

WITHDRAWAL SHEET

Ronald Reagan Library

Collection: Cicconi, James W.: Files
OA/Box: Box 9
File Folder: Hispanic Strategy [Outreach – White House and Vice President] (3)

Archivist: kdb
FOIA ID: F1997-066/8, D. Cohen
Date: 08/11/2004

DOCUMENT NO. & TYPE	SUBJECT/TITLE	DATE	RESTRICTION
1. note	Rick to Jim re sub-cabinet appointments, 1p	n.d.	B6
2. memo	Cicconi to Faith Whittlesey re Presidential trip to San Antonio, 1p [Item is still under review under the provisions of EO 13233]	4/26/83	
3. memo	Cicconi to John Herrington re Presidential trip to San Antonio, 1p [Item is still under review under the provisions of EO 13233]	4/26/83	

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].
- B-3 Release would violate a Federal statute [(b)(3) of the FOIA].
- B-4 Release would disclose trade secrets or confidential commercial or financial information [(b)(4) of the FOIA].
- B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA].
- B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA].
- B-7a Release could reasonably be expected to interfere with enforcement proceedings [(b)(7)(A) of the FOIA].
- B-7b Release would deprive an individual of the right to a fair trial or impartial adjudication [(b)(7)(B) of the FOIA].
- B-7c Release could reasonably be expected to cause unwarranted invasion or privacy [(b)(7)(C) of the FOIA].
- B-7d Release could reasonably be expected to disclose the identity of a confidential source [(b)(7)(D) of the FOIA].
- B-7e Release would disclose techniques or procedures for law enforcement investigations or prosecutions or would disclose guidelines which could reasonably be expected to risk circumvention of the law [(b)(7)(E) of the FOIA].
- 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.

Targeting

Rather than looking at all 50 states, all Hispanic efforts should be concentrated in Texas, California, Florida, Illinois and New York because of the number of electoral votes in these states. It is safe to assume that the Hispanic vote will be key to carrying these states in a close election; this is especially true in Texas. No Republican has ever carried Texas without at least 25% of the Hispanic vote. RNC should take the lead in starting a high visibility campaign to develop a positive image for the Party and the President in these states. It is recommended that radio actualities and targeted direct mail be used as well as Hispanic surrogate speakers.

Republican National Hispanic Assembly

RNHA to date has been "all blow and no go". Efforts should be made to either get them moving or start a new organization with some real movers and shakers. Because of the recent problem at the RNHA convention in Dallas, a new organization is probably the best course to follow. Again looking at the aforementioned targeting, every effort should be made by RNC to fund positions in targeted states to allow massive recruitment of "non-traditional Republicans" (young Jaycee-type business and professional leaders). The last census indicates that the Hispanic population is becoming younger and younger. We must get in front of this trend.

Appointments

The White House must actively recruit and appoint Hispanics to Top Level Administration posts. We must have a cadre of 15-20 PAS additional appointees that can be used openly as surrogate speakers in the targeted states starting at least 18 months before the election. A full Cabinet appointee is a must! It would be the first time a Hispanic has been appointed as a Cabinet officer. Labor and HUD pose some immediate possibilities. Aggressive recruitment of a Cabinet candidate should be a top priority so this person can be "waiting in the wings".

Although Mayor Henry Cisneros of San Antonio would probably not take a cabinet post in a Republican administration, he should be approached. It would be a major coup if he would accept. At a minimum, it might tend to neutralize him in 1984. Leaking this to the press would have some great plusses. Cisneros is rumored as a possible Democrat Vice-President candidate.

Other Possible Candidates

Amb. Tom Aranda - Former Special Assistant to President Ford
Fernando Oaxaca - Former Deputy Director of OMB
Cip Guerra - Businessman and banker in San Antonio
Fernando C. deBaca - Former Special Assistant to President Ford
Sam Martinez - Deputy Director of A.I.D.

In recruiting candidates for high level posts, thought should be given

Other Possible Candidates (continued)

to identifying Congressional districts that are heavily Hispanic and appointing Hispanics from these districts that could get high visibility to allow them to run for Congress and help the President.

Consideration should be given to placing a Hispanic in Presidential Personnel in order to get some rapid movement on appointments and to send a clear signal of this Administration's commitment. This could be a temporary assignment again designed to run the numbers up.

Contracting Opportunities

SBA's 8(a) program provides one of the best vehicles to recruit new people to our side. A concerted effort must be made to insure that Hispanics are getting a fair share of contracts. SBA must bring this in line and open up the program to new firms through more 8(a) certifications.

Additionally, the Cabinet Council should address this and provide more contracting opportunities to Hispanics from the major procuring departments.

Jobs

The foremost issue of 1984 will be unemployment, therefore the Department of Labor and especially the Employment and Training Administration will be a key to establishing a friendly network in the targeted states. The Assistant Secretary for E.T.A. will be a high visibility post that should be earmarked for a Hispanic if it becomes vacant. Because of E.T.A.'s funding, care must be taken that the Assistant Secretary is attuned to 1984. Pilot projects might be used in the targeted states such as Texas where we do not hold the Governor's chair. These pilot projects should be given to those groups that have proven to be on our side.

Incumbency

In order to make best use of the incumbency, Regional political appointees must be put in harness! They must understand why they were appointed. (In Texas this has not been the case!). The best method to orchestrate Regional Operations is to use the Federal Regional Councils or a successor Federal Coordinating Council. A hard-liner who understands "Networking" should be the "White House presence" in each region and be appointed by the President as Chairman of the Federal Regional Council.

All substantive grants should be cleared by this chairman, particularly when they are in a targeted state. This White House presence would also be able to talk about and announce success stories in line with "New Federalism"; i.e., if no Republican governor is available, the chairman would make sure word gets around regarding block grants and President's E.R.T.A. putting Americans back to work.

This FRC chairman would be a workable way to best utilize the White House and to provide recalcitrant Regional Administration with some motivation to support the President.

Hispanic Affairs/White House

Predicated on the base premise that Hispanics will be increasingly important to the President in 1984, Hispanic affairs must be moved out of Public Liaison and placed in the Political Affairs shop where it belongs. The proposed transfer is key to recruiting efforts in the aforementioned targeted states because it would dispel the currently held perception that Hispanics lack access to the Administration.

