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Heritage Week File

THE WHITE HOUSE
WASHINGTON

Army Security Agency
Hispanic Heritage Week
Command Info Program

Capt. Wayne Hill
Public Affairs
Arlington Hall Sta
Arlington, Va 22212
692-5496
5838



THE WHITE HOUSE
WASHINGTON

Hispanic Heritage
Week file

call Juan Ramirez
when have firm
date.

426-4670



Heritage Week Fill

National

Hispanic

Heritage

Week

Week of

1974 Sept 12 (Sunday)

Last Year

It was week

of Sept 14

Sunday —



COPY OF MEMORANDUM SENT TO MR. WILLIAM J. BAROODY, JR.
July 8, 1975
FROM Mr. Fernando E. C. De Baca, Office of Hispanic Affairs
SUBJECT: National Hispanic Heritage Week.

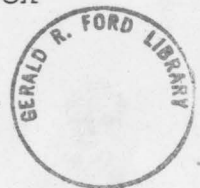
As you are probably aware, all Presidents beginning with Lyndon Johnson in 1968 have issued annual proclamations declaring the week of September 16 as National Hispanic Heritage Week pursuant to Joint Resolution 1299 dated September 17, 1968.

President Ford on September 3, 1974, you will recall, signed such a proclamation in a ceremony at the White House (Cabinet Room). Present at the ceremony as guests of the President were Senator Montoya and five of the six Hispanic Members of Congress (Lujan, Roybal, Benitez, Badillo and de la Garza). Also present were the top 14 Hispanic appointees of the Administration. Despite a White House press briefing following the event and a follow up news release, very little publicity was accorded the event by the press and almost no radio and television coverage was experienced.

This year we hope to change all that. A special ad-hoc Hispanic Heritage Week advisory committee has been formed on the initiative of various Spanish speaking community leaders. As a result, several Federal departments and agencies and universities and school districts have announced plans to hold special Hispanic Heritage Week observances. Public celebrations are also planned in Los Angeles, San Francisco, San Diego, Dallas, Albuquerque, El Paso, New York, Miami, Chicago, Phoenix and in other parts of the country. In addition, at least one major television network (NBC) and several local network affiliates have expressed an interest in covering the event.

Since the time for issuance of this year's proclamation is rapidly approaching, we need to move quickly to insure Presidential participation for this event and maximum media exposure for the President in the Spanish speaking communities of the nation.

I have contacted Ron Kienlen in the General Counsel's office of OMB and Eliska Hasek to assure the timely preparation of a draft for clearance with the Department of Justice Legal Section and with the Federal Register Review Section. The State Department has agreed to prepare the draft Proclamation and Ron Kienlen will track and secure all of the customary clearances. In the meantime, I will prepare a Schedule Proposal for you review prior to submitting it to the Scheduling Office.



*Heritage
Week
file*

TA

July 15

10:00A

Approx two days after we receive the mimeo Hospanic Heritage Proclamation a ceremonial printing, parchment, will be made (50 only) for special presentation. Obviously collector's items, these are a very lovely gift from the President, through your office w/appropriate cover letter. We must compile an appropriate list of names and addresses and the mailing will be done for us, as well as typing of your cover letter.

(Bill Nicholson might know whether a signing ceremony in one of the Gardens could be arranged. Coverage of these is excellent and an invitation through you a real bonanza.)

McP

*(RECENT SIGNING: HJ RES 92)
ROSE GARDEN*



July 8, 1975

Pending

MEMORANDUM FOR:

RONALD A. KIENLEN

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

National Hispanic Heritage
Week Proclamation

Thank you for your helpful guidance with respect to the issuance of a National Hispanic Heritage Week Proclamation for the week of September 14-20, 1975.

As I mentioned during one brief telephone conversation, we would like to schedule a formal signing ceremony at the White House sometime during the first week of September and invite top Hispanic Administration appointees and Spanish speaking community leaders from throughout the country.

At least one major television network and several local affiliates have expressed an interest in providing TV coverage of the event. Additionally, several Cabinet departments and agencies, and universities and school districts have announced plans to hold Hispanic Heritage Week observances at local installations and school campuses in many parts of the country.

Since the State Department will be drafting the language for the Proclamation, we will be relying entirely on your good offices to let us know when the initial draft is completed. We would very much appreciate the opportunity to look over the draft and share our comments with you. In the meantime, if there is anything we can do to help or expedite this matter, please do not hesitate to call on us.

Again, mil gracias.

