

WITHDRAWAL SHEET

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Date: 08/11/2004

DOCUMENT NO. & TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. memo	Susan Borchard to John Herrington re potential Hispanic promotions and appointments, 3p [Item is still under review under the provisions of EO 13233]	6/29/83	
2. proposal	re Hispanics '84 – 18-Month Implementation Plan, 8p	n.d.	B6 2/17/12/200

RESTRICTIONS

- B-1 National security classified information [(b)(1) of the FOIA].
- B-2 Release could disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA].
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- B-7f Release could reasonably be expected to endanger the life or physical safety of any individual [(b)(7)(F) of the FOIA].
- B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA].
- B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA].

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE
WASHINGTON

September 22, 1983

MEMORANDUM FOR THE VICE PRESIDENT

FROM: EDWARD J. ROLLINS 

RE: Hispanics

I have prepared some background information and some ideas to help you bring the Administration's message to Hispanics.

Please see the attached.

A. INTRODUCTION

Behaviorally, Hispanics are mostly Democratic. Attitudinally, Hispanics are somewhat conservative. More precisely, they are populists--liberal on economics, conservative on social issues. Hispanics are concerned with bread and butter issues, e.g. jobs, crime, and health care. They tend to be isolationist, even in regard to Latin America.

B. ISSUES AND OPINION

The leading concerns of Hispanics are:

1. Unemployment/Jobs

Politicians who minimize the impact of unemployment, such as Bill Clements, suffer the consequences at the polls.

Congressman Robert Garcia (D-NY) was the original co-sponsor of Jack Kemp's enterprise zone bill. Apparently Garcia's ultra-liberal Puerto Rican constituency is willing to try anything in pursuit of jobs, even conservative, free market approaches.

The Vice President can stress the job creating aspects of the President's policies, from increased defense spending to the Jobs Training & Partnership Act to the most important program of all - the recovery.

Congressman Duncan Hunter (R-CA) uses an effective rhetorical technique to emphasize the jobs issue. He uses the phrase "and this means jobs" as a refrain as he ticks off a list of programs or actions that boost employment. Used over and over again, the "and this means jobs" line is very powerful.

The Vice President should continue to contrast the growth philosophy of the Administration with the scarcity ethic of Carter, as exemplified by the Global 2000 report. This is particularly effective with Hispanics, many of whom came here in search of opportunity.

As befits an upwardly mobile group, Hispanics are very optimistic about the economy. A recent poll showed that 51% of Hispanics think the economy will still be expanding in a year, compared to 48% of whites and 36% of blacks.

2. Education

Children are at the center of Hispanic culture. The Hispanic work ethic exhorts children to surpass the achievements of their parents. Hispanics see education as a way to assure the upward mobility of the next generation. Nowadays Hispanics want to be assured that the high tech revolution will not leave their children behind.

The Vice President should be ready to prove that education spending has not been cut and that the President's policies will move us back toward excellence.

The Vice President should reiterate Administration support for effective bilingual education and also for tuition tax credits. A recent poll showed that 84% of Hispanics support such credits.

3. Crime

Always a major Hispanic concern; especially youth gangs.

4. Immigration

Polls show that a majority of Hispanics support tougher controls. However, Hispanic support breaks down when specific policy actions are mentioned.

The Administration has endorsed the Simpson-Mazzoli reform bill, which passed the Senate in May and is likely to pass the House soon. However, we should not dwell on this polarizing issue in front of Hispanic groups.

5. Foreign Policy

Hispanics are anti-communist, but they are wary of Yanquis with big sticks.

Hispanics from poverty-stricken rural Mexico do not burn with the anticommunist intensity of displaced Cuban landowners now living in Miami.

The Vice President should stress our humanitarian and economic aid to Central America, our role in the IMF "rescue" of Mexico, and the Caribbean Basin Initiative.

6. Federalism/Local Control

Either from their personal memory or their cultural experience, Hispanics know the evils of centralized government and grinding bureaucracy. They came here to escape such oppression. Even in America, many Hispanics believe their interests are not looked out for by Anglos in local, state, or federal government. To Hispanics, local control is seen as a solution to the problem of inadequate services, budget cuts, etc.

Hispanics also realize that they are not numerous or concentrated enough to achieve statewide power anywhere but New Mexico. Thus their best hope for ethnic self-determination lies in local control.

C. VALUES

The President was right on target when he told the Cinco de Mayo crowd in San Antonio that Hispanics share his belief in "God, family, work, democracy, and justice." The President also hit the nail on the head this month when he observed that the Democrats have "forgotten that values, not programs and policies, serve as society's compass."

Hispanics may believe in liberal economics and high social spending, but as populists, they also believe in hard work, thrift, private ownership and upward mobility.

The Vice President can help secure "the values issue" for the benefit of the Republicans. He can point out the similarities between the conservative values of the Administration and the conservative-populist values of Hispanics.

The Vice President must overcome the inherent anti-GOP bias of Hispanics. He can do this by emphasizing personality and values. If this sounds like putting style over substance, so be it. No Republican can win the Hispanic vote unless he or she develops a relationship with them that transcends partisan labels.

Key concepts to communicate to Hispanics are:

1. Personality

Lance Tarrance uses the word "personalismo." Hispanics have had enough of faceless bureaucracy. They want authority with a face-- a leader they can relate to and feel personally close to.

2. Power

Another legacy of Latin culture is the Hispanic admiration of raw power. They don't want tyrants, but Hispanics expect boldness and self-confidence in their leaders.

3. Sensitivity

No. 3 may seem to contradict no. 2, but to Hispanics power and sensitivity are attributes that compliment each other.

4. Commitment

Bill Clements' 1982 slogan "hombre de palabra" was good, in and of itself. Integrity and consistency are highly valued in the Hispanic community.

5. Ability

A good leader of Hispanics uses his experience and competence to work effectively for the common good.

The Vice President should use the power available to him to favorably project the Administration. Particular attention should be paid to the uses of incumbency. The Vice President oversees the South Florida Task Force on Narcotics and the Southwestern Border States Working Group. With those two groups, the Vice President exerts some influence over most of the states with Hispanic concentrations.

D. COMMUNICATIONS

1. Republicans and the Golden Door

There is a tendency to classify Hispanics as a "minority," thus lumping them in with blacks.

While Hispanics are a minority, they are very much unlike blacks in terms of cultural experience and historical circumstance. Hispanics should be thought of as immigrants. It will clarify our strategic thinking in regard to this group if we compare them to turn of the century Italian or Polish immigrants.

The Democrats won the allegiance of these new Americans because they were smart enough to cultivate them. The GOP, on the other hand, had an "attitude problem."

We can avoid making the same mistakes if we demonstrate, by word and deed, our awareness that Hispanics came here in search of a better life. The Vice President could acknowledge that Hispanics are the best and the brightest of their native lands, coming here in search of the American Dream.

As we campaign among Hispanics, we will surely be charged with "pandering" to Hispanic "special interests." In an editorial following the President's endorsement of bilingual education, the Post snidely referred to "Walter F. Reagan," an allusion to Mondale's habit of promising any constituency anything in the course of his campaigning.

The special interest pandering charge will not stick to us the way it sticks to Mondale. The difference is incumbency. Unlike Mondale, the Administration has a track record now, which includes some pluses and some minuses in regard to Hispanic interests. If we throw a few bones their way, nobody will be able to say that we have given Hispanics a blank check.