HISPANIC '84 Part Two

1. White House Hispanic Affairs moved to Political Affairs.
2. Target Texas, California, Florida, Illinois and New York.
Texas-Concentrate organizational efforts in San Antonio, El Paso, Houston and Dallas. South Texas and Corpus Christi must be worked to minimize losses.
3. May 5, 1983 Event (Cinco de Mayo): President's Scheduling should reserve this date for San Antonio visit and possibly south Texas or El Paso. President could address Mexican-American Business and Professional Association. Note: Organization is controlled by friendlies.
4. President should meet with Mexican President de la Madrid to discuss or announce any substantive items regarding devaluation of the peso or any IMF action which will help Mexico with economic problems. President must be seen as caring about Mexico.
5. Hispanics invited to White House to be briefed on El Salvador and Caribbean Basin Initiative and defense matters.
6. Appointments - A Hispanic should be brought into Presidential Personnel on a temporary basis to run up the numbers. Attention should be given to naming highly respected movers and shakers from the key cities in the targeted states that can start organizing their communities for 1984.
7. Surrogate tours laid on immediately to work Hispanic communities.
8. President should address national convention of the American G.I. Forum being held in El Paso, Texas August 9 - 13, 1983. (Leadership friendly).
9. White House must play to American G.I. Forum and Hispanic Chamber of Commerce and exclude LULAC.
10. Hispanic cabinet member should be appointed pre-1984.
11. Designate San Antonio as an enterprise zone and have the President make the announcement in San Antonio and tour the designated area.
12. President should make announcements regarding funding of anti-drug programs geared toward Hispanics.
13. Education - Tuition Tax Credit provides good issue for President to reach out to Catholics. Of the 3,000,000+ students in private Catholic schools, 20.6% are minority.
14. Minority business - Have President tour successful minority businesses.
15. Vice-President Bush is extremely popular with Hispanics, and he should be scheduled to hold round-table meetings with Hispanics in our targeted

states and in the White House to start lining up key organizers and local surrogates. Additionally, staff could size up attendees as possible candidates for appointment to boards and commissions.

16. Federal judgeships - If Bankruptcy Courts are enlarged this would be a good vehicle to run up the appointment numbers.
17. Defense - Hispanics are patriotic and appreciate strong national defense. Hispanics should be called on to support the President's defense program.
18. Direct Mail - Direct mail must be utilized in addressing key Hispanic issues of defense, education, social security, strong family ties, minority business, tax cuts and Hispanic appointments. The impact of targeted direct mail from the President would have a positive effect. Not many Hispanics have received a "personal" letter from the President.
19. September 16 - "Diez y seis" is another key Hispanic date that should be earmarked for Hispanic events in Texas and perhaps California. San Antonio and Houston have the largest events during this period. The Houston event is called Fiestas Patrias.
20. Military base visits - President should schedule a visit to Kelly Air Force Base near San Antonio, Texas. Kelly has an extremely large Hispanic workforce.
21. Jobs bill - White House should look for media event in Texas to allow President to take credit for having signed jobs bill.
22. Hispanic ombudsman - President should ask each cabinet member and administrator of independent agencies to designate one of their senior staff members as a Hispanic ombudsman (ideally this person would be a Hispanic). These designates would provide Hispanics with a point of contact regarding contracting opportunities and issues development.
23. Hispanic Advisory Board - President should name a panel of Hispanics to review and advise the President on contracting and issues affecting Hispanics. Ideally these appointees would be designated to review each of the Executive departments. For example: One appointee to review and advise Secretary of Commerce; one appointee to review and advise Secretary of the Interior; etc.
24. White House Communications - A Hispanic should be placed in White House Communications to translate how Reagan policy initiatives impact the Hispanic community, then get word out to english and spanish language media in Hispanic markets. *radio talk = 5 min = Nat. Def. =*
25. Catholic Bishops - Have President and/or Vice President meet with Hispanic Catholic bishops, especially from Texas.

RONALD W. REAGAN LIBRARY

THIS FORM MARKS THE FILE LOCATION OF ITEM NUMBER 1 LISTED ON THE
WITHDRAWAL SHEET AT THE FRONT OF THIS FOLDER.

March 1983

A DIRECTORY OF
HISPANIC APPOINTEES
IN THE
REAGAN ADMINISTRATION



**A DIRECTORY OF
HISPANIC APPOINTEES IN THE REAGAN
ADMINISTRATION**

MARCH 1983

THE WHITE HOUSE

Henry Zuniga
Special Assistant to the President
Washington, DC 20500
(202) 456-7140

Gloria E. Rojas
Assistant to the Special Assistant
to the President
Washington, DC 20500
(202) 456-7140

Elaine Garduno
Office of the Vice President
Washington, DC 20500
(202) 456-7034

Velma Montoya
Assistant Director for Strategic Planning
Office of Policy Development
(202) 456-6402

Adela Gonzalez-Nardi
Secretary to the Assistant to the
President for Cabinet Affairs
Washington, DC 20500
(202) 456-2823

THE EXECUTIVE DEPARTMENTS

DEPARTMENT OF AGRICULTURE

David Martinez
Congressional Affairs Assistant
South Building, Room 3026
Washington, DC 20250
(202) 477-9349

DEPARTMENT OF COMMERCE

Victor Rivera
Director, Minority Business
Development Agency, MBDA
14th & Constitution Avenues, NW
Washington, DC 20230
(202) 377-5061

Nelson Rodriguez
Assistant Director for
Resource Development, MBDA
14th & Constitution Avenues, NW
Washington, DC 20230
(202) 377-5770

Maria Hope Bell
Confidential Assistant to the Deputy
Administrator's Office, NOA
14th & Constitution Avenues, NW
Washington, DC 20230
(202) 377-2436

Paul Quiroz
Confidential Assistant to the
Director, MBDA
14th & Constitution Avenues, NW
Washington, DC 20230
(202)377-4281

Hector De Leon
Chief, Office of Public Affairs Minority
Business Development Agency, MBDA
14th & Constitution Avenues, NW
Washington, DC 20230
(202) 377-1930

DEPARTMENT OF DEFENSE

Ernest F. Garcia
Deputy Assistant Secretary of
Defense for Senate Affairs
Room 3D919, The Pentagon
Washington, DC 20301
(202) 695-1438

Donna Alvarado
Deputy Assistant Secretary for Equal
Employment Opportunity & Safety Programs
Room 3E326, The Pentagon
Washington, DC 20301
(202) 697-6381

Nestor Sanchez
Deputy Assistant Secretary of
Defense for Senate Affairs
Room 4C800, The Pentagon
Washington, DC 20301
(202) 697-5884

Estella Guerra
Air Force Director for Equal
Employment Opportunity
Room 4D960, The Pentagon
Washington, DC 20301
(202)699-9383

