

No. 1 Spanish-language station, drawing in about 122,625 households—more than four times that of its main rival, Telemundo's WJW/Channel 47.

Today, the Univision station will try to grab even more of the TV viewing audience when it launches New York's first early morning Spanish-language newscast, a 6 a.m. to 7 a.m. version of its popular news program, "Noticias 41."

Hosted by Spanish broadcasting veterans Adhemar Montagne and Arly Alfaro, the show is aimed at drawing away Spanish speakers who now get their wake-up calls from English-language stations WCBS/Channel 2, WNBC/Channel 4, WNYW/Channel 5 and WABC/Channel 7.

The expansion of Univision's local news—which recently won two Emmy awards, a first for Spanish-language TV—comes in the middle of a hot streak at Channel 41, founded 31 years ago.

In an additional sign of its growing prominence, the station has several times in the past week surpassed WWOR/Channel 9, with programs like "Noticias 41" hosted by veteran Rafael Pineda outdrawing sitcom "Sister, Sister," and novelas "Soadoras" overtaking "In the House."

Even Channel 2 took a recent beating from Univision when network newscast "Noticiero Univision"—from 6:30 p.m. to 7 p.m.—overtook "The CBS Evening News with Dan Rather."

Channel 41's strides mirror the rise of New York's Latino community. The fastest-growing minority group in the region, which includes the city and its surrounding suburbs, Hispanics account for about 18 percent of the population, numbering 3.4 million.

"New York continues to be the historic point of entry," said Carey Davis, general manager of Hispanic radio stations WSKQ/97.9 FM and WPAT/93.1 FM.

As Channel 41 has stolen market share, its Los Angeles-based parent has prospered as well. Under Chairman Jerry Perenchio—a former Hollywood talent agent who represented Marlon Brando and Elizabeth Taylor before joining the network in 1992—the company's ratings growth has made it the nation's fastest-growing TV network.

A tough-minded manager, Perenchio refuses to allow any Univision executives to speak to the press, once even fining an employee who defied him. Perenchio and other Channel 41 executives refused Daily News requests for interviews.

While it has been widely reported that Perenchio doesn't even speak Spanish, he secured the long-term rights to some of the most popular programming in Latin America, generated by entertainment powerhouses Televisa of Mexico and Venezuela's Venevision, both of which own a stake in Univision.

As a result, the network gets a steady dose of novelas, the extremely popular soap-operalike miniseries that Channel 41 airs in prime time, starting with novelas for teens and racier ones as the night goes on.

One current hit is "Camila," the story of a young woman in a small town whose husband leaves her behind for a job in the big city, where he's seduced by his boss' daughter.

"[Novelas are] a way of life in Puerto Rico," said Millie Almodovar-Colon, a media buyer at Siboney USA, a Spanish advertising agency that represents Colgate-Palmolive and Denny's. "My grandma watched them and my mom watched them," she added.

Univision's program monopoly puts Telemundo's Channel 47 at a big disadvantage, acknowledged that station's general manager, Luis Roldan.

"The novelas guarantee the minds, hearts and souls of the viewers," he said. "We can't buy that programming."

Last year, Telemundo, owned by Sony and AT&T's Liberty Media, tried to strike back, taking old shows like "Charlie's Angels" and reshooting them with a Hispanic cast. "It bombed," Almodovar-Colon said.

While Channel 41 is the leader, Roldan is determined to narrow the gap. Telemundo has been pouring money into new programming recently, and Roldan said he is banking on new shows like "Father Albert," a talk show hosted by a priest.

Even more important, Channel 47 secured the rights to broadcast Yankees, Mets and Knicks games in Spanish.

While Univision is making ratings strides, it remains a laggard when it comes to total advertising dollars. Last year, the station took in \$50 million, about one-sixth the sales of Channel 4.

That's because advertisers have historically poured fewer dollars into reaching Spanish-speakers even though their numbers are rising.

"It's racism and ignorance," Almodovar-Colon contended.

But she added that the tide has been changing for Spanish-language media as the explosive rise of entertainers like Ricky Martin, Jennifer Lopez and Marc Anthony draws attention to the city's Hispanic population.

Latino culture is becoming "the hottest thing around," Almodovar-Colon said.