Therefore we should not let some criticism by Washington insiders spook us. The Vice President should mix some sugar (bilingual education, the Hispanic entrepreneurship program) with the bad tasting medicine (budget cuts, the lingering effects of the recession) as he stumps the country. Hispanics don't read the Post, all they will remember is the sweet taste of a few customized programs.

Another page we should take from the Democrats' book on immigrant politics concerns the adroit use of symbols. The media may be cynical about "tokenism," but up and coming groups know that in order for there to be a second, there has to be a first. The Vice President should arrange to be with Hispanic appointees whenever possible. Similarly, there is everything to gain and nothing to lose from wearing sombreros, eating tacos, doing the hat dance, etc. We should help celebrate Hispanic holidays at every opportunity. Such activities may bore the press, but they never fail to flatter the host group.

2. Lessons from advertising

Corporate America is only just beginning to research the Hispanic market. One intuitive point was backed up in a recent Yankelovich poll which revealed that 73% of Hispanics notice when an English commercial has simply been translated into Spanish, and that they consider such advertising to be insincere.

If Hispanics think that the messages aimed at selling them soda and pantyhose should be suffused with Hispanic culture, then there can be no doubt that they appreciate authenticity in their politicians. Few Anglo politicians have an Hispanic daughter-in-law. Those that do have a valuable entre.

According to Dunn's Business Review, "Chrysler tied its comeback campaign to the feeling of striving among Hispanics [emphasis added]. The opening line 'We Espinozas aren't going to be pushed around anymore' dovetailed with the firm's similar contention that it was prepared not only to survive but to thrive."

3. Nomenclature

There is no consensus as to how to refer to the Hispanic population. The LA Times recently published a poll showing how Hispanics across California liked to be referred to:

Mexicano	25%
Mexican-American	23%
Latino	18%
Hispanic	14%
Not Sure	8%
Chicano	4%
Other/Refused	3%
Spanish	2%
American	2%
Mexican	1%

"Mexicano" is the preferred term of those born outside the U.S., while those born here preferred "Mexican-American."

What about "Hispanic"? The Times notes that "'Hispanic' is a noun born in the federal bureaucracy in Washington."

Plenty of groups use the word (Congressional Hispanic Caucus, Hispanic Force '84), but plenty don't (League of United Latin American Citizens, Mexican-American Legal Defense and Education Fund, Puerto Rican Legal Defense Fund). The Times uses "Latino." This is definitely a subject that requires further study.

4. Pride

The Vice President should be sensitive to the yearning of Hispanics for respectability and acceptance. The Hispanic votes we are likely to get will come from the more affluent echelons. These people have worked

hard to achieve status and respect. They don't want to be lumped in with migrant workers and Marielitos. Those Hispanics that have really made it in America are frequently devoutly American. Converts are almost always the most intent in their new faith.

Critics may call these attitudes snobbery. The Vice President should refer to Hispanic pride.

Hispanic pride should be encouraged by references to great Hispanic achievements, from the exploration of the New World to Simon Bolivar (1983 is the 200th anniversary of his birth) to Hispanic Congressional Medal of Honor winners.

5. Heroes and Role Models

Hispanics do not have a strong presence in the media. Therefore there are few heroes for Hispanics. Even Cesar Chavez was cited by a mere 6% of Hispanics in an LA Times survey of most admired people.

Interestingly, Dodgers pitcher Fernando Valenzuela was tied with actor Ricardo Montalban for second place in the survey. Sports stars are extremely important to Hispanics for two reasons. First, Hispanic athletes are about the only Hispanic group that enjoys heavy media coverage. Second, athletes appeal to the Hispanic desire to compete with the rest of the country. Budweiser became the number one beer in the Hispanic market by centering its ad campaign around a boxer.

Hispanics favorite sport is baseball. The top five Hispanic players are:

Rod Carew, California Angels
Fernando Valenzuela, Los Angeles Dodgers
Pedro Guerrero, Los Angeles Dodgers
Keith Hernandez, New York Mets
Tony Armas, Boston Red Sox

The top Hispanic player in Texas is probably Jose Cruz of the Astros. The "saint" of Hispanic ball players is the late Roberto Clemente.

Any sort of tie in with these heroes would be beneficial. Other positive figures include:

- Jaime Escalante, the math teacher at Garfield High School in East Los Angeles who turns out Hispanic superachievers.
- Roy P. Benavidez, the Texas Medal of Honor winner whose disability benefits were recently restored by the Administration.
- Richard Rodriguez, the closest thing to a Hispanic Tom Sowell; i.e. a conservative intellectual who grew up in a minority culture and yet understands the need to assimilate and advance.

- Menudo, the Puerto Rican singing group that has crystallized the pride of young Hispanics (one third of all Hispanics are under 15). The Vice President can easily plug into Menudo by recalling hearing their music as he campaigned in the Puerto Rican primary.

Obviously, the Vice President needs to emphasize his great respect for Hispanics who hold opposite political beliefs, ranging from New York City Schools Chancellor Anthony Alvarado to New Mexico Governor Toney Anaya.

E. THEMES

In his talks to Hispanics, President Reagan has emphasized economic recovery and foreign policy. The Vice President will want to stress those vital issues as well. However, there are some related themes he may wish to use to embellish the Administration message.

1. Hispanics are on the threshold of a better life.

Hispanics should be urged to vote their hopes, not their fears. The main obstacle to a better life for them and their children is an economic downturn.

2. Hispanics came to America in search of a better life, and they are finding it.

This theme is similar to number 1, but it acknowledges the positive effect of Hispanic immigration. The historian Oscar Handlin wrote: "Once I thought to write a history of immigrants in America. Then I discovered that immigrants were American history."

3. President Reagan offers a vision of Hispanics succeeding through their own efforts, assisted by a government that allows prosperity but assures equal opportunity.

The American Dream is open to all. Hispanics just want their fair share. They don't want welfare and handouts, they want jobs and opportunity. The government helps by providing a safety net and equal rights enforcement.

4. The hard times we have been through show the need for discipline, unity, and a rededication to the work ethic.

The 1970's showed us what happens when our values get soft and our productivity starts to sag. Hispanics were never part of the problem, they were too busy getting ahead. They are now a big part of President Reagan's solution--make America great again.

5. The President needs the abilities of all Americans to meet the challenges of the future.

This theme highlights the importance of nurturing institutions central to Hispanics: family, church, and school. Only quality education will produce the Hispanic leaders of tomorrow.

6. Those who treat Hispanics as a monolithic bloc do a dis-service to Hispanics and to the country.

Our goal is to get Hispanics to think of themselves as individuals, as well as members of a minority group.

7. Traditional family institutions must be preserved.

This theme is important, but we must be careful so we don't fall into the gender gap trap. The truth is that Hispanic sex stereotyping is deeply entrenched. We can indirectly tap into this rich vein of sentiment by stressing not the role of women, but the role of children.

8. Hispanic women are unsung heroines.

As with other subcultures, the '50's stereotype belies the reality. Twenty-three percent of Hispanic families are headed by women. Forty-nine percent of all Hispanic women are in the labor force. As with other audiences we need to stress our commitment to two principles: opportunity for those that want it (mostly men), and security for those that need it (mostly women).

