

**FIRST LADY HILLARY RODHAM CLINTON
SVREP RECEPTION FOR CINCO DE MAYO
WASHINGTON HILTON
MAY 5, 1995**

[Acknowledgements: Southwest Voter President Antonio Gonzalez, Gregory Nava and cast of film "My Family," Secretaries Cisneros and Pena, and Members of Congress here tonight]

■ It's great to be here tonight to share in the celebration of Cinco de Mayo and to help support the great work of Southwest Voter.

■ Your motto, "Your vote is your voice," has a special meaning today when we have so recently been reminded how important it is to speak out against hate, intolerance, violence, and exclusion; and to speak up for the democratic ideals on which this country was founded.

■ I am looking forward to seeing Gregory Nava's new movie, "My Family" tonight. The story of an American family trying to do what is best and right for its children is a story we all share, no matter where our parents, or grandparents, or great-grandparents came from.

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• It's great to be here tonight to share in the celebration of Cinco de Mayo and to help support the great work of the Southwest Voter project.

• Your motto, "Your vote, your voice," has a special meaning today at a time when we all understand the importance of speaking out for the ideals we all care for — ideas like tolerance, caring, inclusion, and opportunity.

• I am greatly looking forward to seeing Gregory Nava's new movie, "My Family" tonight. The story of an American family trying to do what is best and right for its children is a story we all share, no matter where our parents, or grandparents, or great-grandparents came from.

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This
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founded
on:

That is the foundation
of our democracy —
the open society we
all cherish.

It's what makes the
American Dream possible.

Talking Points for the First Lady

- Cinco de Mayo celebrates the Battle of Puebla where the Mexicans, outnumbered, defeated the invading French forces of Napoleon III on May 5, 1862 eventually leading to their final victory and freedom in 1867.
- To celebrate Cinco de Mayo, you and the President will attend the Southwest Voter Registration Education Reception and the Washington premiere of the New Line Cinema film, *My Family/Mi Familia* co-hosted by the National Council of La Raza and the Congressional Hispanic Caucus. The premiere benefits the National Latino Communications Center, which is celebrating its 20th anniversary as the country's largest media arts resource center.
- Founded in 1974, the Southwest Voter Registration Education Project is a national non-profit, non-partisan organization dedicated to increasing voter registration, education and participation among Hispanics and other minorities. Its motto is "Your Vote is Your Voice." The money raised at the reception will benefit the organization's education and registration programs.
- Starring Jimmy Smits, Edward James Olmos and Esai Morales and produced by Francis Ford Coppola, the film, *My Family/Mi Familia* depicts the joys and hardships of an Hispanic family during the twenties, fifties and eighties in California. It crosses both cultural and generational lines providing insight into the significant achievements and contributions Hispanics have made to American culture and society.

It's great to be here to share in this celebration of
Cinco de Mayo + to help support the
great work of the SWVR + Ed Project

Your motto -- Your vote is your voice --
has special meaning today.

draft, friday, noon

**President William Jefferson Clinton
SVREP Reception for Cinco de Mayo
May 5, 1995**

[Acknowledgments: Southwest Voter President Antonio Gonzalez; Gregory Nava and the cast of the film "My Family": Jimmy Smits, Edward James Olmos, Esai (EE'-sigh) Morales; Secretary Cisneros, Secretary Pena; Members of Congress: Luis Gutierrez, Ed Pastor, Lucille Roybal-Allard, Esteban Torres; White House staff, including Suzanna Valdez, who has been doing such a great job in our Office of Public Liaison; Don Fowler; Andy Hernandez, former head of SW Voter and now director of the Base Vote for the DNC, and all the friends of Southwest Voter Registration.]

Cinco de Mayo is a day that celebrates triumph and honors tradition. I'm told this is best done with *familia* [fah-MEE'-lee-ah]. That's why I am here. Tonight we are all with *familia*. And tonight we celebrate all good things that are Latino.

Antonia Gonzalez, Gregory Nava, + Secretaries + members of Cong. Cast here w/ us today

Americans of all backgrounds in cities all across our nation join with the whole Hispanic community, Mexican nationals and especially the 13 million Mexican-Americans who are marking this day.

Cinco de Mayo marks a Mexican victory on its road to democracy more than a century ago. So it is especially fitting that we use this day to support the work of Southwest Voter. I remember when Hillary and I walked into the Southwest Voter offices in San Antonio just after I had become a candidate for President. Andy Hernandez was the

head of the office at the time. And he and his staff brought out all the maps and plans to show us what was being done to reach out and get people to register and to vote. I remember thinking how impressive it was, but also how basic and how necessary for our democracy.

Through the tireless work of Antonio Gonzalez and Andy Hernandez and Willie Velasquez (who founded Southwest Voter), Southwest Voter has become the arms drawing more and more people into the full embrace of their citizenship. Willie Velazquez said: "*Su voto es su voz.*" [Your voice is your vote.] Now, more people have a voice, because of you. With the help of Southwest Voter, we won one of the greatest pieces of legislation to give people a voice: the Motor Votor Law. I am especially happy that a court just upheld enforcement of that act in California, where it is so important.

Southwest Voter has educated and registered eligible voters. It has helped more than 2,000 Latinos get elected to office. It has supported our economic empowerment policies both at home and throughout the Hemisphere, including the EITC and NAFTA. And Southwest Voter has made a larger commitment to democracy, going to El Salvador, Nicaragua, Mexico and South Africa to help nurture democracy for all the people there. All are huge accomplishments that we should applaud.