U.S. TRADE DEFICIT RISES AGAIN

HON. WILLIAM O. LIPINSKI

OF ILLINOIS

IN THE HOUSE OF REPRESENTATIVES

Wednesday, October 6, 1999

Mr. LIPINSKI. Mr. Speaker, on September 21, the U.S. Department of Commerce issued its regular report on the U.S. trade deficit for the month of July. It should be no surprise to many of my colleagues in this chamber that the deficit has risen again. It has, in fact, grown to \$25.2 billion, a 2.4 percent increase from June.

The U.S. deficit set new records with Japan, China, and Western Europe. Foreign products flood our shores, an there's nothing being done. In 1998, the U.S. trade deficits with China and Taiwan accounted for nearly one-third of the total U.S. trade deficit. The deficit with China alone skyrocketed from \$3.5 billion in 1988 to nearly \$60 billion in 1998, and Taiwan is consistently one of our top ten deficit trading partners.

Nobody seems to notice or care about this problem. Foreign trade becomes a larger and larger portion of our economy. Exports plus imports represent over twenty percent of the U.S. gross domestic product. We ignore it at our own peril. Most economists argue that the trade deficits do not matter. I strongly disagree. Even Alan Greenspan, Chairman of the Federal Reserve, said, "unless reversed, our growing international imbalances are apt to create significant problems for our economy."

Consequently, huge bilateral trade deficits means lost trading opportunities and ultimately means lost American jobs. While rosy unemployment figures hide the fact that over the last year 422,000 Americans lost good-paying manufacturing job to workers overseas, families continue to labor to make ends meet in low-paying service sector jobs.

While I recognize the fact that the U.S. Trade Representative has done much to im-

prove market access, I strongly believe we can still make significant gains. Consider we have one of the largest markets in the world. Every nation wants to sell their product to us, and we must more effectively utilize this leverage. It comes down to a simple proposition. If foreign nations don't let us fairly sell American products in their markets, we shouldn't let them sell their products in America. We're only asking for what is fair. We're only asking for a level playing field, and we're not even getting that.

This is a real problem, and I submit that with most problems, there is usually a simple solution.

Mr. Speaker, I call upon the U.S. Trade Representative to step up efforts to tear down those tariff and non-tariff trade barriers that impede American exports to those nation, especially China and Taiwan. By opening up those huge consumer markets to American products, we can do so much for American workers. Open up those markets, level the playing field, increase American exports, and create American jobs. It's as simple as that.

GENERAL FEDERATION OF WOMEN'S CLUBS ANNIVERSARY

HON. PAUL E. KANJORSKI

OF PENNSYLVANIA

IN THE HOUSE OF REPRESENTATIVES

Wednesday, October 6, 1999

Mr. KANJORSKI. Mr. Speaker, I rise today to bring to the attention of my colleagues the 75th Anniversary of the General Federation of Women's Clubs (GFWC) of Luzerne County. The GFWC will celebrate this milestone at a breakfast meeting on Saturday, October 9, 1999. I am pleased and proud to have been asked to participate in this event.

Since 1924, the GFWC has been a community-based, volunteer organization representing women of all ages. Early records show meetings held in two parts, the Board of Directors and a Presidents Meeting, which involved club presidents from all over the county in attendance. The purpose of the organization was to bring together the officers of all area women's clubs and consolidate various volunteer programs and projects. The Luzerne County GFWC currently consists of fourteen volunteer clubs representing almost 600 women of all ages.

Many worthy causes have benefited from the GFWC's efforts throughout the years. Federation Day, held in conjunction with Boscov's Department store, has brought thousands of dollars to area social service agencies. In the early 1980s, the GFWC donated almost \$40,000 to the Domestic Violence Service Center to aid a shelter for battered women and children. Other GFWC projects have included supporting Drug Free School Zones signs for all area schools and universities, rooms for terminally ill patients at Hospice St. John, hearing aids for Wyoming Valley Children's Association, a van for Catherine McCauley Center, wishes for terminally ill children under the Make A Wish Foundation, a rescue boat for the Luzerne County Sheriff's Office, and a beautiful new marquee for the Kirby Center.

The General Federation of Women's Clubs of Luzerne County is affiliated with the national GFWC in Washington, D.C. and the