

AY CARÁMBA

LATIN CELEBRITY GOSSIP

TEMPO'S CLIFFSNOTES

A down and dirty peek into the behind-the-scenes action at the city's hottest Latino guide — it's more dramatic than a telenovela around here!



Alexander Thompson



By MERCEDES SANCHEZ

OCTOBER 2004 FAMILY VALUES

Cover beauty Zoë Saldana (left) — who partied with us at our anniversary *fiesta* last year — travels in style. Her posse consisted of



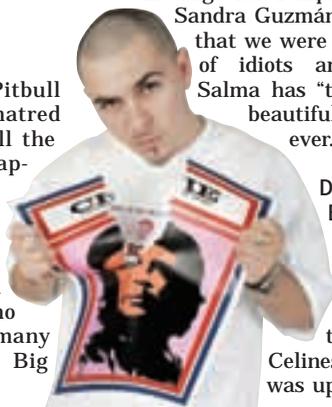
her mom, two sisters, father, brother and cousins. That's the type of entourage we like!

BROOKLYN 'DODGER'

Half-Dominican rapper Fabolous was scheduled to give us a tour of his fave haunts in his old Bed-Stuy 'hood. Assistant Editor Celia San Miguel waited for hours in the rain for the chipped-toothed MC, who never showed up. His classy publicist, Theola Borden, personally picked up Cel in a car and drove her back to The Post's offices.

NOVEMBER 2004 CHE NO MORE

Cuban rapper Pitbull (right) confessed his hatred of Che Guevara and all the ignorant celebs and rappers who sport Che paraphernalia. In the article, he likened it to wearing Nazi gear in front of Jews. What a response we got! Who knew there were so many Che haters in the Big Apple?



VANITY INSANITY

Rapper NORE spent so much time getting a fresh cut from his barber that he missed his Tempo photo shoot. And they say women take too long to get ready!

SALMA SLAM

In the Ay CarámBA gossip section, we panned Salma Hayek's performance in "After the Sunset" as nothing more than a vehicle for her to show off her breasts and not her acting chops. The next day, an irate reader left a message for Tempo editrix Sandra Guzmán, saying that we were a bunch of idiots and that Salma has "the most beautiful breasts ever."

DECEMBER 2004 MODEL MIFFED

Cover hottie Celines (above) was upset that

we compared her to "cuero" Paris Hilton. But she did get mileage out of the profile — the Dominican beauty ended up modeling in The Source and King.

LOST IN TRANSLATION

Before he left Fox's Channel 5, Sandra succeeded in getting Jim Ryan to speak in Spanish and play the congas. Does this mean the Boricua now has to dance an Irish jig?

SPOUSE CALLS

After we featured conga player George Delgado in our Christmas Gift Guide, he made it clear that he enjoyed his 15 minutes of fame. He incessantly called us, insisting that we feature his wife's yummy *coquito*, which we did. We're pushovers like that.

'BEGINNING' OF THE END

We meant no disrespect towards thespian Nelson Vasquez when we bashed the making of "Carlito's Way: The Beginning," now called "The Rise to Power." Though Vasquez is talented, we make no apologies for slaughter-

Thomas Hilton, Anthony J. Causi

ing the film, as our predictions were correct. Apparently, Carli-to's "way" leads almost directly to DVD.

**JANUARY 2005
STUFF IT, PUFF!**

When Sandra wouldn't follow Diddy's request to kill a story that mentioned he and reg-gaetón star Tego Calderón were at odds over Combs' alleged sweatshops in Central America, Diddy requested an off-the-record conversation, then proceeded to verbally abuse and threaten our beloved boss. Apparently, he wasn't hip to the fact that the on-the-record/off-the-record covenant is broken once you



Jim Cooper/AP, Rex Dittman, Liz Sullivan

start using expletives. Which is why we're more than willing to give you the details. In addition to cussing Sandra out, the artist formerly known as "Puffy" repeatedly said, in a threatening tone, "I'm from Harlem!" For the record, he's from Mt. Vernon. And Sandra's from Jersey. And wha...?!

**FEBRUARY 2005
CATCHING SOME 'FLACK'**

When Christina Milian's publicist called barking that she never authorized the photo we chose, Sandra patiently listened to her.

It wasn't until the publicist called Sandra a bitch — thinking she wasn't listening — that Sandra told her that instead of complaining, she should really be kissing our *culos*.