Democracy isn't limited to any one culture; it is strongest when it brings together all the people. That holds especially true for those who serve in government, too. Look

at my Administration. I have the most diverse and, I believe, the smartest and most innovative Cabinet in memory; my staff is more diverse than any other in history.

Never before have so many Latinos been appointed to office: More than 7 percent of my Presidential appointments are Latino, more than twice as many as the previous Administration. [to be checked]

I should note that many of these appointees are alumni of Southwest Voter. So I have something else to thank you for.

Latinos have helped lead the way for some of our best accomplishments, which have expanded opportunity, improved education, and helped our working families. And as we work together to make America safer, I also ask that we redouble efforts to banish brutality and violence wherever it might occur -- as in Oklahoma; in Texas, where a promising young woman, Selena [seh-LAY'-nah], was cut down; and in neighborhoods, where tomorrow's generation needs a chance to bloom.

To be Latino is to honor family, value work and love country. We can all be proud that Latinos have contributed these qualities to our great, national mosaic.

On this Cinco de Mayo, let's celebrate the tradition that brought us here, the progress that will carry us forward, and the partnership that will ensure that America's greatest days are just ahead. Thank you and God bless.

Host Committee

Honorable Luis V. Gutierrez
Honorable Lucille Roybal-Allard
Honorable Esteban Edward Torres
Rick Bela
Norma Cantu
Margarita Colmenares
Maria Echeveste
Rita Elizondo
Pedro Garza
Andrew Hernandez
Albert Jacques
Ron Jauregui
Ed Knight
Ricardo Lemus
George Munoz
Irma Munoz
Rick Swartz

... The First Family and My Family

President William Jefferson Clinton and First Lady Hillary Rodham Clinton will be special guests at a reception in honor of: Southwest Voter Registration Education Project, the largest Latino voter registration education organization in the county; and the cast of *My Family/mi familia*, the new feature film by Gregory Nava, a moving tale depicting the tragedies and the triumphs over 60 years of a Mexican American family.

PLEASE RSVP by May 3 with PATRICIA CORNEJO AT 1-800-404-VOTE. CALL NOW, SPACE IS LIMITED.



Luncheon

12:00 NOON - 2:00pm

NATIONAL PRESS CLUB, 529 14th STREET, NW
WASHINGTON D.C., MAY 5, 1995

REALIZING THE POTENTIAL OF THE NORTH AMERICAN DEVELOPMENT BANK

A SOUTHWEST VOTER RESEARCH INSTITUTE Public Policy Briefing in
conjunction with VISTA and HISPANIC MAGAZINES
with:

Alfredo Phillips Olmedo

Manager, North American Development Bank

and

The Honorable
Esteban E. Torres
Member of U.S. Congress

Reception

⁶
5:00 pm - 7:30 pm

WASHINGTON HILTON & TOWERS HOTEL
1919 CONNECTICUT AVE., NW, WA. D.C., MAY 5, 1995

ENTERING AN ERA OF LATINO LEADERSHIP

A SOUTHWEST VOTER REGISTRATION EDUCATION PROJECT
Benefit Reception in conjunction with NEW LINE CINEMA, COCA COLA, and
THE MCBRIDE FOUNDATION with:

The Honorable
William Jefferson Clinton
President of the United States

and

The Entire Cast of
My Family/mi familia
A new feature film by Gregory Nava

A Benefit Premiere screening of *My Family/mi familia* for The National Latino Communications Center will follow the reception.
Tickets should be purchased separately from NLCC at:
(213) 663-8294

Arts & Show

Vivid 'Family' Tells Everyone's Story

Gregory Nava's "My Family" is like a family dinner with everybody crowded around the table, remembering good times and bad, honoring those who went before, worrying about those still to come. It is an epic told through the eyes of one family, the Sanchez family, whose father walked north to Los Angeles from Mexico in the 1920s, and whose children include



ROGER EBERT

a writer, a nun, an ex-convict, a lawyer, a restaurant owner, and a boy shot dead in his prime.

Their story is told in images of startling beauty and great overflow-

ing energy; it is rare to hear so much laughter from an audience that is also sometimes moved to tears. Few movies like this get made because few filmmakers have the ambition to open their arms wide and embrace so much life. This is the great "American" story, told again and again, of how our families came to this land and tried to make it better for their children.

The story begins in the 1920s with a man named Jose Sanchez, who thinks it might take him a week or two to walk north from Mexico to "a village called Los

Angeles," where he has a relative. It takes him a year.

The relative, an old man known as El Californio, was born in Los Angeles when it was still part of Mexico, and on his tombstone he wants it written, "and where I lie, it is still Mexico."

El Californio lives in a small house in East Los Angeles, and this house, tucked under a bridge on a dirt street that still actually exists, becomes a symbol of the

'My Family'

★★★★

Jimmy Chucho

Jimmy Smits
Esal Morales

Paco Edward James Olmos
Directed by Gregory Nava. Produced by Anna Thomas. Opening today at local theaters. Running time: 122 minutes. Classified R (for language, some graphic violence and a scene of sexuality).