FECDeB:mmm:7/8/75



ta to P to address Annual Meeting of SER/Jobs
Progress at the Quality Inn - Pentagon City,
Washington, on Thursday, July 17

SCHEDULING ROUTING MEMO

Subject: _____

Originator: Ricardo Zazueta,

To Individual

Processed

Comments

Ntl Director

1. W. Nicholson

7/9

NOTW this organization
sponsored by American
GI Forum and LULAC

____ W. Rustand

____ Staff to:

2 Fernando DeBora

Pls express
the President's
regrets. He
is unable due
to previous
commitments.

____ H. Donaldson

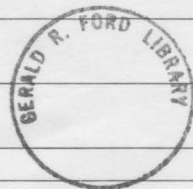
____ M. Widner

____ M. Rawlins

____ N. Gemmell

Return to: _____

Action: _____



MGMWSHT HSB
2-064368E189 07/08/75

ICS IPMRNCZ CSP

2136491511 MGM TDRN LOS ANGELES CA 100 07-08 0800P EST

ZIP

invitation

7/17

western union

Mailgram



THIS MAILGRAM WAS TRANSMITTED ELECTRONICALLY BY WESTERN UNION TO A POST OFFICE NEAR YOU FOR DELIVERY

PRESIDENT GERALD R FORD
WHITEHOUSE DC 20500

ACTION
T/D _____
SCHEDULE BD. _____
DATE RECEIVED
JUL 9 1975
MESSAGE _____
SPEAKERS BUREAU _____
OTHER _____
APPOINTMENT OFFICE

DEAR MR PRESIDENT

WE WOULD BE DEEPLY HONORED IF YOU WOULD ADDRESS OUR DIRECTORS, PARTICIPANTS AND BOARD MEMBERS AT OUR ANNUAL MEETING ON JULY 17 IN WASHINGTON DC AT THE QUALITY INN - PENTAGON CITY. AS YOU KNOW, SER/JOBS FOR PROGRESS IS OUR NATION'S LARGEST SOCIAL SERVICE ORGANIZATION RUN FOR AND BY SPANISH ORIGIN PEOPLE. OUR CREATORS AND PRESENT SPONSORS ARE THE AMERICAN G.I. FORUM AND LEAGUE OF UNITED LATIN AMERICAN CITIZENS,

SINCERAMENTE,

RICARDO ZAZUETA, NATIONAL DIRECTOR
SER/JOBS FOR PROGRESS
9841 AIRPORT BLVD SUITE 1020
LOS ANGELES CA 90045

20:00 EST

MGMWSHT HSB



WHITE HOUSE
MAIL ROOM

1975 JUL 9 AM 10 07

SCHEDULE B
DATE RECEIVED

JUL 9 1975

MESSAGE

TO REPLY BY MAILGRAM, PHONE WESTERN UNION TOLL FREE ANY TIME, DAY OR NIGHT:

ALABAMA	800 325 5300
ARIZONA	800 648 4100
ARKANSAS	800 325 5100
CALIFORNIA	800 648 4100
COLORADO	800 325 5400
CONNECTICUT	800 257 2211
DELAWARE	800 257 2211
DISTRICT OF COLUMBIA	800 257 2211
FLORIDA	800 325 5500
GEORGIA	800 257 2231
IDAHO	800 648 4100
ILLINOIS	800 325 5100
INDIANA	800 325 5200
IOWA	800 325 5100
KANSAS	800 325 5100
KENTUCKY	800 325 5100
LOUISIANA	800 325 5300
MAINE	800 257 2231
MARYLAND	800 257 2211
MASSACHUSETTS	800 257 2221
MICHIGAN	800 325 5300
MINNESOTA	800 325 5300
MISSISSIPPI	800 325 5200
MISSOURI	800 342 5700
MONTANA	800 325 5500
NEBRASKA	800 325 5100
NEVADA	800 992 5700
NEW HAMPSHIRE	800 257 2221
NEW JERSEY	800 632 2271
NEW MEXICO	800 325 5400

NEW YORK

Areas 315, 518, 607 & 716	800 257 2221
Areas 212, 516 & 914	800 257 2211
Except Manhattan	962 7111
Bronx	962 7111
Queens	459 8100
Brooklyn	459 8100
NORTH CAROLINA	800 257 2231
NORTH DAKOTA	800 325 5400
OHIO	800 325 5300
OKLAHOMA	800 325 5100
OREGON	800 648 4100
PENNSYLVANIA	
Areas 215 & 717	800 257 2211
Areas 412 & 814	800 257 2221
RHODE ISLAND	800 257 2221
SOUTH CAROLINA	800 257 2231
SOUTH DAKOTA	800 325 5300
TENNESSEE	800 325 5100
TEXAS	800 325 5300
UTAH	800 648 4100
VERMONT	800 257 2221
VIRGINIA	800 257 2221
WASHINGTON	800 648 4500
WEST VIRGINIA	800 257 2221
WISCONSIN	800 325 5200
WYOMING	800 648 4500