Ricardo Inzunza
Director, Military Equal Employment
Opportunity
Room 3E318, The Pentagon
Washington, DC 20301
(202) 697-6381

Victoria Bezanilla Tripp
Confidential Assistant to the Assistant
Secretary of Defense
MRA & L
Room 3E808, The Pentagon
Washington, DC 20301
(202) 472-9020

Alma Riojas Esparza
Executive Assistant, Office of Small &
Disadvantaged Business Utilization
Room 2A340, The Pentagon
Washington, DC 20301
(202) 699-9383

DEPARTMENT OF EDUCATION

Manuel J. Justiz
Director, National Institute of
Education
1200 19th Street, NW
Room 639
Washington, DC 20420
(202) 254-5740

Jesse Soriano
Director, Office of Bilingual Education
and Minority Language Affairs
400 Maryland Avenue, NW
Room 421
Washington, DC 20202
(202) 245-2600

George J. Rios
Deputy Director for the Office of Bilingual
Education and Minority Language Affairs
Reporter's Building, Room 420
400 Maryland Avenue, SW
Washington, DC 20202
(202) 245-2600

Dr. Eugene E. Marin
Director, Public Participation and
Special Concerns, Office of Intergovernmental
and Interagency Affairs
Reporter's Building, Room 507-A
400 Maryland Avenue, SW
Washington, DC 20202
(202) 447-9042

Celia Aranda Frantz
Deputy Assistant Secretary for
Elementary & Secondary Education
400 Maryland Avenue, SW
Room 2181
Washington, DC 20202
(202) 245-8970

Roan Garcia-Quintana
Deputy Assistant Director
Dissemination and Improvement of
Practice, National Institute of Education
1200 19th Street, NW
Room 606-E
Washington, DC 20208
(202) 245-2600

Eugene Gonzalez
Secretary's Regional Representative
San Francisco
50 United Nations Plaza, Room 205
San Francisco, California 94102
(415) 556-4920

Ilena Fresen
Director, Public Participation Special
Concerns Staff
Intergovernmental & Interagency Affairs
Reporter's Building, Room 505
300 7th Street, SW
Washington, DC 20004
(202) 447-9043

Anthony Benedi
Special Assistant to the Deputy Assistant
Secretary for Elementary and Secondary Education
Report's Building, Room 2001
400 Maryland Avenue, S.W.
Washington, DC 20202
(202) 472-4444

Alba Irene Moesser
Special Assistant to the Assistant Secretary,
Vocational and Adult Education
FOB 3, Room 5008
400 Maryland Avenue, SW
Washington, DC 20202
(202) 245-2555

Pat Casal
Confidential Assistant to the Assistant
Secretary, Legislation and Public Affairs
400 Maryland Avenue, SW
Room 3153
Washington, DC 20202
(202) 245-8233

Amparo Bouchey
Executive Assistant to the Assistant
Secretary, Legislation and Public Affairs
1200 19th Street, NW
Room 639
Washington, DC 20208
(202) 254-5740

DEPARTMENT OF HEALTH AND HUMAN SERVICES

Juan Del Real
General Counsel
Humphrey Building,
Room 722A
200 Independence Avenue, SW
Washington, DC 20201
(202) 245-7741

Valdean M. Watson de Tellez-Giron
Special Assistant to the Commissioner on Aging
330 Independence Avenue, SW
Room 4756
Washington, DC 20201
(202) 472-3046

Maryann Martinez-Gomez
Director Intergovernmental Affairs,
Dallas
1200 Main Tower Building
Suite 1100
Dallas, Texas 75202
(214) 767-3338

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT

Antonio Monroig
Assistant Secretary Fair Housing and
Equal Opportunity
451 7th Street, SW
Room 5100
Washington, DC 20410
(202) 755-7252

Hector Irastorza
Special Assistant to the Assistant
Secretary for Fair Housing
452 7th Street SW
Room 5100
Washington, DC 20410
(202) 755-7252

Humberto Caballero
Confidential Assistant to the Assistant
Secretary for fair Housing
451 7th Street, SW
Room 5100
Washington, DC 20410
(202) 755-7254

Luis Gonzalez
Intergovernmental Relations Officer
451 7th Street, SW
Room 10140
Washington, DC 20410
(202) 755-7252

Carlos O. Montalvo
Special Assistant to the President
for Solar Energy and Energy Conservation
451 7th Street, SW
Room 2244
Washington, DC 20410
(202) 755-7166

Luisa Bras
Confidential Assistant to the Assistant
Secretary for Fair Housing
451 7th Street, SW
Room 5100
Washington, DC 20410
(202) 755-7254

DEPARTMENT OF INTERIOR

Pedro San Juan
Assistant Secretary
Territorial and International Affairs
18th and C Streets, NW
Room 4313
Washington, DC 20240
(202) 343-4736

Richard T. Montoya
Deputy Assistant Secretary
Territorial and International Affairs
18th and C Streets, NW
Room 4312
Washington, DC 20240
(202) 343-4822

Ana C. O'Brien
Staff Assistant
Territorial and International Affairs
18th and C Streets, NW
Room 4345
Washington, DC 20240
(202) 343-4736

DEPARTMENT OF JUSTICE

Jamie Pieras Jr.
U.S. District Judge,
Puerto Rico

Gilbert G. Pompa
Director, Community Relations Service
5550 Friendship Boulevard, Suite 330
Chevy Chase, Maryland 20815

Joseph F. Salgado
Associate Commissioner on Enforcement,
Immigration and Naturalization Service
425 I Street NW, Room 7222
Washington, DC 20536
(202) 633-3032

Rene J. Gonzalez
U.S. Attorney, Alaska

Peter K. Nunez
U.S. Attorney, Southern District of California

Andrea Sheridan-Ordin
U.S. Attorney, Central California

Raymond L. Acosta
U.S. Attorney, Puerto Rico

Jim J. Marquez
U.S. Attorney, Kansas

Edward C. Prado
U.S. Attorney, Texas

Daniel F. Lopez Romo
U.S. Attorney, District of Puerto Rico

Julio Gonzalez
U.S. Marshal, Central California

Ismael A. Myers
U.S. Attorney, Virgin Islands

Rafael E. Juarez
U.S. Marshal, Denver

Carlos G. Cruz
U.S. Marshal, Southern Florida

Rudolph G. Miller
U.S. Marshal, New Mexico

Jose A Lopez
U.S. Marshal, San Juan
Puerto Rico

Edward M. Camacho
U.S. Marshal, Districts of Guam &
Northern Marianas Islands

Silvia Leticia Cisneros
Private Secretary of Attorney General
10th & Constitution Avenues, NW
Room 5133
Washington, DC 20530
(202) 633-2107

