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NEWS
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NEWS



CHILDREN'S TELEVISION WORKSHOP

File

¡SESAME MUCHO! NUEVO ALBUM BILINGÜE CON CANCIONES DE SESAME STREET
Y LA INTERPRETACION DE DESTACADAS ESTRELLAS LATINOAMERICANAS

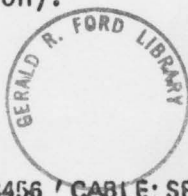
Los astros José Feliciano, Vikki Carr y "Malo" se han unido cantando al elenco y Muppets del programa de televisión "Sesame Street" para brindar en "¡Sesame Mucho!", posiblemente el primer álbum bilingüe para niños producido hasta la fecha, versiones latinoamericanas de las canciones más populares de Sesame Street.

El disco, con 15 de las canciones favoritas de Sesame Street cantadas en español e inglés, es resultante de una creciente orientación bilingüe y bicultural de la aclamada serie educativa para niños de edad preescolar. El idioma español y la cultura hispanoamericana se han sumado durante los últimos cuatro años a los otros objetivos de Sesame Street.

La popular serie de TV, que es producida por Children's Television Workshop, celebrará su quinto aniversario el 4 de noviembre, fecha en la que comienza su nueva temporada en las 250 emisoras de la Public Broadcasting Service.

Cada uno de los arreglos de las canciones interpretadas por los astros visitantes Feliciano, Carr y Malo, fueron creadas por estos artistas especialmente para ¡Sesame Mucho! Las canciones fueron originalmente escritas para Sesame Street por Joe Raposo y Jeffrey Moss.

El álbum también presenta a Emilio Delgado (Luis), Loretta Long (la Susan de la serie de TV), Sonia Manzano (María) y Bob McGrath (Bob) del elenco de Sesame Street y a los Muppets de Sesame Street, Big Bird (Carroll Spinney), Bert, Cookie Monster y Grover (Frank Oz) y Ernie (Jim Henson).



(continúa)

RECEIVED
JAN 29 1975
CENTRAL FILES

Feliciano ha adaptado el "Escondido," una balada sobre un pequeño pueblo de California, en una canción folkórica y nostálgica latinoamericana llamada "Puerto Rico." Canta además su version de "Bein' Green," canción de Raposo cantada originalmente por Kermit, el "Frog" de Sesame Street, y que también fue grabada por Frank Sinatra y Lena Horne.

Vikki Carr, actriz de ascendencia Mexicana-Norteamericana, interpreta la tonada sobre las emociones "Tu me gustas" ("I Like You") juntamente con Grover, el insinuante Muppet azul; y canta "I'd Like to Tell a Story" y "Take a Breath," canción sobre la respiración, con Luis, el "Fix-it man" de Sesame Street (papel de Emilio Delgado).

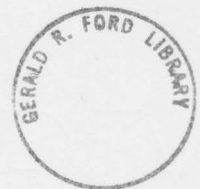
Grupo de rock latino

Malo, la orquesta de rock latino con la actuación de Jorge Santana, canta "¡Bienvenidos!" (Welcome!) y "Show Me How You Feel" junto con los vocalistas Tony Smith y Pablo Tellez.

Otras de las canciones del álbum son: "Yo" (Me) cantada por María y el Cookie Monster; "Show," una balada en inglés y español sobre la reminiscencia del país natal cantada por María y Luis y "Canta" ("Sing"), por los niños de Sesame Street.

"Canta," escrita originalmente en español e inglés, fué por mucho tiempo un éxito del "pop" musical. Ha sido grabada por artistas tales como los Carpenters (versión que fue por varias semanas la primera de la lista), Peggy Lee y Barbara Streisand.

(continúa)



Mensaje educativo

iSesame Mucho! es único no solamente por ser el primer álbum bilingüe creado especialmente para niños sino también por su atento educativo.

"Las canciones de iSesame Mucho! reflejan por igual los objetivos de bilingüismo y respeto propio como el de los diversos temas educativos expresados en cada canción," dijo Joan Ganz Cooney, presidenta de CTW.

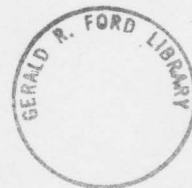
Los objetivos bilingües y biculturales de Sesame Street han sido programados para desarrollar en el niño de habla española un orgullo por su propia cultura y para familiarizar a los que no hablan español con un segundo idioma.