OR DIAL WESTERN UNION'S INFOMASTER SYSTEM DIRECTLY:

FROM TELEX 6161

FROM TWX 910 420 1212



*Heritage
Week
fill*

FOR IMMEDIATE RELEASE

September 8, 1975

Office of the White House Press Secretary

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1975

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Men and women of Hispanic origin -- Mexican Americans, Puerto Ricans, Cubans and other Spanish Speaking Americans -- have contributed significantly to the growth of America. They have served with courage and distinction in our Armed Forces. In endeavors as varied as music, architecture, medicine, law, education, literature and religion, Hispanic-Americans have contributed wisdom, beauty and spiritual strength.

No manner of tribute to our country's Hispanic heritage could be more appropriate in this Bicentennial year than to acknowledge the importance of the Spanish contribution to the success of our own War of Independence. Spanish-led military forces protected the Colonies' southern front and kept the Mississippi River open for navigation and the delivery of supplies to the Americans in the southwest. Don Bernardo de Galvez, Spanish Captain General and Governor of Spanish Louisiana, led these successful campaigns and, in 1781, captured the heavily fortified city of Pensacola from the British.

The assistance to our Revolution from Galvez and the Hispanic troops he commanded has not always received the recognition it deserved in our history books. But the name Galvez has enjoyed commemoration through the Texas city we know as Galveston.

We can look forward to discovering other contributions from the Hispanic civilization so long and well established in our land and from the millions of Americans of Hispanic origin who enrich our society.

The Congress, by a joint resolution approved September 17, 1968 (82 Stat. 848), requested that a period in September be annually designated in recognition of that heritage.

more

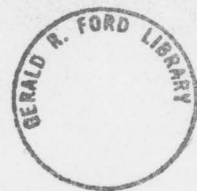


NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby designate the week beginning September 14, 1975, as National Hispanic Heritage Week. I call upon the people of the United States, especially the educational community, to observe that week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of September, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

GERALD R. FORD

#



For Mr. De Baca

R. P. Maduro
10-11-74

PROCLAMATION SIGNING AND MEETING WITH HISPANIC LEADERS
Wednesday, September 4, 1974

I. PURPOSE

To sign a Presidential proclamation designating the seven day period beginning Tuesday, September 10, 1974 as National Hispanic Heritage Week, calling upon the people of the United States to observe that week with appropriate ceremonies and activities.

II. BACKGROUND, PARTICIPANTS & PRESS PLAN

A. Background: Issuance of the proclamation is based on the joint resolution of September 17, 1968, which requested and authorized the President to issue annually a proclamation designating the week including September 15 and 16 as National Hispanic Heritage Week.

B. Participants

Members of Congress

Honorable Herman Badillo	Honorable Manuel Lujan, Jr.
Honorable Jaime Benites	Honorable Joseph M. Montoya
Honorable Eligio de la Garza	Honorable Edward Roybal
Honorable Henry B. Gonzalez	

Administration Officials

Mr. Alex Armendaris
Director, Office of Minority Business Enterprise,
Department of Commerce

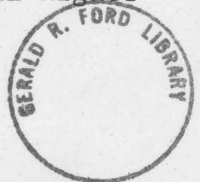
Mr. Jorge Cordova
General Counsel, ACTION

Mr. Bert Gallegos
Acting Director, Office of Economic Opportunity

Mr. Reynaldo Maduro
Executive Director, Cabinet Committee on Opportunities
for Spanish Speaking People

Ms. Carmen Maymi
Director, Women's Bureau, Department of Labor

Mr. Louis Nunez
Deputy Staff Director, U.S. Commission on Civil Rights



Mr. Raymond Telles
Commissioner, Equal Employment Opportunity Commission
Mr. Alberto Trevino
General Manager and Board Member, New Communities
Development Corp., HUD
Mr. Carlos Villarreal
Commissioner, U.S. Postal Rate Commission

WHITE HOUSE STAFF

Honorable Anne Armstrong

Mr. Fernando DeBaca

- C. Press Plan: To insure Spanish language media coverage, a list has been attached to augment the visiting White House press corps. (Tab A)

