Man to Martyr: How Ruben Salazar Communicated a Movement

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Group Exhibit

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Process Paper

For many, Mexican-American history is an obscure story, possibly a couple pages in a 5-inch textbook. For us, however, it contains fascinating depth and color. As Mexican-Americans ourselves, the connection to Latinx history is bright and wide. Through our research, we realized that much of that history is unrecognized, and often ignored or lost to time.

We sought to discover what scattered pieces we could put together, what we could unearth from a garden of buried stories. We started with the National Chicano Moratorium. As we continued to study how it impacted the Chicano Movement, we noticed that reporter Ruben Salazar was a vital part of its discourse in both life and death. His controversial reports were empowering encouragement to the Chicano community and allowed Salazar to address and confront Anglo-Americans about Mexican-American issues. This connected to the theme of "Communication in History: The Key to Understanding", and in the interest of learning more about a man we had never heard of before, we pursued the thread.

We looked through website articles to guide our research and generally understand the effects Salazar had on the Chicano Movement. Newspapers, magazines, interviews, and podcasts gave us insight into the nuanced interactions between Salazar, the Chicano community, and law enforcement. Two valuable sources, *Border Correspondent* and the *Los Angeles Times* archives, offered a complete collection of Ruben Salazar's writings, shedding light on his opinions and a firsthand account of the many turbulent situations of the time.

We chose to make an exhibit because we felt that the complexity surrounding Ruben Salazar would be best communicated through a multifaceted board. We wanted to be able to showcase both the work of Ruben Salazar and the community which he fought for. The colors and design connect to the Mexican heritage of our topic and to the heavy influence and importance of newspapers, as well as highlight different types of text. We organized our exhibit to cover Salazar's career and his lasting impact on the Chicano community, and how Salazar's death left a dark inkstain on the pages of history.

In connection to communication being the key to understanding, many demographics were impacted by Salazar's work to expose corruption and oppression, while also giving a factual report on events. He was known for being a controversial reporter because of his willingness to challenge authority and confront injustice. This gave the Chicano Movement a mainstream platform as he worked to connect to those who disagreed with him most. Even after death, Salazar's legacy persisted. Reborn as a martyr, he served as a tragic example of police brutality, a conflicting result that both energized and diminished the Movement. Although Salazar's story was until recently, forgotten in the pages of time, his impact reaches into the modern world, when journalism is a vital source of information but when minorities are still underrepresented in the newsroom. His work remains an inspiration for journalists and for researchers, seeking yet another piece to the puzzle of their history.

Annotated Bibliography

Primary Sources

Art

García, Rupert. *Ruben Salazar*. 1970, *National Portrait Gallery*, Smithsonian Institution, https://npg.si.edu/object/npg_NPG.2017.26. Accessed 23 Jan. 2021.

This painting serves to remember Ruben Salazar after his death, and provides further evidence of his growing popularity as a martyr. We used this image in our exhibit to show the growth of art that arose from the Chicano Moratorium and his death.

Los Cinco. *Ruben Salazar*. 1974, *18th Street Arts Center*, https://18thstreet.org/event/to-protect-serve-cspg/. Accessed 23 Jan. 2021.

This silkscreen print questions, quite literally in bold, black letters, the reliability in their stance of Ruben Salazar's death. Since this was produced four years after his death, it marks just how relevant Salazar was to Chicanos, and how that relevance transformed into martyrdom.

Romero, Frank. *Death of Ruben Salazar*. 1986, *Smithsonian American Art Museum*, Smithsonian Institution, https://americanart.si.edu/artwork/death-ruben-salazar-33584. Accessed 23 Jan. 2021.

This painting depicts the moment Ruben Salazar was killed, showing the police launching the grenade into the Silver Dollar Café. We used this painting to show that, even 16 years after his death, Salazar had remained an important figure to the Chicano community.

Books

Salazar, Ruben, Mario T. García, editor. *Border Correspondent - Selected Writings, 1955-1970*. University of California Press, 1995. Accessed 23 Jan. 2021.

This book included all of Ruben Salazar's most relevant articles, as well as an informative introduction by the editor, Mario García. This provided us with easy

access to Salazar's most important works, organized chronologically, and quotes to place on the exhibit. Some articles are cited separately in the bibliography in order to elaborate on their importance and why they were used in the exhibit.

Documents

Ojeda, Bianca. "The Legacy: Siempre Con Nosotros." *The Ruben Salazar Project*, University of Southern California, 24 Apr. 2012, https://rubensalazarproject.com/2012/04/24/the-legacy-siempre-con-nosotros-2/. Accessed 8 Jan. 2021.

We decided to classify this source as primary, due to most of the page being letters to the Salazar family and songs written about his death, with only some commentary to guide the reader through the items. This allowed us to understand how deep and widespread Salazar's impact and influence were, despite his controversialism.

"Ruben Salazar - His Goals Remain." *Los Angeles Times*, 1 Sept. 1970, library.ucsd.edu/dc/object/bb4096888h/_1.pdf. Accessed 23 Jan. 2021

This source contained both an editorial and a eulogy commemorating Ruben Salazar and his work for the Chicano community, as well as many articles that were not provided in *Border Correspondent*. This was significant to our research because it conveyed how his controversial and complex career impacted those he was close to and his large audience in both politics and the Chicano community.

Welsh, Ben, contributor. "Chief to Mayor Yorty: Officer 'Soiled His Own Nest'." *The Los Angeles Times Data Desk, The Los Angeles Times*, 19 Feb 2011, https://documents.latimes.com/salazar-memo-to-yorty/. Accessed 23 Jan. 2021.

This memorandum offers evidence of backlash against the LAPD after Chief Davis was reported by Salazar having made racist comments during a meeting with Latino newsmen. This is tangible evidence of the change Salazar effected in the Chicano community just before his death.

Welsh, Ben, contributor. "Cub Reporter Catches Attention of El Paso FBI." *The Los Angeles Times Data Desk, The Los Angeles Times*, 19 Feb 2011, https://documents.latimes.com/salazar-el-paso-fbi-attention/. Accessed 12 Jan. 2021.

This is the FBI file that was kept on Ruben Salazar during his time as a journalist for the *El Paso Herald-Post*. This brought to light for us how Salazar's commitment to his work illuminated major issues from the very beginning of his career, and how the FBI considered this to be concerning, raising the question of how Salazar may have been impacted by such interest and how journalism may be targeted by law enforcement.

Welsh, Ben, contributor. "LAPD Accuses Salazar of 'Personal Attack' Against Chief." *The Los Angeles Times Data Desk, The Los Angeles Times*, 19 Feb 2011, https://documents.latimes.com/lapd-accuses-salazar-of-personal-attack/. Accessed 23 Jan. 2021.

This source provides the statements of the police department regarding Salazar's article criticizing the chief's racist statements at a meeting between the police department and Mexican-American newsmen. This made clear for us the aggression police felt towards Salazar, and thus offers a reason as to why Chicanos would react so violently towards police, as they believed that he had been targeted.

Welsh, Ben, contributor. "Police Monitor KMEX Newscasts." *The Los Angeles Times Data Desk, The Los Angeles Times*, 19 Feb 2011, https://documents.latimes.com/salazar-kmex-transcripts/. Accessed 23 Jan. 2021.

This document is one of two transcripts of a KMEX broadcast, placed in Salazar's file as police monitored the channel's statements about police, noting that they were "anti-police". The file brought to our attention how censorship is yet another aspect of communication that occupies Salazar's story, especially the aggression towards criticism against law enforcement.

Interviews

Faustinos, Belinda, et al. "The Chicano Moratorium: Looking Forward, 50 Years Later ..." *Los Angeles Conservancy*, 24 Aug. 2020, www.youtube.com/watch?v=SzA4P6Q0cpI. Accessed 23 Jan. 2021.

This panel included participants of the Chicano Moratorium who shared their experiences on the Chicano Civil Rights Movement and discussed how the Chicano community felt during the war in Vietnam. That, along with domestic issues, led to the Chicano Moratorium. This was helpful to our research because it provided us with a detailed description of the events and feelings that surrounded the oppression of the Chicano community, and how they still face those issues in today's times.

Morrison, Patt. “Column: Vietnam Through the Eyes of Latino Soldiers.” *The Los Angeles Times*, 27 May 2015, www.latimes.com/opinion/op-ed/la-oe-morrison-summers-20150527-column.html. Accessed 17 Jan. 2021.

This source discussed how the Latino community is misrepresented in the Vietnam War and how it changed the Chicano perspective on the military and the government. This added to our research because it presented the viewpoints of Latino soldiers and how they dealt with both the Vietnam War and the domestic civil rights war.

Rivas, Alexis, et al. “50 Years Ago: Brown Beret Member Reflects on Push for Mexican-American Rights and the Work Left to Do.” *NBC San Diego*, 2 Sept. 2020, www.nbcsandiego.com/news/local/50-years-ago-brown-beret-member-reflects-on-the-push-for-mexican-american-rights-and-the-work-left-to-do/2397257/. Accessed 11 Jan. 2021.

This source covered the reasons behind the original Chicano Moratorium and the resurgence of protests around it's 50th anniversary. We learned from this that many of the same problems still exist today, but that with organization a group can protest and make change.

“The Brown Berets: Young Chicano Revolutionaries.” *Fight Back! News*, 1 Feb. 2003, www.fightbacknews.org/2003winter/brownberets.htm. Accessed 4 Jan. 2021.

This interview with Brown Berets co-founder Carlos Montes details the purpose and activities of the revolutionary Chicano group, including how they fought for a wide range of social justice for many minority groups. We learned from this source that reform is widely dependent upon communication and the ability of a group to organize and pursue issues properly.

Magazines

Staff. “Cesar Chavez-the Shy Mobilizer of American Farmworkers.” *LIFE Magazine*, 29 Apr. 1966, pp. 93-94. https://books.google.com/books?id=BVYEAAAAMBAJ&pg=PA93&dq=cesar+chavez&hl=en&sa=X&ved=2ahUKEwjTgaaP8oLuAhULGVkFHccRDBkQ6AEwAHoECAIQAg#v=onepage&q&f=false. Accessed 9 Jan. 2021.

This article offered a summary of the farmworkers movement of 1966 and a description of Cesar Chavez as a leader. While this article was likely written by a white journalist, it appears to lean favorably towards the struggle of Mexican-Americans, although this is juxtaposed with their seeming surprise that the Latin movement could be organized and intellectual. This gave us a better understanding of how Mexican-American issues were portrayed by white writers, and offered insight into why a Latinx voice was crucial for both Chicano activists and a white audience.

"The Nation: At War with War." *TIME Magazine*, 18 May 1970, pp. 24–30. time.com/vault/issue/1970-05-18/page/24/. Accessed 4 Jan. 2021.

This article detailed the American people's response and protest to the Vietnam War and the Nixon Administration, including events and quotes from civilians, protest leaders, and government officials, which outlined the tense and controversial effect of the Vietnam War. We learned from this source that the outbreak of violence during protests was in part due to miscommunication and a growing split in common society due to the tense oppression and misrepresentation of specific groups, such as the Chicano community during the Chicano Moratorium.

"The Little Strike That Grew To La Causa." *TIME Magazine*, 4 July 1969, pp. 16–21, time.com/vault/issue/1969-07-04/page/18/. Accessed 15 Mar. 2021.

This source detailed the causes behind Cesar Chavez's union and the protests against the treatment of Mexican Americans, including accounts of the discrimination that he and others faced in the Southwest. This was valuable to our research as it showcased one of the largest starting points of the Chicano movement and how they communicated their purpose to both other Chicanos and white Americans.

Music

Agustín Lira and Alma / Quetzal. "Cantos De Mi Cantón (Songs from My Home), Chicano Music from California." *Library of Congress*, 14 Sept. 2011, www.loc.gov/item/ihas.200196661/. Accessed 23 Jan. 2021.

This source contained music of the Chicano culture that portrayed stories of the struggles that the Chicanos faced both in the 1960s to the present day. This added to our research by showing how the events of the Chicano movement and other

historical events oppressing Mexican-Americans were ingrained within Chicano culture.