Las palabras en español presentadas en forma visual y la cultura hispano-americana fueron introducidas por primera vez en el programa durante la temporada de 1970-71, y en la siguiente temporada se amplió la idea cuando se incorporaron al elenco los dos actores de habla española, María y Luis.

iSesame Mucho! es el cuarto álbum importante producido por Children's Television Workshop. Todos han sido "best sellers." Ya se han vendido más de dos millones de copias de los dos primeros discos LP de Sesame Street. El tercer álbum, "Sesame Street Live," salió a la venta el año pasado. Los tres fueron premiados con un total de tres Grammys.

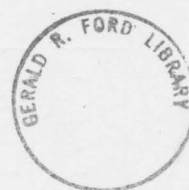
Además, el Workshop ha sacado 10 discos con el nombre de Sesame Street y ha otorgado la licencia a más de 100 libros educativos, juguetes, juegos y otros productos. Las ganancias de su venta son usadas para financiar los proyectos experimentales del Workshop.

(continúa)



¡Sesame Mucho! se produce en dos versiones que sólo difieren por lo que muestra la portada. La versión de \$5.98 lleva ilustraciones sobre los temas educativos más importantes de las melodías y letras de las canciones en dos idiomas. La de \$3.98 no tiene ilustraciones.

El fabricante y distribuidor es Children's Records of America en asociación con Warner Brothers. Alhambra Records Inc., distribuidor con sede en Miami, se encarga de la distribución entre los 32 mercados importantes de habla española de los Estados Unidos y Puerto Rico.



NEWS
NEWS
NEWS



CHILDREN'S TELEVISION WORKSHOP

NEW BILINGUAL 'SESAME MUCHO' ALBUM FEATURES SONGS FROM
TV SERIES AND STARS THREE LEADING LATIN RECORDING STARS

Recording stars Jose Feliciano, Vikki Carr and "Malo" have joined with the cast and Muppets from TV's "Sesame Street" in singing Latin renditions of popular Sesame Street tunes for "¡Sesame Mucho!", believed to be the first bilingual album ever produced for kids.

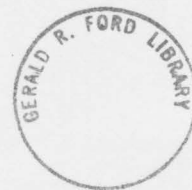
The record, featuring 15 favorite songs from Sesame Street sung in both Spanish and English, is an outgrowth of the bilingual and bicultural orientation of the acclaimed educational series for preschoolers. Spanish language and Hispanic cultural goals have been included on Sesame Street for the past four seasons.

The popular TV series, produced by the Children's Television Workshop, celebrated its fifth anniversary on November 4 as it began a new season on the 250 stations of the Public Broadcasting Service.

All musical arrangements of songs performed on the new album by the three Latin guest stars, Feliciano, Carr and Malo, were created by the artists themselves especially for ¡Sesame Mucho! The songs were all originally written for Sesame Street by Joe Raposo and Jeffrey Moss.

The album also features Emilio Delgado, Loretta Long (the TV show's Susan), Sonia Manzano (Maria) and Bob McGrath (Bob) from the Sesame Street cast and the Sesame Street Muppets, Big Bird (Carroll Spinney), Bert, Cookie Monster and Grover (Frank Oz) and Ernie (Jim Henson).

(more)



Feliciano has adapted "Escondido," a ballad about a small California town into a nostalgic Latin folk song, "Puerto Rico." He also sings his rendition of "Bein' Green," a Raposo song originally sung by Kermit the Frog on Sesame Street, that has also been recorded by Frank Sinatra and Lena Horne.

Vikki Carr, who is of Mexican-American descent, performs "Tu Me Gustas" ("I Like You"), a tune sung about emotions with Sesame Street's ingratiating blue Muppet, Grover; "I'd Like To Tell a Story," and "Take a Breath," a song about breathing which she sings with Sesame Street's Fix-it man, Luis (played by Emilio Delgado).

Latin Rock Group

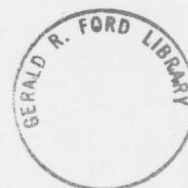
Malo, a Latin-rock orchestra featuring Jorge Santana, sings "¡Bienvenidos!" (Welcome!) and "Show Me How You Feel," along with vocalists Tony Smith and Pablo Tellez.

Ernie and Bert, the Mutt and Jeff of muppetry, sing "Rubber Duckie" -- a song which reached the "Top 10" when it was first introduced in 1970 -- in a lively new Spanish and English version. Luis and Big Bird do "No Matter What Your Language," which has become the unofficial theme song for Sesame Street's bilingual efforts.