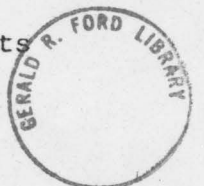
III. TALKING POINTS

A. Bilingual Education

(Reference Hispanic Congressional Delegation letter to the President, August 14, 1974)

HR 69, the "Education Amendments of 1974," substantially modifies several existing programs of particular interest to Hispanics, especially regarding changes in Title VII, the Bilingual Education Program. These changes include the following:

- 1) providing for the first time a detailed definition of bilingual education
- 2) increasing authorized expenditures from 135 million to 175 million by FY 78
- 3) providing for funding of various programs for training of bilingual teachers
- 4) upgrading the Office of Bilingual Education to a Bureau within the Office of Education and providing for a Director at the GS-18 level
- 5) providing for funding of state educational agencies in those states which have a law regarding bilingual education or which are under a court order to provide bilingual education
- 6) requiring the Bureau to draft an annual report on the condition of bilingual education
- 7) authorizing and providing five million dollars for the National Institute of Education to originate research and demonstration projects relating to bilingual education



B. Comprehensive Employment Training Act (CETA)

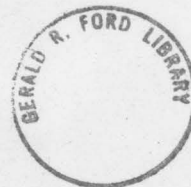
The Comprehensive Employment Training Act (CETA) was signed into law on December 28, 1973. As a result of passage of the bill, 491 prime sponsors were designated as recipients of CETA monies. Most of the areas selected include significant Hispanic population centers. Following the signing, appropriate rules, regulations, and guidelines were developed by the Department of Labor Manpower Administration and were disseminated on June 4, 1974 (Titles I and II). Subsequent to the above, on August 6, 1974, migrant guidelines were distributed to the field.

In view of the above and the selection of prime sponsors, it is too early to determine the full impact of converting national funding to prime sponsor funding.

The Department of Labor Manpower Administration has required plans for prime sponsors to be submitted no later than September 30, 1974, which would give a clearer indication as to Hispanic program involvement.

The SER-Jobs for Progress (Service, Employment, Redevelopment) program, which had received funding at a \$16 million level through legislative action has been assured of that minimum, with the expectation of certainly increasing its program delivery and funding. SER was one of the primary Hispanic manpower programs in the country, but by no means the only vehicle existing within the Hispanic community.

Of note is the fact that the Region II Manpower Administration Director is Mr. Edward Aponte, and the Region VIII Director is Mr. Sam Martinez, both of Hispanic heritage.



C. Cabinet Committee on Opportunities for Spanish Speaking People

HR 10397 passed the House on October 18, 1973, calling for enlarging the 11 member Committee to 14, adding the Department of Defense, Department of Transportation, and the Veterans Administration; for enlarging the Advisory Council nine member structure to eleven public members; and also calling for a 50% financial allocation of its total budget toward a regional office make-up.

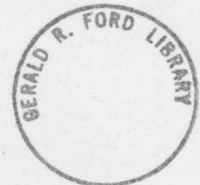
The Cabinet Committee's internal position on the regional structure finds that this item is incompatible as a result of Public Law 91-181, which calls for the Committee to work in an advisory capacity. In addition to the above, the 50% financial distribution to the aforementioned would strip the existing research and evaluation component housed in Washington, D.C., which has direct responsibility for documenting recommendations which are placed before the formal meetings of the full Cabinet Committee.

In an attempt to address the concerns of the House of Representatives (HR 10397) the Committee's internal staff has developed a concept of informational seminars which would clearly inform the Hispanic community as to the services and opportunities available from the Federal government. The informational seminars concept was presented to the full Cabinet Committee for a vote; it was affirmed on June 26, 1974. On August 26 each member agency was delivered a briefing book on the seminars. These seminars will call for a co-sponsor from Congress. The first such conference is tentatively scheduled for Rochester, New York, with The Honorable Frank Horton as a co-sponsor, on or about October 11, 1974.

At the present time, the full Senate Government Operations Committee has before it HR 10397.

On May 22, 1974, S2821 was discussed within the Subcommittee on Government Operations. No action has been taken on either the Senate or the House bill.

We are hopeful that as a result of changes within the Cabinet Committee leadership, a receptive mood has developed in order that speedy processing of this bill will materialize in the Committee's continuing until June 1975.