9. The President is working for a Central America free of Marxism and militarism.

Aside from the Cubans, Hispanics are ambivalent about U.S. policy in South America. They want what so far has only rarely been achieved there: humane governments. Since we don't have the formula, the best we can do is demonstrate our concern and interest.

THE WHITE HOUSE

WASHINGTON

August 5, 1983

MEMORANDUM

TO: JAMES BAKER
FROM: J.F. SALGADO 
SUBJECT: Hispanic Appointees

PERCENTAGE BREAKDOWN OF HISPANIC APPOINTEES IN THE ADMINISTRATION

A. Overall Percentage

1. 2.65% of all appointees are Hispanic

B. Breakdown by category in percent

1. Presidential Appointments (PA) - 1.89%
2. Presidential Appointments with Senate Confirmation (PAS) - 3.77%
3. Senior Executive Service (SES) - 2.51%
4. Schedule C Appointments (SKC) - 2.62%

CROSS SECTION OF CURRENT HISPANIC APPOINTEES

DEPARTMENT OF DEFENSE

Ernest F. Garcia
Deputy Assistant Secretary
Defense for Senate Affairs

Donna Alvarado *
Deputy Assistant Secretary for Equal Employment Opportunity &
Safety Programs

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Maryann Martinez-Gomez
Director Intergovernmental Affairs, Dallas

DEPARTMENT OF INTERIOR

Richard T. Montoya *
Deputy Assistant Secretary
Territorial and International Affairs

DEPARTMENT OF STATE

Jose Sorzano
U.S. Representative to Economic and Social Council, United Nations
United States Mission to the United Nations

DEPARTMENT OF TREASURY

George Astengo
Deputy Assistant Secretary Administration

NATIONAL CREDIT UNION ADMINISTRATION

Elizabeth Flores Burkhardt *
Board Member

NATIONAL LABOR RELATIONS BOARD

Patricia Diaz Dennis *
Board Member

EXPORT-IMPORT BANK OF THE UNITED STATES

Rita M. Rodriguez
Director

SMALL BUSINESS ADMINISTRATION

Heriberto Herrera *
Deputy Administrator

VETERANS ADMINISTRATION

Everett Alvarez
Deputy Administrator

Treasurer =
HUD = Abrams
DOT = ?
Commerce =
Bnd Brown

FHA Comm'r

THE WHITE HOUSE
WASHINGTON

July 5, 1983

MEMORANDUM:

TO: JOHN S. HERRINGTON
FROM: SUSAN BORCHARD
SUBJECT: Potential Hispanic Promotions and Appointments

The following Mexican-Americans have been recommended for possible promotion:

<u>NAME</u>	<u>PRESENT POSITION</u>	<u>LEVEL</u>	<u>RECOMMENDED BY</u>
Salgado, Joseph	Commissioner of Enforcement at INS	SES	D. Patrick
Herrera, Heriberto	Deputy Administrator of SBA	SES	B. Newman
Rodriguez, Rita	Director, Export Import Bank of the United States	PAS	C. Hicks
Alvarez, Everett	Deputy Administrator of Veterans Administration	PAS	M. Urban

The following Hispanics have been recommended for possible promotion:

<u>NAME</u>	<u>PRESENT POSITION</u>	<u>LEVEL</u>	<u>RECOMMENDED BY</u>
Casanova, Joseph	United States Executive Director of Inter-American Development Bank	PAS	C. Hicks
San Juan, Pedro	a/s Territorial and International Affairs at DOI (is being considered for a United Nations position)		J. Ryan

PRESENT CANDIDATES:

<u>NAME</u>	<u>POSITION</u>	<u>LEVEL</u>	<u>RECOMMENDED BY</u>
Caban, Angel	Director of National Institute of Museums		B. Newman

The following Hispanics should be considered for placement in the Administration:

<u>NAME</u>	<u>COMMENT</u>	<u>RECOMMENDED BY</u>
Villareal, Carlos DC - Mexican American	Wilber Smith and Associates (international transportation consultant)	Chris Hicks
Romero, David T. CA - Mexican-American	Director of Personnel & Labor Relations -- South Whittier School District -- has political credentials	Tirso del Junco
Kopack, Laure Reyes MI - Mexican-American	Staff Attorney at Detroit Detroit Edison Company Republican State Central Committee Member	Heriberto Herrera
Toscano, Gene TX - Mexican American	Attorney - Republican Clubs	Tirso del Junco
del Junco, Tirso, M.D. CA - Cuban	General Surgeon, Banking & Financial experience -- top Reagan credentials	Robert Tuttle
Marquez, Nancy FL - Cuban	has banking background, but no political experience	Carlos Salmon
Laura Maria Castellanos Del Valle NC - Cuban	recently received Juris Doctorate Degree -- has worked for Senator Jesse Helms	R. Winston ACTION Regional Dir. Atlanta
Castillo, Rosendo J. CA - Cuban	Vice President - Manager Bank of America NT & SA, experience in export-import financing and administration Reagan in '76	Tirso del Junco
Gomez, Pablo FL - Cuban	Banking and Real Estate background, Reagan in '76 and '80	Tirso del Junco
Arango, Edwardo	Attorney, International Law Advisory Board of Education; Board of Directors -- Cuban Art Museum, Experienced in Law, International operations, Marketing, Business Management	Jose Casanova

<u>NAME</u>	<u>COMMENT</u>	<u>RECOMMENDED BY</u>
Bermello, Willie FL - Cuban	Architect from Florida, ran for state legislature Reagan '76	Tirso del Junco
Serra, Enrique MN - Cuban	Spanish Language, Culture & and Literature Instructor Republican activist, worked for Senator Durenburger and Governor Quie campaigns -- Reagan credentials	Tirso del Junco
Casanova, Alicia FL - Cuban	Jose Casanova's wife -- Part- time consultant at Peace Corps had weekly radio program in Florida - strong political activities	Holly Coors
Miranda, Mercy FL - Cuban	Hispanic Community Relations Manager	Jose Casanova
Garcia, Marz CA - Spanish	Banker, State Legislator Candidate for Lieutenant Governor	Sen. Bill Campbell
Hindman, Helen Lopez AZ - Spanish		Jim Click

WHITE HOUSE STAFFING MEMORANDUM

DATE: June 16 ACTION/CONCURRENCE/COMMENT DUE BY: June 21st

SUBJECT: PROMINENT HISPANICS LIST

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	HARPER	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input type="checkbox"/>	HERRINGTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	JENKINS	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
CLARK	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS/ATWATER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	VERSTANDIG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FIELDING	<input type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GERGEN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

As partial follow-up to our meeting on Hispanics, attached is a list of prominent Hispanics prepared by Dick Wirthlin. Would the three action assignees please determine which of the 35 names are names that our effort should seek to be associated with.

Thank you.

