

# CHICANO: MEXICAN HERITAGE



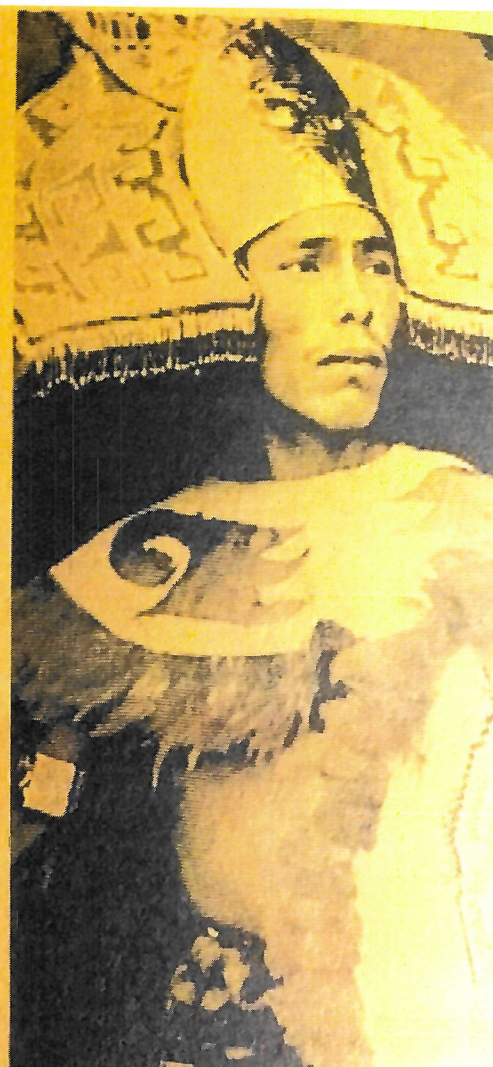
Chicano: Mexican Heritage—Premiering July 10, at 5:00 P.M., KNBC presents a 10-part weekly series on the history of the Mexican-American or Chicano in the United States. The series looks at some of the contributions of the early Mexican settlers and what effect this had on American culture. The series will attempt to bridge the gap of misunderstanding, misconception, prejudice, discrimination, racism, fear, and distrust. In addition to looking at history from the Chicano standpoint, the series will also examine contemporary issues facing the Mexican-American community. Series host is Frank Cruz, associate professor of the Chicano Studies Department at Cal State Long Beach.

**"Aztlán"**—Host Frank Cruz introduces Jose B. Cuellar, M.A., Anthropology, University of California at Los Angeles, who describes the contributions made by Mexican ancestors in "Aztlán" or as we know it, the Western Hemisphere. The program also looks at the cultural influences made and how these influences have affected United States Southwest even in contemporary times.

**"Myths of the Southwest"**—Dispels the many popular myths about the Northwest Mexico Territory (Southwest United States) that have been handed down unquestioned for several generations by American historians. Guest narrator is Richard Romo, San Fernando Valley State College, who explains that one of the myths has been one that glorifies the Anglo's contributions to American society, yet minimizes contributions made by other ethnic groups.

**"Mexican American War Period"**—Host Frank Cruz examines the Mexican American War of 1846. Myths, legends and half-truths associated with this period are examined, The reasons for the war, motives, fault, and what the war means to the Mexican resident of the United States today is also explored.

**"Conflict and Resistance: Myth of Docility"**—This program deals with the period from 1848 to 1930, and documents the conflict between the Mexicano and the Anglo-American, highlighting the Mexican struggle for determination. Guest narrator is Carlos Arce, Assistant Professor and Chairman, Chicano Studies Department, San Fernando Valley State College.



**"Spiders in the House"**—The first program with a contemporary theme. It deals with the labor-manpower provided by the Mexicano in the economic and agricultural development of the area. The program looks specifically at history of the farm laborer, the migrant worker, and the reasons one had to take up this type of work. Guest is the noted historian and labor authority Dr. Ernesto Galarza.

**"The War Years"**—Guest is Federico Sanchez, assistant professor of Chicano Studies at Cal State Long Beach. Sanchez traces the years during World War II, focusing on the era of the Mexican-American zoot suiter (also known as the "pachuco,") and contributions made to the war effort.

**"Economic Repression of the Chicano"**—Paul Sanchez, Dean, Graduate School of Social Work at San Jose State College, examines reasons for the low economic situation prevalent with most Chicano families. Discussed are the issues of the braceros' effect on the farm labor market; education employment discrimination by Anglo employers and unions; and what the future holds for the Chicano.

**"Mexican Americans and Education: Quo Vadis America?"**—Experts discuss the failure of public education in the Mexican-American community. Guests are: Ron Lopez, Director, Mexican-American Center, Claremont Colleges; Dr. Simon Gonzalez, a UCLA Administrator; and Dr. Julian Nava, President, Board of Education of Los Angeles.



**KNBC4!**

**"Barrio Life and Cultural Democracy"—**

Problems created by the Anglo society and their effects on barrio residents are detailed by Manuel Ramirez, Ph. D., University of California in Riverside.

**"Stereotyping in the Mass Media"—**Dr. Tomas Martinez, assistant professor of sociology at Stanford University, examines the unfair way Chicanos have been portrayed in newspapers, movies, magazines and television.

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Executive Producer

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