SPANISH LANGUAGE MEDIA CONTACTS

Peggy Simpson
Associated Press
2021 K Street NW
Washington, D.C. 20006
225-3945
833-5300

Tom Bryan
United Press International
315 National Press Building
Washington, D.C. 20004
393-3430

Bill Clayton
315 National Press Building
Washington, D.C. 20004
393-3430

Sarah McClendon
McClendon News Bureau
2933 28th Street NW
Washington, D.C. 20008
483-3791
483-7918

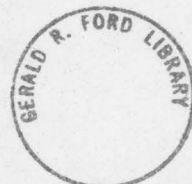
Gil Bailey
Ridder Publications
1325 E Street NW
Washington, D.C. 20004
737-8627

Gene Goldenberg
Scripps Howard Newspapers
777 14th Street NW
Washington, D.C. 20005
347-7750

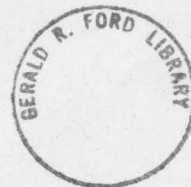
Frank Del Olmo
c/o Dennis A. Britton
News Editor
Los Angeles Times
1700 Pennsylvania Ave. NW
Washington, D.C. 20006
296-1440

Hilda Inclan (Miami Herald)
c/o W. Davis Merritt
News Editor
Knight Newspapers
1195 National Press Building
Washington, D.C. 20004
638-2844

Robert Gruenberg
Chicago Daily News
1229 National Press Building
Washington, D.C. 20004
347-9828



Paul R. Wieck Albuquerque, N.M. Journal 200 M Street SW Washington, D.C. 20024	544-3967
John S. Lang New York Post 1367 National Press Building Washington, D.C. 20004	393-1531
Paul Delaney The New York Times 1920 L Street NW Washington, D.C. 20036	293-3100
Karen Elliot Dallas Morning News 637 National Press Building Washington, D.C. 20004	628-5030
Tony Castro c/o Arthur E. Weise 788 National Press Building Washington, D.C. 20004	6384332
Jim Wood San Antonio Express/Corpus Christi Caller 824 National Press Building Washington, D.C. 20004	347-1956
Juan Roldan EFE News Agency 969 National Press Building Washington, D.C. 20004	347-9237
Pamela Terry ABC De Las Americas 2937 Ordway Street NW Washington, D.C. 20008	362-9332
Francisco Aguirre F. Juarez Diario de las Americas 4951 Rockwood Parkway NW Washington, D.C. 20016	244-4456



Jules Witcover
Washington Post
1150 15th Street NW
Washington, D.C. 20005

223-6000

Ignacio Lozano
La Opinion
1436 S. Main Street
Los Angeles, California 90015

Ruben Cruz
WLS-TV
190 North State Street
Chicago, Illinois 60601

News Desk
El Diario La Prensa
181 Hudson Street
New York, N.Y. 10013

News Editor
El Tiempo
214 Mercer Street
New York, N.Y. 10012

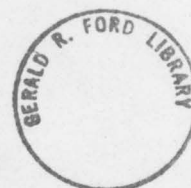
Charles Rivera
N Magazine
1666 K Street
Suite LL 102
Washington, D.C. 20006

Jose de la Vega
TEMAS
1650 Broadway
New York, N.Y. 10019

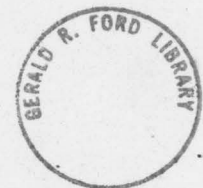
Elvira Valenzuela
Agenda
National Council of La Raza
1025 15th Street
Washington, D.C. 20005

Seth Kantor
Detroit News
511 National Press Building
Washington, D.C. 20004

628-4566



Robert Maitlin Newark, New Jersey Star Ledger Newhouse News Service 1750 Pennsylvania Avenue NW Washington, D.C. 20006	298-7080
Lawrence Feinsworth Feinsworth News Service P.O. Box 8986 S.E. Station Washington, D.C. 20003	543-8889
Leo Renvert McClatchy Newspaper of California 422 First Street SE Washington, D.C. 20003	547-4044
Neil V. McNeil Medill News Service 1169 National Press Building Washington, D.C. 20004	638-1252
Benjamin R. Cole Louis C. Hiner Arizona Republic Gazette 641 National Press Building Washington, D.C. 20004	638-6425
Eugene Gribbroek Garret News Service 1281 National Press Building Washington, D.C. 20004	393-3460
Joseph Albright San Francisco Chronicle 1318 34th Street NW Washington, D.C. 20007	337-4752
Ernest P. Mickel Denver Daily Journal 525 National Press Building 20004 Washington, D.C.	737-2847 737-6630
Ann Schmidt Denver Post 115 5th Street SE Washington, D.C. 20003	544-6517



