



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

La onda. Volume 16, Issue 3

MEChA (Movimiento Estudiantil Chicano de Aztlán)

Madison, Wisconsin: MEChA (Movimiento Estudiantil Chicano de Aztlán), [s.d.]

<https://digital.library.wisc.edu/1711.dl/4APZXDCQVEKX59C>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.



**Authority, Television and Children I believe that....
by Eder J. V.**

Television upholds white privilege, and reinforces racial prejudice for young audiences. Television plays a major role in our lives because, over time, it tends to shape our beliefs, it reinforces negative messages about people of color, and it communicates what is sociologically and economically possible for children of color. Using the shows "COPS", "Tarzan" and the experiment in Rice field, Iowa, I will demonstrate how television media serves as a source of authority for young kids, and how it heavily impacts their lives. The media upholds white privilege, therefore, portraying and/or communicating messages that support or benefit whites, while belittling minorities. Historically, television negatively portrays minorities as ignorant villains in movies and television shows.



MEChA Nationals Rocks Your Pinche Face

by Megan Amber Flores

Woouoooo! Que Viva MEChA! Ok folks, so recently I attended MEChA Nationals in Corvallis, Oregon, and let me be the first to tell you that Nationals rocked my socks. I thought for sure that going to Nationals would be a scary experience as a freshman, because I was told that there were many crazy, hardcore, militant MEChistAs, but I found the opposite to be true. I met so many cool and friendly MEChistAs and in general everyone was really nice. I had a wide range of experiences at nationals from good to bad to interesting. Overall, I have to say that nationals, was great. So let me start by filling you in on what happened on our crazy trip to Oregon.

Authority, Television and Children I believe that...By: Eder J.V.	P.1,3
MEChA Nationals Rocks Your Pinche Face By: Megan Amber Flores	P. 1,6,7
Summer Abstract By: Natanael Martinez	P. 2
Why our TA's went on Strike By: Patricia Islas	P. 4
Week of Action By: Vanessa Solis	P. 4
Letter to Urban Outfitters By: Gilberto Corral	P.5
Hey Mechistas By: GilbertV.	P. 7
Remembering the Journey By: Dalila Contreras	P. 8

Summer Abstract

Tar on roofs softened
by the sun
Filled pitcher like an
oasis
Warmth all over the
body

Summertime, swatting
flies
Breezes blowing like
lullabies
Glaring sun causing
sleepy eyes
Groups of clouds loom
in the skies

Solace found in shade
Bikes outpace cars
Cement like frying pan

Memories softer than
baby's breath
Afternoon naps more
peaceful than death
Overflow of brightness
makes moment
sublime
Every second seems
suspended in time

By Natanael Martinez

I believe that... Authority, Television and Children by Eder J.V.

The show "COPS" illustrates police officers in America making the streets safer for the public. These officers chase thieves and trouble makers, who conveniently, are usually African-American. As a result, these repetitive images are planted in our heads. Because of these images whites, assume that most, if not all criminals are minorities. This leaves your children of color wondering if they themselves will be targeted as criminals. Children of all colors, as gullible as they are begin to believe that white skin is better than colored skin. The negative and positive behaviors that we learn from television, however, affect the way individuals think and talk about the world. The media does not always negatively affect people in fact, whites are often portrayed positively.

Let's take the example of the show "Tarzan". In this show, a white child falls from a plane in the sky, grows up with the animals and rises to become kind of the jungle. These positive images affect the way, in which we think and talk about the world. The irony is that the natives of that particular jungle were black. These natives had been living there for centuries, but it took the white man to become literate in all languages of the jungle. This plot communicates to the viewers that the natives are inferior because they could not communicate with the animals like Tarzan could. Many young viewers of color wanted to become that hero, but they couldn't be Tarzan because they weren't white. Sadly many, children attempt to become white in order to assimilate. My professor Richard Davis growing up, told his story about the affects of "Tarzan" on his childhood. Tarzan was a unique man that could breath under water for twenty minutes. My underwater for two minutes. He interpreted that he had to become white in order to last twenty minutes underwater, so he decided to scrape his black skin because he wanted to become like Tarzan. (R.Davis, I&LS 118). As did my professor, some kids figure that assimilation is the best way to become Tarzan.