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Jose (Jacob Vargas) crosses the bridge to the Anglo neighborhoods to work as a gardener, and there he meets Maria (Jennifer

Lopez), who works as a nanny. They are married and have two children and she is pregnant with a third in the Depression year of 1932, when government troops round her up with tens of thou-

sands of other Mexican-Americans (most of them, like Maria, American citizens) and ship them in cattle cars to central Mexico, hoping that they will never return.

"This really happened," says the movie's narrator, Paco (Edward James Olmos), a writer who is telling the story of his family. But Maria fights her way back to her family, sheltering her baby in her arms.

As the action moves from the 1930s to the late 1950s, we meet all the children: Paco; Irene, on her wedding day; Toni, who becomes a nun; Memo, who wants to go to law school; Chucho, who is attracted to the street life, and little Jimmy ("whose late arrival came as a

Turn to Page 48

PANTHERS: WHERE ARE THEY NOW?

The Black Panther Party was created in 1966 as a militant political group advocating violence to right societal wrongs. Among the group's leaders were:



'Panther' Leaps Into Fiction Trap

MOVIE REVIEW/By ROGER EBERT

Mario Van Peebles' "Panther" is the story of the rise and fall of a 1960s black radical movement that captured the imagination of its time. Movie is by

1960s was losing momentum after the assassination of King. Their message was clear: White America could no longer count on pacifist blacks to patiently hold



ARTS & SHOW

'Family'

Continued from Page 45

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Nava, who is of Mexican-Basque ancestry, and his co-writer and producer (and wife), Anna Thomas, tell their stories in vivid sequences. Irene's wedding is interrupted by the arrival of a gang hostile to the hotheaded Chucho, and as they threaten each other, Paco tells us "it was the usual macho bull- - -." But eventually Chucho will lose his life because of it, and little Jimmy, seeing him die, will be scarred for many years.

Toni, meanwhile, becomes a nun, goes to South America, gets "political," and comes home to present her family with a big surprise, in one of the many scenes that mix social commentary with humor. Memo (Enrique Castillo) does become a lawyer (and tells his Anglo in-laws that his name is "basically Spanish for 'Bill'").

In one of the movie's best sequences, Toni (Constance Marie), now an activist in L.A., becomes concerned by the plight of a young woman from El Salvador who is about to be deported and faces death because of the politics of her family. She persuades Jimmy (Jimmy Smits) to marry her and save her from deportation, and in a sequence that is first hilarious and later quite moving, Jimmy does. (Instead of kissing the bride, he mutters "you owe me" ominously at his activist sister.) This relationship between Jimmy and Isabel (Elpidia Carrillo) leads to a love scene of great beauty, as they share their stories of pain and loss.

In the scenes set in the 1950s and 1980s, Jose and Maria are played by Eduardo Lopez Rojas and Jenny Gago. They wake up at night worrying about their children ("thank God for Memo going to law school," Paco says, "or they would have never gotten a night's sleep"). Jimmy, so tortured by the loss of his brother, is a special concern. But the family pulls together, and Paco observes, "In my home, the difference between a family emergency and a party wasn't that big."

Nava, whose earlier films include the great "El Norte" (1984), which won an Oscar nomination for its screenplay, has an inspired sense of color and light, and his movie has a visual freedom you rarely see on the screen. Working with cinematographer Ed Lachman, he uses color filters, smoke, shafts of sunlight and other effects to make some scenes painterly with beauty and color—and he has used a painter, Patssi Valdez, to design the interior of the Sanchez home.



Jennifer Lopez plays Maria, who risks her life to return to her family after being shipped away.

The movie is not just in color, but in colors.

Through all the beauty, laughter and tears, the strong heart of the family beats, and everything leads up to a closing scene, between old Jose and Marie, that is quiet, simple, joyous and heartbreaking. Rarely have I felt at the movies such a sense of time and history, of stories and lessons passing down the generations, of a family living in its memories.

Their story is the story of one Mexican-American family, but it is also in some ways the story of all families. Watching it, I was reminded of my own family's legends and heroes and stray sheep, and the strong sense of home. "Another country?" young Jose says, when he is told where Los Angeles is. "What does that mean—'another country'?"

'Panther'

Continued from Page 45

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Newton and Seale (Courtney B. Vance) run the Oakland Panthers (the film's focus) more or less as equals, realizing they should not show up together at too many events lest the police realize how small the group really is. Minister of Information Eldridge Cleaver (Anthony Griffith) arrives on the scene at about the time Newton is jailed on a frame-up, and is less of a strategist, more of an instigator:

flooding Oakland with heroin. Although the "ultimate conspiracy" makes a convenient plot point, it does a disservice to young people who want to understand what really happened. The Panther's end came through exhaustion, through the imprisonment or exile of their best leaders, through the harassment of the FBI, and because some members became disillusioned by the questionable activities of others. They weren't done in by the godfathers.

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SAN ANTONIO LIGHT

ANDY HERNANDEZ

Cinco de Mayo stands for tenacity



Cinco de Mayo, one of Mexico's most important national holidays, will be celebrated by hundreds of thousands of Americans in hundreds of cities across the United States.

While most of these Americans who will be celebrating Cinco de Mayo will be Mexican-Americans, every year a larger number of Americans who are not Mexican-American or even Hispanic are taking part in Cinco de Mayo festivals, dances and other holiday activities.

That so many Americans would take part in a national holiday of Mexico points to the way in which the lives of these two nations are now intertwined culturally. At the point we as citizens of the United States join with citizens of Mexico in celebrating each other's holidays that define who we are as nations, we become joined historically and culturally with one another in an intimate way.

