

**NOTE:** In the early years (1980s) only one journal and one English-language paper featured a story about the *PWP* program—and that story appeared in a community paper and dealt with *PWP*'s early community sponsor, the Uptown Chicago Commission. UCC donated books for the Truman College classroom development process and later umbrellaed the grant request from the Government of Puerto Rico's community group to Budget Rent A Car.

By contrast, foreign-language groups are still interested in the simplification of phonetics as exemplified by *PWP*. That's why the remaining reviews appear in foreign languages: the foreign-born appreciate simplification of our language as Americans do not.

Although the computer has identified over 1,100 ways by which to write the 40 basic sounds of English, the educational establishment is sold on "sound-out" and has not attempted to simplify that rules-and-memory system. Foreign nationals don't like the guesswork that's inherent in "sound-out." The rules we learn do not cover the variations in our sounds: should the O-U-G-H combination sound like *through*, *although*, *bough*, *rough*, or *ought*? Does E-A-R, sound like *fear*, *bear*, *early*, or *heart*? Learn the rules—then guess! Many of their languages are absolutely specific in sound/spelling matches. For instance, in Spanish, only 6 sounds for 6 vowels (plus several printed codes); in English, 19 sounds for the same six vowels (A-E-I-O-U-Y plus the artificial *schwa*). German has rigid rules for pronunciation. In the Ethiopian language, 100 syllables are comprehensive: if you can say the word, you can spell it.

Underlying this problem is the acknowledgment by the US military language schools that English is alone in a fifth category of language difficulty. It's not and needn't be. English language grammar is simple (because it does not assign genders to gender-less things and so needn't decline verbs in many arbitrary-standard ways). English phonetic rules are the problem, not the solution, when seeking to use a language that was accreted over many centuries and under several invaders.

The overall learning problem with English is not slang alone (which is a contributor to difficulties) but also the fact that Americans don't use many grammatical function words that we teach to all learners (American-born and foreign). Then they can't recognize language-function because they can't see or hear the missing function words. For instance: "She said (that) she went home." Few Americans would use the word "that" in that circumstance; yet "that" should indicate a subordinate clause. But the students also learn that one proper sentence does **not** contain two subjects and two verbs: *she said* and *she went*. So our teaching methods do not match immigrant/student public experience. No wonder students are failing. So we deserve but cannot afford the language problems that are rife in our nation today.

Cavalier attempted to provide corrections of our simple language via volunteer tutors— who don't already know that simplification is *not possible*, as certificated teachers already know. Teachers who have never themselves been language handicapped can categorize their students' problems (this person needs verbs; that one needs adjectives; that one. . .) but cannot understand those personal problems. So they teach as they learned: sound-out. But sound-out is deficient.

Now, 25 years after it was developed, *PWP* enjoys unrelated findings (conducted at University Milan/Bicocca of a study re: dyslexia) that support his original ideas and program; see *Science Journal* for March 16, 2001 (two articles, by E. Paulesu *et al*; and L. Helmuth).

The dictionary indicates all the 40 key sounds with only 45 codes—and those address the one (or two) accepted pronunciations very specifically. *PWP* teaches those codes. . .and a whole lot more practical knowledge. Once the dictionary codes are mastered, the teen/adult learner can pronounce every word in the dictionary acceptably-to-perfectly. In use, the learner seeks any term needed (for creative theory, if not found in print) in his/her own language's bilingual dictionary, gets the English spelling, and then can pronounce that word correctly. . .without asking friend or teachers, "How do you say this word?" Friends aren't always correct, and teachers aren't always available. Learners enjoy immediate independence and confidence with a skill that lasts a lifetime!

Your community organization or corporation can benefit from this book/program, both as an aid to individuals and as a boon to the surrounding community. For immediate assistance with specific promotional approaches for your specific purposes, simply read the materials that follow. Choose. Then use these models intact or varied, as your needs dictate.

Total book costs, only \$100 retail (in 2008) for one *PWP* and *11American Heritage* dictionaries (tutor plus 10 learners). Classroom needs: learners, books, and chalkboard plus a writing table. Any person who speaks/reads/writes standard American-English can tutor, because *PWP* is a self-help tutor's script and workbook. All needed script, drills, and discussion materials are provided or stipulated (including newspapers and a few photocopied book pages for distribution/discussion).

You might be able to read only one or two of the *PWP* newspaper stories reprinted here, but you can be sure that *PWP* has been tested and proved in both classroom and community. Use it with confidence!

Immediately following are letters to targeted groups that can be adjusted to local needs and be used for press releases and requests for funding.

11-12-9

# Education Behind Bars

Inmates are being taught the essentials through programs designed to stop recidivism

BY BRIAN W. CARTER

*Sentinel Intern*

When most people think about inmates, they think about criminals who have committed a crime and deserve to be in jail; some people may even feel "out of sight, out of mind" and good riddance. Although public opinion may be generally low of inmates, there are those that think of them and see second chances.

GOGI (Getting Out by Going In), The Christian Youth Foundation (CYF) and the Coalition Talent & Love Center (CT&LC) are three groups that are dedicated to the betterment and educating of inmates. Prisons are overcrowded and for the most part are filled with men and women who are illiterate and/or don't speak English. Not to mention that some inmates lack the education and skills to make it once they get out of prison and once they're free, a limited life leads them to back to crime. These are some of the factors that have led these three groups to get involved.