This negatively affects many minorities. In contrast, whites are the heroes of the jungle and the race making the streets safe. Television is a major source of authority, and through such images society reinforces the belief that to be white is right, and to be colored is wrong. Whites are lead to believe that they are the better people, the supreme product of society. Society as a whole beings to believe that white is right, and that everything else isn't. An experiment conducted in Rice field, Iowa (Sociology 134, Oct.9th), moreover, demonstrated the messages that received from "authority" figures are internalized and have long lasting impressions on both children & adults. This experiment involved a group of students who were told by their teacher, Jane Elliot, that all students with blue eyes were better than the students with brown eyes. Instantly, the blue eyes children began beating up the brown eyed children. The main goal of this experiment was to show that many students did not question the authoritative figure such as the teacher, and accepted the source of information. This same experiment was conducted on a group of adults, and sadly, the experiment had the same result. An accepted source of information is rarely questioned by society; it is merely accepted as the proper way of life.

Those that disagree with the idea that television shows like "Tarzan" or "COPS" belittle minorities, moreover, argue that Tarzan was a regular man without special characteristics, and that these shows are merely for entertainment. The show "Tarzan" had only good intentions for the audience. Despite the positive characteristics of "Tarzan", the show has effectively changed the ideas of children of color an how they perceive the world. In the Rice filed, Iowa experiment some argue that many of the children didn't like each other to begin with or that they happen to be in a bad mood when the experiment was taken. Nevertheless evidence had been provided for all these cases and truly on cannot argue with the facts. Similarly, the authority of television reinforces and builds, upon racial prejudice, which in turn, question their race because of the media. They begin to neglect their culture and themselves, in order to assimilate into mainstream white culture. However, during their process, minorities begin to realize that they can never be fully accepted into mainstream culture because of their skin color.

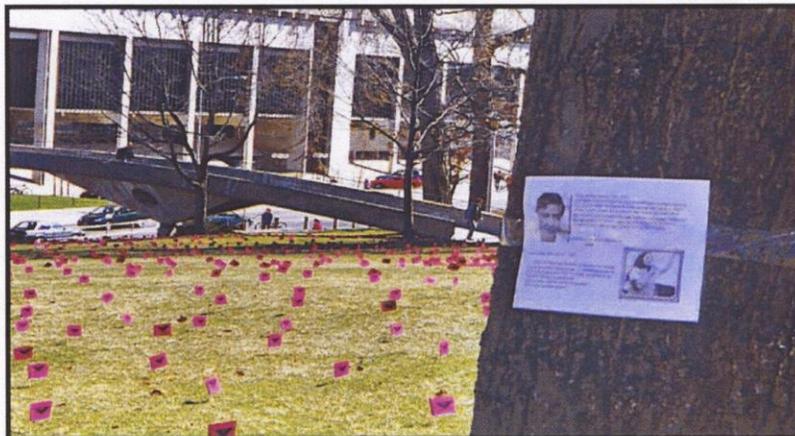
People of color fall pray to self-fulfilling prophecies, in which false definitions imposed upon them by television become accurate because they originate from a response to negative stereotypes. Sadly, people generally do not question racist labels and stereotypes. This leads many people of color to perform these stereotypes as if they were indeed the bad guys of society portrayed on "COPS". Television is seen as powerful, furthermore, most people tend not to question power. The television changes and sculpts the beliefs of many individuals. Television negatively biases the public against minorities. This eventually leads to conflict among family member and social institutions. An individual has the option of accepting or rejecting the way televisions chooses to portray minorities, but unfortunately it is not an option that children are able to either handle, or interpret correctly.