Clayton Willis The Four Corner Chieftain 8 Pomander Walk NW Washington, D.C. 20007	338-3900
Helen C. Monberg Pueblo Chieftain 123 Sixth Street SE Washington, D.C. 20003	546-1350
Carey Cronan Bridgeport, Conn. Post Telegram 1205 National Press Building Washington, D.C. 20004	783-1070
Robert Waters Hartford, Conn. Courant 1037 National Press Building Washington, D.C. 20004	783-7442
Edward Konstant San Juan Star Scripps Howard 777 14th Street NW Washington, D.C. 20005	347-7750
Margaret Mayer Dallas Times Herald 1750 Pennsylvania Ave. NW Washington, D.C. 20006	338-4394
John Mort Fort Worth Star-Telegram 1255 National Press Building Washington, D.C. 20004	347-8156
Norman Baxter Houston Chronicle 1750 Pennsylvania Ave. NW Washington, D.C. 20006	223-1770
Helen Anderson San Antonio Light 2500 Virginia Avenue NW Washington, D.C. 10100	965-2530



Nathan Haverstock
Latin American Service
327 Colorado Building
Washington, D.C. 20005

737-5737

Jack Skelley
1076 National Press Building
Washington, D.C. 20004

News Editor
El Mañana
2700 S. Harding
Chicago, Illinois 60623



Tele

western union

Telegram

western union

ram

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ICS IPHMAWH WSH

03259 GOVT THEWHITEHOUSE DC 33 03-30 603P EDT

PMS MR REYNALDO MADURO DLR DONT DWR

5436 ALTA VISTA RD

BETHESDA MD 20034

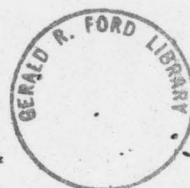
THIS IS TO RE-CONFIRM AN EARLIER VERBAL INVITATION YOU
RECEIVED FROM MY OFFICE FOR A MEETING WITH THE PRESIDENT
ON WEDNESDAY, SEPTEMBER 4 AT 11 A.M. IN THE CABINET ROOM
AT THE WHITE HOUSE.

THE PRESIDENT HOPES YOU WILL BE ABLE TO ATTEND. FURTHER
DETAILS WILL FOLLOW.

ANNE ARMSTRONG

COUNSELLOR TO THE PRESIDENT

NNNN



"Hispanic Week"
A.V.

THE WHITE HOUSE

WASHINGTON

September 8, 1976

MEMORANDUM FOR:

TOM ARANDA

FROM:

REY MADURO *RM*

Please find attached the list of those invited to the Ceremonial Signing of the National Hispanic Heritage Week Proclamation, scheduled for September tenth in The Rose Garden.

A total of 132 invitations went out.

Enclosures



WHRs- ^{FM} 91.7 MHZ

505 S. CONGRESS AVE.
BOYNTON BEACH, FLA. 33435
305-732-4700

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September 9, 1976

Mr. Thomas Aranda Jr.
Special Assistant to the President
for Hispanic Affairs.
The White House
Washington, D.C. 20202

*Nat'l Hispanic Heritage
Week*

Dear Mr. Aranda:

We regret to announce that due to limitations imposed by the administration of the School Board in our working period as well as cuts in our part-time help we are very limited this year for the celebration of the "National Hispanic Heritage Week" as we announced before.

This information was given to us just a few days before making arrangements with our Program Manager in order to work with National Public Radio in special programs that are available for stations members in spanish language.

We still will be able to broadcast a series that was recorded prior to this new regulation. "Nuestra Herencia Española", was broadcasted last year and was welcomed by our spanish speaking audience of more than 8,000 listeners in Palm Beach County, Florida.

We are stablishing contact with other members of the Hispanic Senior Press Block in Florida in order to secure a convenient coverage of the events in the spanish and english speaking media.

I wish to extend my best wishes for a most happy celebration for the "National Hispanic Heritage Week".

Respectfully yours,

Andrés A. Avello II
Andrés A. Avello II
Program Specialist.
Spanish Programs.

cc Mr. Gilbert Chavez HEW
Mrs. Carmen Cardona. HEW



Office of the White House Press Secretary

THE WHITE HOUSE

NORWEGIAN-AMERICAN DAY, 1975
- - - - -

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

One hundred and fifty years ago, 47 men, women and children arrived in New York harbor aboard the Norwegian sloop "Restaurationen." Although Norway's links to the New World date back to the 11th century, when Norse mariners led by Leif Erikson discovered Vinland, the arrival of the "Restaurationen" on October 9, 1825, marked the beginning of an important new era in the histories of both Norway and America.