IMITATED AND IRRITATED

The Diddy-Tego sweatshop story went around the world, yet other publications rewrote our scoop without giving us credit. Some idiot even had the audacity to pitch the story to us a month later!



**MARCH 2005
DADDY'S GIRL**

In the Daddy Yankee photo shoot, Sandra played reporter, hairstylist and make-up artist. While his entire posse ate a Puerto Rican meal from La Taza de Oro, Yankee obsessed over his cowlick. Sandra had the privilege — if you want to call it that — of pressing his head to keep his unruly hair at bay. Celia, who was sick at the time, didn't talk to Sandra for a week because she was so upset over not interviewing her favorite *rapero*. Finally, there was a battle over the choice of covers, with Sandra and design diva Nichole Faux at each other's throats over which pic put Yankee in the best light. Here are both covers (above). Which is your fave?



WHAT A DRAG

Is it just us or do Latina celebs look more and more like trans-vestites lately? Perhaps Ivy Queen started the trend. We love her, but every time we see a picture, we find ourselves searching for an Adam's apple.

**APRIL 2005
PEDRO JETSON**

Pedro Martínez loved us so much that, after the shoot, he invited the crew to chill in his swanky Miami condo. It was only the second time he welcomed the media into his private world. He has an unbelievably cool crib and a wry, wicked sense of humor. Get this — instead of keys, the tech-savvy Martínez enters his condo by pressing his fingerprints on a security monitor. Pretty cool!

GO FOR THE GLORIA

Celia continues to charm her interview subjects. Latest to fall under her spell is Gloria Velez, the sexy video vixen. Now they email each other regularly as we all look up at the sexy autographed poster Gloria sent her. Cel, play fair — we want in!

**MAY 2005
PSYCHICS OR PSYCHOS?**

We can only be geniuses 11 times out of the year, and May is when the curse strikes. For the second time, we misguided you. First, we mistakenly blew up Denny Mendez, who was supposed to be in "Ocean's Twelve," but ended up on the cutting-room floor. This year, we were wrong again when we put "Objetivo Fama" winner Anais Martínez on our cover and described her as "Almost Famous." Though she won Univision's version of "American Idol," she's no Kelly Clarkson. We

had planned on having Shakira on the cover, but when her rep sent Celia photos that looked like they were taken on a cell phone, we passed.

RHYTHM AND SNOOZE

Surreal Elvis impersonator El Vez may be a riot on stage, but on the phone he was about as entertaining as giving blood.

**JUNE 2005
JUDGE FOR YOURSELF**

We originally scheduled Don Omar for the cover. But when his publicist bungled the date of the shoot, we decided to feature Dominican model Kathy Tangui, who Celia hand-picked after reading an XXL feature on her. We later learned the reason why Don Omar couldn't make our shoot: a court appearance over a weed bust.

ROPE-A-DOPE

Interviewing boxing champion Miguel Cotto was almost impossible. Tempo sent three reporters and they all said he was pathetic. He gave weak answers and rarely made eye contact. Perhaps he should stop taking shots to the head and spending so much time having his eyebrows sculpted (which gives him a permanent scowl, see page 6).

CHILL, WILLIE

We published what we thought was a great piece on legendary salsa artist Willie Colón. When he called to complain about the article and the fact that we didn't run a photo of him hanging out with some of his old South Bronx crew (below), we realized he's just never



happy with anything written about him. We did manage to introduce Daddy Yankee — whose idol is Colón — to the man himself. If they

MAIL HATER

Tempo's take on Big Apple Latin culture has been a breath of fresh air for most Post readers, and the feedback we've received has been overwhelmingly positive. However, there have been a few folks who have entertained us with their vitriol over the past two years.

The award for greatest hater has to go to a denizen of Brooklyn (age, religion, sexual orientation, race and gender unknown), who goes by the name of Wagner. He delights in berating us in letter after letter for our coverage of Latin rappers (who he feels are all hoodlums) and our reporting of negative Latino stereotypes (which he feels are wholly justified).

Copy Editor Joe Cunningham was delighted when he received his first Wagner letter (he was feeling left out).

It seems that lately, however, Wagner's been pulling his punches.

Could we finally be winning him over?

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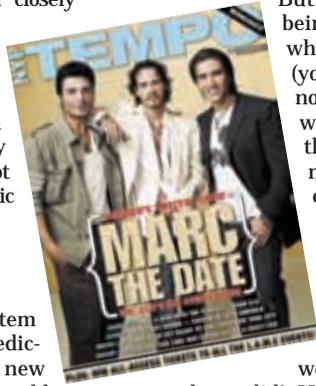
ever end up hooking up in the studio, they'll have us to thank.