WHY OUR TA'S WENT ON STRIKE

by Patricia Islas

On Tuesday, April 26 and Wednesday, April 27, hundreds of our TA's went on strike. WHY did they go on strike??? One of the reasons was to save their no-cost health care option. The state's offer would take away our TA's most important benefit and would lower their real income. Second reason is to make the state bargain fairly, as TAA has done. The state has been stubborn in its negotiating with the TA's. When the TAA recently offered a new proposal to either maintain their no-cost health insurance or raise their wages to levels comparable to other BIG TEN schools, the state refused to consider either option. The third reason for the strike is to defend quality public education that's right our education and others who are not receiving education. As students, we supported our TA's with a two-day strike. On Tuesday, MECHA and other student organizations on campus united in solidarity to join the picket lines. It was great to see Mechistas in action with joining not only our TA's but keeping in mind that they are not just workers who strive to survive but students also. We were at the front lines at Bascom chanting and marching. We also united to fight for lower tuition and access to equal education. On Wednesday some of our fellow Mechistas and other progressive organizations joined again in solidarity for a rally at library mall. It was good to see brown faces marching to the capitol and uniting with our TA's. The struggle continues.

HEALTH CARE FOR ALL!!



Week of Action

by: Vanessa Solis

The week of Action took place on March 29th -April 2nd. On the last day we decided to recognize and honor the United Farm Workers, Cesar Chavez, Dolores Huerta and all the other people that struggled for workers' rights. At 5:00 in the morning Mechistas got up to place the United Farm Workers flags all over Bascom hill. Thanks to Mechistas' enormous effort we were able to make a whopping 2,000 flags in a span of 3 weeks!! Your dedication and hard work is greatly appreciated! Next year we will try to emphasize the significance of the flags a little better. Now, we don't want our beloved U.F.W. flag to get mixed up for a German swastika or a National Association of Eagles flag. So what does it really stand for? The U.F.W. flag represents a untied force of farm workers in the U.S. In 1962, Cesar Chávez and Dolores Huerta conceived of the U.F.W. logo as a way to give people something they could identify with. They chose the Aztec eagle on the Mexican flag as the logo's main symbol and **unveiled it at the first mass meeting of the newly formed union.** The U.F.W. logo became a highly recognizable icon in the union's boycott efforts, legislative, proposition campaigns, and a victorious symbol of its successful contract negotiations. We continue to light the way for social justice. Si se puede!

"Our separate struggles are really one, a struggle for freedom, for dignity, and for humanity." Cesar Chavez

A few weeks ago it was brought to the attention of M.E.Ch.A that the Urban Outfitters on State Street was selling highly offensive retro t-shirts. One shirt in particular was of the stereotypical “lazy Mexican” taking a nap surrounded by cannabis leaves. After discussion and debate at several meetings our plan of action is to first send a letter to the Urban Outfitters headquarters in Philadelphia, Pennsylvania. Numerous flyers and petitions will also be sent around Madison to educate the community and gain their support to have these shirts removed from the shelves. We will also be contacting national M.E.Ch.A for further support on this issue. The letter, which will be sent to the CEO of Urban Outfitters, reads as follows...

To Whom It May Concern at Urban Outfitters Direct:

A few weeks ago my friends and I were browsing through the retro t-shirts at one of your stores in Madison, Wisconsin when we noticed that one of them depicted the stereotypical “lazy Mexican” taking a siesta [nap] while being surrounded by cannabis leaves and the phrase, “sueños fantasticos de la marijuana fantastica.” I cannot express in words the feelings of disgust, anger and offense that I personally took from this shirt. I then proceeded to take a picture of it with my camera phone and sent it to my fellow M.E.Ch.A (Movimiento Estudiantil Chicano de Aztlan, a political Chicano rights organization) members to see what other people thought. As the day continued, I received a large number of calls and emails regarding this shirt from other Mexican-Americans who felt the same way.