RESPONSE:

PROMINENT HISPANICS

1. John Soto President of a company that works with the aerospace industry
2. Julian Nava Teacher, elected to the LA Board of Education, former Ambassador to Mexico
3. Jerry Apodaca Former Governor of New Mexico
4. Caytano Acosta Mayor of El Mirage, Arizona
5. George Mosqueda Small businessman, Stockton, California
6. Federico Camcho Restaurant owner in Chicago--Cafe Azteca
7. Sara Cacallao Fled Cuba when Castro came to power, Vice President of the National Bank of Miami
8. Danny Villaneuva Former NFL football player, owns several Hispanic television stations
9. Michael A. Benages President and CEO of LCR, Inc., Chicago
10. Jesus Chavarria Publisher of the Hispanic Business magazine, Santa Barbara, California
11. Romuldo Gonzalez Attorney, New Orleans
12. Heriberto Herrera Deputy Administrator of the Small Business Administration
13. Micho Fernandez Spring Deputy Mayor of Boston
14. Avelardo L. Valdez
15. Raul Yzaguirre President of the National of La Raza (National Council of Race)
16. Frank Del Olmo Editoria~~t~~ Writer/Columnist, LA Times
17. Gerald Garcia Assistant to the Publisher of the Kansas City Star Times
18. Felix Gutierrez Assistant Professor, School of Journalism, USC
19. Ignacio E. Lozano, Jr. Publisher and Editor of La Opinion
20. Thomas Rivera Chancellor, University of California, Riverside
21. Carmen Zapata President and Managing Producer of the Bilingual Foundation of the Arts, Los Angeles, California
22. Maurice Ferre Mayor of Miami
23. Luis Sadines Head of an organization called Camaco
24. Raul Martinez Mayor of Hialeah
25. Raul Masvidal Prominent banker
26. Mayor Cisneros Mayor of San Antonio
27. Alberto Bustamente Judge
28. Tony Bonillo Head of an organization called Lulac
29. Robert Garcia Congressman
30. Herman Badillo Ex-Congressman
31. Manuel Bustelo Diario La Prensa
32. Al Torrez Elected official
33. Ed Roybal Congressman
34. Gloria Moline Assemblywoman
35. Manuel Lujan Congressman, New Mexico

SPECIAL ATTENTION MAIL SPECIAL ATTENTION

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SPECIAL ATTENTION MAIL

To be opened only by Jim

Office _____

STOP NO. _____

18-Month Implementation Plan

JUNE

- White House hire Special Assistant for Hispanic Affairs (SA/HA).
- Temporary assignment of a Hispanic to White House personnel to intensify Hispanic recruitment for PAS positions.
- Hispanic Issues Development Task Force formed under Hispanic Affairs Special Assistant. Membership: Housing and Urban Development (HUD) Small Business Administration (SBA), Department of Education (Education), Department of Labor (DOL), Department of Commerce (DOC), Department of Energy (DOE), Department of Transportation (DOT), and and Department of the Interior (DOI).
- Start planning process for a August 1983 meeting between Mexican President de la Madrid to discuss peso devaluation. Funding opportunities to American G.I. Forum from DOL, Education, and Health and Human Services (HHS) that the President can announce at the group's National Convention to be held in El Paso, Texas (August 14, 1983).
- Announcement by President of outcome of task force dealing with peso devaluation.

JULY

- President announces appointment of SA/HA.
- President announces Hispanic Issues Task Force composed of high level appointees from the following:
 - DOL: Employment and Training Administration
 - HUD: Housing, Community Development, Fair Housing
 - SBA: 8(a) Procurement
 - Education: Bilingual education, vocational education
 - DOC: Minority Business Development
 - DOE: Winterization funding
 - DOT: Contracting opportunities Federal Highway Administration
- First of series of invitations to key Hispanic leaders to attend White House functions, such as State dinners. Followed up with meetings

involving Political Affairs and SA/HA to determine their availability to assist in 1984.

- SA/HA meets with DOL (ETA) regarding possible pilot projects for Hispanics in Texas, California, and Florida, follow by meetings with the other aforementioned Departments.
- SA/HA finalizes details on approving of projects for American G.I. Forum.
 - DOL/Veterans Administration (VA): Veterans Outreach Program
 - DOL: Summer Youth Program
 - DOL: SER Jobs for Progress (Working Partnership Title VII).
 - HHS: Drug/Alcohol Abuse Program
 - HUD: Elderly Housing Programs
- SA/HA starts meeting with White House personnel to identify vacancies and recruits Hispanic candidates for consideration.
- SA/HA travels to Miami/Los Angeles to meet with Hispanic officials; schedules public appearances and media opportunities.
- Tax cut effect on average wage-earner's salary included in all Administration speakers comments.

AUGUST

- President addresses American G.I. Forum National Convention, El Paso, Texas, and makes announcement regarding Federal funding of appropriate projects and a major address on education and/or Central America.
- President meets in Mexico with that country's President, Miguel de la Madrid.
- SA/HA holds meetings with key Hispanic leaders clustered by State., i.e., Texas, California, Florida, to discuss issues and possible projects to fund in each of the States.
- Meets with newly elected leaders of American G.I. Forum, LULAC (if leadership change is pro-Administration), and Hispanic Chamber of Commerce. Arranges meeting with President and/or Vice President.
- State Department briefing of Hispanics regarding Central America.
- Planning commences for September 16 Hispanic event - Houston, South Texas, and/or Los Angeles. Hold put on President's calendar for September 16.

- President and/or Vice President meets with Hispanic Catholic Bishops regarding Hispanic issues.
- SA/HA meets with Federal Departments regarding funding to Hispanic groups in Texas, California, and Florida.
- White House Hispanic projects to be funded in Texas, California, and Florida must be cleared with SA/HA.

SEPTEMBER

- President involved in Hispanic Media Event, September 16.
- President proclaims Hispanic Heritage Week.
- Hispanics invited to White House for kick-off of Hispanic Heritage Week.
- Hispanic groups identified for funding in San Antonio, El Paso, Houston, South Texas, Corpus Christi, Austin, Laredo, Dallas/Ft. Worth, Los Angeles, San Diego, Miami. NOTE: Congressman Manuel Lujan (R-NM) is highest ranking Republican Hispanic elected official. He should be utilized to organize a Hispanic advisory group under the aegis of the Republican National Committee (RNC). He should be enlisted to do the following:
 - Visibility with the President
 - Surrogate speaking
 - Advise White House on Hispanic issues
 - Meet with Hispanic appointees
 - Recruit candidates for Presidential appointment
- Aforementioned cities targeted for surrogate speaking circuit by Vice President and Cabinet members making announcements of Federal grants that will counter the "fairness" issues.

OCTOBER

- Funding opportunities for FY 84 monies targeted to identified Hispanic groups again in aforementioned cities.
- Groups of Hispanics invited to White House for briefings.
- Key Hispanic leadership for '84 recruited and briefed on prep for '84.
- President or Vice President have media event in Miami.
- Announcement of anti-drug program addressing the Hispanic communities.

NOVEMBER

- '84 network firmed up (12 in each of the 12 cities listed previously). Hispanic metro chairmen selected.
- Congressman Lujan chairs first meeting of the "RNC" Hispanic Advisory Committee Board (12 Hispanic metro chairmen). First meeting should address the following:
 - Identifying responsive groups that receive Federal funds or creation of new groups.
 - Assembling resumes of candidates for possible appointment to Federal positions, boards and commissions and especially Federal judge candidates.
 - Hispanic issues, in particular how to improve the President's image regarding the "fairness" issue.

NOTE: SA/HA should sheppard this group.