Newspaper Articles

Alexander, Holmes. “Mexicans Welcome American Aid, but Resent Patronizing Attitude.” *The Los Angeles Times*, Newspapers.com, 24 Feb. 1959, Part III, p. 5. https://latimes.newspapers.com/image/381179672. Accessed 10 Jan. 2021.

We decided to add this article to our research as we were searching for what the *Los Angeles Times*' coverage of Mexico-U.S. affairs looked like before they added a Mexican-American writer to their staff. This article's title is a juxtaposition with its content, as Alexander criticizes what he calls a radicalized Mexico for refusing to accept U.S. aid and for having what he characterizes as a hatred for Americans. This deepened our research as we learned that white, Anglo-American journalists were likely out-of-touch in their interpretations of Mexican events and culture, and that they tended to perpetuate stereotypes through their writing.

Baca, Herman. “The Chicano Moratorium August 29, 1970 Still Remembered After 35 Years. 'The Day Police Rioted!'.” La Prensa, 26 Aug. 2005, laprensa-sandiego.org/archieve/august26-05/chicano.htm. Accessed 23 Jan. 2021.

Baca recounted the reasons behind the Chicano Moratorium and how the participants felt during the events. This helped us understand how society was fractured through both racism and generational bias, along with providing reasons behind why the Moratorium ended in such disaster.

Cendejas, Dolores, Julia Cereceda, Rafael C. Flores, Carlos B. Gil, Manuel Lopez, Richard L. Valdez. “Letters to the Times - Salazar Praised and Panned for Articles on Mexican-Americans.” *The Los Angeles Times*, Newspapers.com, 4 Mar. 1963, Part II, p. 4. https://latimes.newspapers.com/image/381640890. Accessed 12 Jan. 2021.

This series of letters provided a glimpse of how Salazar's writings were interpreted, which were both negative and positive. We learned that Salazar, while praised by more conservative readers, was criticized for introducing his articles with broad generalizations. We continued to grow our picture of how Salazar truly wrote in comparison to the great mythological journalist who championed a youthful and liberal movement.

Cohen, Jerry. "Tear-Gas Missile Not Intended for Riot-Control Use." *The Los Angeles Times*, Newspapers.com, 1 Sep. 1970, p. 1. https://www.newspapers.com/image/384778827/. Accessed 24 Jan. 2021.

This article excerpt (only one page was available) pointed out that the tear gas missile used to clear patrons out of the Silver Dollar Café should never have been used for crowd control, a direct criticism of the police actions taken that day. We found this interesting as it was placed directly next to an article that echoed what police claimed about the incident without giving voice to protesters.

Del Olmo, Frank. "Anatomy of a Riot - Eyewitness Report." *The Los Angeles Times*, Newspapers.com, 30 Aug. 1970, pp. 3 & 19. https://www.newspapers.com/image/386048822/. Accessed 24 Jan. 2021.

Del Olmo portrays the Chicanos in two, very conflicting ways. In one instant they are tired and peaceful, and in the next are vengeful, erratic, and violent. We attributed this contradiction to the chaos that ensued that day, but wondered if the build up over time of aggression and violence against Chicanos had produced an overreaction, or if del Olmo had written from the perspective of a man scared for his young brothers' lives.

Herbers, John. "Rise in Military Found." *The New York Times*, 17 Sept. 1970, p. 38. https://timesmachine.nytimes.com/timesmachine/1970/09/17/78165402.html?pageNumber=38. Accessed 10 Jan. 2021.

This article reports on the increase in militancy within Chicano activists as they continued to rage against police brutality and the killing of Salazar. This gave us a glimpse of what the conditions were nationally after Salazar's death, and how Chicanos responded to what they believed to be murder by police.

Houston, Paul. "Photos of Salazar Death Scene, Eyewitness Accounts Published." *The Los Angeles Times*, Newspapers.com, 4 Sep. 1970, pp. 1-3 & 16. https://www.newspapers.com/image/384795789/. Accessed 24 Jan. 2021.

This article provided quotes from *La Raza*, a magazine we have not been able to gain access to thus far. Pictures as well as first-hand accounts were provided in this article, giving us information about what witnesses saw outside the café. We learned that no

warning was given before canisters were launched, a simple action that could have saved Salazar's life, but that was carelessly forgotten.

Kistler, Robert. "Eyewitnesses Give Composite Picture of Salazar's Death." *The Los Angeles Times*, Newspapers.com, 2 Sep. 1970, pp. 3 & 19. https://www.newspapers.com/image/386048822/. Accessed 24 Jan. 2021.

This article gave us an account of what happened when police shot the tear gas canister into the Silver Dollar Cafe. The police in these accounts seemed less organized, and more chaotic, ordering everyone to go back into the restaurant before flushing them out with tear gas that would kill Salazar on impact. We wondered if the *Los Angeles Times* was wary of criticizing police due to Salazar being seemingly targeted.

Muñoz, Mr. and Mrs. F. Adrian, "Letters to the Times: Border Facts." *The Los Angeles Times*, Newspapers.com, 31 Jan. 1962, Part III, p. 5. https://latimes.newspapers.com/image/380921776. Accessed 10 Jan. 2021.

This letter expresses gratitude to the editor and Salazar for his reporting and for offering a different point of view, showing us that Salazar's influence as a Latino reporter at a mostly white-staffed paper was acknowledged before the Chicano Movement drew attention to his columns. This granted us the perspective of regular readers who were impacted by Salazar's writings and who noticed the difference between him and his colleagues.

Powers, Charles T., Jeff Perlman. "One Dead, 40 Hurt in East L.A. Riot." *The Los Angeles Times*, Newspapers.com, 30 Aug. 1970, pp. 1 & 18-19. https://www.newspapers.com/image/386048771/. Accessed 24 Jan. 2021.

This article seemed to blame the violence of the day on the crowd, and appeared to be sourcing the vast majority of its information from the police department, resulting in various inaccuracies. We realized that this article is what Anglo readers would have read in the paper, potentially reinforcing harmful stereotypes about Chicanos and the movement.

Roberts, Stephen V. "Mexican-American Hostility Deepens in Tense East Los Angeles." *The New York Times*, 4 Sep. 1970, p. 20.

https://www.nytimes.com/1970/09/04/archives/mexicanamerican-hostility-deepens-in-tense-east-los-angeles.html. Accessed 9 Jan. 2021.

This article details Mexican-American issues, including those in education, politics, and police brutality, and attributes rising tensions to the violent Chicano Moratorium, which had occurred the week before. This allowed us to begin tracking how the Mexican-American community would respond to Salazar's death, as well as grasp the severity of discrimination in Los Angeles at the time. Unfortunately, all of the issues presented in the article persist to this day.

Roberts, Stephen V. "One Killed in Los Angeles Riot After a Mexican-American Rally." *The New York Times*, 1 Feb. 1971, p. 1. https://www.nytimes.com/1971/02/01/archives/one-killed-in-los-angeles-riot-after-a-mexicanamerican-rally-los.html. Accessed 9 Jan. 2021.

This article details a riot that occurred after a Chicano Moratorium march on January 31st, 1971, a little over five months since Salazar had been murdered. This allowed us to see the results of Salazar's death and provided evidence of his influence, as the author attributed the rage of the crowd and the growing tensions between police and Mexican-Americans to his killing.

Salazar, Ruben. "Incorporation of East L.A. Problem for Supervisors." *The Los Angeles Times*, Newspapers.com, 8 Jan. 1961, pp. 1 & 7. https://latimes.newspapers.com/image/386279418. Accessed 10 Jan. 2021.

Salazar writes about Mexican-Americans in Los Angeles advocating for incorporation into a new city in an effort to improve their community, offering us a glimpse of his early reporting on Mexican-Americans. However, as the Chicano Movement had not yet taken form, this left room to wonder how his reporting would evolve at a more turbulent time.

Salazar, Ruben. "Latin Newsmen, Police Chief Eat... But Fail to Meet." *The Los Angeles Times*, Newspapers.com, 13 Mar 1970, Part II, p. 7. https://www.newspapers.com/image/164091077. Accessed 30 Jan. 2021.

We used this source to prove a link between the police and Salazar, as he had been monitored after criticizing them. We could also discern Salazar's anger through his

writing, indicating his passion for not only a movement, but a community. We also used a clipping of this article in our exhibit.

Salazar, Ruben. "Leader Calls Effort to Aid Mexican-Americans Failure." *The Los Angeles Times*, Newspapers.com, 25 Feb. 1963, Part II, pp. 1 & 8. https://latimes.newspapers.com/image/381594675. Accessed 11 Jan. 2021.

Salazar covers impoverished Mexican-Americans in this article, as well as how the community faced higher disease, drug-usage, dropout, etc. rates due to a lack of sincere aid from the government, which was mostly white and male. This provided us with information about the Mexican-American community and what they were facing as the Chicano Movement began to bloom, as well as allowed us to continue tracing Salazar's series about Mexican-Americans in Los Angeles.

Salazar, Ruben. "Little Mexico - Serape Belt Occupies City's Heart." *The Los Angeles Times*, Newspapers.com, 26 Feb. 1963, Part II, pp. 1 & 8. https://latimes.newspapers.com/image/381596661. Accessed 12 Jan. 2021.

This source highlights the racial discrimination Mexican-Americans faced in the 1960s and throughout their history as residents of a United-States owned Los Angeles. This provided us with more background on how racial prejudice affected the community, and even led to violence, as was the case with the Zoot Suit riots, as well as brought to light how Salazar's reporting contributed to the rise of the Chicano Movement as his readers began to learn about these issues.

Salazar, Ruben. "Mexican-Americans Lack Political Power." *The Los Angeles Times*, Newspapers.com, 27 Feb. 1963, Part II, pp. 1 & 8. https://latimes.newspapers.com/image/381596661. Accessed 12 Jan. 2021.

This source made us recall a quote in a *Ruben Salazar Project* article, that Salazar was heavily criticized for an article about how African-American politicians stole representation from Mexican-Americans. We noted this as a bizarre stance for a man supporting equality for Mexican-Americans, as Black Americans hardly had equality themselves, and we wondered if this would change as Salazar continued to learn about and participate in the Chicano Movement, or if he would continue to envy African-American advancement in civil rights rather than suggest unity.

Salazar, Ruben. "Mexican-Americans Succeeding." *The Los Angeles Times*, Newspapers.com, 28 Feb. 1963, Part II, pp. 1 & 8. https://latimes.newspapers.com/image/381603407. Accessed 12 Jan. 2021.

This article appears to be a call to action, asking Mexican-Americans to start seeking political power. We realized, however, that Salazar's hint of conservatism can be seen here (which led us to greater understand his existence in myth as part a more radical movement), believing that any Mexican-American can build themself up despite racial prejudices, although notes that laziness is less a factor to poverty than a disconnect between two identities, one Mexican and one American.

Salazar, Ruben. "New Baja Governor Pledges U.S. Friendship at His Inauguration." *The Los Angeles Times*, Newspapers.com, 2 Nov. 1959, pp. 1-2. https://latimes.newspapers.com/image/381082812. Accessed 10 Jan. 2021.

This appears to be the first article Salazar wrote for the *Los Angeles Times*, detailing the inauguration of the new governor of Baja California, which had been an important development as the United States had been seeking to possibly purchase the land. This allowed us to analyze Salazar's early writings at the *Times*, and we noted that he does not yet appear to take a strong position on controversial issues.

Salazar, Ruben. "Spanish Speaking Angelenos: a Culture in Search of a Name." *The Los Angeles Times*, Newspapers.com, 24 Feb. 1963, pp. 1 & 3. https://latimes.newspapers.com/image/381587069. Accessed 11 Jan. 2021.