The goal of the groups overall is to reduce recidivism. Recidivism is the act of someone repeating negative behavior even after they've faced the consequences for their behavior or received training/counseling. It is also known as the rate or percentage of rearrested criminals. The recidivism rate is high, leaving jails to become almost a revolving door. Some sources state 7 out of 10 prisoners in California alone will return to jail or prison within 3 years.

"Unacceptable recidivism and over incarceration is our responsibility," said coach Mara Leigh Taylor, Founder/Executive Director of GOGI. GOGI is a privately operated program and is working in several facilities. GOGI has implemented GOGI/ESL (English as a Second Language) programs in jails to help inmates make the transition from prison to society. GOGI is about changing the behaviors, attitudes and outlook in the life of inmates. They feel that by helping inmates through education, therapy and positive reinforcement, inmates will have a better chance at life when they get out.

The CYF and the CT&LC (both black-operated groups) are

two other groups who also feel the need to assist inmates behind bars. The CYF is a non-denominational, non-profit organization dedicated to addressing drug and alcohol issues, nutrition, abused and disabled youth. The CT&LC is an organization that is also dedicated to uplifting and helping the community through programs encouraging talent in youth and enrichment through education.

These two organizations have donated "PWP" tutor books and "American Heritage" dictionaries to ethnic inmates. The PWP (Practical Word Power) is a tutor script and workbook that permits volunteers to teach English language and structure to foreign-born inmates. Richard Cavalier, an author, who has worked in advertising and sales, as a consultant to various companies and is known for his innovative ideas, developed the tutor book. The PWP allows non-English speaking groups to abandon their language and adopt English. The PWP along with the American Heritage dictionary simplifies phonetics and expands vocabulary through 45 codes and usage in 16 class hours and 8 sessions.

Arvy Goliday president of the CYF and associate with the CT&LC said, "We hope that the 'PWP', CYF and CT&LC will help to make the inmates' re-entry into community life easier and longer lasting." The two organizations goals are to reduce recidivism and focus on educating and liberating inmates both mentally and physically. "... we believe that anti-recidivism programs are better and longer-lasting alternatives" said Goliday, "Given the rift and occasional wars between incarcerated Blacks and Hispanics, we feel especially good about helping launch this program."

The first inmate-tutored inmates are expected to "graduate" in December according to Goliday. If the test results are impressive, the organizations will be pushing for an expansion of the program into other jails and prisons.

If you would like to get more information on these programs, you can contact the GOGI program at [info@gettingoutbygoingin.org](mailto:info@gettingoutbygoingin.org) or call (310) 306-9964; to contact The Christian Youth Foundation email at [info@christianyouthfoundation.org](mailto:info@christianyouthfoundation.org) or call (310) 657-2727 or (310) 645-0710; to contact the Coalition Talent & Love Center you can email at [talenthealthwealth@yahoo.com](mailto:talenthealthwealth@yahoo.com) or call (310) 786-9927.

# Practical Word Power, by Richard Cavalier

Orders: [www.iUniverse.com](http://www.iUniverse.com). \$24.95 (for volunteer tutor only)

Additional classroom needs:

- Blackboard plus
- 1 paperback American Heritage Dictionary for tutor and each student (\$6 each).

Total costs: Under \$100 total for all books for tutor and class of 10.

The Korea Times / LA  
Monday, December 29, 2003

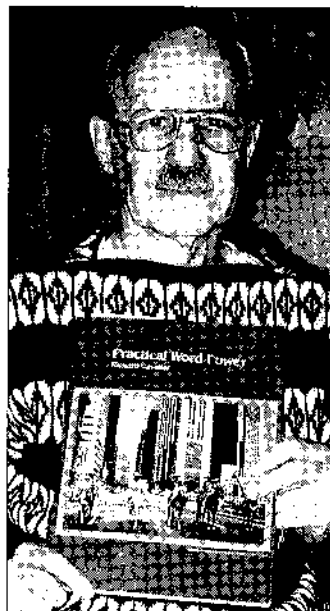
## 그룹영어 튜터링 ESL교재

# 'Practical Word Power' 출간

그룹영어 튜터링을 위한 ESL 교재 'Practical Word Power' (리처드 카발리에 저)가 출간됐다. 어서스 초이스 프레스가 펴낸 이 교습서는 영어가 모국어가 아닌 사람들을 위해 발음과 영영사전 이용법, 영자신문 보는 법 등 영어 학습법 위주로 구성돼 있어 학습 후 독학에 많은 도움이 된다는 것이 저자의 설명이다.

"영어는 미친 언어다"라고 강조하는 저자 카발리에에는 "여러 어원으로 통합된 영어는 발음에도 문법에도 불규칙한 법칙이 너무 많아 반복적으로 학습해서 센스를 익히는 수밖에 없다"고 설명하고 "사전 중에서 가장 찾아보기 쉽고 논리적으로 편찬된 '아메리칸 헤리티지 영영사전'을 중심으로 발음 기호 읽는 법과 사전 이용법을 상세히 기재했다"고 전했다.