The small group of debarking emigrants were the first of thousands -- the earliest wave in a tide of settlers and pioneers who would help to tame a savage wilderness, clear the prairies and cultivate the soil.

Whole new communities would be founded by these Norwegian Americans. Their folklore, music, religious and ethnic traditions were to enrich the cultural heritage of the American people.

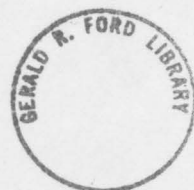
In 1975, as we observe the bicentennial of American independence, it is also fitting that we mark the 150th anniversary of the arrival of that first group of settlers from Norway, and express our thanks for the gifts of industry, character and love of the land that they brought with them to their new homes.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby proclaim Thursday, October 9, 1975, as Norwegian-American Day in recognition of the enormous contributions Americans of Norwegian ancestry have made, and continue to make, to our Nation and our way of life.

IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of September, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two-hundredth.

GERALD R. FORD

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FOR IMMEDIATE RELEASE

August 27, 1975

Office of the White House Press Secretary

THE WHITE HOUSE

CITIZENSHIP DAY AND CONSTITUTION WEEK, 1975

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BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Two hundred years ago, the men and women of the American Revolution pledged their lives, their fortunes, and their sacred honor in the struggle for independence, which ended September 3, 1783, with the signing of the Treaty of Paris. In breaking with the past, they did not neglect to build a better system for their posterity.

Today, we look back 200 years, not merely to take pride in our history; we look back during this Bicentennial to learn some practical lessons for today and tomorrow. As we pay tribute, let us renew together our Founding Fathers' pledge to our country -- our lives, our fortunes, and our sacred honor. Let us always remember that freedom does not come free.

Congress, by a joint resolution of February 29, 1952, designated the 17th day of September of each year as Citizenship Day in commemoration of the formation and signing of the Constitution of the United States on September 17, 1787, and authorized the President to issue annually a proclamation calling upon officials of the Government to display the United States flag on all Government buildings on such day. By a joint resolution of August 2, 1956, Congress authorized the President to designate the period beginning September 17 and ending September 23 of each year as Constitution Week and to issue a proclamation calling for the observance of such week.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, call upon appropriate Government officials to display the flag of the United States on all Government buildings on Citizenship Day, September 17, 1975 -- the 188th anniversary of the signing of the Constitution. I urge Federal, State, and local officials, as well as leaders of civic, educational and religious organizations, to conduct appropriate ceremonies and programs on that day.

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I also designate as Constitution Week the period beginning September 17 and ending September 23, 1975, and urge all Americans to observe that week with appropriate ceremonies and activities in their schools, churches and in other suitable places in order to foster a better understanding of the Constitution, and of the rights and responsibilities of United States citizens.

IN WITNESS WHEREOF, I have hereunto set my hand this twenty-seventh day of August, in the year of our Lord nineteen hundred and seventy-five, and of the Independence of the United States of America the two-hundredth.

GERALD R. FORD

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FOR IMMEDIATE RELEASE

OCTOBER 20, 1975

Office of the White House Press Secretary

THE WHITE HOUSE

DRUG ABUSE PREVENTION WEEK, 1975

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

The spread of drug abuse across the country continues to threaten the quality of our national life by destroying individual lives, dividing families and disrupting the social structures of our cities and communities.

The economic cost alone, in terms of lost productivity, narcotics-related crime and drug abuse prevention programs, is estimated to be in excess of \$10 billion a year. The toll of human suffering is beyond measure.

The Federal Government, with the cooperation of States, municipalities and concerned community groups, has made marked progress in the last six years. Together, we have reduced both the supply and demand for drugs through vigilant law enforcement and humane treatment and rehabilitation programs. But, unfortunately, the prevalence and incidence of drug abuse remains high. Cities which only two years ago were reporting a decline in heroin use are now reporting an increase, and the demand for treatment continues to rise. These signs must be read realistically as clear signals of danger ahead. This danger is of such national significance that we must dedicate ourselves anew to the task of safeguarding the country against the consequences of drug abuse.

An important focus for our effort must be on developing the self-esteem which is the key to preventing drug abuse and other forms of destructive behavior. Prevention programs which address the broad developmental needs of children and youth and which respond to all the favorable social factors that affect young people offer the best promise of helping solve a range of youth problems, including drug abuse.