- It would be advisable to have the President and Vice President meet with the Metro Chairmen.
- Group meets with Re-elect Chairman and Senator Laxalt for detailed marching orders regarding '84 requirements.

DECEMBER

- SA/HA makes swing through Texas media events and private meetings to address "fairness" issue.
- President's Christmas card list reviewed to assure key Hispanics are on it. Finalize mailing list of Hispanics in targeted States and cities to receive "personal" letter from the President.
- Each Federal Department submits names of contacts to be used regarding Federal projects to be funded in the previously mentioned cities in Texas, California, and Florida. They are also asked to pre-clear these projects before consummating.

JANUARY

- President makes announcemnt of high level appointments, hopefully a Cabinet officer.
- SA/HA meets with leadership of American G.I. Forum, Hispanic Chamber of Commerce, and possibly LULAC to discuss issues.
- First direct mailing goes to targeted Hispanics from the President.

- News releases and radio actualities slanted toward Hispanic market are set in motion on a regular basis both from White House and from each Federal Department's Public Affairs Office. (They should all have Hispanic public affairs staff that can concentrate on these items and coordinate them through the White House press office.)
- Hire a Hispanic media type to work in White House press office.
- SA/HA meets with Hispanic public affairs coordinators on at least a monthly basis through November.
- SA/HA sets up briefings for Cabinet Council Working Groups to detail assistance needed through November.
 - Public affairs
 - Grants and projects in targeted cities
 - Issues that can be used for positive image building
 - Discussion of controversial issues
- Invitations go out to Hispanics for Inaugural Anniversary.

FEBRUARY

- President meets with key Hispanics from the 12 targeted cities to discuss issues and appointments.
- SA/HA compiles a list of accomplishments impacting Hispanics.
- Campaign announces chairmen of Reagan Hispanic Committee.
- SA/HA makes swing through Miami--media and private visits with key leaders.
- SA/HA meets with Hispanic public affairs types.
- SA/HA meets with Hispanic Administration types regarding grants.
- State Department briefings for Hispanics regarding:
 - Central America
 - United States/Mexico affairs
- President or Vice President attend George Washington's birthday celebration, Laredo, Texas. (Meets with Mexican President Miguel de la Madrid).

MARCH

- Vice President has roundtable meeting with Hispanics from Texas.
- President makes major announcement regarding education.
- SA/HA has monthly meetings with:
 - Public affairs
 - Department liaisons regarding grants
- Makes swing through California media and Private Meetings.
- Surrogate speakers' schedules.
- President makes announcement of new appointees to high level posts.
- Second direct mailing goes to Hispanics in targeted area.

APRIL

- President meets with key Hispanics, led by Congressman Manuel Lujan.
- Vice President has roundtable meeting with Hispanic leaders in Florida. Makes announcement of drug rehabilitation program impacting Hispanics.
- SA/HA has monthly meetings with:
 - Public Affairs--White House and Departments
 - Department liaisons
 - Cabinet Council Working Group
 - Surrogate speakers schedule
 - Makes swing through Texas
- President makes address regarding effect of tax cut.

MAY

- President - May 5 celebration in Texas.
- President holds White House reception honoring Hispanic appointees.
- Hispanic Advisory Committee members attend White House appointees reception.

- Attend briefings on the following:
 - Issues
 - '84 Organization
 - Appointees
- Third direct mailing from President goes out.
- Vice President meets with Hispanic Advisory Committee.
- SA/HA has monthly meetings with:
 - Public affairs
 - Department liaisons regarding grants
 - Surrogate speakers schedule
 - Presidential personnel regarding appointments
 - Cabinet Council working groups
 - Minority Small Business media event - White House

JUNE

- President meets with Congressman Lujan to discuss issues and progress on same announcement of summer youth employment program in targeted cities.
- SA/HA has monthly meetings (same as above)

JULY

- SA/HA monthly meetings (same as above)
 - List of accomplishments regarding Hispanics updated and monthly hereafter

AUGUST

- SA/HA monthly meetings
 - List of accomplishments regarding Hispanics updated
- Speaking opportunities in Texas

SEPTEMBER

- SA/HA monthly meetings
 - List of accomplishments regarding Hispanics updated
- President proclaims Hispanic Week.
- September 16 function in San Antonio and South Texas
- Vice President - Florida media event

OCTOBER

- SA/HA monthly meetings (same as in May)
 - List of accomplishments regarding Hispanics updated
- Announcement of Federal Funding

OUTLINE

- A. INTRODUCTION
- B. DEMOGRAPHICS AND OPINIONS
- C. ISSUES
- D. THEMES

A. INTRODUCTION

Looking to 1984, we see that some of our key Reagan states have significant Hispanic populations. California, Florida and Texas, for example, have 97 electoral votes between them. In two of those states, California and Texas, the number of Hispanics eligible to vote exceeded the President's 1980 margins of victory.

The GOP has not done very well with Hispanics in the past. However, we have reason to be very optimistic about our prospects for improving our share of the Hispanic vote. Hispanics generally share the President's and the GOP's conservative personal and social values. They believe in work and upward mobility. As more of them enter the middle class, we can expect many of them to become Republicans. We can accelerate this "Republicanizing" process by working diligently to overcome those barriers of tradition and culture that have kept us from communicating our message to this potentially receptive audience.

The Hispanic vote is very diverse. GOP support from within the various Hispanic subgroups ranges from near-unanimous to near zero. In 1980 the President won over 80 percent of the Cuban-American vote, about 25 percent of the Mexican-American vote, and less than 10 percent of the Puerto Rican vote. Across the nation, the Hispanic base Republican vote is about 10 percent of the total. The Democrats have a Hispanic base of 50 percent or more. The remaining 40 percent or so of the Hispanic vote "swings" from election to election. However, Republican candidates have rarely gotten more than 30 percent of the Hispanic vote nationwide.

Hispanics are the fastest-growing minority group in the United States. They are second to Blacks, but they lag disproportionately behind Blacks in terms of registration, turnout and elected officials. Since Hispanics are still "maturing" politically, we have a good chance to head off their drift into the Democratic Party.

The Hispanics present an opportunity and an imperative to the GOP. We have the opportunity to augment our political strength with Hispanic votes. We face the imperative of preventing them from becoming another Democratic bloc.

B. DEMOGRAPHICS AND OPINIONS

1. In 1980, the Census Bureau counted 14.6 million Hispanics in the U.S., about 6.4 percent of the population. Below are the top ten Hispanic-minority states:

	<u>Hispanic %</u>	<u>Electoral Votes</u>
New Mexico	37	5
Texas	21	29
California	19	47
Arizona	16	7
Colorado	12	8
New York	10	36
Florida	9	21
New Jersey	7	16
Illinois	7	24
Nevada	7	4
		<u>197</u>

2. The following table shows the relative size of the major Hispanic subgroups:

	<u>Percent of Total</u>
Mexican	59
Puerto Rican	15
Central & South American	7
Cuban	6
Other	12

Sixty-three percent of all U.S. Hispanics live in five Southwestern states: Arizona, California, Colorado, New Mexico and Texas.

3. Accurate statistics on Hispanic voting power are scarce. Many voting-age Hispanics are not citizens. Some of the groups that undertake to count voting age Hispanics have a vested interest in inflating the total. On the other hand, not all of these who consider themselves to be Hispanic have Spanish surnames.