또 "지도자뿐만 아니라 미국 대학



에서 2년 정도 수학했으나 어순이 다른 한국어나 일본어를 제 1 외국어로 사용하는 자들로 여전히 영어 때문에 고심하는 ESL 3~5급 정도

## 전면 광고

▶ 한국일보 A19

그룹영어학습지도서 'Practical Word Power'를 펴낸 저자 리처드 카발리에가 저서 소개를 하고 있다.

실력자들에게도 좋은 학습서"라고 소개하고 "그룹 튜터링의 경우엔 지도자만 교재를 사용하고 학생들은 사전만 사용할 것"을 권했다.

저자에 대한 소개는 [www.meetingsCavalier.com](http://www.meetingsCavalier.com)에서, 또 도서 정보는 [www.iuniverse.com](http://www.iuniverse.com)에서 찾아볼 수 있다. <김상경 기자>

# NEWS • STAR

90th Year - No. 2

Wednesday, January 15, 1992

## Free class mends broken English

By **PHIL BORCHMANN**  
Staff Writer

Eric Cheng has built his Sun Wah Bar-B-Q, at 1134 W. Argyle St., into a thriving, popular restaurant. Now he's ready to go back to school.

"For me and my business, it's good to pronounce better," said the Canton, China, native.

Cheng is among the millions of foreign-born adults from all economic and occupational levels who are often stifled by their faulty English skills.

So Cheng has decided to make some changes and — along with a group of other merchants from the predominately Asian shopping district — has enrolled in a unique English course, beginning this week, at Truman College.

Designed by an Uptown communications expert, the program helps students build on their basic language skills, develop better vocabulary and pronunciation, and increase confidence and self-reliance — instruction that, until now, has been available on a very limited basis.

"Practical Word Power" is a

course created by Richard Cavalier, who designs corporate training programs and has written books and articles on group communications.

Cavalier's method, which he touts as inexpensive and easily accessible, teaches the English phonetic system of dictionary codes to individuals who speak basic English.

"They can learn the entire dictionary rather than a generic word list," he said.

Many times, Cavalier's course is the natural progression beyond English as a Second Language classes.

Cavalier says that only a small percentage of "language handicapped" people are able to get instruction beyond ESL. Most of the advanced courses are offered at colleges during inconvenient or prohibitive times.

The class uses the "Practical Word Power" textbook and a dictionary and can be taught by volunteers at any time and location.

Because of a teaching gap between the ESL top level — fifth grade — and the GED level — eighth grade — millions of language handicapped people stop their Eng-

lish education and never work up to their potential, he said.

"I've had doctors, lawyers, nurses and teachers in my classes working below their professional level because of the language handicap," he said. "They will speak broken English for the rest of their lives because of this gap. At the sixth- and seventh-grade levels, there is virtually nothing (no instruction) out there."

The free class is being sponsored by the Uptown Chicago Commission and the Asian American Small Business Association. Some funding for the free course has come from Budget Car & Truck Rental, according to UCC Executive Director Charles Daas, who is looking for more money.

Daas said there is still room for more students in the classes in the library of Truman College, 1145 W. Wilson Ave. The free program is targeted mainly at merchants around the Argyle Street area, but it's not likely that anyone will be turned away, he added.

For more information, call Daas at 561-3978, or Charlie Soo at 728-1030.

ANDAMAN ISLANDS

Banda Aceh  
Calang  
Meulaboh  
ACEH

INDONESIA

FREE

# INDONESIAN Journal

JANUARY 2005

First Indonesian Magazine in the U.S.A. • Since 1988

## Richard Cavalier Ingin Membantu Korban Tsunami

Richard Cavalier, seorang guru bahasa Inggris di AS dan pengarang buku "Practical Word Power" berminat untuk memberikan bantuan dan kontribusi terhadap korban bencana alam tsunami di Aceh Inggris yang memberi kursus bahasa Inggris yang mana seluruh biaya kursus yang didapat dari tiap peserta akan disumbangkan kepada para korban tsunami.

Biaya kursus tiap peserta adalah US\$ 250.00 dan bagi perusahaan yang mendapat pelajaran tambahan ekstra bagi 10 manajer di perusahaan tersebut. Kursus terdiri dari 8 kali pertemuan dengan waktu 2 jam tiap pertemuan. Peserta sudah mengetahui untuk tidak mengetahui bahasa Inggris dasar, kefasihan tidak diperlukan.

Bagi yang berminat ataupun memerlukan informasi lebih lanjut, dapat langsung menghubungi Richard Cavalier dengan nomor telpon (310) 671-7262.  
web-site : [www.meetingsCavalier.com](http://www.meetingsCavalier.com)

Don Centre  
#101  
90010

## Indonesia Berduka



# LA OLA

Año 9, publicación 19 • Semana del 6 al 12 de mayo de 2004

## Libro puede enseñarle rápido inglés

JORGE LEAL

REPORTERO DE LA OLA

LOS ÁNGELES — Para Richard Cavalier, el sistema de educación pública en Estados Unidos ha fracasado enseñando inglés a los inmigrantes.

“Los distritos de educación ha fallado miserablemente en enseñar a las personas a hablar inglés, el idioma que todo mundo necesita para poder salir adelante en este país”, dijo.

Es por eso que Cavalier ha creado su propio curso de enseñanza con el que afirma se puede enseñar inglés mucho más efectivamente, él lo llama “Practical Word Power” (PWP-Poder Práctico de la Palabra).