This is the first in a series of six articles by Salazar, exploring the identity and culture of Los Angeles Hispanics, criticizing the then-current names given to the Mexican-American community, most harshly the term "Spanish-American.". This article signalled to us that Salazar was not afraid to be controversial, and he was slightly ahead of the Chicano Movement, writing about race, ethnicity, and cultural heritage before more radical concepts such as Aztlán or La Raza (with its political association such as La Raza Unida Party) had been born. We used a clipping from this article in our exhibit.

Salazar, Ruben. "Who Is a Chicano? And What Is It the Chicanos Want?" *Los Angeles Times*, 6 Feb. 1970, www.latimes.com/california/story/1970-02-06/who-is-a-chicano-and-what-is-it-the-chicanos-want. Accessed 8 Jan. 2021.

This column explained the different attitudes and origins of the word Chicano and the Mexican-American people. This added to our research because it put into plain terms how the Chicano movement was Mexican-Americans fighting for their rights and recognition, while it also presented the issues they faced and protested, some that are still relevant in today's times.

Shaw, David, Richard Vasquez. "Contradictory Reports Given in Slaying of Columnist Salazar." *The Los Angeles Times*, Newspapers.com, 30 Aug. 1970, pp. 3 & 20. https://www.newspapers.com/image/386048822/. Accessed 24 Jan. 2021.

Although the page one article contains many inaccuracies, this article clarifies that there was still much unknown about Salazar's death, and that the police seemed to be blocking anyone from knowing more. We wondered how the staff at the *Los Angeles Times* might have responded to his death, and wondered if that may have affected which group was placed with the blame.

Shuit, Doug, John Scheibe. "Rioting Spreads to Wilmington - Vandals Set Fires, Smash Windows; East L.A. Quiet." *The Los Angeles Times*, Newspapers.com, 31 Aug. 1970, p. 1. https://www.newspapers.com/image/386072465/. Accessed 24 Jan. 2021.

This article reported on riots continuing as a result of the Moratorium and details property damage, noting that it added up to more than $1 million. Although rioting would certainly doom the Moratorium Committee, we realized that the violence of two days before had sparked anger in activists that had not occurred in previous protests.

Staff. "An Honest Report on Mexican-Americans." *Los Angeles Times*, 4 Mar. 1963, Part II, p. 4. https://latimes.newspapers.com/image/381640890. Accessed 12 Jan. 2021.

This source describes the massive influx of letters received after the *Los Angeles Times* published Salazar's series of articles about the Mexican-American community. This showed us that the articles, interpreted negatively or positively, were sparking conversations within the community, and that Salazar's influence as a journalist was strong even before he began reporting on the Chicano Movement exclusively.

Staff. "U.S. Inquiry Urged for a Riot Victim." *The New York Times*, 1 Sep. 1970, p. 23. https://timesmachine.nytimes.com/timesmachine/1970/09/01/issue.html. Accessed 9 Jan. 2021.

This article continued our research into the events surrounding the death of Ruben Salazar; we learned that the tear gas canister used had a warning label that stated that the canister was not to be used for crowd control, that no witnesses had seen a man with a gun, although police had been called to the Silver Dollar Café to confront a gunman, and that the White House press secretary for Richard Nixon, Ronald L. Ziegler had commented that the situation was "tragic." This information gave us more leads to pursue as we continued to research the events surrounding Salazar's death, and portrayed the wide scope that Salazar's death had resonated to, proving that it was not simply a local tragedy.

Wright, Robert A. "East Los Angeles Calm After Riot." *The New York Times*, 31 Aug. 1970, p. 30. https://timesmachine.nytimes.com/timesmachine/1970/08/31/79136918.html?pageNumber=30. Accessed 9 Jan. 2021.

This article described the events that occurred on August 29th, featuring rioting and violence as well as the death of Ruben Salazar. This illuminated for us the issue of white writers covering Chicano issues, as emphasis was placed on seemingly aimless Mexican-American hostility rather than truly acknowledging police brutality, and thus displaying the importance of Salazar's work.

Yzaguirre, Raul. "Journalists Remember Ruben Salazar: Column." *USA Today*, 6 Apr. 2014, https://www.usatoday.com/story/opinion/2014/04/06/ruben-salazar-hispanics-mexican-america-column/7270091/. Accessed 9 Jan. 2021.

This article was written by a friend of Salazar's, noting the journalist's trailblazing influence in journalism, as he was the first Latino reporter at the *Los Angeles Times*, was the reason Yzaguirre's organization, the National Council of La Raza, awards a Ruben Salazar award in his honor. This article helped us further grasp the impact that Salazar had, as he was one of the first to provide a national, non-white perspective on Mexican-American issues.

Online Exhibits

"McCarthyism and the Red Scare." *Miller Center*, University of Virginia, https://millercenter.org/the-presidency/educational-resources/age-of-eisenhower/mccarthyism-red-scare. Accessed 17 Jan. 2021.

This source offered a background on the Red Scare, which prompted the scrutinizing and investigation of any Communist tendencies in both the U.S. government, media, and society. We connected this to Salazar's own FBI file, which had been created in 1955, as well as the government's interest in his investigative techniques and left-leaning tendencies of his later work, allowing us to better understand law enforcement's perspective on the Chicano Movement.

Periodicals (Other)

"August 29th Los Angeles." *El Grito Del Norte*, vol. 3, no. 9, JSTOR, 26 Jul. 1970, p. 2. jstor.org/stable/10.2307/community.28456082. Accessed 11 Jan. 2021.

This article was a promotion of the Chicano Moratorium, providing us with knowledge about the high hopes and expectations participants had for the event, which was to be a massive protest not only against the discrimination within the Vietnam War, but also against police brutality. It was interesting for us to see how hopeful activists were for this event, and we learned this large moratorium had been planned for a year with activist groups from all over the Southwest planning on sending people to the protest as they called for a strong yet celebratory call for an end to discrimination, a call which may have startled white officials in Los Angeles and the police department.

Camejo, Antonio. "Police Attack L.A. Moratorium."*Generation East Lansing*, vol. 1, no. 1, JSTOR, 1 Jan. 1970, pp. 6-7. jstor.org/stable/10.2307/community.28037219. Accessed 4 Jan. 2021.

This source was a short-lived student periodical from Michigan discussing the events of the Chicano Moratorium in East Los Angeles, as well as commenting on how Chicanos should respond to such aggression from the police. This allowed us to understand the breadth of impact that the Moratorium had on the grassroots movements within the Chicano Movement, as it began to influence not only the community of Los Angeles, but also Chicanos nationwide.

"Chicanos and the Draft." *El Alacrán*, vol. 1, no. 1, JSTOR, MEChA, California State University Long Beach, 1 Jan. 1971, p. 4. https://www.jstor.org/stable/community.28455680?seq=4#metadata_info_tab_contents. Accessed 4 Jan. 2021.

This article, written before the final moratorium organized by the National Chicano Moratorium Committee Against the Vietnam War and its disbanding in 1971, exhibits the sentiments of the Chicano community towards the Vietnam War. This showed us that Chicanos were acutely aware of the irony in their service towards what they believed to be imperialist efforts to control Vietnam, as the U.S. called for "liberation," whilst its own people were oppressed.

Hernandez, Eugene. "An Evaluation." *Machete*, vol. 5, no. 1, JSTOR, 16 Feb. 1971, pp. 4-7. jstor.org/stable/10.2307/community.28456683. Accessed 11 Jan. 2021.

This source provided an analysis of previous violence against East L.A. Chicanos and called for an investigation into police brutality in the January 1971 Moratorium. This article gave away one crucial fact however, that after the August 1970 Moratorium in which Salazar was killed, the *Los Angeles Times* placed the blame for violence on protesters, and that they denounced all Moratoriums despite the fact that two had been peacefully carried out before the one in which Salazar died. We wondered if this attempt to place blame was on the part of Anglo staff writers who continued to place faith in the police.

"Los Angeles: Police War on Movimiento." *El Grito Del Norte*, vol. 4, no. 1, JSTOR, 28 Feb. 1971, pp. 1-2. jstor.org/stable/10.2307/community.28456088. Accessed 11 Jan. 2021.

This source detailed the cases in which violence had occurred at protests as a result, from their perspective, from police agitation. This article had several key clues that would continue our line of research. The idea that police claimed that Chicanos had been "'misled by Communists'" proved particularly interesting, as it gave purpose to those actively opposing the Chicano Movement, as they likely held similar false stereotypes to be true about Chicanos and the Movement.

Staff, Daniel V. Lopez. "L.A. Police Attack Chicano Moratorium - Two Die." *El Gallo*, vol. 2, no. 9, JSTOR, 1 Jun. 1970, pp. 1-7. jstor.org/stable/10.2307/community.28455987. Accessed 11 Jan. 2021.

This periodical was much more radical in interpretation than fellow periodicals at the time, calling police "pigs" throughout, referring to the region of the Southwest as Aztlán, and labelling the United States a foreign government. However, it described in detail the violence that occurred that day, and featured an account from an attendee

who was permanently blinded in his eye after officers beat him. This provided a perspective we had not yet seen, one much more full of rage for the events that had occurred and that likely reflected the attitudes of many in attendance at the Moratorium, so we used this source to present the situation's complexity.

Valencia, David V. "Comunicación en Mase." *El Alacrán*, vol. 1, no. 8, JSTOR, MEChA, California State University Long Beach, 1 May 1971, p. 6. jstor.org/stable/10.2307/community.28455681. Accessed 4 Jan. 2021.

This source outlines the schedule for a Mass Media Day dedicated to the late Ruben Salazar at an auditorium in Long Beach, CA, featuring university speakers to discuss how Chicanos are presented and present themselves in mass media. This showed us how the Moratorium and the death of Salazar brought interest and focus onto methods of communication, as well as how the Chicano Movement would present itself in the coming decade.

Photographs

"Chicano Moratorium Committee Marches Against the Vietnam War." *Oakland Museum of California*, http://picturethis.museumca.org/pictures/viva-la-raza-national-chicano-moratorium-augaugust-29-eeast-la. Accessed 23 Jan. 2021.

This source provided the image of a "viva la raza" poster informing of the August 29th march. We used this on our exhibit to help display the nature of the Moratorium.

"Journalism - Ruben Salazar." *The National Postal Museum*, Smithsonian Institution, https://postalmuseum.si.edu/exhibition/celebrating-hispanic-heritage-culture/journalism. Accessed 23 Jan. 2021.

This source provided us with the image of Ruben Salazar's stamp, which we used in our section about how he has been remembered and honored since his death. The stamp was issued on April 22, 2008.

"LIFE Covers: The Vietnam War." *Usastruck.com*, 5 Sept. 2011, usastruck.com/2011/09/05/life-covers-the-vietnam-war/. Accessed 9 Jan. 2021.

These photos provided visual examples and a strong reminder of the struggles and protests of the Vietnam War. This source provided the evidence and reasoning behind the protests and riots against the war, such as the countless dead and injured or the signs of a drawn out conflict that was doing more harm than good.

"Los Angeles Times Photographic Archives." *Calisphere*, 13 July 2006, calisphere.org/collections/153/?q=&rq=Ruben+Salazar. Accessed 12 Mar. 2021.

This source contained a collection of photos from the Los Angeles Times, including Ruben Salazar. This provided our project with photos and gave our team a visual example of the events of the time.

"Ruben Salazar (1928-1970) Papers." *The University of Southern California,* http://digitallibrary.usc.edu/cdm/landingpage/collection/p15799coll78. Accessed 23 Jan. 2021.

This source provided us with many photographs of Salazar, as well as legal documents regarding citizenship and marriage. We decided to place this under photographs rather than documents because the photos were of more use and are featured on our exhibit.

"The Chicano Moratorium Virtual Exhibit." *University of San Diego*, 2020, https://diversity.ucsd.edu/about/events/chicano-movement/chicano-movement-virtual-exhibit/chicano-moratorium-exhibit.html. Accessed 23 Jan. 2021.

This source provided us with many photographs, interviews, and documents, giving us not only a better understanding of the Chicano Moratorium, but also of opposition to the Vietnam War. A poster from this source is found on our exhibit.

