

New paper speaks another language

Courtesy of Wistariahurst Museum, Holyoke, MA.

By SANDRA DIAS
Transcript-Telegram staff

HOLYOKE — Fed up with what she believed were frequently inaccurate portrayals in the local media of Latinos as drug dealers, welfare abusers and criminals, Maria Figueroa dreamt of a Spanish-language newspaper where "positive" stories about Latinos would be told.

Figueroa met the Rev. Gus Peterson, a member of the board of directors for the housing agency, Nueva Esperanza,

and the two decided to start a newspaper. Peterson owned the Town Reminder in South Hadley for many years and has been active in Holyoke's Latino community.

Peterson and Figueroa started the bilingual paper, La Nueva Era (The New Era) in March and have distributed it every two weeks since then.

Aside from presenting a more "positive" image of Latinos, the two hoped to get infor-

See NEWS, back of section



Transcript-Telegram/Jim Sears

Checking out the news: Richard Torres, 14, looks over La Nueva Era, the biweekly newspaper printed in two languages that Torres will help distribute.

LA NUEVA ERA
Aug 5 1991
61-19 Pagon -
HEAD