Cavalier aseguró que el diseño del curso está basadi en sus experiencias como nieto de inmigrantes y por su contacto diario con personas que hablan poco inglés.

“Mucha gente piensa que el hablar inglés es difícil, pero con mi curso verán lo fácil que es pronunciar correctamente las palabras”, afirmó Cavalier. El curso PWP pone énfasis en la pronunciación de las palabras en inglés y fue diseñado para que sea un método de enseñanza más que de aprendizaje.

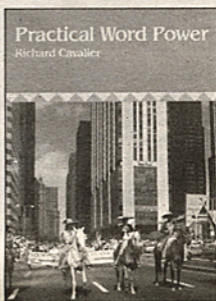
“Una persona con un conocimiento regular del inglés puede enseñar a 10 personas con siguiendo las lecciones del manual PWP y solamente necesitarán un diccionario como el American Heritage, que es el diccionario más común y más usado”.

Cavalier explicó que su curso es singular porque fue diseñado como si fuera un entrenamiento de empresa, no como un curso de educación. “Yo no soy maestro, ni estudie educación, soy un entrenador para empresas, así que me enfocó en educar de manera exitosa y que el tópico impartido sea utilizado, esto es una gran diferencia con el sistema de educación que es algo mucho más burocrático”.

El autor explicó que para poder hablar inglés hay que tener en cuenta las diferencias fonéticas del lenguaje. “Cada idioma es diferente, en español sólo se usan 6 sonidos mientras que en inglés hay 19 sonidos para las vocales, eso es lo que genera mucha confusión, este curso enseña a cómo pronunciar estas palabras y hacer esa distinción, no solo a memorizarlas y repetirlas”.

El curso PWP requiere sólo 8 sesiones de dos horas en donde los estudiantes podrán aprender a pronunciar las palabras de manera correcta y, según Cavalier, al final de estas sesiones “los estudiantes ya sabrán como dominar la pronunciación del diccionario entero”.

Actualmente, Cavalier está ofreciendo su curso a las organizaciones comunitarias, así como a pequeñas empresas que quieran establecer clases de inglés. “Mi curso es muy económico ya que se necesita un único libro, el del instructor y algunos diccionarios”. El libro cuesta \$24.95, si usted está interesado comunicarse con Richard Cavalier al [redacted] o también puede adquirir el curso vía Internet en el sitio: [www.iuni-verse.com](http://www.iuni-verse.com).



# LA RAZA

CHICAGO'S LEADING HISPANIC PUBLICATION

AÑO XXII N° 1177

CHICAGO, ILLINOIS DEL 3 AL 9 DE ABRIL DE 1992

Zona Norte

## Piden maestros voluntarios

Budget Rent-a-car, con una donación de \$1,000 dólares para la compra de libros, ha asegurado la implementación en la comunidad hispana del programa "El poder práctico de la palabra" (Practical Word Power) bajo el patrocinio del Commonwealth de Puerto Rico, Departamento de Asuntos de la Comunidad Puertorriqueña, de acuerdo a lo expresado por Héctor Díaz, director del Departamento en Chicago.

"El programa del Departamento "PWP" fue anunciado en septiembre como un esfuerzo de la comunidad para llenar los vacíos en el programa nacional de alfabetización", explica Díaz.

"Solamente el 10% de todas las personas con problemas de lenguaje están siendo ayudadas tanto por los programas del gobierno como de fundaciones, y virtualmente todos los programas hacen énfasis en niveles hasta el quinto grado. Individuos que pueden hacerse entender en inglés pero que se encuentran atorados en niveles inefectivos de aprendizaje pueden ser asistidos solamente en programas formales en los Colegios Comunitarios; y no todo el mundo puede asistir a uno de ellos", comenta Díaz.

Único entre los programas voluntarios de alfabetización, porque está encaminado a los adultos en un nivel intermedio de aprendizaje, para quienes ayuda disponible existe muy poca, "Practical Word Power" enseña

a los estudiantes a pronunciar correctamente nuevo vocabulario usando un código de diccionario. Esta habilidad hace a los "graduados" del curso permanentemente independientes en el desarrollo de vocabulario y los ayuda a mejorar sus habilidades para comunicarse en inglés.

"El curso es gratis a estudiantes adultos, quienes deben comprar su propio diccionario. Los diccionarios se darán gratis a estudiantes adolescentes quienes estudien en grupos de jóvenes", dijo Díaz.

El curso completo requiere de solamente 8 sesiones de dos horas cada una y puede ser dictada por cualquiera que tenga un nivel de inglés estándar, dice el autor Richard Cavalier, "porque el manual del profesor del PWP está estructurado de una manera en la cual ayuda a entrenar a los voluntarios en su enseñanza: todas las explicaciones, ejemplos de tablero, y tablas de ejercicios son proveídas". Consecuentemente, él siente, que PWP ayuda inmensamente a estudiantes de un nivel intermedio porque hace énfasis en habilidades activas, no en listas de términos genéricas. "PWP está diseñado para ayudar a resolver verdaderos problemas de comunicación".

