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## Pinoys in NY celebrate Philippine Independence Day

by JOSEPH L. PERALTA  
AJPress

NEW YORK—Filipino culture was on full display along trendy Madison Avenue last June 7 as Filipino-Americans from New York and the tri-state area witnessed and participated in the festivities celebrating the 111th celebration of Philippine Independence organized by the Philippine Independence Day Council Inc. (PIDCI), in cooperation with the Philippine Consulate General in New York.

The day started early for high government and consular officials as a flag-raising ceremony took place at 8am in front of the Philippine Center Building along 5th Avenue.

Vice President Noli de Castro, former Senate President Manny Villar, Senator Alan Peter Cayertano, Congresswoman Cynthia Villar, Congresswoman Laarni Cayetano, Philippine Ambassador to the United Nations Hilario Davide, Consul General Cecille Reboning, members of the PIDCI, as well as World War II veterans from New York and New Jersey took part in the flag-raising, which was immediately followed by a mass at the center's Kalayaan Hall.



Members of the FilForce Airsoft Group carry the Philippine Flag during the Independence Day Parade in New York City.

Photo by Elmer Cato

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## DATELINE USA



Sergio Bendixen explains the reach of ethnic media. AJPress Photo by Momar G. Visaya

## Ethnic media reaches 82% targeted market, according to New Americal poll

ATLANTA—Ethnic media in the United States continue to grow exponentially, according to a poll released last week by the New America Media (NAM) during its National Ethnic Media Expo and Awards held Awards at the Atlanta Hyatt Regency Hotel.

Over the last four years, the ethnic media have picked up 8 million new readers, viewers and listeners, and now regularly reach 57 million people in the US. The increase comes as mainstream media, especially metropolitan daily newspapers, struggle to keep their audiences.

"The poll results demonstrate significant penetration for the ethnic media," said Sandy Close, NAM's executive director, noting they regularly reach 82 percent of African-American, Hispanic and Asian-American adults. "The thirst for relevant news and information has made many residents of ethnic communities turn to media outlets that do substantial reporting on their culture, issues and neighborhoods. The increase in ethnic media audiences is incredible, considering the declines that many mainstream media outlets are confronting."

At the opening plenary, pollster Sergio Bendixen announced these findings on outreach and impact of ethnic media

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## Sen. Villar ready for 2010 campaign, elections

by JOSEPH L. PERALTA  
AJPress

"I AM my own man and nobody else's. What you see is what you get."

Thus declared Sen. Manny Villar in an exclusive interview with the *Asian Journal* during the Senator's East Coast swing where he answered questions on his presidential bid in the 2010 Philippine national elections.

Equally adept at business and politics, Sen. Villar is a self-made real estate mogul who rose from the slums of Tondo, Manila to become one of the most successful businessmen in the Philippines. His rags to riches story is so phenomenal that writers have labeled him as "The Brown Taipan."

Sen. Villar may very well become the first man with an accounting education

and background to become Philippine President if he is successful in his bid in the 2010 elections.

**Top presidential candidate**  
Brimming with confidence, Sen. Villar's bid for the Philippine presidency was further buoyed by the recent Social Weather Stations (SWS) survey showing him as the top choice to succeed President Gloria Macapagal Arroyo in 2010.

The SWS survey, according to the Senator, had 7,000 respondents and a 1.2 percent error margin as compared to the Pulse Asia survey which only has 1,200 respondents.

"Even if I am No. 2 in the other survey, when you average all the surveys, I am



Sen. Manny Villar still on top," said Villar.

The former House Speaker and former Senate President, who has authored countless bills in both Houses that has benefited small scale enterprises, the

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## The Nacionalista Party: 100 Years and Beyond

by MOMAR G. VISAYA  
AJPress

TWO years ago, the Nacionalista Party celebrated its first 100 years with a grand celebration held at the Philippine International Convention Center. The event, which gathered Nacionalistas from past and present generations, commemorated the dreams of the founding fathers who were guided with the burning desire to achieve immediate, absolute and complete independence through peaceful means.

Renowned political leaders Sergio Osmeña, Manuel L. Quezon, Rafael

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Michael Dadap and his wife Yeou-Cheng Ma, the driving force behind the Children's Orchestra Society, after the orchestra's rousing performance at the Carnegie Hall. AJPress Photo by Momar G. Visaya

## Filipino conductor returns to Carnegie Hall

by MOMAR G. VISAYA  
AJPress

NEW YORK—Music director and conductor Michael Dadap made a triumphant return to the Carnegie Hall last week, steering the Young Symphonic Ensemble to a glorious night of music.

The event celebrated the 40th anniversary of the Children's Orchestra Society, a nonprofit organization established by Hiao-Tsiun Ma. Ma's daughter Yeou-Cheng Ma, the orchestra's executive director is Dadap's wife. The couple revived the orchestra in 1984 after a hiatus in 1977 when the elder Ma retired.

"We are very, very happy with the turnout and the support of our friends," Dadap exclaimed at the after-party, still beaming with excitement.

Dadap, as an accomplished classical guitarist, made his Carnegie Recital Hall

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## No less than Presidency for De Castro

by JOSEPH L. PERALTA  
AJPress

VICE PRESIDENT Noli De Castro said that he will only consider the presidency if and when he declares his candidacy for the 2010 Philippine national elections.

"No, no, no... no way!," De Castro answered when asked if he would consider running for the Vice Presidency again. "Paulit-ulit kong sinasabi 'yan... hindi na puwede. Sabi nga nila, 'Been there and done that,' Kung ako ay kandidato, presidente lang, kung hindi huwag na. Hindi na. Tapos na ako sa pa-

giging Vice President (I've said that before countless times...it won't happen. There's a saying, 'Been there and done that.' If I were to file my candidacy, it's only for the Presidency. I'm already Vice President.)"

The Vice President answered questions from the media briefly during a Cocktail Reception in his honor organized by the Philippine Consulate General in New York. Consul General Cecille Reboning invited some 200 leaders from the tri-state area and Connecticut to hobnob with the Vice President and listen to what the government has achieved and recent developments in the homeland. De Castro was also honored with excerpts from the Pan Asian Repertory Group's new play, entitled *Imelda*.

The former Senator clarified that he is not in New York to campaign, but to attend events where he has been invited to. "I'm here for the independence [festivities]. I was invited about two years ago. After this, pupunta ako sa Boston for the Gawad Kalinga conference (After this, I am going to Boston for the Gawad Kalinga conference). I am not campaigning. I am not a candidate yet," he said.

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Vice President Noli de Castro

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