I am writing this letter with hope that you will understand why the shirt is offensive to the Mexican-American/Latino population, and ultimately, help resolve this issue. We hope you realize that selling a shirt like this in your stores only perpetuates these stereotypes further. Our demands are simple, and we feel that you would not incur great losses from them. We ask this shirt depicting Mexicans as lazy drug pushers be removed from not only your Madison store but rather all Urban Outfitters nationwide. In addition we feel an apology is in order and should be addressed to all Mexican-Americans who may have seen this shirt and were offended as well.

This may seem like an impractical issue to you but as Mexican-Americans, we have had to deal with these stereotypes our entire lives. It is a common misconception in this country that the Mexican population is only a drain on our nation’s financial system and that they are lazy, unintelligent dirty people. This is how the image of the “lazy Mexican” taking a siesta in his oversized sombrero, with a yo-yo tied to his foot and usually a tequila bottle in his hand has come about. These misconceptions are obviously false. Look at job force numbers and see that this country’s blue collared and agricultural job markets rest solely on the backs of Mexican workers. It is hard to see Mexican people as lazy when most Mexicans working in this country work multiple jobs for long hours, as rigorous manual laborers for low pay. An additional reason as to why this image of the “lazy Mexican” is so offensive to the Mexican people is because this symbol was stolen from us and turned completely negative. The late Mexican artist Diego Rivera used this character, a “humble Mexican” who just finished working for the day and was peacefully taking a short rest. The “humble Mexican” in many of his murals to show the Mexican people as hard working, moral and humble. The fact that you are bastardizing an important symbol of Mexican culture and the image of world-renowned artist is also highly offensive.

Another absurd stereotype the Anglo majority has imposed onto the Mexican people is the idea that we are drug pushing dope addicts. It is a fact that a large number of the illegal narcotics that make their way into the United States do cross the U.S./Mexico border; however, if people would look at the facts, they would see that much of the drug traffic is actually not coming from Mexico but rather *through* Mexico. A large number of narcotics that cross the border are coming from other countries in Central and South America, not Mexico. Yet Anglo Americans seem to have this picture of Mexicans transporting and selling drugs like those portrayed in a *Cheech and Chong* movies.

M.E.Ch.A. (Movimiento Estudiantil Chicano de Aztlan) representative Gilberto Corral Jr We, the Chicano students at the University of Wisconsin-Madison, hope this helps you to understand our opposition and disgust of this shirt because it encompasses two of the most inaccurate stereotypes that are used against the Mexican people. We demand that you remove this item from your stores immediately. We also hope that you take us seriously as the Latino population is now the largest minority group in the United States and is a large part of your consumer market. We expect to receive word that these shirts will be removed per our request or we’ll be forced to take further actions against Urban Outfitters Direct.

Thank you for your time and patience,

M.E.Ch.A (Movimiento Estudiantil Chicano de Aztlan) Representative Gilberto Corral

MEChA Nationals Rocks Your Pinche Face By: Megan
Amber Flores

Any who, while at Nationals we stayed at the Holiday Inn for the majority of our stay. Although, the first night we stayed at Super 8 Motel, and let me be the first to tell you that this Super 8 Motel wasn't "Super" at all. It was quite the opposite. When we arrived at the Super 8 Motel, one of our fellow MEChistAs, Lorenzo, decided to make a comment about a special he saw on 20/20 and how they did an investigation on hotel rooms. Needless to say the conversation got pretty disgusting, because I think we all know what people go to hotel to do, and it's not to sleep if you catch my drift. It also didn't help that while we lay in our beds that night, we heard rhythmic thumping coming from the room above us. We all heard the thumping but I was the first to comment on it, I mean come on, some one had to.

The morning after our good friend and fellow MEChistA Miguel came to pick us up for a tour around Portland, Oregon. When we arrived downtown we decided to walk around to find a place to eat. While searching the city for food we ran into some stoner kids who came up to us asking for some money, they said and I quote "We're trying to get high and we need some money for weed, can ya spare a few bucks." The funniest part is that they even had a sign saying that they needed money for weed. Yeah Portland is definitely an interesting city. Also our friend Miguel seemed to have gotten a little lost when we were heading out to Corvallis. So he pulled over and asked a cop on a bike for directions. We were all pretty happy that Miguel had finally stopped to ask for directions, but as soon as the cop left Miguel disregarded the cops directions saying, "He doesn't know what he's talking about, he probably told us the wrong directions, what can a cop on a bike possibly know, besides I know where I'm going." We all had a good laugh out of Miguel's cop paranoia, and sure enough Miguel found his way to Corvallis with out the advice of the bike riding cop.