"El curso fue desarrollado en el Truman College por Cavalier, quien ha publicado dos libros y numerosos artículos en el campo de la comunicación en grupos, relata Díaz, y

fue estudiado por el Departamento antes de adoptarlo; entonces la comunidad hispana puede estar segura que los resultados son positivos".

Como una prueba, él cita un programa piloto desarrollado en una agencia hispana de servicios sociales, en donde la respuesta de los participantes fue muy positiva después de la primera clase de ocho sesiones para miembros del personal. Discusiones se encuentran en camino en esa agencia para hacer extensivo este programa a la clientela.

Hasta diez alumnos adultos se pueden inscribir en el programa, y una clase de dos horas por semana es lo recomendable. Las organizaciones patrocinadoras necesitan proveer sillas para esos diez estudiantes y su tutor además de un tablero.

Con los materiales para el tutor proveídos por Budget rent-a-car, no hay casi ningún costo para las organizaciones patrocinadoras del curso. "Cualquier agencia reconocida - clubes sociales, iglesias, y empleadoras - pueden formar y operar su propias clases", explica Díaz.

Cualquier organización hispana que desea operar este programa debe contactar a su coordinador voluntario, Rich Cavalier, (312) 784-3008.

Personas interesadas en participar en el programa pueden obtener más información en las siguientes agencias comunitarias: Comité Latino, 878-8808; Centro Cultural Ruiz Belvis, 235-3688; Universidad Popular, 722-0838.

# Budget

car and truck rental

Budget Rent a Car patrocina programas para expandir la educación del idioma inglés en la comunidad hispana.

El autor del libro "Practical Word Power", el señor Richard Cavalier sugiere un nuevo método para la enseñanza del inglés. El enfoque va dirigido a individuos no

satisfechos con sus habilidades actuales (generalmente a los que han alcanzado un nivel intermedio). El curso consta con el manual ya citado del autor y otros diccionarios fonéticos. La compañía Budget Rent A Car asignó 1000 dólares para la compra de libros al departamento de asuntos comunitarios de Puerto Rico.

## Diseño Contemporáneo inspirado en temas mitológicos.

### Propuesta para el mural más grande del mundo.

"New York podría ser el escenario del mural más grande del mundo"

Estella Michell reconocida una de las escultoras más renovadoras del mundo vuelve a insistir en crear el mural más grande del mundo, después intentara en el 1980 hacer lo mismo en Argentina, proyecto que por falta de financiamiento tuvo que ser abandonado. Este vez con un nuevo tema "La familia planetaria", donde la escultura describirá reflejar a los héroes cotidianos. La madre sola con su niño, la familia integrada, el último bisonte en la pradera, los huesos de los que se han ido, Cristóbal Colón, los peregrinos con sus cargas, las mujeres cargadas de sueños, los esclavos que aportaron el fruto de su trabajo, el Pony Express, el autor de la era industrial, el ser humano conquistando la Luna.

La familia planetaria, de la que se ha concebido, sería una escultura gigante con nueve niveles, basada en la Kabala de Levi. El tema de este mural es "El ser humano en cuatro estaciones", el ser humano en cuatro estaciones.

La Esfinge, con su cuerpo de león y cabeza de mujer, a todo el mundo le pasaba frente a ella le hacía la siguiente pregunta: ¿Qué animal es el que mañana camina en cuatro patas?

# OSMUS

Magazine®

Suscribase a

Nombre \_\_\_\_\_  
Dirección \_\_\_\_\_  
C.P. \_\_\_\_\_

- \* LEA ENTREVISTAS DE VERDAD
- \* REPORTAJES EXCLUSIVOS
- \* OSMUS LOS LLEVA DETRAS DE LAS CAMARAS
- \* SOMOS RENOVADORES, VIGENTES, SIN MIEDO A LA CENSURA
- \* ESCRIBA Y OPINE
- \* INFORMACION VERIDICA
- \* SUSCRIBASE UN AÑO Y LE REGALAMOS OTRO
- \* LA ESPERADA REVISTA DE LOS HISPANOS CON REPORTEROS EN LAS URBES DEL MUNDO
- \* ESCOGIDA PARA REPRESENTAR A LA INDUSTRIA CINEMATOGRAFICA
- \* CRITICOS ESPECIALIZADOS, ACTUALIZADOS Y COMPETENTES

## (305) 672-9134

OSMUS MAGAZINE  
1602 ALTON RD SUITE 559  
MIAMI BEACH, FL 33139





# Success/Exito

Guía Escolar y de Carreras School Guide & Career Guide



## La comunidad hispana requiere clases de inglés intermedio

por Armando Saleh

Las organizaciones sirviendo a la comunidad puertorriqueña requieren con urgencia voluntarios para un nuevo tipo de programa de "inglés como segundo idioma", indicó recientemente Héctor Luis Díaz, director del Depto. de Asuntos de la Comunidad de Puerto Rico (conocido como PRCA).

El programa está diseñado para individuos cuya habilidad en el inglés es de nivel intermedio, aunque insuficiente para obtener ciertos trabajos.

"No hay prácticamente fondos disponibles, de las fundaciones o agencias oficiales, que se hayan designado a la instrucción de inglés a nivel intermedio", dijo Díaz. "La única ayuda disponible es a través de cursos que se ofrecen en los colegios comunales".

