

Hispanics

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By contrast, he said, most Hispanics know little about Obama, who only appeared on the national scene four years ago, when he was elected a U.S. senator from Illinois.

While Obama has come to California to raise money and hold the occasional campaign event, he has not been able to make much of an impression among rank-and-file voters, who do not tune into the race until the final weeks before an election.

Clinton, meanwhile, has been able to draw on 16 years in the national spotlight.

Earlier this week, she traveled across the country for a one-day visit to Salinas to accept the endorsement of the United Farm Workers, which was started by Cesar Chavez.

The UFW's star has dimmed since its heyday in the 1970s, and its endorsement may be more important for its symbolism than for its ability to mobilize voters, given that most farm workers are immigrants who cannot vote.

But it gave Clinton the opportunity to assert her strength among Hispanic voters, who are expected to make up as many as one in four of those casting Democratic ballots in the Feb. 5 election.

Like Whites, Hispanics are somewhat split along generational lines over the Democratic race, with young voters gravitating toward the promise of Obama and older ones attracted to the experience of Clinton, according to analysts.

But some cite another possible reason for Clinton's dominance: the disinclination of some Hispanics to vote for a Black candidate. Tensions between the two groups have been intensified by competition for jobs and political power as Hispanic immigrants have moved into Black neighborhoods.

"Perhaps, because he's an African-American, there might be reluctance there, too," Regalado said.

In any case, Clinton's status as the early front-runner induced most of the Hispanic political establishment to hop aboard her campaign. Supporters include Los Angeles Mayor Antonio Villaraigosa and Assembly Speaker Fabian Nunez, along with a long list of lesser-known political figures.

One political family — the Sanchez sisters, who have been elected to Congress from Southern California —

split.

Rep. Loretta Sanchez, who represents Orange County, chose Clinton. Rep. Linda Sanchez, who represents communities south of Los Angeles, went with Obama.

Obama also won a key endorsement from Maria Elena Durazo, who is known among Hispanics across the country as the head of the powerful Los Angeles County Federation of Labor. She was impressed with Obama's life story, his early career choices, as well as his decision after being elected to the U.S. Senate to march with immigrant activists on May Day.

Harvard's Gates leads online forum

WASHINGTON (AP) - The Washington Post Co. has just launched a new online magazine aimed at a Black audience, featuring commentary from leading Black writers, along with information on genealogy.

Called "The Root," the website is the brain child of Post Co. Chairman Donald Graham and Harvard University professor Henry Louis Gates Jr.

Gates, director of the W.E.B. Du Bois Institute for African and African American Research at Harvard, serves as editor in chief of The Root. Lynette Clemetson, a former *New*

York Times reporter, is the magazine's managing editor. Jacob Weisberg, editor of the online magazine Slate, also owned by the Post Co., helped develop The Root.

"We see ourselves as a daily Black newspaper in a magazine format with three channels — news, views, and roots," Gates told The Associated Press.

"And it's the roots channel that... makes us completely unique."

On Monday, the website featured commentary on the presidential race by Harvard sociologist William Julius Wilson and others. There were news articles from

Newsweek.com, also owned by the Post Co., and other sources.

Other writers who will contribute commentary include *New Yorker* staff writer Malcolm Gladwell and John H. McWhorter, a senior fellow at the conservative Manhattan Institute, the magazine said.

The goal is to provide a forum "as diverse as the Black barbershop or Black beauty parlor," Gates said.

A section on the website titled "Roots" has information about DNA testing and assists registered users in mapping their family trees. The site carries advertising

from AfricanDNA.com, a website co-founded by Gates, though it provides information on other DNA testing companies, too.

Gates said the genealogy component is key to the magazine's mission.

"It's vital for African-Americans to be able to recreate their family trees," he said.

Doing so leads to a deeper understanding of history, Gates added. "It's not some abstract thing — it starts with your own family," he said.

HBO has signed on as a founding sponsor, the magazine said.



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