U. S. PAROLE COMMISSION

Victor M. F. Reyes
Commissioner
5550 Friendship Boulevard
Suite 330
Chevy Chase, Maryland 20815
(301) 492-5917

DEPARTMENT OF STATE

Thomas Aranda
U.S. Ambassador to Uruguay
American Embassy
Montevideo, Uruguay
Calle Lauro Muller 1776
Uruguay

Frank Ortiz
U.S. Ambassador to Peru
American Embassy
Lima, Peru
APO Miami, 34031

Jose Sorzano
U.S. Representative to Economic and
Social Council, United Nations
United States Mission to the United Nations
799 United Nations Boulevard
New York, New York 10017
(212) 826-4519

John Gavin
U.S. Ambassador to Mexico
American Embassy
APDO Postal 8 BIS
Mexico 1, D.F.
Mexico

Alberto Piedra
Alternative
U.S. Representative to the Organization
of American States
Room 6494, AIR/U.S. DAS
2201 C Street, N.W.
Washington, D.C. 20520
(202) 632-9482

Yolanda Pena
Secretary to the Ambassador to Peru
American Embassy
Lima, Peru
APO Miami, 34031

AGENCY FOR INTERNATIONAL DEVELOPMENT

Otto Reich
Associate Administrator for Latin America
and the Caribbean
Department of State
Room 6256
21st & C Streets, N.W.
Washington, D.C. 20523
(202) 632-8246

Alfredo Perez
Special Assistant to the Associate
Administrator for Latin America
and the Caribbean
Department of State
Room 6256
21st & C Streets, N.W.
Washington, D.C. 20523
(202) 632-8246

DEPARTMENT OF TREASURY

Jose Manuel Casanova
U.S. Executive Director
Inter-American Development Bank
808 17th Street NW, Room 1030
Washington, DC 20577
(202) 634-8044

Victor Hurtado
Assayer of the Mint, Denver
U.S. Mint
320 West Colfax Avenue
Denver, Colorado 80204
(303) 327-3585

George Astengo
Deputy Assistant Secretary Administration
15th & Pennsylvania Avenue, NW
Room 3442
Washington, DC 20220
(202) 556-2033

INDEPENDENT AGENCIES

ACTION

Reynaldo Maduro
Assistant Director, Compliance and
Inspection
806 Connecticut Avenue, NW
Room M 1107
Washington, DC 20525
(202) 254-5940

Naomi Bradford
Regional Director, Denver
1845 Sherman Street, Room 201
Denver, Colorado 80203
(303) 837-2671

CIVIL AERONAUTICS BOARD

Diane Kay Morales
Member
1825 Connecticut Avenue, NW
Room 1017
Washington, Dc 20250
(202) 447-9349

UNITED STATES CIVIL RIGHTS COMMISSION

Linda Chavez Gersten
Staff Director
1121 Vermont Avenue, NW
Washington, DC 20425
(202) 254-6600

COPYRIGHT ROYALTY TRIBUNAL

Katherine D. Ortega
Commissioner
1111 20th Street, NW
Room 450
Washington, DC 20036
(202) 653-5175

ENVIRONMENTAL PROTECTION AGENCY

John Hernandez
Deputy Administrator
401 M Street, SW
Washington, DC 20460
(202) 755-2700

John A. Todhunter
Associate Administrator
Pesticides and Toxic Substances
401 M Street, SW
East Tower, Room 637
Washington, DC 20416
(202)382-2902

EQUAL EMPLOYMENT OPPORTUNITY COMMISSION

Tony E. Gallegos
Commissioner
2410 E Street, NW
Room 5214
Washington, DC 20506
(202) 634-6720

Rogelio Padilla
Special Assistant to the Commissioner
2401 E Street, NW
Room 5214
Washington, DC 20506
(202) 634-6720

James R. Paul
Assistant for Public Affairs and Education
2401 E Street, NW
Room 4056
Washington, DC 20506
(202) 634-6720

Lora Villarreal
Secretary to the Commissioner
2401 E Street, NW
Room 5214
Washington, DC 20506
(202) 634-6720

Michael Martinez
Deputy General Counsel
2401 E Street, NW
Room 2374
Washington, DC 20506
(202) 634-6400

Rolando Esparza
Congressional Affairs Assistant
2401 E Street, NW
Room 4202
Washington, DC 20506
(202) 634-6930

Jane Campa Alvarez
Special Assistant to the Chairman
2401 E Street, NW
Room 5240
Washington, DC 20506
(202) 634-6700

NATIONAL CREDIT UNION ADMINISTRATION

Elizabeth Flores Burkhardt
Board Member
1776 G Street, N.W., Room 6090
Washington, D.C. 20456
(202) 357-1100

NATIONAL LABOR RELATIONS BOARD

Patricia Diaz Dennis
Board Member
1717 Pennsylvania Avenue, N.W.
Washington, D.C. 20570
(202) 254-8064

FEDERAL COMMUNICATIONS COMMISSION

Henry Rivera
Commissioner
1919 M Street, N.W.
Room 822
Washington, D.C. 20554
(202) 632-6996

Ed Cardona
Special Assistant to the Commissioner
1919 M Street, N.W.
Room 822
Washington, D.C. 20554
(202) 632-6996

EXPORT-IMPORT BANK OF THE UNITED STATES

Rita M. Rodriguez
Director
Lafayette Building
811 Vermont Avenue, N.W.
Room 1257
Washington, D.C. 20571
(202) 566-8220

Rafael Capo
Deputy Counsel General
Lafayette Building
811 Vermont Avenue, N.W.
Room 976
Washington, D.C. 20571
(202) 566-4749

OVERSEAS PRIVATE INVESTMENT CORPORATION

Jose A. Vasquez
1129 20th Street, N.W., Room 405
Washington, DC 20525
(202) 653-2813

PEACE CORPS

Luis Del Rio
Director, Inter-American Region
806 Connecticut Avenue, N.W.
Room 807
Washington, D.C. 20525
(202) 245-9714

Alex Becerra
Director, Paraguay
806 Connecticut Avenue, N.W.
Room 807
Washington, D.C. 20525
(202) 254-3172

Percy Duran
Director, Dominican Republic
P.O. Box 1412
Santo Domingo, Dominican
Republic
(809) 689-4124