We do know, however, that Hispanic political power is rising rapidly. Fewer than 600,000 Hispanics were registered in Texas in 1976. That figure grew to almost 800,000 in 1980, and is expected to exceed 1 million in 1984.

4. Hispanic incomes are catching up to the national average. As they move into the middle class, we can expect them to become more Republican. In 1980 the mean family income for all Americans was approximately \$19,600. For Hispanics, it was \$16,100. For Blacks, \$13,000.

Hispanics may be better off than Blacks, but 18 percent of them receive food stamps. Twenty percent rely on Medicaid. Forty-three percent of Hispanic school children depend on school lunches.

5. Hispanic opinion parallels national opinion on most issues. According to a Tarrance poll taken in California, for example,

Hispanic opinion is in line with the general population on education, crime, and the environment. One standout difference is that 45 percent of Hispanics--twice the percentage of the general sample--are concerned about attracting jobs and industry to California.

6. A look at the issues that Hispanics generally say are most important to them confirms their "bread and butter" outlook:

1. Unemployment
2. Education
3. Crime
4. Budget Cuts
5. Immigration

C. ISSUES

The issues discussed below are the same as those rated most important by Hispanics, as per Section B.

1. Unemployment.

Far and away the most frequently cited Hispanic concern. Politicians who minimize its impact and importance, such as Bill Clements, suffer the consequences at the ballot box. Clements' technically excellent campaign last year was undone by his failure to relate to voters' fears about rising unemployment. Nobody has a magic bullet for unemployment; but, voters, including Hispanics expect their leaders to be aware, concerned, and compassionate.

Congressman Robert Garcia (D-NY) was the co-sponsor of Jack Kemp's original urban enterprise zone bill. Apparently, Garcia's very liberal Puerto Rican constituency is now even willing to explore conservative free market solutions in their search for jobs.

Some of our budget cuts have temporarily increased unemployment, e.g. elimination of CETA. We need to focus attention on the job-creating aspects of the President's policies, from tax cuts to the defense buildup, which is pouring money into installation-heavy Southern California and South Texas.

2. Education.

As the saying goes, "demography is destiny." The high Hispanic birthrate guarantees that education and other developmental issues are high on their list of concerns. Hispanic culture focuses on children. The Hispanic work ethic stresses getting ahead. Hispanic parents want their kids to become doctors and engineers. They don't want the high tech revolution to leave their kids behind.

Probably the single biggest concern of Hispanic parents is school funding. This is ordinarily a local matter, since it involves district boundaries, zoning, property tax assessments. The federal government's only involvement is its various school aid programs. These have not been cut very much. However, we should be aware that every time a school system cuts anything, they find it convenient to scapegoat "Reagan budget cuts."

The second biggest concern is bilingual education. Here we run into trouble because Hispanics are confused as to what bilingual education entails. Evidently a great many believe that bilingual education refers merely to the process of teaching non-English speaking children English before "mainstreaming" them into the English-speaking school population. They are upset when they hear that President Reagan "opposes" bilingual education.

The confusion--our problem-- stems from the fact bilingual education, as ordered by the courts and implemented by the bureaucracy, consists of teaching students their native language and (maybe) English. Critics of this Balkanizing policy, including President Reagan, decry the diversion of scarce funds to support a program that diminishes the opportunities on non-English speaking students to participate fully in American society. Some radical Hispanics support this approach, but most do not. While polls show that 80-90 percent of Hispanics support bilingual education, polls also show that when the question is worded so that Hispanics have a choice between students being taught English as rapidly as possible or students learning both languages, they choose the rapid English option by 2 to 1.

The confusion over bilingual education--and the political damage to us--will not end until the President says that he supports bilingual education that helps non-English speaking students join the mainstream, but opposes bilingual education designed to ghettoize those students.

A third major education issue is tuition tax credits. Because a high percentage of Hispanic parents send their children to parochial schools--and a lot more wish they could afford to--even liberal Hispanic politicians have to support tuition tax credits. A prominent Democratic state senator from San Antonio even supports vouchers! This is one clear cut issue where we have the opportunity to separate Hispanics from the national Democratic Party.

3. Crime.

Most affects those at the lower end of the socioeconomic scale. Youth gangs are a major problem. Any sort of Presidential or Justice Department initiative to combat gangs would be welcomed.

4. Budget Cuts.

Our key Hispanic target groups have not been very affected by budget cuts. Rather, as is the case with other working Americans,

they have benefitted from tax cuts and the decline in inflation.

5. Immigration.

This issue deeply divides the Hispanic community. On the one hand, Hispanics would like to see more of their own come here. On the other hand, they worry about immigrants undercutting their wages. This issue separates the pro-immigration intelligentsia from the anti-immigration union leadership.

The Simpson-Mazzoli immigration reform bill (S.529) was endorsed by the Administration and passed the Senate 76-18 on May 18. Some aspects of the legislation, such as those which require employers to verify the citizenship of prospective employees, are extremely unpopular. Other provisions, such as amnesty for resident aliens, are popular.

While polls show a close split among Hispanics, it is certainly interesting that of the ten Senators from the five states with the highest Hispanic percentages (Arizona, California, Colorado, New Mexico and Texas), only two voted for Simpson-Mazzoli. Six voted against and two didn't vote. Of the five Republicans, one voted "yes" and four voted "no." Of the five Democrats, one voted "yes," two "no," and two didn't vote.

In view of all the sensitivities involved, it is hard to see how we profit from saying anything more than we have to on this subject.

The following pair of issues are also important.

6. Policy toward Central America.

An emerging concern. Hispanics are generally anti-communist, but they are touchy about Yanquis with big sticks. It would electrify an Hispanic audience if the President were to say that he worries as much or more about what happens to the brown people of Central America as he does about the white people of Europe.

7. Abortion.

Hispanics are pro-life as their Catholicism would suggest. In polls they show up about 20 percent to the right of the general population.

D. THEMES

The President was absolutely on target when he told the Cinco de Mayo crowd in San Antonio that Hispanics shared his belief in "God, family, work, democracy, and justice." Each word from that sentence evokes a theme:

1. The President shares Hispanics deep faith. He is trying to do what's best for the nation and the world. He has worked to promote religious freedom here and abroad, where communism seeks to suppress it.

2. The President is committed to the family, and will defend its integrity from government meddling. At the same time his policies are restoring economic viability to the family unit.

3. The President has gotten where he is by hard work, and believes that all Americans can and should be rewarded for hard work. He respects manual labor, but wants to help children go farther than their parents.

4. The President's leadership is the best defense this country has of its democratic freedom. The President recognizes the sacrifices made by Hispanics on behalf of our liberty.

5. The President fights for justice. He fights for freedom, he fights for the right of workers to preserve the fruits of their labor, but he also fights for equal opportunity, for the safety net, for a decent education for the young, for a decent retirement for the elderly, etc.

6. The President speaks for the "Silent Majority" of Hispanics. He speaks for the Hispanics who want to be thought of as Americans, first and foremost.

ACTION ITEMS

Presidential

Substantive

1. The single most important thing the President could do immediately to stimulate Hispanic support would be to appoint more Hispanics to top jobs.