El problema al que se enfrentan los hispanos, enfatiza Díaz, es que los fondos públicos y los esfuerzos para las campañas alfabetizantes se acaban en el quinto grado. Sin embargo, quienes desean seguir el programa de GED deben leer a un nivel de octavo grado.

"Nuestro sistema educativo no ofrece un programa de estadísticas, para cerrar esa brecha", dijo Díaz.

De acuerdo a estadísticas del Depto. de Educación de los EE. UU. los programas actuales de alfabetización solo llegan al 10% de los 72 millones con impedimentos lingüísticos. Se estima que en Illinois solo el 10% de los dos millones de iletrados

obtienen ayuda.

El curso propuesto lidiará con la enseñanza correcta de la pronunciación inglesa a través de un manual titulado Practical Word Power, y otras guías tales como diccionarios fonéticos.

"El DPRCA ha concluido recientemente un curso experimental de ese tipo, descubriendo su efectividad", enfatizó Díaz. "El siguiente paso es el de implementar el curso a través de las diferentes organizaciones comunales".

De acuerdo a Díaz, todo lo que se necesita es una pizarra y un salón de clases. Los libros y otros materiales cuestan unos \$75 pero son reusables.

"Este programa es muy simple de operar si limitamos las clases a menos de 15 estudiantes", de acuerdo a María Ojeda, especialista de educación de DPRCA.

Ojeda, y el creador del programa, Richard Cavalier, supervisará el proyecto.

Los voluntarios, dice Ojeda, solo necesitan hablar inglés correctamente puesto que la mayoría de la información y los ejercicios están en el libro de trabajo. Las sesiones de orientación han sido programadas para la primera semana de septiembre. Las clases reales serán ofrecidas en lugares de toda la ciudad.

Se está buscando espacio para clases. Para ofrecer espacio o servicio voluntario o como maestro, llame a Department of Puerto Rican Community Affairs al 664-9377.

## Hispanic community in need of intermediate level English classes

by Armando Saleh

Organizations serving the Puerto Rican community are in urgent need of volunteers for a new type of English-as-a-second-language program, recently stated Hector Luis Diaz, Department of Puerto Rican Community Affairs director.

The program is designed for individuals whose English proficiency is at an intermediate level, but yet inadequate to obtain certain jobs.

"There are practically no funds available from either a foundation or government agency which are designed for the instruction of English at an intermediate level," stated Diaz. "The only help available is through the courses offered at community colleges."

The problem facing the Hispanic community, Diaz pointed out, is that public funds and efforts for literacy campaigns are terminated at the 5th grade level. However, persons wanting to enter a GED program must at least be able to read at an 8th grade level.

"Our education system is not furnishing the programs or resources necessary to improve this gap," Diaz said.

According to U.S. Department of Education statistics, current literacy programs are only reaching 10 percent of the 72 million people with language impediments. In Illinois, it is estimated that only 10 percent of the two million illiterates are getting help.

The proposed course will deal with teaching the correct English pronunciation through the use of a manual titled Practical Word Power and other guides, such as dictionaries and phonetic symbols.

"The Department of Puerto Rican Community Affairs has just concluded an experimental course of this type, and discovered its effectiveness," Diaz stated. "The next step is to implement the course through different community organizations."

According to Diaz, all that is needed is a blackboard and a classroom. Books and other learning material are expected to cost less than \$75 and are reusable.

"This program is very simple to operate if we limit the class size to no more than 15 students," stated Maria Ojeda, Dept. of Puerto Rican Community Affairs educational services specialist.

Ojeda and the program creator, Richard Cavalier, will supervise the project.

Volunteers, says Ojeda, need only to speak English correctly since most of the information and exercises are within the workbook. Orientation sessions have been scheduled for the first week of September. The actual classes will be offered at sites throughout the city soon after.

Classroom space is being sought to conduct these classes. To volunteer either space or as a tutor, call the Department of Puerto Rican Community Affairs at 664-9377.

*Rich Cavalier - Viera*

*734 N LaSalle*

*Dept. of P.R. Community Affairs*

# DO YOU SPEAK ENGLISH?

# Innovador método en clases de inglés

Un programa especialmente diseñado para mejorar la pronunciación y conversación en inglés necesita con urgencia de auspiciadores y tutores voluntarios para llevarse a cabo.

Según explicó a LA RAZA Richard Cavalier, creador del curso y del libro de texto "Practical Word Power", este método es algo completamente distinto a la típica idea de las clases de inglés.

El enfoque del mismo es para individuos cuyas destrezas de lenguaje en el idioma se hallan en un nivel intermedio, pero aún inadecuado y que no están satisfechos con sus habilidades actuales.

Prácticamente no existen fondos procedentes de fundaciones o agencias de gobierno designadas para la enseñanza del inglés a nivel intermedio.

El Departamento de Asuntos de la Comunidad Puerto-riqueña acaba de concluir un

**ESTE METODO ES ALGO COMPLETAMENTE DISTINTO A LA TIPICA IDEA DE LAS CLASES DE INGLES ...**

implementar el curso a través de la comunidad con la ayuda de diferentes organizaciones comunitarias, que puedan proporcionar un lugar para enseñar. El resto es flexible; los libros y material cuestan menos de \$75 dólares", dijo Díaz.