For as Americans begin to understand the meaning of Cinco de Mayo for the Mexican national they can begin to understand more profoundly the hopes and aspirations of our neighbors to the south. By understanding Cinco de Mayo, we begin to understand Mexico.

Cinco de Mayo, as well as the Diez y Seis de Septiembre, provides a real opportunity to teach ourselves and to learn from others the meaning of Mexican neighborhood. For it is what citizens of a nation celebrate and remember that defines who they are - what values they adhere to, what hopes they hold, what dreams they aspire to. National holidays define nations. It is how individuals merge their personal lives and experiences into a larger national one.

What do I hear as an American citizen of Mexican descent in Cinco de Mayo? The outlines of what is remembered are pretty straightforward.

On May 5, 1862, the democratic government force of constitutional president Benito Juarez defeated French expeditionary army at the city of Puebla. The French were in Mexico to install a puppet monarchy under the guise of bringing peace and prosperity to Mexico.

It was not, however, a decisive battle, as Mexican forces were forced to retreat. So what Mexico celebrates is not a decisive military victory, but a decisive turn in resisting foreign intervention. It affirms the Mexican confidence in their right and ability to govern themselves on their own terms.

Cinco de Mayo celebrates the defeat of the Europeans' most formidable army at the hands of mestizos led by an Indian president defending the freedom and sovereignty of their nation.

There are not any holidays we celebrate in the United States that correspond with Cinco de Mayo. Certainly the 16 de Septiembre, which commemorates Mexico's call for independence from Spain and our own Independence Day are quite alike and therefore easily understood.

Cinco de Mayo is different. We don't celebrate the European expulsion because our history is made by Europeans who expelled native Americans. No foreign powers have intervened on our land since 1810.

Mexico's history from 1810 to 1870 was a series of interventions. First, the United States intervened in a series of wars of conquest, then the Spanish, British and French landed troops in Mexico and the French decided to stay.

In order to build their nation, Mexicans have had to contend with hostile external powers as well as internal divisive forces. Had Mexico been given the same reprieve that history afforded the United States to develop without foreign intervention and intrigues, her history and development might have been quite different, as ours would have been different if the British, Spanish and French had allied with the Confederacy and intervened in our Civil War.

Cinco de Mayo represents the Mexican people's resistance to foreign European domination and their determination to forge their own history and destiny.

The Mexican people have arguably paid a higher price for the freedom of their nation than those of us in the United States. Having withstood civil wars, foreign intervention and the exploitation of their natural resources by foreign countries up until this century, Mexico has prevailed. Mexico has prevailed because her people have not submitted. They did not submit to the Spanish, to the French, to the English or the United States.

Mexico is a proud nation. Given what it has taken to create their nation, Mexicans have every reason to be so.

Cinco de Mayo represents a nation's determination to remain free and to pay whatever price freedom requires. It is a holiday through which American citizens can learn something about Mexico but more importantly it is a holiday from which we can learn something.

SVREP *Southwest Voter Registration Education Project*

1974-1994 Commemorating Twenty Years of Political Empowerment

Fact Sheet

- The Southwest Voter Registration Education Project is a national 501(c)(3), non-profit, non-partisan, tax exempt organization committed to increasing the participation of Latinos and other minority group members in the American democratic process.
- Since 1974, SVREP has conducted over 1,800 voter registration and voter education campaigns in approximately 200 communities in California, Arizona, New Mexico, Colorado, Texas, Oklahoma, Utah, Nevada, Idaho, Montana, Wyoming, and South Dakota. As a result of these efforts, over 40,000 Latino community leaders have been trained in organization, registration and get out the vote (GOTV) techniques.
- SVREP together with the Southwest Voter Research Institute (SVRI) become the major source of political information on Latino political behavior and opinion.
- Since 1974, over two million Latinos have been registered to vote, along with steady increases in turnout, Latinos are now considered the fastest growing electorate in the Southwest and the nation. In SVREP's service areas, registration has increased a dramatic 100%.
- Through the efforts of SVREP, over two thousand Latinos have been elected to office.
- SVREP receives no public monies from either federal or state funds. All operating funds are received from the contributions of private foundations, corporations, and individuals. Donations to SVREP are tax deductible.

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About SVREP

Southwest Voter Registration Education Project (*SVREP*) is a non-partisan, nonprofit organization founded in San Antonio, Texas, in 1974. The organization's motto is: "*Su Voto Es Su Voz*" (Your Vote is Your Voice), and its mission is to further the political empowerment of U.S. Latinos. The most effective way of accomplishing this, we believe, is by educating people about the democratic process, registering eligible voters and getting them out to vote. We firmly believe that only through this fundamental, constitutional right, the strengthening and exercising of our political voice, can we directly influence important issues affecting our communities.

SVREP has conducted over 1800 voter registration campaigns in 14 states and has undertaken, and won, close to 100 voting rights litigations. Due in part to these efforts, the number of Latino registered voters in the U.S. has increased from 2 million in 1974 to over 5 million in 1994. During this period, the number of Latino elected officials has also dramatically increased from less than 1500 to over 5,000 nation-wide. In the 1992 general elections, a record number of over 1 million Latinos turned out to vote in California alone.