Connie Lopes Boggs
Staff Assistant to the Director
806 Connecticut Avenue, N.W.
Room 200
Washington, D.C. 20525
(202) 254-3172

SMALL BUSINESS ADMINISTRATION

Heriberto Herrera
Deputy Administrator
1441 L Street, N.W., Room 1000
Washington, D.C. 20416
(202) 653-6678

Carlos Suarez
Regional Administrator, Denver
Executive Tower Building
22nd Floor, 1405 Curtis Street
Denver, Colorado 80202
(303) 837-5763

Carlos De La Vega
Special Assistant to the
Regional Administrator, Dallas
1720 Regal Row, Suite 230
Dallas, Texas 75235
(214) 767-7635

Irene Castillo
Regional Administrator
San Francisco
450 Golden Gate Avenue
Box 36044
San Francisco, California 84102
(415) 556-7487

Reynaldo H. Lopez
Regional Administrator, Dallas
1720 Regal Row, Suite 230
Dallas, Texas 75235
(214) 767-7611

Gloria V. Anderson
Regional Advocate, Dallas
1720 Regal Row, Suite 230
Dallas, Texas 75235
(214) 767-7635

VETERANS ADMINISTRATION

Everett Alvarez
Deputy Administrator
810 Vermont Avenue, N.W.
Washington, D.C. 20420
(202) 389-5428

PRESIDENTIAL BOARDS AND COMMISSIONS

Victor Blanco (California)
Chairman, Inter-American
Foundation

Rita Di Martino (New York)
U.S. Representative of the
United Nations Children's Fund

Enrique J. Leon (New York)
Member, U.S. International Trade
Commission

Ignacio E. Lozano (California)
Member, Presidential Commission on
the Arts & Humanities

Richard Chavez (California)
Member, Architectural & Transportation
Barrier Compliance

Henry M. Ramirez (California)
Member, Advisory Panel
Financing

Hernan Padilla (Puerto Rico)
Alternate U.S. Representative to the
United Nations General Assembly

Gonzalo A. Velez (New Jersey)
Member, Intergovernmental Advisory
Council on Education

Roberto Cambo (Florida)
Member, National Committee on
Employment Policy

Jorge L. Mas (Florida)
Member, Presidential Commission on
Broadcasting

Diane K. Morales (Texas)
Native Hawaiians Study
Commission

Rita Moreno (New York)
Member, Presidential Commission
on White House Fellowship

Jaime Oaxaca (California)
Member, General Advisory Committee
on the United States Arms Control
and Disarmament Agency

Ricardo Hinojosa (Texas)
Member, Presidential Commission on
White House Fellowship

Carlos Salman (Florida)
Board Member, Overseas
Private Investment Corporation

Alberto Cardenas (Florida)
Chairman, Advisory Committee on Small
and Minority Business Ownership

Pedro Diaz Jr. (Texas)
Member, National Advisory Council on
Vocational Education

Fernando, Oaxaca (California)
Member, International Private
Enterprise Task Force

George J. Adams (California)
Member, Board of Directors
National Institute of Building Sciences

Rita Ricardo-Camp (California)
Member, National Council on the Arts &
Humanities and Member, President's
Economic Policy Advisory Council

Betty R. Sepulveda (Colorado)
Member, Intergovernmental Advisory
Council on Education

Maria Malooly (Minnesota)
Member, Peace Corps Advisory Council

Henry G. Cisneros (Texas)
President's Advisory Committee on
Federalism

Jose Deetjen (California)
Member, National Voluntary
Service Advisory Council

Tirso Del Junco (California)
Member, Presidential Commission
on Broadcasting

Luis A. Ferre (Puerto Rico)
Member, Private Sector Initiative

Gilda Bojorquez Gjurich
National Advisory Council
on Women's Education Program

PERSONNEL CHANGES

Everett Alvarez

Former: Peace Corps Deputy Director
Appointed: Deputy Administrator, Veterans Administration

Diane Morales

Former: Department of Interior, Deputy Assistant Secretary, Territorial and International Affairs
Appointed: Member, Civil Aeronautics Board

Rafael Capo

Former: Deputy Counsel to the Vice President
Appointed: Deputy Counsel, Export-Import Bank

Estella Guerra

Former: Department of Education, Special Assistant to the Deputy Under Secretary for Intergovernmental and Interagency Affairs
Appointed: Department of Defense, Air Force Director for Equal Employment Opportunity

Alberto Cardenas

Former: Member, Advisory Committee on Small and Minority Business Ownership
Appointed: Chairman, Advisory Committee on Small and Minority Business Ownership

Anthony Benedi

Former: Action, Special Assistant to the Director
Appointed: Department of Education, Special Assistant to the Deputy Assistant Secretary for Elementary and Secondary Education

Eugene Marin, Dr.

Former: Director, Public Participation and Special Concerns, Office of Intergovernmental and Interagency Affairs
Appointed: Special Assistant for Civil Rights, Department of Education

Alma Riojas Esparza

Former: Executive Assistant to the Principal Deputy Assistant Secretary of Defense for Manpower Reserve Affairs and Logistics
Appointed: Executive Assistant Office of Secretary of Defense Small and Disadvantaged Business Utilization

James R. Paul

Former: Policy Coordination, Office of Elementary Education
Appointed: Assistant for Public Affairs and Education, Equal Employment Opportunity Commission

George Astengo

Former: White House Personnel
Appointed: Department of Treasury, Deputy Assistant Secretary, Administration

FORMER APPOINTEES

Diana Lozano

Special Assistant to the President, The White House

Michael Cardenas

Small Business Administration, Administrator

Susan Alvarado

Office of the Vice President, Assistant to the Vice President for Legislative Affairs

John H. Rodriguez

Department of Education, Deputy Under Secretary for Intergovernmental and Interagency Affairs

Isidoro Rodriguez

Department of Agriculture, Director Office of Minority Affairs

John J. De La Garza

Director, Federal Emergency Management Agency

Frank Quevedo

Equal Employment Opportunity Commission, Special Assistant to the Commissioner

Joe Garcia

Small Business Administration, Assistant Administrator for Policy, Planning and Budgeting

David Gonzalez

Special Assistant, Small Business Administration

Manuel Iglesias

Confidential Assistant to the General Counsel, Department of Agriculture

Arthur J. Marquez

Special Assistant to the General Counsel Department of Agriculture

Edward Castillo

Staff Assistant to the Department of Defense

Debbie Myers

Confidential Secretary to the Director of the Minority

Christina Berger

Confidential Assistant to the Director, Office of Management and Budget

Diane K. Hernandez

Secretary Steno, Department of Defense



THE WHITE HOUSE

WASHINGTON

May 3, 1983

MEMORANDUM FOR ARAM BAKSHIAN

FROM: Jim Cicconi
SUBJECT: San Antonio Remarks

I feel the draft remarks re Cinco de Mayo are well done, but think the following changes would be helpful and, in some instances, quite important:

