cover
Saturday: Live DJ \$5 cover

Happy Hour: 7:30-9:00PM, 1/2 price
Salsa lessons starting at 9:00PM,
provided by Salsa Toledo Dance Co.

3122 Airport Hwy
Toledo, Ohio
Formerly The Atrium

419.704.5108