SVREP has helped to make major social and political gains for Latinos in the US and throughout Latin America for over 20 years. And while our mission is based on voter registration and education, in the last ten years, we have become increasingly active in other areas as well, especially that of economic empowerment including: U.S./Mexico & Latin American relations, and international economic and technical development (NADBANK, NAFTA, and *LatinoNet* - the new national computer on-line service).

Other issues that *SVREP* is involved in include: immigration and citizenship, organizing, education and training of community leaders and elected officials, U.S. foreign and international policy development; and accountability of elected officials.

Now, with over 30 million Latinos in this country, *SVREP's* messages and efforts have become broad-based human concerns, which apply to all people. Our aim is to communicate more effectively with the masses by attaining, establishing, and maximizing higher visibility in the media. Culture and the arts are a valuable and popular tool which can be harnessed for reaching and educating millions of people and increasing civic participation. With the help of Latino entertainers and the entertainment industry, along with the increased participation and partnership development with mass media entities, we can continue to strengthen our collective voice.

MEMORANDUM

To: Catherine York
Cindy Jasso-Rotunno
From: Andy Hernandez
Re: SVREP Cinco de Mayo Washington DC Fundraiser
Date: May 2, 1995

Overview of the Southwest Voter Registration Education Project and it's research arm the Southwest Voter Research Institute

The Southwest Voter Registration Education Project is the premier Latino political empowerment organization in the nation. Over the last 20 years it has conducted over 1,700 voter registration and voter education campaigns in over 200 cities and local communities in the Southwest and the West. SWVRP has also been at the forefront of the voting rights struggle for Latinos. It has successfully litigated 85 redistricting and voting rights lawsuits. Its sister organization the Southwest Voter Research Institute has conducted extensive research on Latino voting behavior and opinion, policy research and building Democratic institutions and norms in Central America and South Africa.

During the NAFTA fight SVRI was instrumental in gaining liberal Democratic congressional support by promoting the concept of the North American Development Bank.

A number of congressmen, statewides and local officials are graduates and alumni of Southwest Voter. It has trained over 40,000 leaders and activists for the last 20 years.

The President of SVREP and SVRI is Antonio Gonzales. Mr. Gonzales assumed this position upon the resignation of its former President, Andy Hernandez who is now the Director of Base Vote and Latino Outreach for the DNC.

The Event

This is a SW Voter Washington DC Fundraiser. It is a stand up reception that will run from 6:00-7:00 p.m. at the Washington Hilton and Towers Hotel.

The principals who will be attending are; the POTUS, the first lady and the cast from the film Mi Familia/My Family.

The President is scheduled to speak around 7:00 p.m.

Event Sponsors and Host Committee

Congresspersons Luis V. Gutierrez from Chicago, Lucille Roybal-Allard from Los Angeles and Congressman Esteban Torres from Los Angeles as well as Sec. Cisneros are hosts of the event. Other senior level appointees are also on the host committee.

Role of Chairman and the Political Directors

The Chairman and the Political Director will be recognized. It is mostly a meet and greet.

LATINO POLITICS COMES OF AGE

By Antonio Gonzalez, Acting President

Twenty years after the founding of the Southwest Voter Registration Education Project (SVREP), it is time to reflect on our progress. A generation ago, Mexican Americans were a politically powerless people, outside the halls of power in virtually every way: our interests were excluded, our values disregarded, our voices unheard.

SVREP was born into that world with a simple mission: attack the roots of exclusion of Mexican Americans and other minorities by mounting a long-term, systematic effort to register, educate and turn-out Mexican American voters. Having organized in every community in the southwest and successfully litigated through the Voting Rights Act eighty five times, twenty years later, we believe victory is in sight.

Simply stated, Mexican Americans in the southwest are winning the struggle for political inclusion in the American democratic process. Over a twenty year span we have generated thousands of new elected officials, millions of new registered voters and, importantly, a growing recognition by the mainstream that the electoral equation is changing. The 1.1 million Latino votes cast in November 1992 in California underscore this new equation.

Acknowledging and applauding this victory does not mean that our work is done. Latinos still do not enjoy equitable representation in many communities where they live, and millions of immigrant Mexicanos and Central Americans need to be brought into citizenship and broader civic participation.

But, as the late founder of SVREP, William C. Velasquez predicted in the mid-1980's, "we must realize that our condition is changing from one of powerlessness to one of increasing political power at many levels. Our time in power is just beginning, and we will be judged by rules different from those inherent in the struggle for political power."

Thus, history has set a new challenge for Mexican American politics. We have achieved a measure of political power. But how we will we use it? Will we change and improve the rules of governance or conduct business as usual? Will we use the levers of government to resolve pressing problems of jobs and crime in our community or like so many others simply take care of number one?

This weekend, twenty years after the founding of SVREP, we will commemorate our achievements and put forth a new agenda for your consideration. This agenda will reaffirm our traditional voter registration education agenda as well as propose new initiatives in issues of economic empowerment, political accountability, leadership development and organizing abroad, as well as at home. Our request to you is simple: hear us out, challenge us, and agree to work together with us to achieve our common community empowerment goals.



Southwest Voter Research Notes

VOL. IX NO. 1

A PUBLICATION OF THE SOUTHWEST VOTER RESEARCH INSTITUTE

WINTER 1995

Texas Latinos Vote Heavily Democratic

Three out of four Latino voters chose to stay with incumbent Ann Richards in the race for Texas Governor, according to an exit poll conducted throughout the state by the Southwest Voter Research Institute (SVRI). The level of support for Richards (76%) was not significantly different from the 77% found by SVRI among Latinos in the 1990 election when she was first elected Governor.