Successful prevention programs, however, cannot function in isolation. Experience has taught us that in all programs where prevention efforts have been successful, the local community has been a vital part of program planning, management and financial support.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby designate and proclaim the week beginning October 19, 1975, as Drug Abuse Prevention Week, 1975.

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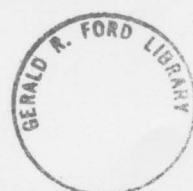
I call upon officials of every level of government, upon educators, medical professionals, communicators, upon business communities, our civic groups, the churches and their clergy, and upon all who bear the trust of community leadership to rededicate themselves during this designated week to the prevention of drug abuse in America.

I ask for a coordinated community response in the conduct of drug prevention programs. Where that coordinated response exists, let us reaffirm it, and where it is absent, let us build it.

IN WITNESS WHEREOF, I have hereunto set my hand this
eighteenth day of October, in the year of our Lord
nineteen hundred seventy-five, and of the Independence of
the United States of America the two hundredth.

GERALD R. FORD

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FOR IMMEDIATE RELEASE

SEPTEMBER 4, 1974

Office of the White House Press Secretary

THE WHITE HOUSE

NATIONAL HISPANIC HERITAGE WEEK, 1974

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

A PROCLAMATION

Our country's Hispanic heritage reaches back more than four centuries. When the Pilgrim Fathers landed at Plymouth Rock, Hispanic civilization was already flourishing in what is now Florida and New Mexico. Since then the Hispanic contribution to America has been a consistent and vital influence in our country's cultural growth.

More than ten million Americans of Hispanic origin today contribute to our national diversity, enriching the quality of American life in the arts, the sciences, sports, religion and the small but important things of everyday living.

NOW, THEREFORE, I, Gerald R. Ford, President of the United States of America, do hereby proclaim the week beginning September 10, 1974, and ending September 16, 1974, as National Hispanic Heritage Week. I call upon all the people of the United States, especially the education community and those organizations concerned with the protection of human rights, to observe that week with appropriate ceremonies and activities.

In celebrating this occasion, I also call upon my fellow Americans to rededicate themselves to the principle of full and equal opportunity for all citizens, and to seize upon the broad spectrum of skills and abilities of those individuals of Hispanic heritage who have so significantly contributed to our Nation's growth and prosperity.

IN WITNESS WHEREOF, I have hereunto set my hand this fourth day of September, in the year of our Lord nineteen hundred seventy-four, and of the Independence of the United States of America the one hundred ninety-ninth.

GERALD R. FORD

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National Hispanic Heritage Week, 1975

By the President of the United States of America

A Proclamation

Men and women of Hispanic origin—Mexican Americans, Puerto Ricans, Cubans and other Spanish Speaking Americans—have contributed significantly to the growth of America. They have served with courage and distinction in our Armed Forces. In endeavors as varied as music, architecture, medicine, law, education, literature and religion, Hispanic-Americans have contributed wisdom, beauty and spiritual strength.

No manner of tribute to our country's Hispanic heritage could be more appropriate in this Bicentennial year than to acknowledge the importance of the Spanish contribution to the success of our own War of Independence. Spanish-led military forces protected the Colonies' southern front and kept the Mississippi River open for navigation and the delivery of supplies to the Americans in the southwest. Don Bernardo de Galvez, Spanish Captain General and Governor of Spanish Louisiana, led these successful campaigns and, in 1781, captured the heavily fortified city of Pensacola from the British.

The assistance to our Revolution from Galvez and the Hispanic troops he commanded has not always received the recognition it deserved in our history books. But the name Galvez has enjoyed commemoration through the Texas city we know as Galveston.

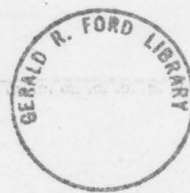
We can look forward to discovering other contributions from the Hispanic civilization so long and well established in our land and from the millions of Americans of Hispanic origin who enrich our society.

The Congress, by a joint resolution approved September 17, 1968 (82 Stat. 848), requested that a period in September be annually designated in recognition of that heritage.

NOW, THEREFORE, I, GERALD R. FORD, President of the United States of America, do hereby designate the week beginning September 14, 1975, as National Hispanic Heritage Week. I call upon the people of the United States, especially the educational community, to observe that week with appropriate ceremonies and activities.

IN WITNESS WHEREOF, I have hereunto set my hand this eighth day of September, in the year of our Lord nineteen hundred seventy-five, and of the Independence of the United States of America the two hundredth.

Gerald R. Ford





National Hispanic Heritage Week, 1975

By the President of the United States of America

A Proclamation

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Gerald R. Ford