When we actually arrived in Corvallis, my friend Amanda and I had to present a workshop, which I was perfectly comfortable doing until I found out that we were presenting in an auditorium. Now, let me make it perfectly clear that both Amanda and I have never given a workshop let alone presented to a large group of people in an auditorium. Needless to say I was freaked out and angry, because the Oregon MEChA chapter had the wrong title for our workshop. Originally our title was supposed to be "Finding Your Roots Through Chicano Music," but Oregon left our title as, "Finding Your Roots Through Chicano Hip Hop." Ok so you may be wondering why I was so angry about this. Well, oddly enough there happen to be quite a few MEChistAs who are very hardcore about their hip-hop. Let me put it to you this way, there were various male MEChistAs who were trying to sell their rap CDs to everyone and blasting their music everywhere they went. So obviously our false title attracted all of these crazy hip-hop MEChistAs. So Amanda and I did what we had to do and presented our workshop despite all the confusion. In all honesty I think our first presentation sucked, but the second time around our workshop kicked ass.

Although, it was during our second workshop that controversy struck. During a heated debate on immigration, a white male in the audience asked that we move on with the presentation and stop the discussion on immigration. On the one hand I agreed that the debate was going on a little longer than it should have, but the debate generated such great dialogue that I didn't want to stop the conversation. Unfortunately, this request didn't sit well with one of the fellow MEChistAs. A MEChistA named "Smiley" got up and said, "Oh so the white guy wants to stop the talk on immigration." Then Smiley and the white guy proceeded to argue. Needless to say everyone had something to say about Smiley's comment to the white gentlemen in the audience. So I had to put an end to the controversy and yell "Ok people were moving on!" Once everyone calmed down we proceed with the workshop. At the end Smiley apologized to the white dude and all was well again.

Also, Nationals had it's share of disturbing moments. On the second day we had a guest speaker come and talk to us on Saturday morning. The speaker was a highly political ex-brown barrette. His message disturbed me. He stood there at the podium preaching that anyone who isn't Chicano is the enemy. One thing I didn't like in particular is how he targeted white people in general. First of all I just want to say that the MEChA National Conference was about unity, and to invite a speaker that was obviously racist takes away from the whole dynamic of the conference. MEChA is a nonexclusive organization and we welcome people from every race, creed and color, at least that's what I was led to believe. It's my understanding that you are not born Chicano or Chicana, you become it. Whether you're white, brown, yellow, red, black, purple or blue, you too can be Chican@, anyone can, because the point is, being Chican@ is not a race, it's not a color, it's a state of mind, it's something you become over time, it's something you believe in and live by. At least that's the way it is for me.

MEChA Nationals Rocked My Pinche Face
by: Megan Amber Flores

Changing the subject, overall nationals was great. I made a lot of new friends and even obtained a boyfriend in the process, but that's a whole other can of beans that I won't open right now. While at Nationals I went to a handful of interesting workshops, such as "Gay Atztlan," which explored the LGTBIQ community within MEChA, "Basic Introduction to Nawatl," which was a small lesson on an ancient Aztec language, and "The Taco Bell Truth Tour," which discussed the current situation of Immokalee workers and their struggle with the Taco Bell Corporation for fair wages.