The Institute's exit poll was exactly consistent with the results of a poll conducted by Mitofski International and not significantly different from the 72% support found in another exit poll by Voter News Service.

During the past five gubernatorial elections, Southwest Voter estimates that Texas Latinos have given an average of 79% support to the Democratic candidate, although Richards' support was the same this year among Latino voters as it was in 1990. Anglo voters, especially males, shifted enough this year to provide George W. Bush with the winning margin. Only one in four Anglo voters supported Richards this time.

In the U.S. Senate contest, Democratic challenger Richard Fisher received support from seven in ten Latino voters. He received only two in five Anglo votes, according to media exit polls.

Attorney General Dan Morales was re-elected with support from 88% of Latino voters. This was not significantly different

see *TEXAS*, Page 4

RECORD CALIFORNIA LATINO VOTE RETURNS FEINSTEIN TO SENATE

Latinos turned out to vote in record numbers in November's mid-term elections in California, and according to a study released December 16th, provided Senator Dianne Feinstein with her margin of victory over Michael Huffington.

The study, conducted by Southwest Voter Research Institute (SVRI), is the first reliable estimate of Latino voter turnout in this election year, according to SVRI President, Antonio Gonzalez.

The SVRI study places Latino proportion at 11% of all votes cast - a record high for Latinos in California. The study estimates that 57% of Latino

registered voters, turned out in the November election, considerably more than the 39% turnout in 1990, and very

close to the 60% turnout among all voters in the state in 1992.

see *CALIFORNIA*, Page 3

VOTE FOR SENATOR AMONG LATINO AND NON-LATINO VOTERS IN CA: NOV. '94

	All	%	Latino	%	Non-Latino	%
Dianne Feinstein	3,976,885	47	626,827	67	3,350,065	44
Michael Huffington	3,811,232	44	205,822	22	3,605,410	48
Others	716,906	8	102,911	11	613,995	8
Total	8,505,023	100	935,553	100	7,569,470	100
Feinstein Margin	165,653		420,999		-255,346	

Sources: Totals from CA Sec. of State

Latino turnout from Southwest Voter Research Institute

Latino support for candidates from L.A. Times election day exit poll

THE TEXAS LATINO VOTE IN 1994 (Numbers are Percents)

	Latino Voters		
	All	Male	Female
Governor			
Ann W. Richards	76	74	79
George W. Bush	24	26	21
Keary Ehlers	0	0	0
U.S. Senate			
Richard Fisher	71	68	73
Kay Bailey Hutchison	29	31	27
Pierre Blondeau	1	2	0
Attorney General			
Dan Morales	88	86	89
Don Wittig	9	11	7
Vicki Flores	3	3	3
Straight/Split Ticket Voting			
Straight Democrat	52	50	54
Straight Republican	6	7	4
Split Ticket	43	43	42

Sources: Southwest Voter Research Institute exit poll of 1,542 Latino voters on Nov. 8, 1994. Numbers rounded to the nearest whole percent. Zero indicates less than one half of one percent.

Commentary

Don't Mourn, Organize!

Throughout the southwest, Latino voter participation increased in comparison to 1990. So, the fact that statewide candidates and ballot measures vigorously opposed by Latinos won in November 1994 need not dishearten us.

In California, nearly one million Latinos turned out to vote, 78% to 22% against Proposition 187; and to support candidates that opposed this mean-spirited measure - an off-year record. In Texas, Latinos turned out nearly 450,000 votes, the highest off-year rate since 1982.

Latino support in California helped Diane Feinstein return to the U.S. Senate. Moreover, raza candidates for local office continued to win at all levels.

So, yes, Latinos lost important battles in November, but won some too. Most importantly, Latino participation continued to improve.

Now, the challenge is to take the initiative to nurture those activist sentiments among raza youth and immigrants brought forth by the struggle against Proposition 187. It is incumbent upon Latino leaders to accomplish three short term organizing tasks: 1) dramatically increase the number of immigrants that acquire citizenship; 2) block Proposition 187 spin-off proposals in other states and Congress; and 3) facilitate the emergence of new immigrant and youth leaders and organizations.

Empowering emerging Latino communities is key to changing the equation which proved to our disadvantage in 1994. Another key will be the ability of Latino leaders to engage the public with a vision of America that rejects scapegoating and fear-mongering. Our vision must communicate the positive truth about Latinos and immigrants in U.S. society, as well as the contours of a common future that is prosperous, participatory, culturally diverse and ever more integrated with the Americas. ✓

SVREP Celebrates 20th Anniversary, Selects New President

Nearly five thousand persons attended SVREP's 20th Anniversary events in Pasadena, California on July 29-31 and San Antonio, Texas on September 9-10, 1994. The two weekends were characterized by enthusiastic participation by longtime supporters, as well as new, young activists who journeyed from cities and counties throughout the southwest. In California, President Bill Clinton sent a taped message to the Banquet. In Texas, Treasury Secretary Lloyd Bentsen keynoted the Banquet.