Cualquiera puede comenzar estas clases en el lugar y con el horario escogido. Sólo se requiere formar un grupo de 10 personas y conseguir un lugar (biblioteca, oficina, escuela...) con una pizarra y un tutor voluntario que será entrenado según el método.

Cualquier voluntario para ser tutor, que hable inglés correctamente, recibirá la orientación necesaria. Para información pueden llamar a la Srta. Ojeda al 664-9377.

programa experimental de este curso y "el balance ha sido muy positivo", según destacó Héctor Luis Díaz, director de la Oficina Regional de Chicago de dicho departamento.  
"El próximo paso consiste en

## SU FUTURO ES AHORA



INSCRIPCION DEL 19 AL 30 DE AGOSTO DE 1991

Profesorado esmerado y profesional  
El equipo más moderno y eficiente

- Curso de educación para adultos
- Instituto pre-college
- Y más, mucho más

**OBTENGA UN DIPLOMA - GRADUESE APRENDA UNA CARRERA**

Para más información llame :

Main Campus  
1900 W. Van Buren  
738-5823

West Side Learning Center  
4624 W. Madison  
854-2360

**MALCOLM X COLLEGE**

**METODO PRACTICO**  
profesor de órgano, piano acordeón, guitarra y bajo. Clases a domicilio. Organista o pianista para sus eventos sociales  
(312) 478-8581

**MELTON'S MUSIC STUDIO**  
Piano, órgano, Keyboard, acordeón, guitarra, bajo. Música clásica y moderna. Enseñanza profesional o afición, niños y adultos. Competencia todos los años. Reparación y afinación de pianos  
(312) 486-6437

**VENDO CURSO DE INGLES**  
completo, casi nuevo, "la máquina de Lenguaje" \$350  
(312) 327-9093  
Después de la 4:30

**CLASES DE BAILE**  
Salsa, Merengue y cumbia todos los domingos de 4-9 pm, Jueves 7-9 pm (7 clases diferentes), incluyendo los estilos más populares de salsa \$6. por clase. Se habla español  
(312) 878-8088

**INGLES & CIUDADANIA**  
Clases a domicilio, formen su grupo de tres personas o más para precios bajos. Gramática en inglés y español  
(312) 248-8173

**INGLES INTENSIVO**  
Servicios Sociales y Educativos participan a la comunidad Hispana en la apertura del nuevo programa de Inglés Intensivo con énfasis en pronunciación Informes



## Cold cerveza, hot tamales

**A**nationwide survey confirms what Mexican Americans have known all along: Mexican food and beer go great together. In a telephone poll of 250 people conducted by Barton Beers Ltd. of Chicago, 46 percent of the respondents said they prefer Mexican food over other cuisines when drinking beer. Italian and Chinese foods ranked second and third, respectively. Most of those questioned were between the ages of 21 and 29. The findings reflect the growth of Mexican restaurants, more than 7 percent in 1988. That's twice the rate of overall restaurant growth, says the Restaurant Consulting Group. There are now more than 15,600 Mexican restaurants in the United States.

## Hispanics and Hizzoner

**N**ew York City Mayor Edward Koch's political relationship with Hispanics, and the role they will play in the upcoming mayoral primary and general election, are explored in a report released by the Institute for Puerto Rican Policy. *Puerto Ricans and the 1989 Mayoral Election in New York City* concludes that "Mayor Koch has a base of support in this community that is stronger than the one he has in the black community, but the evidence suggests that this Puerto Rican support is soft." A recent *Daily News-Eyewitness News* poll showed that the mayor's Latino support has fallen since he won 61 percent of that vote in 1985. According to the poll, Hispanics (which make up 15 percent of the city's electorate) and white non-Hispanics are divided on the mayor's overall job performance, while 74 percent of blacks disapprove of Koch's handling of his job. But the Latino vote is malleable and "will be critical" to the outcome in November, predicts the report. **Information contact:** Institute for Puerto Rican Policy, 286 Fifth Avenue, Suite 804, New York, NY 10001-4512. (212) 564-1075.

## Word Power

**H**ispanics and others who can't pronounce English words well but who can read at a sixth-grade level or above are the target of a new book and tutoring course entitled *Practical Word Power*. With a copy of the book and a few dictionaries, says creator Richard Cavalier, any organization can hold pronunciation classes for its foreign-born members. Developed in Chicago's Truman College with mostly Hispanic and Asian students, the program empowers anyone who speaks standard English to teach correct pronunciation to non-native speakers by using dictionary diacritical marks. After only eight sessions totaling 16 hours, says publisher Richard Patchin of Delta Systems Inc., adult learners will know how to pronounce new words correctly by using a dictionary. Cavalier, a Chicago-based author and specialist in group communication, says his system lets people take control of their own learning. "This course was developed specifically to meet the real-world needs of people trying to make a living and a career despite language handicaps," he says. The book was edited by John Haskell, professor of linguistics at Northeastern Illinois University. **Information contact:** Delta Systems Inc., 570 Rock Road Drive, Unit "H," Dundee, IL 60118. (312) 551-9595.