Podcasts

Chiotakis, Steve, host. "Remembering the Chicano Moratorium and Legacy of Journalist Rubén Salazar." *Greater L.A.*, KCRW, NPR, 27 Aug. 2020, https://www.kcrw.com/news/shows/greater-la/chicano-moratorium-becoming-los-angeles-spiders/chicano-moratorium. Accessed 8 Jan. 2021.

We decided to place this podcast as a primary source due to the large number of first hand accounts featured in this episode. This served as an important source in

understanding the attitudes and chaos surrounding the Moratorium, and we learned more about activists' experiences, beliefs that the police instigated violence, and about the events that occurred that day.

Radio

"The Chicano Moratorium." *Pacifica Radio Archives*, American Archive of Public Broadcasting (GBH and the Library of Congress), 5 Nov. 1970, http://americanarchive.org/catalog/cpb-aacip-28-6t0gt5fp55. Accessed 11 Jan. 2021.

This documentary broadcast covered the events leading up to and surrounding the Chicano Moratorium, along with exposing the questionable actions of the police against both the peaceful protest and the death of Ruben Salazar. This expanded our research by detailing how the events were communicated to the public and we were able to identify communication and racial issues that still occur today.

Reports

Salazar, Ruben. and Commission on Civil Rights, Washington, DC. *Stranger in One's Land/Ruben Salazar* Distributed by ERIC Clearinghouse [Washington, D.C.] 1970 https://www.digitalhistory.uh.edu/disp_textbook.cfm?smtID=3&psid=612. Accessed 17 Mar. 2021.

This source detailed the various reasons behind the Chicano Movement and the reasons behind the Mexican-American push for police and law reform. This added to our research by describing the oppression against the Chicano population and how this has silenced them.

Videos

Lucio, Laura. "Laura Lucio Reporting on Rubén Salazar." *NAHJVideos*, Youtube, 16 Aug. 2010, https://www.youtube.com/watch?feature=player_detailpage&v=FAxLv9bx-IM. Accessed 30 Jan. 2021.

This video appears to be from the late 1980s, but it provided a clip of an interview of Ruben Salazar. From this source we took a picture and a quote, displaying how much Salazar invested in the community he covered.

Websites

Espinoza, Juan. "Echoes of a 1970 Briefcase." *The Ruben Salazar Project*, University of Southern California, 17 Apr. 2012, https://rubensalazarproject.com/2012/04/17/echoes-of-a-1970-briefcase/. Accessed 7 Jan. 2021.

This article detailed Salazar's work and his growing impact on the Chicano Movement leading up to the time of his death. We realized that Salazar not only followed change, but sought to help create it, and that the issues he discussed in 1970 are still issues prevalent in the Latino community in 2021, especially those of education. This source was important in granting us a deep and analytical understanding of Salazar as both a journalist and a man, and we used quotes from interviews Espinoza conducted with Sal Castro and Dolores Huerta, both leaders of the Chicano Movement.

Grieco, Elizabeth. "Newsroom Employees are Less Diverse than U.S. Workers Overall." *Pew research Center*, 2 Nov. 2018, https://www.pewresearch.org/fact-tank/2018/11/02/newsroom-employees-are-less-diverse-than-u-s-workers-overall/. Accessed 30 Jan. 2021.

This source provided statistics for the current diversity conditions in newsrooms, allowing us to understand just how much - and how little - has changed since Salazar's death. We included a statistic: there are many more non-Hispanic newsroom employees than Hispanic, which is placed in our "Legacy" section.

Raines, Keisha. "9 Must-See Murals by Latinx Artists in East L.A." *Thrillist*, 12 Nov. 2020, https://www.thrillist.com/travel/los-angeles/murals-in-east-la-latinx-artists. Accessed 30 Jan. 2021.

The murals presented in this article provide a visual example of the results of unrest in East Los Angeles following the Moratorium. While this source provided some commentary, we decided to classify it as primary because we used it solely for its pictures of murals.

Secondary Sources

Journal Articles

Escobar, Edward J. "The Dialectics of Repression: The Los Angeles Police Department and the Chicano Movement, 1968-1971." *The Journal of American History*, vol. 79, no. 4, pp. 1483–1514. *JSTOR*, Mar. 1993, www.jstor.org/stable/2080213. Accessed 24 Jan. 2021.

This source provided us with an immense amount of analysis and information about how police brutality affected the Chicano Movement, as well as the specific impacts that the Chicano Moratorium and Salazar's death had on the Movement. We learned that police tactics to undermine the Movement, unfortunately, exacerbated violence and ultimately led to the end of militant groups. We used various quotations from this article in our exhibit.

Mirandé, Alfredo. "The Chicano and the Law: An Analysis of Community-Police Conflict in an Urban Barrio." *The Pacific Sociological Review*, vol. 24, no. 1, 1981, pp. 65–86. *JSTOR*, www.jstor.org/stable/1388793. Accessed 17 Mar. 2021.

This source provided an in-depth study about a Chicano community's opinions and views of the police, including the relationship between fear of the police, fear of crime, and civil rights. The study expanded upon the differences between the Chicano community and other communities, such as the Black community, along with giving examples about the varying opinions of the community and the possible variables for these differences. This added to our research by giving us a better understanding of the relationship between the Chicano community and the police.

Newspaper Articles

Appy, Christian G. "What Was the Vietnam War About?" *The New York Times*, 26 Mar. 2018, https://www.nytimes.com/2018/03/26/opinion/what-was-the-vietnam-war-about.html. Accessed 4 Jan. 2021.

This article offered an analysis of why the United States waged war in Vietnam, as well as the moral and historical consequences of doing so. We ascertained that decades-long insensitive propaganda in contrast with the reality of tragic loss contributed to passionate protests seen across the country and during the Chicano Moratorium.

Arellano, Gustavo. “Reading Ruben Salazar.” *The Los Angeles Times*, 23 Aug. 2020, www.latimes.com/projects/chicano-moratorium/ruben-salazar-reporting-legacy-la-impact/. Accessed 8 Jan. 2021.

This article showed different interpretations of Salazar's work and how his writings were complicated but also controversial. This presented a new viewpoint to our research by describing how many of Salazar's writings were not considered grand or incredibly eye-catching, but rather it was the ideas he stood for that made the most impact for the Chicano movement.

Chavez, Ernesto. “Op-Ed: The Chicano Moratorium of 1970 Still Has Plenty of Lessons for Today.” Los Angeles Times, 28 Aug. 2020, www.latimes.com/opinion/story/2020-08-28/chicano-moratorium-coronavirus-inspiration-change. Accessed 15 March 2021.

This source communicated how the issues and concerns during the Chicano Movement are still valid in today's times. It details the multiple Chicano organizations that fought against injustice during the Chicano movement and how they tried to continue the efforts of the Chicano Moratorium after the committee disbanded. This added to our research by giving a more deeper look at the effect of the Chicano movement and where problems still exist for the community.

Daily News. “Report on Journalist Ruben Salazar's 1970 Death Made Public.” *Daily News*, Daily News, 28 Aug. 2017, www.dailynews.com/2011/02/22/report-on-journalist-ruben-salazars-1970-death-made-public/. Accessed 17 March 2021.

This article covered the police reports on Ruben Salazar's death, including an overview of the contents of the investigation. This added to our research by showing how thorough the police were with Salazar's death and giving examples of the public and press's reactions to the report becoming public knowledge.

Hernandez, Daniel. “A Loss of Innocence.” *The Los Angeles Times*, 23 Aug. 2020, https://www.latimes.com/projects/chicano-moratorium/chicano-moratorium-participants-discuss-movement/. Accessed 27 Dec. 2020.

This article provided a detailed, emotional understanding of the Chicano Moratorium, putting the event in the perspective of those most harmed by its tragedy. This allowed us to continue our research with the knowledge that this event had a

major impact on society, one that both bolstered and smothered communication, as dedication to artistic and cultural protest took flight and Salazar's death brought an end to a most influential Latino voice in the media.

Hernandez, Daniel. "Police Violence against Journalists Recalls Slaying of Ruben Salazar." *Los Angeles Times*, Los Angeles Times, 20 June 2020, www.latimes.com/california/story/2020-06-20/ruben-salazar-george-floyd-protests-journalists-media-attacks-latinos. Accessed 17 March 2021.

This source covered police violence against journalists and press covering peaceful protests, especially the abuse and possible targeting of Latino reporters. We learned from this that Ruben Salazar's death still has an effect upon the LA Times journalists and that his memory impacts journalists' views towards police. Additionally, this source provided us with examples of the similarities between the Chicano Movement and today's times.

Miranda, Carolina. "A 'Catalytic Moment' for Art and Culture." *The Los Angeles Times*, 23 Aug. 2020, https://www.latimes.com/projects/chicano-moratorium/chicano-moratorium-catalytic-moment-la-art/. Accessed 4 Jan. 2021.

This article detailed the cultural and artistic impact of the Moratorium in Los Angeles, allowing us to understand the ways in which the communication of Chicano issues was influenced by this event. This served as a starting point for our research into artistic communication as we began to look into the creation of art in response to Salazar's death.

Lopez, Robert J. "Chasing SALAZAR." *The Los Angeles Times*, 23 Aug. 2020, www.latimes.com/projects/chicano-moratorium/reporter-quest-answers-ruben-salazar-death/. Accessed 8 Jan. 2021.

This source covered the mysterious circumstances surrounding Salazar's death and how his career and racial injustices at the time may have contributed to it. This added to our research because it showed how long and how willing the government and the police were to cover up past brutality against minorities, only releasing the information after pressure through several media campaigns.

Paredez, Deborah. "Soldiers in La Guerra." *The New York Times*, 5 Jan. 2018,

https://www.nytimes.com/2018/01/05/opinion/soldiers-in-la-guerra.html. Accessed 3 Jan. 2021.

This article described the importance of recognizing Latino Vietnam veterans, as well as the impact that their service has had on the Latino community, while drawing attention to the lack of representation and research about Latinos' service. We learned that communication plays a role not only in the organization of protests or in journalism, but also in the recording of history, as biases and silence has left many of these experiences unrepresented and unacknowledged.

Pineda, Dorany. "Ruben Salazar: The Making of the Myth." *Los Angeles Times*, 23 Aug. 2020, www.latimes.com/projects/chicano-moratorium/ruben-salazar-changed-news-chicano-culture/. Accessed 8 Jan. 2020

This source went deeper into Salazar's personal life and how his opinions and journalism differed from how the Chicano Movement presented him as after his death. This gave us a unique perspective about his martyrdom because it included interviews with his family and close friends, along with describing how his idolization changed and differed from his actual self.

Wilson, Scott. "Obama to Award Medal of Honor to Two-Dozen Veterans, Including 19 Discrimination Victims." *The Washington Post*, 21 Feb. 2014, https://www.washingtonpost.com/politics/obama-to-ward-medal-of-honor-to-19-soldiers-who-were-overlooked-because-of-their-ethnicity/2014/02/21/209594e8-9b10-11e3-975d-107dfef7b668_story.html. Accessed 3 Jan. 2021.

This article offered a reason as to why Vietnam veterans of color did not receive as many medals as their white counterparts, as well as mentioned that some soldiers even changed their names to hide their ethnicities. This granted us a greater understanding of the experiences of Latino Vietnam soldiers, men who risked their lives for their nation but who were not granted equality.

Podcasts

Kelly, Mary Louise, host, Andrea Gutierrez, narrator, Monica Gutierrez, narrator. "What Did Chicano Moratorium of 1970 Mean for Chicano Activists?" *All Things Considered*, NPR, 9 Oct. 2020, https://www.npr.org/2020/10/09/922375857/what-did-chicano-moratorium-of-1970-mean-for-chicano-activists. Accessed 8 Jan. 2021.

This source featured two sisters explaining their father's and grandmother's experiences as Mexican-Americans in America, mentioning that their father had actually been at the Moratorium, but refused to speak about it. This gave us a glimpse into why there are so few first-hand accounts of the Moratorium, as many are and were tremendously impacted by the violence that killed three on August 29, 1970.