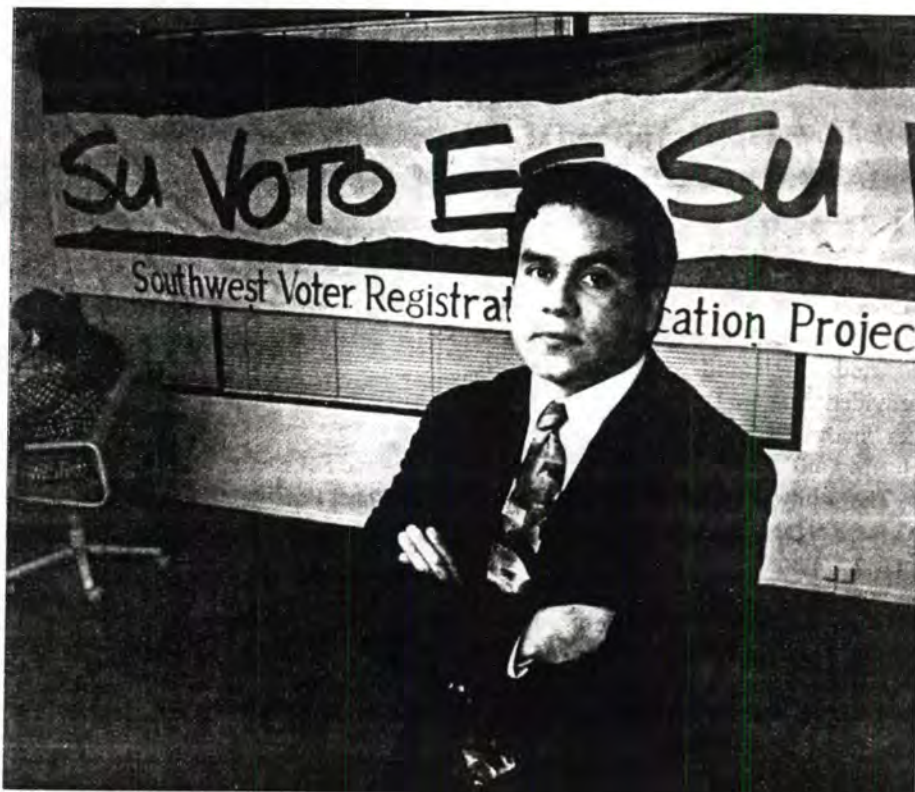
The highlight of the San Antonio event was the announcement by the Boards of SVREP and SVRI that Antonio Gonzalez was unanimously selected as President of both organizations.

Gonzalez, thirty eight years old, has been with SVREP and SVRI since 1984. A graduate of the University of Texas, San Antonio, he worked as an SVREP organizer in south and west Texas through 1988, before transferring to SVREP-California. A native of Los Angeles, Gonzalez led SVREP's organizing efforts in California and Arizona through 1990. He also created the Latin America Project (LAP) for SVRI in 1988.

Through the LAP, Gonzalez put SVRI on the map as the first Latino organization to include U.S.-Latin America relations in the U.S. Latino agenda. Key Gonzalez initiatives included: sending delegations to observe the Nicaraguan and Salvadoran elections in 1990 and 1991; and leading the Latino Consensus on NAFTA movement that led to the creation of the North American Development Bank in 1992-93.

Gonzalez also served as the Texas Director of the National Immigration Forum in 1986 (through a joint SVREP-NIF project) and Executive Director of the Mexican American Legislative Caucus of the Texas House of Representatives in 1987.

Gonzalez is married to Alma Martinez and has a ten month-old daughter, Sara Francine. ✓



RAZA: continued from Page 8

Hidalgo counties, proved to be the most successful producing an estimated 6,600 voters in the GOTV period. This represents a tremendous last minute effort by Valley leadership and the campaign workers they recruited.

In Cameron county, the early vote and election day efforts resulted in over 2,000 voters going to the polls. These results would have been higher with greater lead time to organize and recruit volunteers. In Hidalgo, SVREP has a longer history and mounted an ambitious project with over 40 campaign workers canvassing and taking voters to the polls. In the early vote period their efforts accounted for a significant 12% of the 23,000 early votes. There is definite interest by the Valley leadership in maintaining a year round voter education and registration effort. Congratulations to coordinators Joel Valera and Rene Pena in Hidalgo, and to Nora Zavala, Noelia Elizondo and Rogelio Nunez in Cameron.

West Texas

On August 17 SVREP conducted a training and planning session in San Antonio which was attended by representatives of the seven projects launched in this area. Their efforts produced over 2,000 new Latino voters in Pecos, Ward, Winkler, Ector, Midland, Brewster and Crockett counties. GOTV campaigns were conducted in Pecos, Ector and Midland producing a respectable 1,500 turnout.

Panhandle

The six projects in this area began less than one month prior to the close of registration and did surprisingly well. After a training session in Lubbock, the campaigns registered at least 1,600 people. Some of the projects reported little cooperation from the county registrars, demonstrating resistance to deputizing volunteers and questioning why they were registering so many Mexican Americans! The campaigns in this area accounted for 2,000 voters during early vote and election day.

Wintergarden

SVREP provided support to four projects working in nine counties that registered approximately 3,500 voters. Registration campaigns in Webb, Val Verde, Maverick, Uvalde, Frio, Zavala, Dimmitt, La Salle and Kinney counties were buoyed by the support of the Wintergarden/Border Alliance Inc., and its network, which are direct results of the 1992 SVREP campaigns. The GOTV efforts took place in Webb, Uvalde and Frio counties, and succeeded in turning out over 3,000 voters.