Furthermore, the entertainment at Nationals was "interesting" to say the least. Incase you didn't catch that I was being sarcastic just then. The main source of entertainment at Nationals was a small showcase dubbed "MEChA Idol." Yes that's right MEChA Idol, just imagine American Idol with a bunch of brown people and really bad rapping and singing. Although MEChA Idol did have it's high points when some random guy did a comedy routine. He was pretty funny but then again I've seen funnier stuff written on bathroom walls. My friend Amanda might disagree with me on that one though. The minute she saw that comedian walk up on stage she was in love. She thought he was the funniest person she'd ever heard. I'm sorry but when your jokes consist of poop stains and girls who shave their arms, sorry but I'm just not impressed. That act was followed by some bad rapping which was followed by MORE BAD RAPPING! I'm sorry but those rappers were getting on my nerves, they kept trying to hock their wears everywhere they went, and I guess they just didn't realize that THEY SUCKED!

Well that's it. That was Nationals in a nut shell. I hope you enjoyed reading about our crazy adventures in Oregon. We had tons of fun and I can't wait till next year when our next National Conference will be held in sunny San Diego, Califas.



Hey Mechistas
by: Gilbert Villalpando

For those that don't know me, I am a super senior about to graduate with a BS in Art and a Chicana/o, Women, and LGBT studies certificate. To all mechistas and non mechistas of the present and future, I just want to tell you that anything is possible and you have the ability to make it happen. I don't have many words of wisdom, but I would like to leave you with this statement. I am like everyone else in the sense I don't know it all, love my family-even if its not traditional, and I wish to be a better person. I struggled on this campus my freshmen and sophomore year and it was with the help of organizations like MEChA & LGBTCC along with friends that I was able to succeed and achieve all that I have. With the base of a supportive community we can become independent and create social change for the betterment and fair treatment of all. I know that sounds ideal and is hard to create. So, question everything and challenge limits. Live life to its fullest as long as it doesn't restrict the living of others.

Take Care and be good to each other.
Gilbert,

La Onda

Remembering the Journey by: Dalila Contreras

When I came here, I was not who I am today. My high school counselor told me, even before i was thinking of UW-Madison, that I would never get in. I didn't even ask and he was telling me where I should and should not apply. Well, being the stubborn person that I am, I took the challenge and (wah-la), I was accepted...

I came here thinking this was the best university to come for pre-med. The university was close to my hometown, and if you ask any other brown person's family (well in may family it was so), they will ask you, especially if you are the first one to go to college, why you have to go so far to go to college? And mind you, my family thought that the 2 hour ride was really far. So finally I came here, knowing no one, homesick, and ready to learn... yeah what I didn't know was that I was going to learn more about the fucked up people/programs around campus than the process of sequencing RNA to DNA.

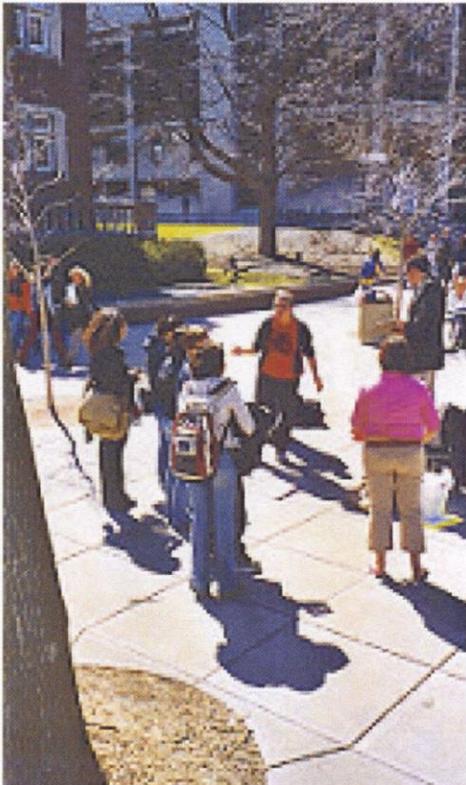
Ok now this is starting to sound like a story, I don't want to write a story I want to tell the truth, as raw as it is. I hate it here. Even after my second year I wanted to leave. It was not the retention programs that the university highly beams about, it was not the support (or the lack of) I got from the advisors, it was the individuals that I found on the way to where I am now. They helped me figure out my identity and supported me in the ways the university itself never has to this day. What did keep me here were the few organizations that were true to their beliefs. It was those people who helped me decide to stay; it was their shared struggles who helped me reach my goals; it was those real friends who are now my family, who gave me support when I fell real low. Fuck the programs that said they would help me succeed. All they want are names on their lists so that their programs look like they are working and are needed on campus. They want to show the university that they need more money cuz "there are so many students here using this program." It was all money talk; it was looking good in the eyes of the university. Did all that money really help me in my struggles? Is that money helping me fight my everyday battles with the 99% ignorant people on this campus? Fuck no. The advisors suck, maybe I was just given really bad advisors, maybe it was the science department, or maybe it was the way that no one really cared when they said they did. And when they tried to help me, instead of dealing with me personally, they sent me to other unknown people who was trying to "help" me, umm to the graduate who is studying to be a psychologist, um yeah, your nice and all, but your advise did not work for me...