1. References to Roy Benavidez are too lengthy. Coming on the heels of Central America section gives the impression that the main theme is need for Mexican American support for Central American and defense policies.
2. Need to stress what we're doing re quality of education, and how tuition tax credits will help.
3. Should find out unemployment rate in San Antonio; if high, speech should be more sympathetic on subject. In general, speech should detail more of what we've done to fight unemployment: Jobs Training Partnership Act, emergency jobs bill, proposals we're working on re health insurance for unemployed.
4. Should definitely mention Social Security reforms.
5. Should add that San Antonio's designation as a foreign trade zone was approved by this Administration ("...last year we were pleased to approve...").
6. Should definitely mention role small business plays in San Antonio, and how this Administration is working to assist small business. Cite a favorable fact re SBA loans. Also, mention minority business set-aside program.
7. Refer to immigration reform, stressing legalization and the fact that "no group of people in the U.S. should be denied the protection of our laws."

cc: Richard Darman
Lee Atwater
Dana Rohrabacher

SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT

201 N. ST. MARY'S ST., SUITE 501
SAN ANTONIO, TEXAS 78205
AC/512-222-0224



HOW MEXICAN AMERICANS VIEW THE ISSUES

Robert Brischetto, Ph.D
Research Director

A Southwest Voter Registration Education

Project Research Report

May 5, 1983

HOW MEXICAN AMERICANS VIEW THE ISSUES

Introduction

If public officials are to adequately represent the interests of their Mexican American constituents, they must know how Mexican Americans view the issues affecting their daily lives. They must know which issues are salient and how Mexican Americans evaluate public policy priorities. This report presents the responses to public policy questions included in six surveys of persons of Mexican origin either sponsored or assisted by the Southwest Voter Registration Education Project during the past year and a half.

The Surveys

The surveys on which this report are based vary considerably in locale and sampling frame from face-to-face interviews with persons of Mexican descent in San Antonio and East Los Angeles to telephone polls of registered voters in the Texas Rio Grande Valley and surveys of Mexican American political leaders in 17 Texas counties.

San Antonio Survey. Interviews with 415 adults of Spanish-surname were conducted in San Antonio from November 1981 to January 1982. A systematic random sampling of Hispanic households was selected from the criss-cross directory and one adult was randomly chosen for in-person interviews within each household. The error variation of the sample should be less than plus or minus 5 points from the true value in the population with 95% confidence. That is, one could expect the sample survey results to be off by less than 5 percentage points in 19 of every 20 samples of that size.

East Los Angeles Survey. Interviews with 488 Spanish-surnamed adults were conducted in unincorporated East Los Angeles during the same time period as the San Antonio survey. The sample was a multi-stage

cluster sample of households from the census block listings. The sampling error from this type of sample is estimated to be less than 6 percent with 95% confidence. As in San Antonio, interviews in East Los Angeles were conducted in person by native Spanish-speakers trained by the National Opinion Research Center of Chicago. Citizens and non-citizens are included in the samples, unless otherwise indicated. In East Los Angeles 45% of the respondents are not citizens and in San Antonio 12% are not citizens.

Denver Survey. Phone interviews were conducted with 400 registered voters with Spanish-surnames in the city of Denver by the Latin American Research and Service Agency just prior to the November 2, 1982, general election. Some of the same questions used in the San Antonio and East L.A. surveys were included in order to compare findings across major urban areas with large Hispanic concentrations.

A simple random sample from a list of all registered voters with Spanish-surnames was selected. With a sample of 400, the error is estimated to be less than 5% with 95% confidence.

Rio Grande Valley Survey. Phone interviews were conducted with 457 registered voters with Spanish-surnames in the cities of McAllen and Edinburg in March, 1983, several weeks prior to local elections.

A systematic random sample of registered voters with Spanish-surnames would result in sampling error of less than 5% in 95 out of 100 samples of this size.

Chicago Exit Poll. A poll of 814 Latino voters was conducted during the Feb. 22, 1983, city primary election in Chicago by the Midwest Voter Registration Education Project. Voters were interviewed as they left the voting booth in precincts with at least 200 Spanish-surnamed registered voters. A sampling error of less than 4% would occur in 95 out of 100 samples of this size.

Mexican American Leaders Survey. Since December 1982, key organizers, elected officials and community leaders involved in voter registration campaigns have met to form Regional Planning Committees in Texas. Surveys were conducted in three of the four Texas regional meetings in the South Central, Coastal Bend and Rio Grande Valley areas. The sample includes 127 community leaders from 17 counties in the three regions. Since no attempt was made to select these leaders in any scientific random sample, the sampling error cannot be estimated in this survey.

TABLE 1
 Mexican Americans' Identification of the Most Serious
 Local Problem Facing Mexican Americans

Most Serious Problem	San Antonio 1/82	East L.A. 1/82	Denver 11/82	Chicago 2/83	McAllen Edinburg 3/83	S. TX MA Leaders 1/83
Unemployment	22%	16%	27%	25%	56%	36%
Crime	10%	32%	3%	24%	4%	2%
Discrimination	12%	17%	13%	*	4%	7%
Education	10%	11%	21%	16%	6%	9%
Social Cuts	8%	1%	2%	*	2%	2%
Lack of Services	12%	3%	1%	9%	7%	6%
Other	26%	20%	33%	26%	21%	38%

Question: What is the most serious problem facing Mexican Americans in this community?

*Chicago survey question: Which of the following problems are in most need of attention in your neighborhood? (Category not included in the Chicago survey?)

TABLE 2
 Mexican Americans Identification of
 Most Important Problem Facing the Country Today

Most Important Problem	San Antonio 1/82	East L.A. 1/82	South Texas MA Leaders 1/83	Gallup (National) 9/82
Unemployment	23%	36%	75%	61%
Inflation	52%	38%	16%	18%
Crime	7%	10%	1%	3%
Dissatisfaction with Government	6%	4%	2%	3%
International Problems	2%	1%	3%	2%
Moral Decline	4%	3%	1%	3%
Energy	1%	*	*	1%
Other	4%	7%	2%	31%
Don't Know/No Opinion	1%	1%	*	2%

QUESTION: What do you think is the most important problem facing this country today of the list I am going to read?