The dearth of high level, visible, Hispanics in jobs with authority was cited over and over again by Hispanics in the course of our research. They even went so far as to say that this Administration's record was worse than that of the Nixon and Ford Administrations. That may not be a fair statement based on the facts, but the perception is real. If we have a superior record, we have failed to promote it.

Hispanics would resent tokenism, but as one said, "Somebody has to be first. For there to be a second, there has to be a first."

A bold enough stroke could turn our poor hiring image around overnight. An appointment to the Supreme Court would be a milestone, but an appointment to the Cabinet would be an even better milestone, because then the appointee would be free to stump the nation, generating support for the President.

Appointing San Antonio Mayor Henry Cisneros to the Cabinet would be the political equivalent of Nixon going to China, as far as Hispanics are concerned. There is no reason to think that Cisneros would take a job with the Administration if one were offered, but there is ample precedent. FDR named Henry Stimson, a former Cabinet member under Hoover, to be Secretary of War, and Frank Knox, the GOP Vice Presidential nominee against Roosevelt in 1936 to be Secretary of the Navy. They controlled what is now the Defense Department all the way through World War II! Among others, Eisenhower appointed Robert Anderson, a Democrat from Texas, to be Treasury Secretary. Nixon appointed Texas Democrat John Connally to Treasury. And, of course, the President has Democrat Jeane Kirkpatrick in his Cabinet.

Failing a Cabinet slot, the President might consider appointing an Hispanic "point man" for the White House and the Administration.

2. The best issue we have going for us is education. Hispanics are sympathetic to our back-to-basics approach (although we have to be careful about bilingual education, see Section C, #2). Tuition tax credits is a subsidiary issue very favorable to us. The President could assemble a bipartisan group of Hispanics, clergy, educators, politicians, business people--to serve as an advisory panel/steering committee to help him implement his policies, which incorporate the recommendations of the National Commission on Excellence in Education.

Media

1. An important step in the right direction would be for the President to give new stature to his Hispanic appointee in the Office of Public Liaison.

Another idea would be to put a Spanish-speaking Hispanic in the Communications Office to deal with the Spanish language media.

2. The President could improve his outreach to the Hispanic community. There was a wide feeling among the Hispanics that we talked to that the Administration had failed to seize public relations opportunities connected with not only appointments, but grants and contract awards, groundbreaking ceremonies, etc. Not only could we be more aggressive in publicizing the awards themselves, but we could be more careful in making sure that Hispanic appointees were present.

3. The President could expand his appeal to Hispanics by targeting key groups, times, and areas that already support us and building on that support. Groups that would receive the President warmly include LAMA, the Latin American Manufacturers Association, the GI Forum, the Republican National Hispanic Assembly, and a wide variety of business and professional groups, both national and local.

4. There are four cities which serve as regional "capitals" for Hispanic America. Miami is the focus city for the Cubans, New York for the Puerto Ricans, San Antonio for the Hispanics of Texas, and Los Angeles for the Hispanics further West. The President should focus on Miami and San Antonio.

5. The President has already declared September 11th through 18th to be National Hispanic Week. This week includes the Mexican national holiday of 16 de Septiembre.

Any initiative--or any set of initiatives--that the President has in mind could be unleashed during this week. If the President of Mexico were to visit, then foreign policy initiatives would receive great play. Otherwise, the President could assemble a bipartisan group of Hispanic leaders to push for domestic goals, i.e. education reform, high tech programs, enterprise zones, etc.

First Lady

Mrs. Reagan's efforts to combat drug abuse could play an important role in the overall campaign to increase Hispanic support. Another program that she is very interested in, the Foster Grandparents Program, works closely with local Catholic archdioceses.

Vice President

The Vice President received extremely high marks as a speaker and as an empathetic figure from those we talked to. As a Texan with a Spanish-speaking son and a Hispanic daughter-in-law, the Vice President could do a lot of good in Hispanic areas.

Cabinet/Administration Appointees

Cabinet members and other Administration appointees should be more aggressive in seeking contact with Hispanics. They should consider learning at least a few phrases of Spanish. They should mobilize their departments and agencies to help Hispanics more.

For example, Hispanics have little input into the twenty-nine Offices of Small and Disadvantaged Business Utilization. These offices are not connected to the Small Business Administration. Instead, they are attached to the headquarters of twenty-nine federal agencies, including most of the Cabinet. The Director of each office is charged with seeking out eligible minority businesses for government work. Of the twenty-nine Directors, nineteen are Black, but only one is Hispanic.

Surrogates

Like any other group, Hispanics have their own stars. Many of them are actively involved in philanthropic projects. For example, Vikki Carr holds a benefit fundraiser in San Antonio every year for that city's parochial schools. We should seek to enlist her aid, if only for our tuition tax credit effort. No matter what Ms. Carr's politics are, it would seem she would be glad to help on this one issue.

As we seek to develop a cadre of Hispanic surrogates, we must be sensitive to distinctions within the Hispanic community. The average American may lump all Spanish-surnamed celebrities together, but Hispanics know that Fernando Valenzuela is Mexican, that Erik Estrado is Puerto Rican, that Tony Orlando is Cuban, and that Lorenzo Lamas is of South American descent.

Republican Party

1. The Republican National Committee should conduct a voter registration drive for Cuban-Americans in South Florida. The Cuban American Foundation should direct the effort. Carlos Salman says that there are 200,000 unregistered Cuban Americans in South Florida.

2. It is, of course, desirable in and of itself to build as broad a base as possible for the GOP. But a broad-based Party is

also important because it helps presidential candidates. If the GOP fields a strong, well-supported set of candidates in 1984, not only will we win a lot of those elections, but we will be helping the GOP presidential nominee.

The Democrats, being the more broadly-based Party, have found their presidential candidate riding on the coattails of their other candidates time and time again. In 1976, for example, Carter ran behind the Democratic ticket in forty-six states. In the previous narrow Democratic presidential win, John Kennedy ran behind the Democratic ticket in forty-eight states.

Strong Hispanic GOP candidates have the potential of knocking off a score of Anglo Democrats in heavily Hispanic districts--including such luminaries as Pepper of Florida and Udall of Arizona. Strong Hispanic GOP challenges would mobilize GOP sentiment among Hispanic voters for the presidential election as well.

In 1982--not a great GOP year--three Republican Cuban-Americans swam against the tide and got elected to the Florida state legislature. Aggressive candidate recruitment in the next few months could lead to more and bigger success stories in 1984.