PUERTO RICAN DAY PARADE SPECIAL PICTURE THIS

In celebration of the Puerto Rican Day Parade, we featured nearly 30 Boricua soldiers in town for Fleet Week. Those who looked closely noticed two men on the far left and right who were out of uniform. They were Puerto Rican cable operators who we snuck in the photo when they expressed sorrow for not being part of the historic shoot.

JULY 2005 RAVES FOR RICKY

After we ran a gossip item reporting an insider's prediction that Ricky Martin's new single featuring Fat Joe would be a dud with fans and hip-hop lovers, we received hate e-mails from Ricky fans all over the globe, including Sweden and Japan, calling us buffoons. *Mea culpa*. The CD rocks (see page 20).



ON YOUR MARC . .

This was the cover that almost didn't happen. We originally turned down the offer to feature Marc Anthony on our cover because we were told we couldn't bring up anything about his personal life — a subject we can't get enough of.

But, we hate being told what to ask (you deserve no less), so we rejected the offer. Ten minutes later, we got a call giving us the green light to ask him anything we wanted,

and we did! He was gracious through all the J.Lo questions. Thanks, Marc — you're a sport. We love you too, Jenny!

AUGUST 2005 MISSING THE FLOAT

After he led them to miss the



Brenda vs Mariah

Brenda K. Starr (left) slammed her former pal, Mariah Carey (right), off the record, so we respected the agreement. Days later, she let it all out to a plethora of media outlets from Puerto Rico to Peru. At press time, Brenda was still dissing Mariah.

biggest Dominican event of the year, the Luny Tunes duo fired their manager, Teddy. The hot producers didn't only miss NY's Dominican Day Parade, but they didn't make it onto Tempo's float as planned! However, Tempo was more than happy to have merengue stars Aguakate on board. Despite all the drama, the day turned out to be a spectacular success.

SEPTEMBER 2005 SMITS AND GIGGLES

Unlike Daddy Yankee, who has three publicists and counting, talented cover thespian Jimmy Smits is a confident man. He has only one publicist, who has been with him forever, the classy Carol Marshall. And he answers his own phone and doesn't have nosy publicists listening in on the interview!

Anthony J. Causi, Stephen Hird/Reuters

ADVERTORIAL

THINKING OUTSIDE THE BOX

General Motors reaches out to Hispanic Market by recruiting bilingual staff

Don't sell yourself short! General Motors Corp. is looking for a few good people to join their sales force to introduce their cars and trucks to more Spanish speaking New Yorkers. In order to do so, the company has launched a Bilingual Employment Sales Training (B.E.S.T.) program developed to recruit about 100 bilingual sales personnel in the New York area, the second largest Hispanic market in the United States.

The B.E.S.T. program is designed to help GM dealers attract, recruit, train and coach bilingual professionals for a long-term sales career in the automotive industry. GM and its dealers hope to better serve the 4.2 million Hispanics living in the New York metropolitan area through this innovative program.

"GM wants Hispanics to feel welcome in our showrooms by providing more sales consultants who speak Spanish and understand the community's culture, needs and preferences," said Gary Cowger, President of GM North America. "We hope to improve the car-buying experience for our Hispanic customers by giving them the assistance



Gary Cowger announcing the expansion of the B.E.S.T. jobs program in New York at the NY International Auto Show earlier this year.

they need to better understand all the details of this major purchase." Trained bilingual sales consultants can provide relevant cultural understanding and preferred language capability to better serve the Hispanic market, which makes up 19.8 percent of New York's population.

"The Hispanic market is expected to continue

growing in the coming years and GM has a great opportunity to grow with it, but we also have a responsibility to provide job opportunities so that the Hispanic community can prosper with us," said Felipe Herrera, Director of GM's Diversity Marketing & Sales.

Since graduating from B.E.S.T. in May 2004, Liz Santos has been promoted from the sales department to the finance unit at South Shore Auto in Mays Landing, N.J. Her new career at South Shore Auto gave her the means she needed to

become a homeowner for the first time. "This is a great example of how B.E.S.T. Jobs is not only supporting sales, but bringing us closer to the Latino communities," said Herrera. "B.E.S.T. is helping change lives."

For more information on the B.E.S.T. program, call 877-GM-BEST-1 or go to www.gmbestjobs.com.