Learning

to

ī·nūn'sē·āt

# VISTA

FOCUS ON HISPANIC AMERICANS

Volume 4

Number 38

Publisher  
**ARTURO VILLAR**

## EDITORIAL/PRODUCTION

Editor **HARRY CAICEDO**  
Senior Editor **RENATO PEREZ**  
Managing Editor **JUDITH C. FAERON**  
Photo Editor **PATRICIA D. CORDELL**  
Assistant Managing Editor **KRISTEN CAICEDO**  
Regional Editor **JOHN GARCIA** (New York)  
Writer/Editors **LORENZO CHAVEZ** / **JOE VIDUEIRA**  
Librarian/Researcher **MAURICIO VIVERO**

Production Manager **OFELIA J. RASCO**  
Art Director **PETER EKSTEIN**

## ADMINISTRATION

General Manager **COLEMAN TRAVELSTEAD**  
Business Manager **ROBERT THOMPSON**  
Sales Services Manager **PAT H. ESTUS**

## ADVERTISING

**NATIONAL HEADQUARTERS** — 51 East 25th Street,  
New York, NY 10010 (212) 681-2788

Director of Advertising **BARRETT ALLEY**  
Eastern Regional Sales Manager  
**LESLIE S. RUSSELL**

Account Executives **LAURI BLINDER** / **MARLENE FURTRICK** / **SAM PAGAN** / **DEAN VILLARINI**

**WEST COAST OFFICE** — 3807 Wilshire Blvd.,  
Los Angeles, CA 90010 (213) 380-7924

Marketing Director **DILYS TOSIESON GARCIA**  
Regional Sales Manager **ALICIA BLEIER**  
Marketing Coordinator **ALICIA VAZQUEZ**

**SAN FRANCISCO** — Two Sequoia Road, Fairfax,  
CA 94930 (415) 453-8638

Regional Sales Manager **JACQUIE HOFFMAN**  
**MIDWEST** — 625 N. Michigan Ave., Suite 500,  
Chicago, IL 60611 (312) 751-3474

Midwestern Regional Sales Manager  
**RAUL CHAVARRIA**

**DETROIT** — **LARRY FINN**; (313) 647-6520

**SOUTHWEST** — 222 W. Las Colinas Blvd.,  
Suite 1650, Irving, TX 75039 (214) 491-1117

Southwestern Regional Sales Manager  
**VICTORIA AZUA**

**ON THE COVER:** Latino jazzmakers from left:  
Mongo Santamaria, Michel Camelo, Hilton Ruiz,  
and Dave Valentin

PHOTO *Phil Cantor*

**VISTA** is a publication of Horizon—A U.S. Communications Co., 999 Ponce de Leon Blvd., Suite 600, Coral Gables, FL 33134, (305) 442-2462. Contents copyright © 1989 by Horizon. Reproduction of any article or section of **VISTA**, in whole or in part, without written permission, is prohibited. Unsolicited manuscripts are welcome, but should be accompanied by a self-addressed, stamped envelope.

Member of  
Audit Bureau of  
Circulation





Shaina Chin learned more than folding T-shirts as part of the Gap's This Way Ahead program.

# Bottom Line on Corporate Giving

Philanthropy becomes hands-on as shareholders rein in monetary giving

By Joshua Kucera

Not long ago, corporate philanthropy didn't involve much more than writing a check to United Way or the local opera house. But that's changing. Blame corporate budget-cutting, tightening the purse strings, or the recession. An entire generation raised on public service, companies to get creative, to focus on making money while spending less cash.

So, for instance, companies may allow their employees to volunteer while on the clock, or they might reward customers for their volunteerism. Many are giving goods rather than cash and focusing more on areas in which they have expertise, so that \$600-an-hour consultants aren't painting walls but are actually consulting for organizations that otherwise couldn't afford their services. And, in what is perhaps the most profound shift, some companies are thinking more long term and aligning their philanthropy with their core business strategies, looking for ways to do good at the same time they improve their bottom lines.

The entire notion of corporate giving is "starting to get a lot fuzzier," says Margaret Coady, director of the Committee Encouraging Corporate Philanthropy, an international forum "focused exclusively on corporate philanthropy." CEOs are now asking, "What is the role of a corporation in society, and how is that role sustainable? And that's mov-

ing very far away from what people traditionally think of as philanthropy," she says. As a result, "philanthropy is getting integrated into the strategy of all the departments throughout the company, as opposed to just being a group of 20 people who write checks."

Some of the new developments in corporate philanthropy are being driven, in part, by the stubborn recession. According to a survey by the CECP, 60 percent of companies cut their philanthropic donations from 2008 to 2009, and most of those trimmed them by more than 10 percent. That has fueled the move toward giving time and goods rather than cash. According to a survey conducted by the Chronicle of Philanthropy, when companies were asked how the number of employees volunteering for their philanthropy, by far the largest number, had changed, 60 percent reported an increase. "Companies are seeing their communities in greater need and are willing to give as much cash to give," Coady says.

But volunteerism is also in vogue in the zeitgeist, and companies that want to attract the best recruits are trying to incorporate that into their corporate culture. "This generation of 20-somethings coming into the workforce have gone through high school and colleges that have service volunteerism requirements. And they define philanthropy by action, not cash," says Evan Hochberg, national director of community involvement for Deloitte, an accounting and consulting firm. Two years ago, Deloitte started allowing

*Have you considered a "PWP" course in ESL as an employee benefit, community give-back, or philanthropic effort?*