Statements

Saenz, Thomas A. "MALDEF STATEMENT ON THE 50TH ANNIVERSARY OF THE CHICANO MORATORIUM." *MALDEF*, 29 Aug. 2020, www.maldef.org/2020/08/maldef-statement-on-the-50th-anniversary-of-the-chicano-moratorium/. Accessed 14 March 2021.

This source included a statement from the president of the Mexican American Legal Defense and Educational Fund (MALDEF), which outlined the history of the Latino community and the injustices they faced. It detailed the current discrepancies in representation and the similarities between the issues fought against in both the Chicano Movement and in today's times. This showed us that while civil rights and respect for the Chicano community has increased, there is still an issue among representation.

Website Articles

Baran, Elaine. "KMEX: New Opportunities." *The Ruben Salazar Project*, University of Southern California, 17 Apr. 2012, https://rubensalazarproject.com/2012/04/17/kmex-new-opportunities/. Accessed 7 Jan. 2021.

This described Salazar's decision to leave to prominent and influential *Los Angeles Time* for a smaller Spanish-language television station, explaining that Salazar, in addition to a pay raise, wanted to communicate with those he wrote about, and be able to form deeper connections to the community. This highlighted for us the importance of communication for both Salazar and the Chicano Movement as it became about connecting a culture of people through communication rather than simply informing a movement.

Brekke, Kira. “Letters to the Editor Reveal Readers Had Different Opinions of Salazar’s Stories.” *The Ruben Salazar Project*, University of Southern California, 27 Aug. 2013, https://rubensalazarproject.com/2013/08/27/letters-to-the-editor-reveal-readers-had-different-opinions-of-salazar/. Accessed 8 Jan. 2021.

This source describes controversy over Salazar’s writings, with Chicano activists often expressing gratitude for bringing the Movement to mainstream media, while older and more conservative Mexican-Americans expressed concern over the usage of the word “Chicano”, as it had been previously considered an offensive term. African-American leaders also expressed concern over Salazar’s divisive argument that an unfair attention had been given to Black over Chicano issues, and the LAPD aggressively defended offensive remarks reported by Salazar, often stating that such words had never been spoken despite several witnesses. This allowed us to understand that Salazar’s writings were controversial, and that they sparked conversation, debate, and opposition at a time when many groups were trying to find their footing in a radically changing world.

Brekke, Kira. “Salazar’s Beginnings as a College Student Journalist.” *The Ruben Salazar Project*, University of Southern California, 27 Aug. 2013, https://rubensalazarproject.com/2013/08/27/salazars-beginnings-as-a-college-student-journalist/. Accessed 5 Jan. 2021.

This source provided us with an understanding of Salazar’s origins, as well as his developing opinions and writing styles. This backed our further research with the understanding of Salazar’s perspective, as both a Mexican-American and a veteran.

Fragoza, Carribean. “Truths Unsilenced: The Life, Death, and Legacy of Rubén Salazar.” *KCET,* Public Media Group of Southern California, 27 Aug. 2020, https://www.kcet.org/shows/lost-la/truths-unsilenced-the-life-death-and-legacy-of-ruben-salazar. Accessed 1 Jan. 2021.

This article gave a detailed overview of Salazar’s career, and well as an explanation as to why he was an important figure in journalism and the Chicano Movement. The source also noted that Salazar had been monitored by the FBI and law enforcement throughout his career, and mentions that he felt he had been followed in the moments leading up to his death. Thus, yet another aspect of communication arose in our research as we began to examine how media and the spread of information could have been put in peril by the hands of those who opposed them.

Gutierrez, Gustavo. “Salazar Battles 'Embarrassing' Credit Card Fiasco.” *The Ruben Salazar Project*, University of Southern California, 17 Apr. 2012, https://rubensalazarproject.com/2012/04/17/salazar-battles-embarrassing-credit-card-fiasco-2/. Accessed 7 Jan. 2021.

Salazar’s credit card issues revealed his aggressive writing style, as he attacked the credit card company Carte Blanche in a letter as well as in his column. This indicates that Salazar wrote what he believed, and did not shy away from conflict, giving us a greater understanding of his positions on Chicano issues.

Isaad, Virginia. “Ruben Salazar and the Chicano Moratorium Honored with East L.A. Mural + More.” *Remezcla*, 29 Aug. 2020, https://remezcla.com/culture/ruben-salazar-chicano-moratorium-anniversary-honor-plans/. Accessed 8 Jan. 2021.

This article informed of a mural commemorating the anniversary of the Chicano Moratorium and Salazar’s death, as well as noted that many of the issues prominent in the 1960s are still evident today, showing us that there is still much work to be done in order for Latinos to gain equality in the United States. The mural was included in our research because it shows that, even after half a century, Salazar still remains an important figure in Latinx activism.

Jang, Grace. “The Missing Years: Northern California.” *The Ruben Salazar Project*, University of Southern California, 17 Apr. 2012, https://rubensalazarproject.com/2012/04/17/missing-years-northern-california/. Accessed 5 Jan. 2021.

This article highlights the impact that Salazar not only had, but constantly strived for in his career as a journalist, as well as outlines his progress as a writer during a more obscure portion of his life. This helped us continue to trace Salazar’s progression into the influential journalist he became and how he grew in self-purpose as he sought to create meaning in his communications.

Kadvany, Elena. “From Mexico City to Los Angeles: A Professional ‘Crisis’.” *The Ruben Salazar Project*, University of Southern California, 17 Apr. 2012, https://rubensalazarproject.com/2012/04/17/from-mexico-city-to-los-angeles/. Accessed 5 Jan. 2021.

This source provided a timeline and summary of Salazar's work abroad in Vietnam, the Dominican Republic, and Mexico City. It also mentioned that he was worried about being typecast as a Mexican-American reporter after being called to cover Chicano issues in Los Angeles, bringing up an interesting conflict that we continued to look into Salazar's personal opinions about the Movement in contrast with the more radical ideologies fueling it.

Kadvany, Elena. "Ruben Salazar's Road to Citizenship." *The Ruben Salazar Project*, University of Southern California, 20 Aug. 2013, https://rubensalazarproject.com/2013/08/20/ruben-salazars-road-to-citizenship-2/. Accessed 5 Jan. 2021.

This source offered a timeline of Salazar's journey to citizenship, noting that it was a long and difficult process that took six years, and that was not sped up by service in the military. This gave us a greater understanding of the experiences that would lead Salazar to write so passionately about Chicano issues, as he had suffered injustice himself.

"Los Angeles Conservancy." *Chicano Moratorium | Los Angeles Conservancy*, 4 Dec. 2020, www.laconservancy.org/issues/chicano-moratorium. Accessed 24 Jan. 2021.

This source covered the history of the Chicano Moratorium and the events that followed it, such as the death of Ruben Salazar and other prominent members of the Chicano community. This was helpful to our research because it gave us an overview of the events and access to first-hand sources.

Reyes, Raul A. "Prominent Latino Journalist Ruben Salazar, Killed 50 Years Ago, Tackled Racism, Identity." *NBCNews.com*, NBCUniversal News Group, 28 Aug. 2020, https://www.nbcnews.com/news/latino/prominent-latino-journalist-ruben-salazar-killed-50-years-ago-tackled-n1238011. Accessed 30 Dec. 2020.

This source offered a background on Rueben Salazar and his legacy as a prominent and influential Mexican-American journalist, as well as the legacy as a result of his death, which sparked outrage in the Mexican-American community. This allowed us a basic knowledge about the man who would become a martyr, and about what racism in journalism looks like today.

Rojas, James. "The Chicano Moratorium and the Making of Latino Urbanism." *Common Edge*, 16 Nov. 2020, commonedge.org/the-chicano-moratorium-and-the-making-of-latino-urbanism/. Accessed 4 Jan. 2021.

This source was helpful because it discussed the effect of the Chicano Moratorium on the Latino community within Los Angeles, most prominently how the Chicano community found various ways to further their culture through art and other forms of communication. This added to our research because it showed how despite tragedy, the Chicano Moratorium only encouraged the growth of the Mexican-American community and identity.

Stur, Heather. "Why the United States Went to War in Vietnam." *Foreign Policy Research Institute*, 28 Apr. 2017, https://www.fpri.org/article/2017/04/united-states-went-war-vietnam/. Accessed 3 Jan. 2021.

This source provided a basic understanding of why the U.S. engaged in international conflict, as well as explained the ideologies surrounding the necessity of war in the 1960s. This helped us forge a connection between political arguments for liberty abroad and calls for equality at home, juxtapositions that would create resentment in the Meican-American community.

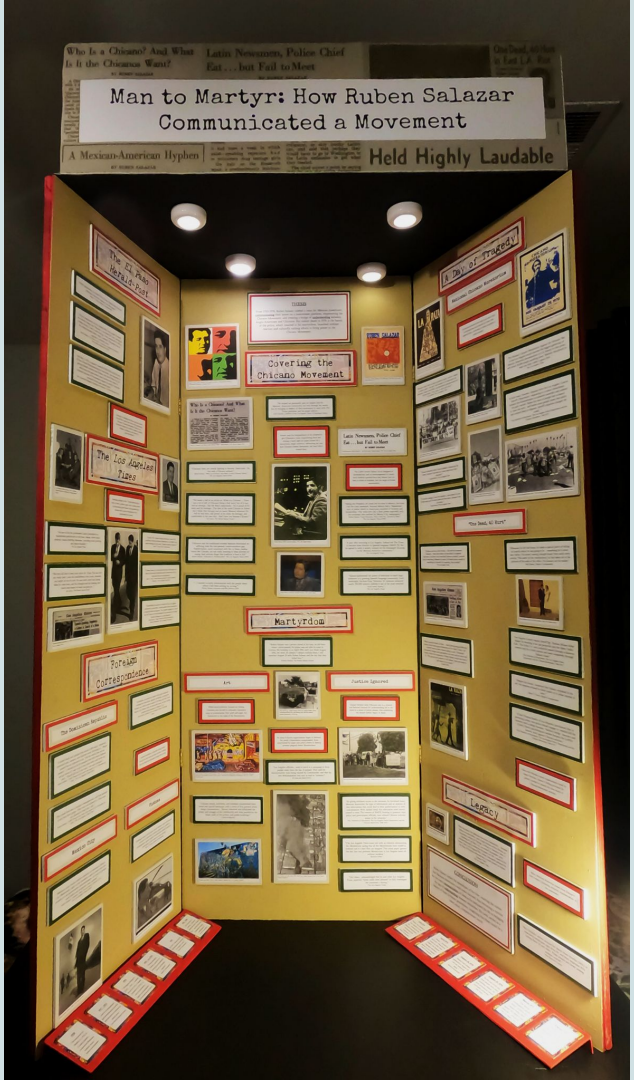
"The Chicano Moratorium." *KCET*, Public Media Group of Southern California, 7 Nov. 2011, https://www.kcet.org/shows/departures/the-chicano-moratorium. Accessed 24 Jan. 2021.

This source provided us with both quotes and pictures for our exhibit. Although this provided photographs, we cited it as secondary considering that they came from other sources and that we used quotes from the accompanying article in our exhibit. We garnered a greater knowledge about the riots in the days following the Chicano Moratorium on August 29th through the photographs provided, as well as the impact the violence of that day had on future Moratoriums.