But at the end of the four years, I stand tall. I stand taller because of that one professor who chose to identify me as a "savage" and tried to get away with it because she had the letters Ph. D. after her name. I stand taller because of the advisors who told me that this school may not really be for me and I should leave. I stand taller because of the calculus TA who was discredited me, a brown student, for answering his puzzling question and not his white engineering male students. I stand taller for all those ignorant eyes that are trying to put me in a category and box to make them feel comfortable. I stand taller because "friends" silently criticized me for no longer following them and in return no longer supported me. I stand taller for those "mentors" who tried to tell me I am not *indigena*. I stand taller knowing I survived this fucked up campus. Thanks to you all I stand much taller. Thanks to you I finally understand why this world and university is cruel and unjust. Do I regret coming here? Yes. Do I regret who I have become? No. I am just a bit taller.



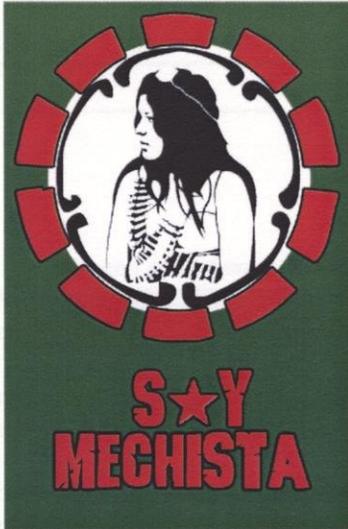
Stop the HATE!

This is the offensive shirt being sold at Urban Outfitters. It has an image of a Mexican man sitting around cannabis leaves, “dreaming fantastic dreams”..thus insinuating being under the influence of drugs. This image like many items sold at Urban Outfitters perpetuates hate and stereotypes. Why most we jeopardize our integrity for whatever is in this month. NO....we don't have to sit idely by watching our culture be tainted by stereotypes brought forth from ignorance.



Teatro IN ACTION

If you saw this scene while walking down Library Mall or heading towards Taco Hell! It was Teatro Olin, creating social consciousness on this campus through street theater. Through this medium they deliver an unconventional message which spans justice for workers, fair wages and awareness around oppressive working conditions which workers from Immokalee Florida are facing. You can make a difference, as consumers become aware of what it is you are purchasing!!!!



Oralé!

I hope you all enjoyed this last edition of La Onda, have a great summer and come back with some great stories. It has been a pleasure to be the editor this year and let me tell you, this newsletter is dripping with knowledge and you all are such talented people, please continue to share your work! I am honored and privileged to have worked with all you future leaders of tomorrow. Watch out MI Gente, that we are educating ourselves and learning how to play the game in order to bring La Raza to the top! Congratulations to all the Graduates this year! Make us proud, we can't wait to hear about your great work in our communities!

Con muchisimos besos,

Hasta pronto!

Vanessa Ferniza

M.E.Ch.A.
Movimiento Estudiantil Chicano de Aztlan
University of Wisconsin-Madison Chapter
710 University Ave Apt. # 202
Madison, WI 53706
Phone: (608) 263-4830
mehistasyque@yahoo.com