El Paso

The El Paso VREP worked hard to register voters and to increase the turnout. The campaign managed to register close

to 1,000 people and was responsible for turning out 2,000 voters in the early vote and on election day. MALDEF and the Diocesan Migrant and Refugee Project collaborated with SVREP in establishing the campaign. The campaign efforts were very well received in the community and the project looks forward to continuing voter education and registration activities in 1995. The EPVREP succeeded in raising much of their own resources by holding local fund-raisers.

Colorado

Denver area Latinos have called on SVREP to train and lend assistance to their registration and GOTV campaign. An impressive list of Latino leaders acted as the steering committee of the Colorado Latino VREP who conducted four projects in the Denver area. CLVREP workers mounted an enthusiastic campaign and in the Brighton/Commerce City area alone, they contacted over 4,000 households in five days. The campaigns are responsible for at least 4,000 votes in the four project areas in and around Denver, a significant achievement representing at least 5% of the total vote in those electoral jurisdictions. The Denver area project was certainly the most successful and best grass roots effort in the state.

In Colorado, official institutional obstacles make it difficult for eligible citizens to register and vote. Though the National Voter Registration Act produced positive changes, the Colorado Latino VREP is still looking at ways to change procedures to allow for greater voter enfranchisement. ☒

LATINOS: continued from Page 8

and even some candidates. The trainings took place in the San Fernando Valley, El Monte, Wilmington, Santa Monica, Riverside, Dinuba, Fresno, Watsonville and San Jose.

Highlights of the GOTV phase included L.A. County Supervisor Gloria Molina visiting the El Monte High School to encourage students to become civically responsible and to volunteer time to the El Monte Voter Registration Project. In Riverside, their locally designed project T-shirts were a success and helped finance their GOTV efforts. In San Jose, the PSA's were tremendously successful and project coordinator Irene Marquez became a familiar face on TV news shows, making Southwest Voters a household name in the bay area.

Although Latinos did turn out in far greater numbers compared to the 1990 gubernatorial race, the need to maintain our communities organized remains crucial. In 1992, Latinos came through with the highest voter turnout in the history of California politics (or any state election), and achieved true swing-vote strength. 1994, again saw a record turn out for a statewide race, signaling increased mobilization and record political awareness. For 1996, we need to expand on the work that has already been done. The groundwork is now set for major political advances. ☒

SVREP Reports

Latinos Mobilize to Get Out the Vote in California

Although some election results were difficult for the Latino community to accept, Southwest Voter Registration Education Project managed to resource voter mobilization efforts of California Latinos. With voter registration projects in the L.A., Orange, Riverside, Santa Cruz, Santa Clara, Fresno, and Tulare County areas, SVREP sponsored projects succeeded in registering over 10,000 new Latino voters.

The project's success was due to intense coordination by the SVREP staff in L.A. and San Antonio. A key component was a two-day training session held in L.A. by SVREP staff. It was attended by over 60 community leaders representing 20 different counties. Sixteen projects evolved from this training and began operating by September.

Each project consisted of "*tres responsables*," which included the Chairperson, Project Coordinator and the Treasurer. This team worked together to recruit volunteers from their perspective communities to become part of the door-to-door canvassing effort. SVREP created the "Walker" computer program which enabled each project to input their canvassing progress on a daily basis and come up with a walking list of their own. Some of the materials included SVREP hats, bumper stickers, flyers and precinct books.

There was also an information dissemination component which provided flyers on citizenship and a fact sheet on Prop. 187 provided by MALDEF. SVREP also conducted a Prop. 187 poll during the canvassing. We found Latinos to be 4 to 1 against Prop. 187 in the areas we were working.

During the two weeks prior to election day, video PSA's were distributed to television outlets and received intense broadcast throughout the state, as evidenced by the barrage of calls our L.A. office took on the toll free number.

By the voter registration deadline, El Monte had utilized 196 volunteers and walked 1,926 hours throughout their project. San Jose contacted 2,091 households and obtained 1,169 votes by mail applications. Fresno walked 37 precincts while Dinuba registered 539 new voters. New leadership was recruited from all projects and for the first time in several years, certain areas such as Wilmington, Long Beach and Compton had new leadership surge. Another encouraging development was the significant increase of volunteers, especially from high school students. Other volunteers ranged from college students to interns, and included a strong participation from the Asian community in the San Jose area.

Get-Out-The-Vote (GOTV) phase included 9 projects. These projects were trained in their perspective communities and were attended by the "*responsables*," volunteers, students

see *LATINOS*, Page 7

Raza Turns Out in Texas and Colorado

In one of the most successful voter registration and get out the vote campaigns in recent years, SVREP registered close to 9,000 Mexican American voters for the November 8, 1994 elections. Ten registration drives in south and west Texas registered over 5,500 voters. The SVREP campaigns turned out over 13,000 voters in Texas. In the 1990 gubernatorial race, 30%, or 329,000 Mexican Americans voted - this year, SVREP predicted a record turnout of over 400,000. Our latest estimates indicate that this figure was surpassed with at least 447,000 Mexican American voters going to the polls.

In keeping with its mission of empowering Mexican American communities, SVREP organized and trained local steering communities and coordinators to register, mobilize voters, and conduct GOTV campaigns. These local leaders recruited volunteers and mobilized their communities - demonstrating once again - our community's ability to organize around issues that are important to us.

Texas Lower Valley

The Lower Valley campaigns, in vote rich Cameron and

see *RAZA*, Page 7

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