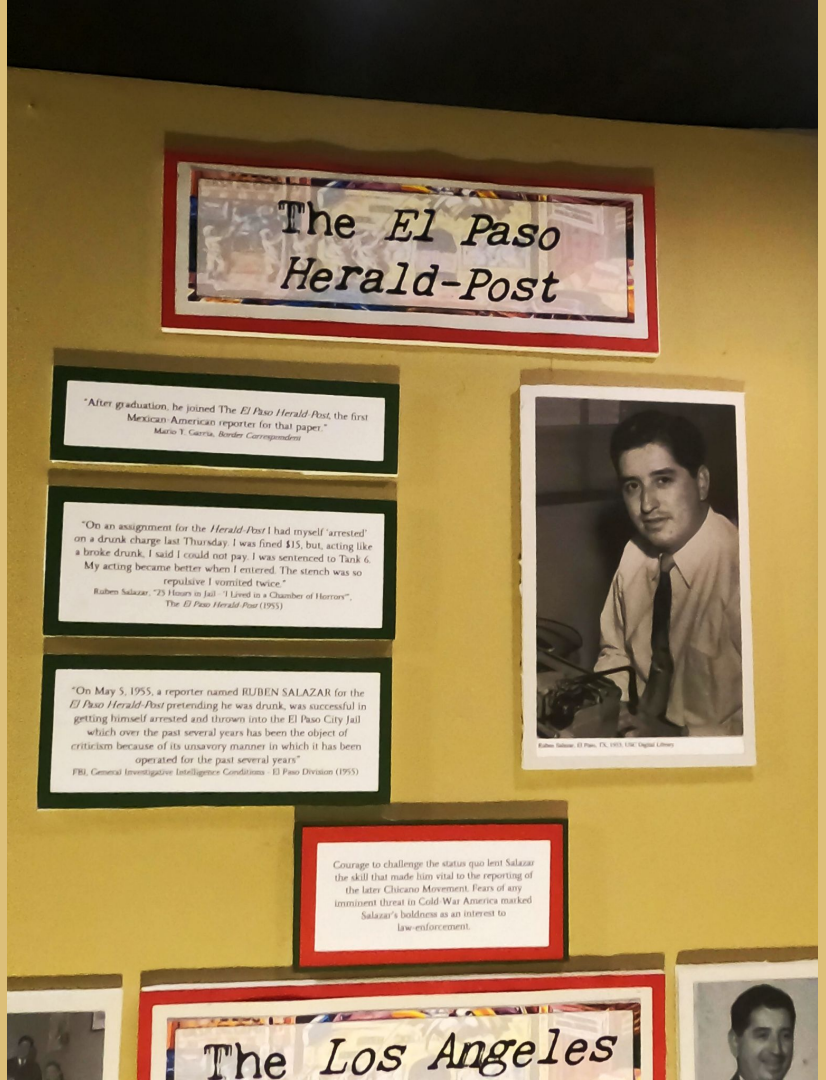
Wills, Matthew. "Police Versus the Chicano Moratorium March of 1970." *JSTOR Daily*, JSTOR, 28 Aug. 2020, https://daily.jstor.org/police-versus-the-chicano-moratorium-march-of-1970/. Accessed 28 Dec. 2020.

This source was helpful in understanding how police brutality affected not only the Moratorium, but the Chicano Movement as a whole through aggressive and violent tactics. This contributed another layer of depth to our research as we began to explore why the Moratorium ended so tragically, and how that contributed to a stronger grassroots response in Chicano activism.

Full Exhibit



Left Top Panel Photo



Source Credit Text: Mario T. Garcia - *Border Correspondent*, Ruben Salazar, "25 Hours in Jail - 'I Lived in a Chamber of Horrors'" 1955,The *El Paso Herald-Post*, FBI General Investigative Intelligence Conditions - El Paso Division, USC Digital Library

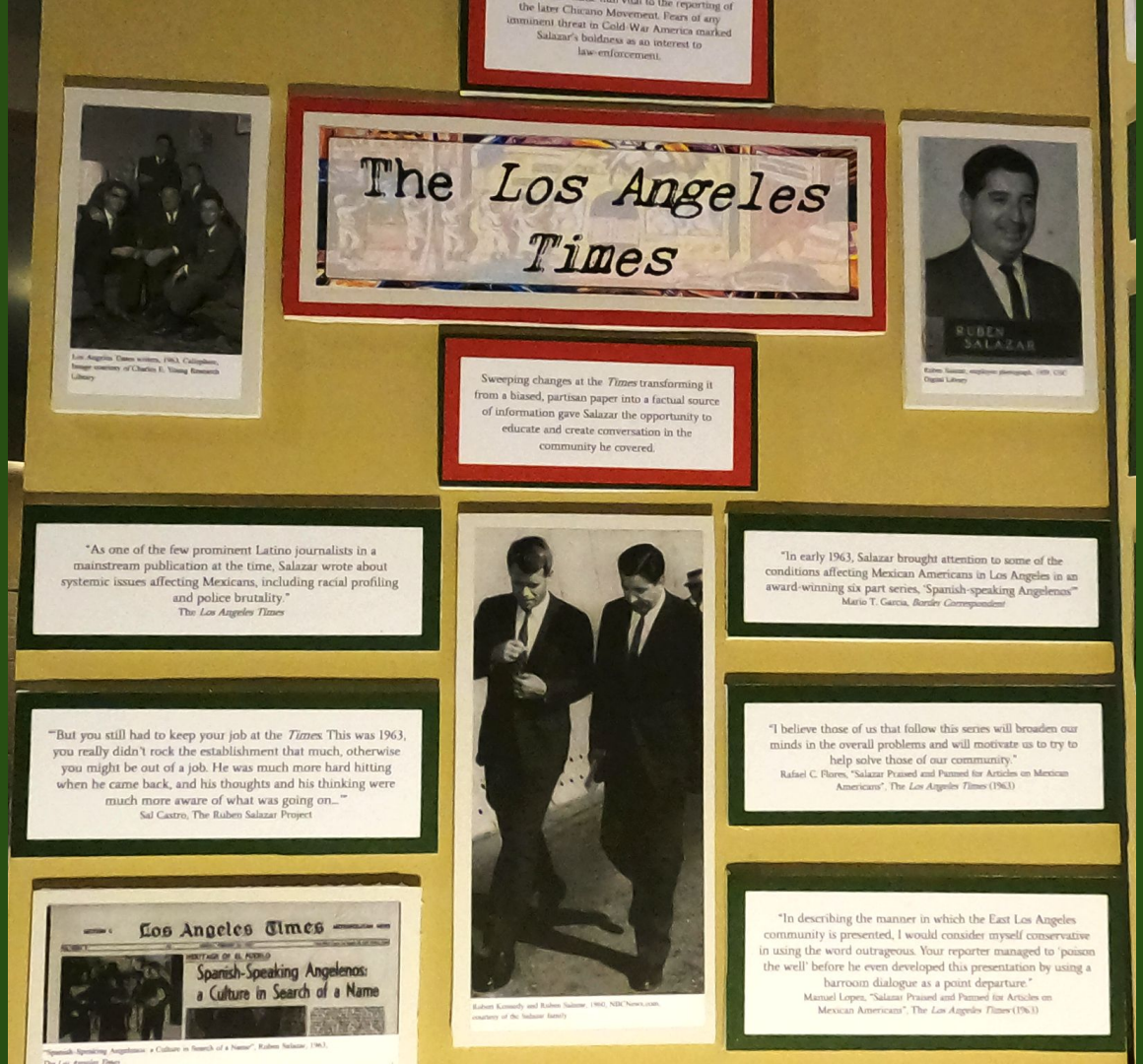
Left Top Panel Text

Note: due to the large amount of text on our exhibit, some information was not able to be recorded here

★ Courage to challenge the status quo lent Salazar the skill that made him vital to the reporting of the later Chicano Movement. Fears of any imminent threat in Cold-War America marked Salazar's boldness as an interest to law-enforcement.

- "After graduation, he joined the *El Paso Herald-Post*, the first Mexican-American reporter for that paper."
- "On an assignment for the *Herald-Post* I had myself 'arrested' on a drunk charge last Thursday. I was fined $15, but, acting like a broke drunk, I said I could not pay. I was sentenced to Tank 6. My acting became better when I entered. The stench was so repulsive I vomited twice."
- "On May 5, 1955, a reporter named RUBEN SALAZAR for the *El Paso Herald-Post* pretending he was drunk, was successful in getting himself arrested and thrown into the El Paso City Jail which over the past several years has been the object of criticism because of its unsavory manner in which it has been operated for the past several years"

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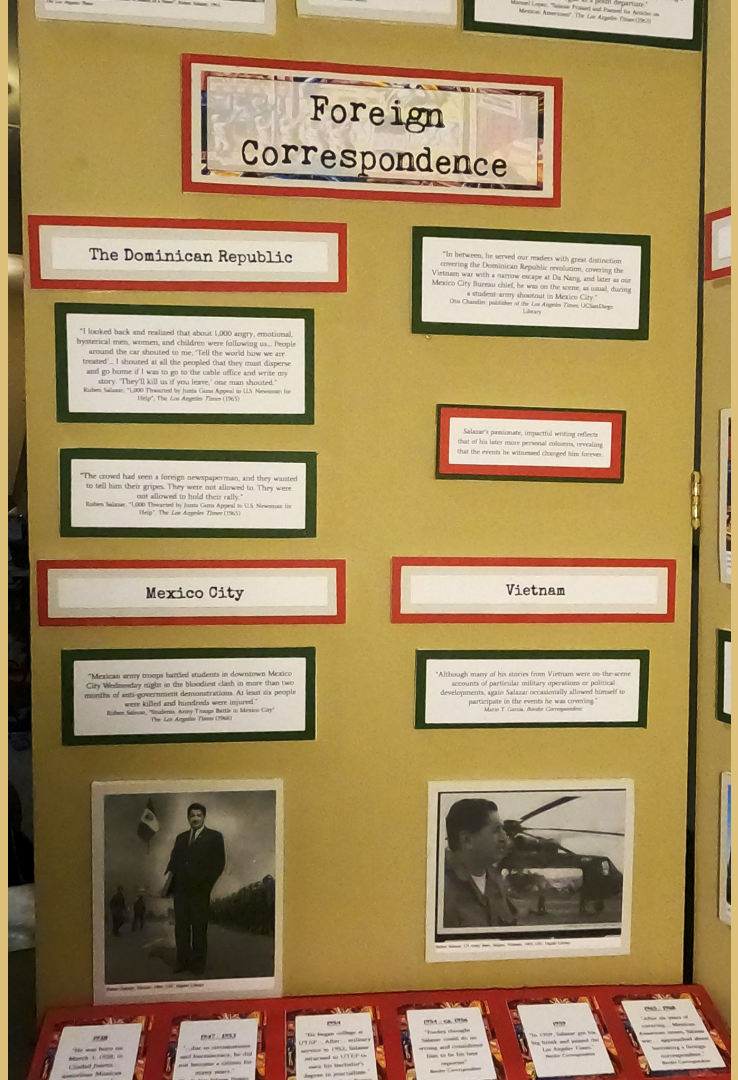
Source Credit Text: Mario T. Garcia - *Border Correspondent*, The *Los Angeles Times*, Sal Castro - The Ruben Salazar Project, Rafael C. Flores and Manuel Lopez - "Salazar Praised and Panned for Articles on Mexican-Americans" The *Los Angeles Times* (1963), NBCNews.com, USC Digital Library, Calisphere

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★ Sweeping changes at the *Times* transforming it from a biased, partisan paper into a factual source of information gave Salazar the opportunity to educate and create conversation in the community he covered.

- "In early 1963, Salazar brought attention to some of the conditions affecting Mexican Americans in Los Angeles in an award-winning six part series, 'Spanish-speaking Angelenos'"
- "I believe those of us that follow this series will broaden our minds in the overall problems and will motivate us to try to help solve those of our community."
- "In describing the manner in which the East Los Angeles community is presented, I would consider myself conservative in using the word outrageous. Your reporter managed to 'poison the well' before he even developed this presentation by using a barroom dialogue as a point departure."
- "As one of the few prominent Latino journalists in a mainstream publication at the time, Salazar wrote about systemic issues affecting Mexicans, including racial profiling and police brutality."
- "'But you still had to keep your job at the Times. This was 1963, you really don't rock the establishment that much, otherwise you might be out of a job. He was much more hard hitting when he came back, and his thoughts and his thinking were much more aware of what was going on...'"