NB: Responses in Gallup poll add up to more than 100% because of multiple responses in that survey.

*Less than one percent.

TABLE 3
Evaluation of Spending Priorities
by Mexican Americans

Policy Area	Percent who say:					
	"we are spending too little"			"we are spending too much"		
	San Antonio 1/82	East L.A. 1/82	M.A. Leaders 1/83	San Antonio 1/82	East L.A. 1/82	M.A. Leaders 1/83
Domestic Social Issues						
Education	63%	59%	91%	3%	10%	1%
Hispanics	62%	62%	92%	4%	11%	2%
Bilingual Education	65%	55%	89%	6%	9%	2%
Halting Crime	60%	49%	65%	12%	18%	7%
Health	55%	54%	79%	5%	10%	5%
Drug Programs	54%	50%	72%	10%	17%	5%
Environment	37%	44%	41%	8%	9%	8%
Blacks	39%	27%	65%	12%	23%	13%
Welfare	37%	28%	63%	32%	35%	15%
Big cities	26%	28%	28%	28%	23%	37%
Defense & Social Policy Issues						
Defense	27%	24%	18%	29%	38%	61%
Space Exploration	8%	9%	14%	61%	60%	53%
Foreign Aid	8%	10%	5%	68%	50%	72%
Number of Respondents	(411)	(488)	(111)	(411)	(488)	(111)

Question: We are faced with many problems in this country, none of which can be solved easily or inexpensively. I'm going to name some of these problems, and for each one I'd like you to tell me whether you think we are spending too much money, or about the right amount.

TABLE 4
 Evaluation of President Reagan
 by Mexican Americans

	San Antonio 1/82	East L.A. 1/82	McAllen/ Edinburg 3/83	So. Texas MA Leaders 1/83	CBS NY Times (Nat.) 9/82
Percent who:					
Approve	21%	25%	26%	9%	42%
Disapprove	66%	59%	69%	82%	44%
No Opinion/DK	13%	16%	5%	9%	14%
No. of Respondents	(414)	(486)	(444)	(124)	(1,664)

Question: In general, do you approve or disapprove of the way President Reagan is handling his job as President?

TABLE 5
 Mexican American's View of Political Party that
 Will Do Best Job of Keeping Country Prosperous

	San Antonio (citizens) 1/82	E. Los Angeles (citizens) 1/82
Republicans	10%	18%
Democrats	65%	52%
No Opinions	16%	22%
Other Party	1%	1%
Makes no difference	8%	7%
Respondents	(361)	(266)

Question: Looking ahead for the next few years, which political party - the Republicans or the Democrats - do you think will do a better job of keeping the country prosperous?

TABLE 6
 Mexican American Views on Bilingual Education

Percent who feel it is:	San Antonio 1/82	East L.A. 1/82	So. Texas M.A. Leaders 1/83
Good to have bilingual education	93%	87%	96%
Not good to have bilingual education	6%	11%	1%
No Opinion/Don't Know	1%	2%	3%
Respondents	(413)	(486)	(126)

Question: Do you agree it is a good idea to have bilingual education in the schools, or do you agree that bilingual education is not a good idea?

TABLE 7
Mexican American Views on Civil Rights

Opinion	San Antonio (citizens) 1/82	East L.A. (citizens) 1/82	Gallup National (citizens) 9/82
Voting Rights Act Extension			
Favor	92%	86%	
Oppose	2%	10%	
no Opinion/DK	5%	4%	
Respondents who know of the proposal	(167)	(124)	
Equal Rights Amendment			
Favor	76%	74%	61%
Oppose	16%	18%	39%
No Opinion/DK	8%	8%	*
Respondents who know of the proposal	(288)	(200)	(1,500)

Preliminary Question: Have you heard or read about the Voting Rights Act (or Equal Rights Amendment)?

Question: Do you favor or oppose this amendment?

TABLE 8
 Mexican American Views on Legalization of Abortion

Opinion	San Antonio (citizens) 1/82	East L.A. (citizens) 1/82	Mexican American Leaders 1/83
Abortion Should Be Legal	15%	19%	20%
Under all circumstances	51%	41%	51%
Under certain circumstances	32%	38%	24%
Under no circumstances	2%	2%	6%
Respondents	(360)	(264)	(122)

Question: Do you favor making abortion legal under all circumstances, legal only under certain circumstances, or should it be illegal under all circumstances?

TABLE 9
 Mexican American Leaders' Views on the Issues

Issues	Mexican American Leaders (1/83)		Gallup Nat'l. (9/82)	
	Favor	Oppose	Favor	Oppose
Immigration				
Law making it illegal to hire an immigrant who has come to the U.S. without proper papers	43%	57%	65%	35%
Stricter Enforcement of immigration laws to stop undocumented immigration.	54%	46%	*	
National identity card to determine whether workers are legal residents or not.	24%	76%	*	
Government Spending				
Constitutional amendment to balance the federal budget	69%	31%	75%	25%
Shifting more financial responsibility for social programs, from federal to state governments	54%	46%	62%	38%
Increase in federal spending for military and defense purposes	28%	72%	42%	58%
Constitutional amendment to permit prayer in public schools	73%	27%	73%	27%

*Not asked in Gallup poll.
 Number of Mexican American leaders = 120.
 Number sampled in Gallup national poll = 1,500.

TABLE 10
Party Identification of Mexican Americans

Party Preference	Texas (Mex.Am. statewide) 11/69**	San Antonio (citizens) 1/82	East L.A. (citizens) 1/82	Denver (regis-tered) 11/82	McAllen/Edn. (regis-tered) 3/83	S.TX M.A. Leaders 1/83
Strong Democrat	41%	34%	30%	45%	41%	73%
Weak Democrat	45%	32%	36%	29%	28%	10%
Indep. leaning Democrat	2%	9%	3%	6%	6%	2%
Independent	5%	4%	4%	6%	15%	2%
Indep. Leaning Rep.	1%	1%	2%	2%	1%	2%
Weak Republican	2%	3%	5%	4%	3%	1%
Strong Republican	1%	1%	2%	5%	3%	1%
Raza Unida & Other	*	6%	12%	1%	*	*
Don't Know/Refused	4%	10%	6%	3%	3%	9%
Respondents	(375)	(358)	(256)	(400)	(450)	(127)

Question: Generally speaking, do you consider yourself a Republican, Democrat Independent, La Raza Unida, Socialist Worker or what? (If Republican or Democrat) Would you call yourself a strong or a not so strong Republican (Democrat)? (If Independent) Do you think of yourself as closer to the Republican or Democratic Party?

