

The original documents are located in Box 6, folder “1975/04/04 - National Hispanic Businessman's Organization” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

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(213) 430-

5759

home

Jess
Rubalcaba



(Doug Lee
Hugh Buchanan)

MEDIA INTERVIEWS

WHITE HOUSE CONFERENCE IN SAN DIEGO, CAL.
April 3, 1975

8:45 - 9:00 AM KCST-TV tape with Carole Hutchison
9:00 - 9:20 AM On White House Conference
Program
(off stage)
9:45 - 10:00 AM San Diego Union Interviewer: Vi Murphy
10:35 - 10:40 Live KSDO Radio Interviewer: Lynn Durling
(NOTE: You will
phone her at precisely 10:34 at 234-0275
and be on the air)
11:00 - 11:15 AM KOGO Radio tape; correspondent: Susan Farrell
1:00 - 2:20 Lunch
2:45 - 3:00 PM Newspaper: San Diego Interviewer: Victor
en Espanol Santana
3:25 - 3:35 PM Live KPBS-TV Correspondent: Gloria Penner



SCHEDULE

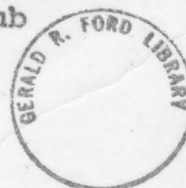
Friday, April 4, Saturday, April 5

(In San Diego)

Friday

7:00 AM	Wake-up call
7:30-8:15	Breakfast (hotel cafeteria)
8:30	Depart for San Diego Airport (Transportation to be provided by W.H. Conference staff)
9:15	Depart for LAX in AA Flight #12

9:50	Arrive LAX (will be met by Eddie Cano-688-7275)
10:15	Depart for Ambassador Hotel
10:45-11:00	Check into Hotel. Proceed to room
11:15-11:55	Meeting with Jose Certuche (266-4690)
12:00	Proceed to Hotel Restaurant
12:05-2:30 pm	Working luncheon with Jeff Rubalcaba (647-5797) and representative of business & industry
2:35	Return to room
2:40-3:00	Rest period
3:05-4:30	Meeting with Jay Rodriguez (845-7000) of NBC and representatives of the LA media (off the record)
4:35-5:00	OPEN
5:05-5:15	Get ready for evening function
5:20	Meet Tony Gallegos in lobby of Hotel. Proceed to Montebello Country Club
5:25-6:15	Travelling time



Schedule, April 4,5, 1975
Continued, page 2

6:20-8:30	Informal meeting with Mr. Gallegos representatives of the Hispanic Community
8:30	Depart for Hotel
9:15	Arrive at Hotel
9:20-12:00	Free time

Saturday

8:30 AM	Wake-up call
9:45	Depart for L.A. Hilton Hotel (Wilshire Blvd.)
10:00	Arrive at the Hilton. Proceed to Boston Room. Meet Ben Fernandez (360-2217) and group of Hispano Republicans
10:05-12:00	"Informal" Brunch
12:05 PM	Return to Ambassador Hotel



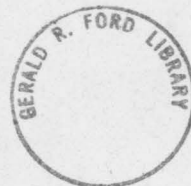
CONTACTS

SAN DIEGO (714)

Little America Westgare Hotel	232-5011
Doug Lee	236-9111 (Room 1787)
Connie Kirby	236-9111
Jeff Eves	236-9111

LOS ANGELES (213)

Ed Cano	688-7275
Jose Certuche	266-4690
Jeff Rubalcaba	647-5797
Jay Rodriquez	845-7000
Tony Gallegos	692-5751
Ben Fernandez	360-2217



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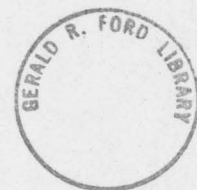


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List (tentative) of persons invited to meet with Mr. De Baca

Friday. April 4

LUNCH Representatives from business & industry (5)

Jeff Rubalcaba	Rockwell International
Richard Melendez	ARCO
Sally Martinez	Southern California Edison
Elmer Montano	J. C. Penny Corp.
Julian Nava	Candidate for City Council

AFTERNOON
SESSION Representatives from the Media (15-20)

Jeff Rodriquez	NBC
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EVENING
SESSION Representatives for the Hispanic Community (20-30)

Tony Gallegos	G. I. Forum
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Saturday, April 5

MORNING Hispano Republicans (10-20)

Ben Fernandez	Ray Arballo
Fernando Oaxaca	Ray Estrello
Gilda Bojorquez	Gjunich
Al Zapanta	George Adams



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