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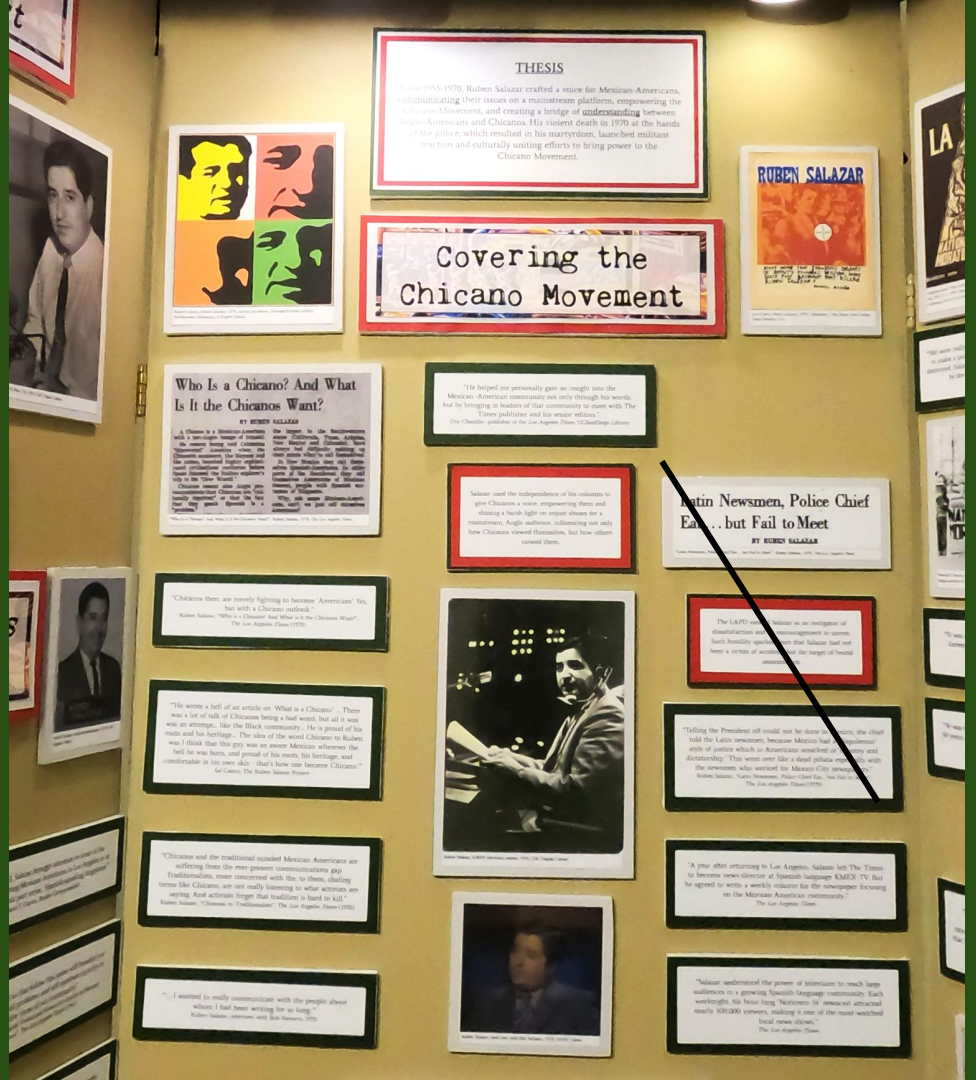


Source Credit Text:
Mario T. Garcia - *Border Correspondent*, Otis Chandler - publisher of the *Los Angeles Times* - UCSanDiego Library, Ruben Salazar- “1,000 Thwarted by Junta Guns Appeal to U.S. Newsman for Help'' 1965 - The *Los Angeles Times*, Ruben Salazar - “Students, Army Troops Battle in Mexico City” 1968 - The *Los Angeles Times*

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- ★ Salazar's passionate, impactful writing reflects that of his later more personal columns, revealing that the events he witnessed changed him forever.
- "In between, he served our readers with great distinction covering the Dominican Republic revolution, covering the Vietnam war with a narrow escape at Da Nang, and later as our Mexico City Bureau chief, he was on the scene, as usual, during a student-army shootout in Mexico City."
- "I looked back and realized that about 1,000 angry, emotional, hysterical men, women and children were following us... People around the car shouted to me, 'Tell the world how we are treated.'... I shouted at the people that they must disperse and go home if I was to go to the cable office and write my story. 'They'll kill us if you leave,' one man shouted."
- The crowd had seen a forgein newspaperman, and they wanted to tell him their gripes. They were not allowed to. They were not allowed to hold their rally."
- "Mexican army troops battled students in downtown Mexico City Wednesday night in the bloodiest clash in more than two months of anti-government demonstrations. At least six people were killed and hundreds were injured."
- "Although many of his stories from Vietnam were on-the-scene accounts of particular military operations or political developments, again Salazar occasionally allowed himself to participate in the events he was covering."

Center Top Panel Photo



Source Credit Text: Otis Chandler - publisher of the *Los Angeles Times* - UCSanDiego Library, Ruben Salazar - "Who Is a Chicano? And What Is It the Chicanos Want?" 1970 - The *Los Angeles Times*, Ruben Salazar - "Chicanos vs. Traditionalists" - The Los Angeles Times (1970), USC Digital Library, 18th Street Arts Center, NAHJVideos

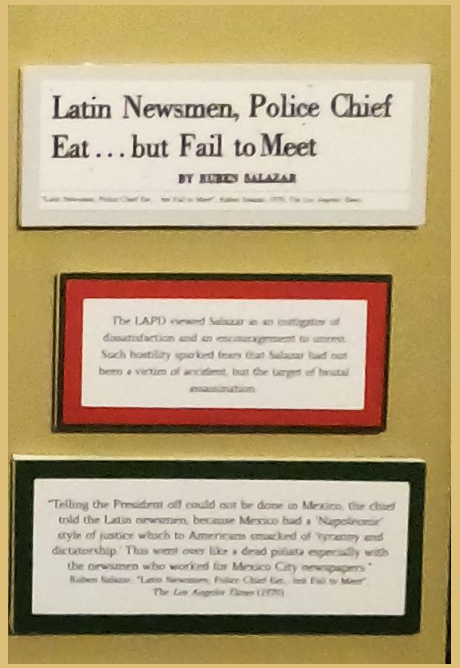
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Thesis: From 1955-1970, Ruben Salazar crafted a voice for Mexican-Americans, **communicating** their issues on a mainstream platform, empowering the Chicano Movement, and creating a bridge of **understanding** between Anglo-Americans and Chicanos. His violent death in 1970 at the hands of the police, which resulted in his martyrdom, launched militant reaction and culturally uniting efforts to bring power to the Chicano Movement.

★ Salazar used the independence of his columns to give Chicanos a voice, empowering them and shining a harsh light on unjust abuses for a mainstream, Anglo audience, influencing not only how Chicanos viewed themselves, but how others viewed them.

- "He helped me personally gain an insight into the Mexican -American community not only through his words, but by bringing in leaders of that community to meet with The Times publisher and his senior editors."
- "Chicanos, then, are merely fighting to become 'Americans.' Yes, but with a Chicano outlook."
- "'... I wanted to really communicate with the people about whom I had been writing for so long.'"
- "Salazar understood the power of television to reach large audiences in a growing Spanish-language community. Each weeknight, his hour-long "Noticiero 34" newscast attracted nearly 300,000 viewers, making it one of the most-watched local news shows."

Center Center Panel Photo



Source Credit Text: The *Los Angeles Times*, Ruben Salazar - "Latin Newsmen, Police Chief Eat... but Fail to Meet." 1970 - The *Los Angeles Times*, Dolores Huerta - The Ruben Salazar Project, *El Grito del Norte* (1971), KCET.org



Center Center Panel Text

- “Telling the President off could not be done in Mexico, the chief told the Latin newsmen, because Mexico had a ‘Napoleonic’ style of justice which to Americans smacked of ‘tyranny and dictatorship.’ This went over like a dead piñata especially with the newsmen who worked for Mexico City newspapers.”
  - ★ The LAPD viewed Salazar as an instigator of dissatisfaction and an encouragement to unrest. Such hostility sparked fears that Salazar had not been a victim of accident, but the target of brutal assasination.
- “Chicanos and the traditional-minded Mexican-Americans are suffering from the ever-present communications gap. Traditionalists, more concerned with the, to them, chafing terms like Chicano, are not really listening to what activists are saying. And activists forget that tradition is hard to kill.”

“‘Ruben Salazar was a person ahead of his time, he did have vision- unfortunately his vision was not able to come to fruition. My birthday is on April 29th and I just think August 29th, the word 29, always- I always confuse them. I still associate August 29 with Ruben Salazar and the day that they killed him.’” (Dolores Huerta)

- ★ As many Chicano organizations began to disband, the youth’s frustrations compounded. Riots exacerbated by anger and police efforts to destroy protests plagued future Moratoriums.

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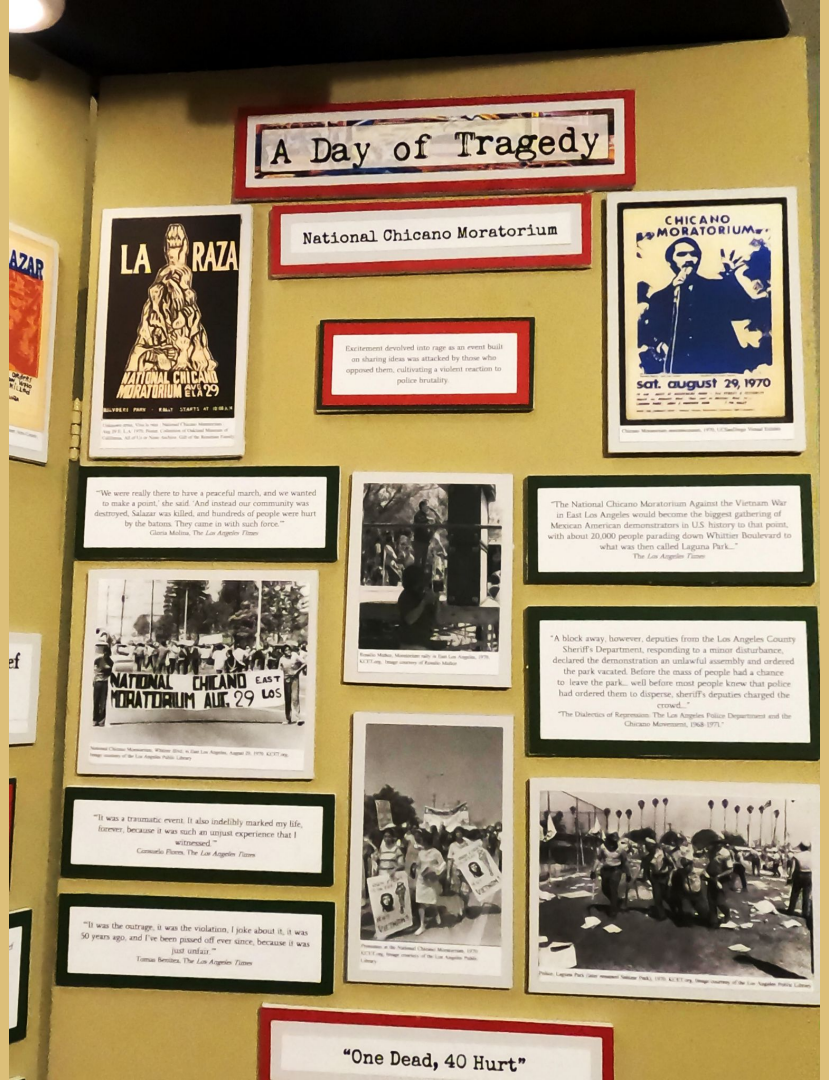
Source Credit Text: Commonedge.org, The Smithsonian American Art Museum, *Thrillist*, *Machete* (1970), "The Dialectics of Repression: The Los Angeles Police Department and the Chicano Movement, 1968-1971.", The *Los Angeles Times*, KCET.org