*Raza Unida and other party categories were not provided.

**Source: Clifton McLeskey and Bruce Merrill, "Mexican American Political Behavior in Texas," Social Science Quarterly (March, 1973): 785-813.

TABLE 11
Political Orientation of Mexican Americans

Political Orientation	San Antonio 1/82 (citizens)	East L. A. 1/82 (citizens)	So. Texas MA Leaders 1/83
Radical	2%	4%	0%
Liberal	20%	22%	45%
Moderate	23%	22%	26%
Conservative	15%	17%	9%
Don't think in those terms	39%	35%	20%
Respondents	(333)	(236)	(109)

Question: Generally speaking, do you consider yourself a liberal, conservative, moderate, or radical or perhaps you don't see yourself in those terms.

THE WHITE HOUSE

WASHINGTON

April 29, 1983

MEMORANDUM FOR BECKY NORTON DUNLOP

FROM: Jim Cicconi 

SUBJECT: Presidential Visit to San Antonio

As you know, the President is visiting San Antonio, Texas on May 5 for the Cinco de Mayo celebration. The trip constitutes our first major effort to reach out to Mexican-Americans.

In addition to the normal material provided for such a trip by the various departments, I would suggest we specifically request brief reports on the following:

1. A report from Treasury on the status of efforts to assist Mexico with its current financial difficulties.
2. A report from the Department of Justice summarizing the key features of the immigration bill recently passed by the Senate, with special emphasis on our rationale for legalization.
3. A status report on enterprize zone legislation, which has been endorsed by Mayor Henry Cisneros.
4. A brief report explaining the significance of San Antonio's designation as an "All American City."
5. A status report from DOC on the establishment of a foreign trade zone in San Antonio, which was approved by Secretary Baldrige last September. (e.g., how many jobs were created as a result of this?)
6. A report from SBA on efforts to expand participation in the 8(a) program.

I would appreciate it if you could send me copies of this information once it is received.

Thanks for your help.

April 22, 1983

TO: Shirley Green

FROM: Linda Lewis *LL*

SUBJECT: Quotes from Lamar Smith re: Cisneros/Mondale

Lamar went to both the San Antonio Express News and the San Antonio Light to look at their clipping files. There was nothing about this subject in the Express News and the only quotes he found are from the San Antonio Light.

January 14, 1983: San Antonio Light

Cisneros yesterday said, Mondale is "a very, very good personal friend." Mondale's San Antonio appearance will be before a nonpartisan forum. (POINT FROM LAMAR: The forum is a reception planned to coincide with Mondale's appearance at Trinity University.) As for Mondale's campaign for the 1984 Democratic Presidential nomination, Cisneros said, "I can't envision that I would be supporting anyone other than him as far as my own personal preferences go."

January 27, 1983: San Antonio Light

Mayor Henry Cisneros, who has said Mondale has his "personal" support but has not yet determined how active he might be in Mondale's Presidential campaign, was at Mondale's side throughout the morning, that also included a news conference and an address reception attended by approximately 100 Democratic grassroots workers and party organizers.

Lamar will call on Monday with more quotes. He will also be sending you the clippings.

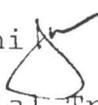
cc: ✓ Jim Ciconni

THE WHITE HOUSE

WASHINGTON

April 26, 1983

MEMORANDUM FOR KARNA SMALL

FROM: Jim Cicconi 

SUBJECT: Presidential Trip to San Antonio

The President is tentatively scheduled to travel to San Antonio on May 5 for a Cinco de Mayo celebration. The emphasis during this trip will be on Administration efforts to reach out to Hispanics.

Of course, the trip will be well covered by the national media. However, could we also formulate a plan for particular coverage by Mexican-American newspapers and radio? (I specify Mexican-American media because Cinco de Mayo is a Mexican holiday, and holds little significance for other Hispanics.)

We might consider, for example, a special Spanish-language radio and television hookup for the President's remarks. We might also do a special mailing of the full text of the President's remarks to Spanish-language newspapers, and also to English-language papers in areas in the Southwest with a large Mexican-American population.

Anything we can come up with along these lines would naturally add to the impact of the President's visit. The advance staff can, of course, help work out any details.

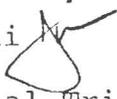
Thanks.

cc: James A. Baker, III
Dave Gergen

THE WHITE HOUSE
WASHINGTON

April 26, 1983

MEMORANDUM FOR ED ROLLINS

FROM: Jim Cicconi 
SUBJECT: Presidential Trip to San Antonio

For your information:

During the President's May 5 trip to San Antonio, there is a 20-minute time slot open for a non-media event (since the press will use this period for filing their stories). To fill this time, I have asked the Advance Office to look into setting up a non-partisan reception. This would mainly consist of Mexican-American businessmen and professionals, but would also include key elected officials and local Republican Party leaders. Lee and I will probably be in San Antonio one day early, and will go over the details to make sure all the political bases are covered.

cc: Lee Atwater

THE WHITE HOUSE

WASHINGTON

April 26, 1983

MEMORANDUM FOR FAITH WHITTLESEY

FROM: Jim Cicconi 

SUBJECT: Presidential Trip to San Antonio

The President is tentatively scheduled to travel to San Antonio on May 5 for a Cinco de Mayo celebration. The emphasis during this trip will be on Administration efforts to reach out to Hispanics.

Can we accelerate the process so that the hiring of a Special Assistant for Public Liaison dealing with Hispanics can be announced on May 5, in conjunction with the trip? If this is not possible due to the time involved in FBI checks, etc., then I would urge that we prepare to announce such an appointment soon afterward; it would then be viewed as follow-up to the trip, further demonstrating our strategy of appealing to Hispanics.

Thank you.

cc: James A. Baker, III

THE WHITE HOUSE

WASHINGTON

April 26, 1983

MEMORANDUM FOR JOHN HERRINGTON

FROM: Jim Cicconi 
SUBJECT: Presidential Trip to San Antonio

The President is tentatively scheduled to travel to San Antonio on May 5 for a Cinco de Mayo celebration. The emphasis during this trip will be on Administration efforts to reach out to Hispanics.

Are there any key Hispanic (especially Mexican-American) appointments in the pipeline that could be accelerated for announcement on May 5?

Also, it would be helpful to have the numbers and percentages for the President's Hispanic appointments, plus a few names that we could use if asked for examples.

Thanks.

cc: James A. Baker, III