THE WHITE HOUSE

WASHINGTON

June 6, 1983

MEMORANDUM FOR OUTREACH STRATEGY GROUP

FROM: MICHAEL K. DEAVER *M*

SUBJECT: Meeting Follow-Up

The follow-up items and action requests from the June 3 meeting are as follows:

1. Contact Governor Deukmejian for some good Hispanic suggestions. (Rollins)
2. Produce a list of 20 most admired Hispanics. (Wirthlin)
3. Set up Personnel meeting to review list of 10 Hispanics worthy of placement -- not later than June 20. (Herrington)
4. Set up a meeting with Administration Hispanics. (Fuller)
5. Check with R. Walker regarding Hispanic business leaders. (McManus)
6. Set up a meeting with RNC regarding general operation and also Hispanic contacts. (Rollins)
7. Look into projects for Mrs. Reagan involvement. (McManus)
8. Produce a list of Hispanic sports celebrities. (McManus)
9. Look into ways to work with Hispanic media. (Gergen)
 - a. Translate RR's radio show for Spanish language edition. (Gergen)

THE WHITE HOUSE

WASHINGTON

MEMORANDUM

MARCH 7, 1983

TO: FAITH WHITTLESEY

FROM: ^{FJR} FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

SUBJ: REQUEST FOR SCHEDULING RECOMMENDATION

PLEASE PROVIDE YOUR RECOMMENDATION ON THE FOLLOWING SCHEDULING REQUEST UNDER CONSIDERATION:

EVENT: Address the American GI Forum of the United States
35th annual national convention

DATE: August 9-13, 1983

4/15/83

LOCATION: El Paso, Texas

PER FJR:

BACKGROUND: See attached

Ed Rollins to

discuss w/ Whittlesey

ND

YOUR RECOMMENDATION:

Accept Regret Surrogate Message Other
 Priority
 Routine

IF RECOMMENDATION IS TO ACCEPT, PLEASE CITE REASONS: This invitation is in line with the number 1 priority in our Hispanic Strategy, taking the President to the Hispanic grassroots. The American GI Forum is the second largest Hispanic membership organization. The GI Forum is a veteran's group dealing with all issues of importance to Hispanics. The organization is basically conservative and supportive. No President has ever addressed an Hispanic membership organization's annual convention. This first ever will send dramatic positive signals to all Hispanics. The convention in Texas will assure large membership attendance and places the President in one of the priority States.

RESPONSE DUE 3-14-83 TO Fred Ryan



AMERICAN GI FORUM OF TEXAS

February 23, 1983

127198

*Schedule
Aug 12
4-13*

Ronald Reagan
President of the United States
The White House
1600 Pennsylvania Ave. N.W.
Washington, D.C. 20500

*Staff to
Red Carancy*

STATE OFFICERS

- CHAIRMAN
Edward Bernaldez
P.O. Box 3012
El Paso, TX 79923
(915) 772-1442
- VICE-CHAIRMAN
Jose M. Alvarado
1309 Augusta Road
Fl. Worth, Texas 76126
(817) 249-0175
- STATE EXECUTIVE SECRETARY
Dominga Coronado
P.O. Box 533
New Braunfels, TX 78130
- CHAIRPERSON
Betty Rose Ferniz
P.O. Box 14191
San Antonio, Texas 78214
(512) 927-6903
- CORRESPONDING SECRETARY
Juan Mireles
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- STATE YOUTH CHAIRPERSON
Audrey Ayala
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- SERGEANT AT ARMS
Manuel Zepeda
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(817) 924-7504
- CHAPLAIN
Rev. Msgr.
Erwin Juraschek
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Chestahova, TX 78113
(512) 745-2633
- FOUNDER
Dr. Hector P. Garcia
1315 Bright Street
Corpus Christi, TX 78403
(512) 883-1789

Dear Mr. President:

The American GI Forum of the United States will hold its 35th annual national convention, August 9-13th, 1983 in El Paso, Texas. We will have approximately twenty-five hundred members from throughout the United States in attendance. This year's convention will address areas of importance to the Hispanic community of this country. Such as the state of Hispanic America, immigration policy, civil rights, and what we as Americans can do to support our country's concerns.

To this end, on behalf of the American GI Forum, we would like to extend a cordial invitation to address our National Convention on Friday, August 12, 1983, at 7:30 p.m. On this day the American GI Forum, with cooperation from the Department of Defense, will be honoring Mexico's Esquadron 201 (please see attached). An invitation has also been extended to the Mexican President De La Madrid to be present at the ceremonies.

This could be an excellent opportunity for our country to re-establish in a friendly atmosphere our appreciation for those fighting men from Mexico who so gallantly fought along side our forces to preserve peace in this hemisphere.

Thank you for your attention to this invitation. Hispanics throughout the country are anxiously awaiting a favorable response.

With best wishes, I am,

Respectfully,

Eduardo Bernaldez
Eduardo Bernaldez
Texas State Chairman

EB:mer

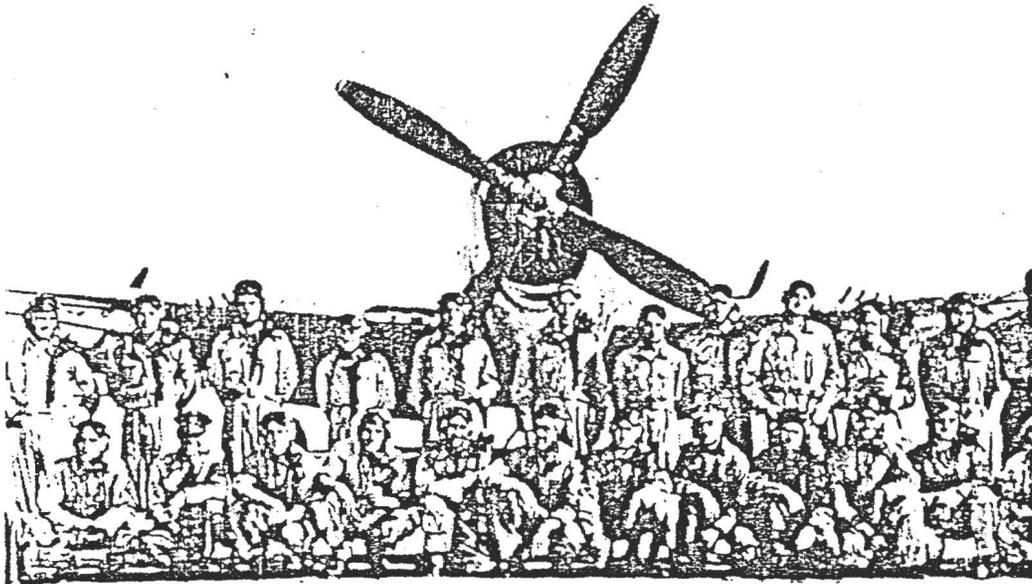
Enclosure

EL PASO, TEXAS



**“AMERICAN GI FORUM
OF THE UNITED STATES”
SALUTES MEXICO’S “AGUILAS AZTECAS”**

Squadron 201



VETERAN MEXICAN PILOTS OF THE 201st SQUADRON WITH REPUBLIC P-47D THUNDERBOLT FIGHTER

The sinking of Potero del Llano and Faja de Oro, unarmed tanker ships, plus United States pressure to join the conflict caused Mexico to declare war against the Axis Powers on 22 May 1943.

Later a Mexican contingent, the 201st Air Force Squadron fought alongside American forces in the liberation of the Phillipines. Commanded by General Antonio Cardenas Rodrigues, they flew infantry support and other missions in P47 fighter planes suffering several casualties. These Mexican fighter pilots engaged Imperial Japanese forces in combat from June to September 1945.

Although they trained and flew American built airplanes, the costs for one nation were borne by the Republic of Mexico. Some of the Mexican veterans, of which for their action little or no publicity was given in the United States, today and for a number of years have resided in the United States. They have on occasion attempted to avail themselves of medical and other benefits awarded to WWII veterans only to be told, that although they fought to defend the United States of America they are not eligible for benefits because Mexico did not sign the Armistice Agreement. Other countries who did sign the agreement, their WWII veterans are eligible for certain veterans privileges in the United States.