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- ★ Art: While much publicity focused on rioting, Chicanos also turned to culturally expressive ways to communicate their grief and anger. Art blossomed in the wake of the Moratorium.
  - "Chicano artists, architects, and residents transformed their visual and spatial landscape with a series of fine grained urban design interventions... Murals educated and celebrated the power and struggle of the community and were painted on the blank walls of the private and public buildings."
- ★ Justice Ignored: Salazar became what Chicanos saw as a revered and beloved channel for understanding fall to the latest in a series of police abuses, thus solidifying his almost mythic legacy in death.
  - "By giving militants access to the airwaves, he furnished many Mexican Americans the type of information and an analysis of that information that could lead to their politicization or even radicalization... The owners of KMEX, bowing to pressure from police and government officials, now refused Chicano activists access to the airwaves."
  - "Del Olmo... acknowledged that he and other *Los Angeles Times* reporters 'never really were allowed' to fully investigate the newsman's slaying."
  - "The Los Angeles Times came out with an editorial denouncing the Moratorium saying that all the Moratoriums have ended in violence and it's time they are stopped. This racist paper ignores the fact that two previous Moratorium in Los Angeles went off without incident." *(Machete 1970)*

Right Top Panel Photo

Source Credit Text: UCSanSiego Virtual Exhibit, Gloria Molina - The *Los Angeles Times*, Consuelo Flores - The *Los Angeles Times*, Tomas Benitez - The *Los Angeles Times*, The *Los Angeles Times*, KCET.org, “The Dialectics of Repression: The Los Angeles Police Department and the Chicano Movement, 1968-1971.” , The Oakland Museum of California

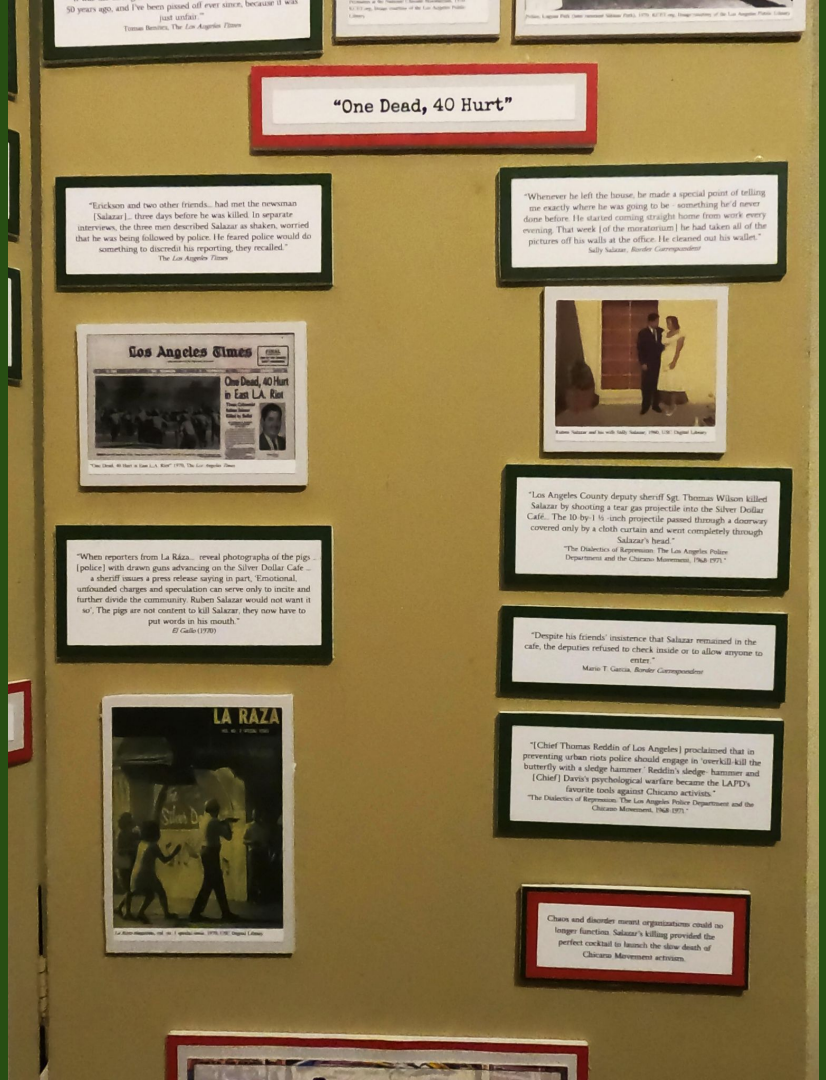


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★ Excitement devolved into rage as an event built on sharing ideas was attacked by those who opposed them, cultivating a violent reaction to police brutality.

- “The National Chicano Moratorium Against the Vietnam War in East Los Angeles would become the biggest gathering of Mexican American demonstrators in U.S. history to that point, with about 20,000 people parading down Whittier Boulevard to what was then called Laguna Park — before widespread violence erupted when sheriff’s deputies stormed the park and skirmishes followed.”
- “A block away, however, deputies from the Los Angeles County Sheriff's Department, responding to a minor disturbance, declared the demonstration an unlawful assembly and ordered the park vacated. Before the mass of people had a chance to leave the park... well before most people knew that police had ordered them to disperse, sheriff's deputies charged the crowd... ”
- “‘We were really there to have a peaceful march, and we wanted to make a point,’ she said. ‘And instead our community was destroyed, Salazar was killed, and hundreds of people were hurt by the batons. They came in with such force.’”
- “‘It was a traumatic event. It also indelibly marked my life, forever, because it was such an unjust experience that I witnessed.’”
- “‘It was the outrage, it was the violation, I joke about it, it was 50 years ago, and I’ve been pissed off ever since, because it was just unfair.’”

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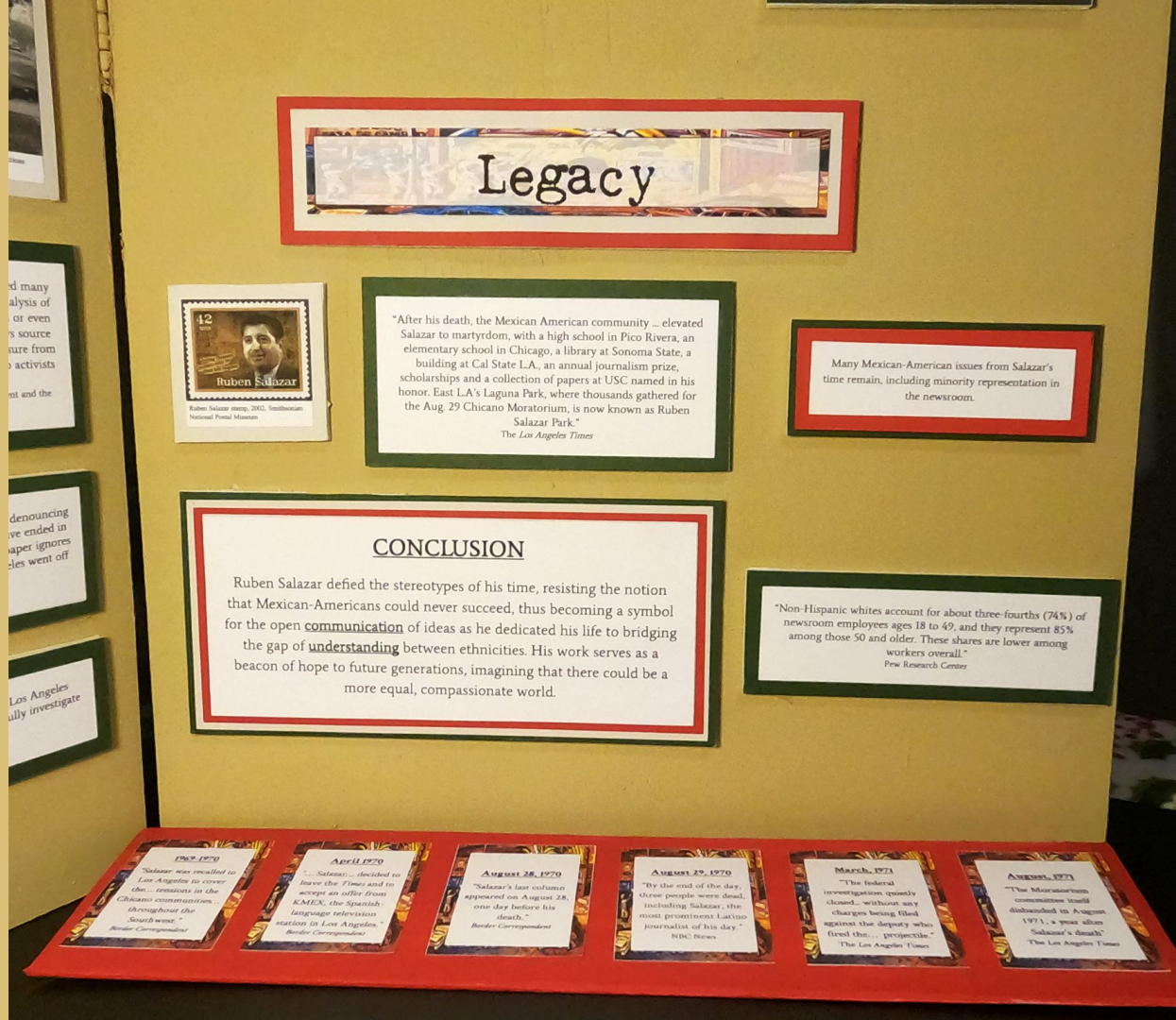


Source Credit Text: The *Los Angeles Times*, Sally Salazar - *Border Correspondent*, *El Gallo* (1970), "The Dialectics of Repression: The Los Angeles Police Department and the Chicano Movement, 1968-1971.", Mario T. Garcia - *Border Correspondent*, USC Digital Library

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- “Erickson and two other friends... had met the newsman [Salazar]... three days before he was killed. In separate interviews, the three men described Salazar as shaken, worried that he was being followed by police... ”
- “... he made a special point of telling me exactly where he was going to be - something he’d never done before. He started coming straight home from work every evening... he had taken all of the pictures off his walls at the office.”
- “... Sgt. Thomas Wilson killed Salazar by shooting a tear gas projectile into the Silver Dollar Cafe... The 10-by-1 ½ -in. projectile passed through a doorway... went completely through Salazar's head.”
- “Despite his friends’ insistence that Salazar remained in the cafe, the deputies refused to check inside or to allow anyone to enter.”
- “[Chief Thomas Reddin of Los Angeles] proclaimed that in preventing urban riots police should engage in ‘overkill-kill the butterfly with a sledge hammer.’ Reddin's sledge- hammer and [Chief] Davis's psychological warfare became the LAPD's favorite tools against Chicano activists.”
- “The Moratorium committee itself disbanded in August 1971... . Leaders blamed co-option and infiltration by outside agents as at least partly responsible.”
  - ★ Chaos and disorder meant organizations could no longer function. Salazar’s killing provided the perfect cocktail to launch the slow death of Chicano Movement activism.

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Source Credit Text: The *Los Angeles Times*, Pew Research Center, Smithsonian National Postal Museum

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"After his death, the Mexican American community ... elevated Salazar to martyrdom, with a high school in Pico Rivera, an elementary school in Chicago, a library at Sonoma State, a building at Cal State L.A., an annual journalism prize, scholarships and a collection of papers at USC named in his honor. East L.A's Laguna Park, where thousands gathered for the Aug. 29 Chicano Moratorium, is now known as Ruben Salazar Park."

"Non-Hispanic whites account for about three-fourths (74%) of newsroom employees ages 18 to 49, and they represent 85% among those 50 and older. These shares are lower among workers overall."

★ Many Mexican-American issues from Salazar's time remain, including minority representation in the newsroom.

Conclusion: Ruben Salazar defied the stereotypes of his time, resisting the notion that Mexican-Americans could never succeed, thus becoming a symbol for the open **communication** of ideas as he dedicated his life to bridging the gap of **understanding** between ethnicities. His work serves as a beacon of hope to future generations, imagining that there could be a more equal, compassionate world.