Among the other songs on the album are: "Yo" (Me) sung by Maria and Cookie Monster; "Snow," a Spanish and English ballad about homesickness sung by Maria and Luis; and "Canta," (Sing!), by the kids of Sesame Street.

"Sing!" was originally written in Spanish and English and was also a long-time pop chart single. It has been recorded by such stars as the Carpenters (whose version reached number one spot for several weeks), Peggy Lee and Barbara Streisand.

(more)



Educational Message

The ¡Sesame Muchol album is unique not only because it is the first bilingual record album created especially for youngsters, but because of its educational intent as well.

"The songs of ¡Sesame Muchol have the same goals of self pride and bilingualism as well as the diverse educational themes expressed in each song," CTW president Joan Ganz Cooney said.

The bilingual and bicultural goals of the Sesame Street program are designed to teach cultural pride amongst Spanish speaking youngsters and to expose non-Spanish speaking youngsters to a second language.

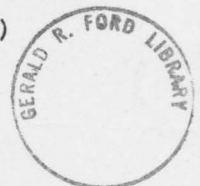
Spanish language sight words and Hispanic culture were first introduced onto the program in its 1970-71 season and were expanded the following season when two Spanish speaking cast members, Maria and Luis, were added.

¡Sesame Muchol is the fourth major Sesame Street album produced by the Children's Television Workshop. All have been best sellers. The two original Sesame Street show LP's together sold over two million copies. The third album, "Sesame Street Live," was released last year. The three have won a total of three Grammy awards.

In addition the Workshop has released ten feature albums on the Sesame Street label and has licensed over 100 other educational books, toys, games, and other products, revenues from which go to support the Workshop's experimental educational projects.

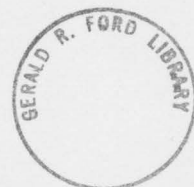
¡Sesame Muchol is being marketed in two editions that differ only in what appears on the album cover. A \$5.98 version features double album covers containing illustrations that touch on the major educational themes of the album's songs and the lyrics in both languages. A \$3.98 budget version without the illustrations

(more)



is also available.

Manufacturer is Children's Records of America, in association with Warner Brothers, and will be distributed with CRA. Alhambra, a Miami based distributor, is distributing 'Sesame Muchol' in the 32 largest Spanish-speaking markets of the U.S. and Puerto Rico.



WRC-TV

NBC OWNED STATIONS, A DIVISION OF NATIONAL BROADCASTING COMPANY, INC.
4001 NEBRASKA AVENUE, N.W., WASHINGTON, D. C. 20016, EMERSON 2-4000

November 3, 1975

Mr. Fernando E.C. DeBaca
Special Assistant to the President
The White House
Washington, D.C. 20500

Dear Mr. DeBaca:

It has been the custom of WRC-TV/AM and WKYS-FM to meet with representatives from various community-oriented organizations in the Washington metropolitan area to learn more about the problems, needs and interests of our local community.

We would appreciate your help in determining what the major issues of interest to the Hispanic community are as you view them from your vantage point as Special Assistant to the President because it is through discussions with people such as you that we can better reflect these concerns.

As we discussed today, if time allows following our taping session tomorrow night, I would like to meet with you so that we can discuss these timely issues and concerns.

Sincerely,

C. G. McCoy

Charlene G. McCoy
Administrator, TV Public Services





*from
the
desk
of*

11/5/75

Charlene McCoy

Neglected to give this to you
after the taping session last
night.

It was lovely to see you again,
and I appreciate your giving up
your evening time to come in for
the taping session and later dis-
cussion.

Amel



October 31, 1975

MEP
TV

Dear Kaaren:

Thank you for your thoughtful letter of October 28, 1975.

I would be honored to participate in your "La Raza" documentary film series on Mexican American Politics.

Normally, my day begins with our early morning staff meeting, followed by an assortment of office visits and speaking engagements. I try to devote at least three hours per day to research and writing activities and three hours to telephone responses. The remainder of my time is spent in meetings and Presidential events. I try to reserve Friday, Saturday and Sunday for out-of-town speaking commitments.

I hope the above information is helpful to you in setting your production schedule. I will look forward to hearing from you.

Please convey my best regards to Moctesuma Esparza. You have my sincere congratulations and full admiration for the outstanding job you are doing in promoting the interests of Spanish speaking Americans.

Yours sincerely,

Fernando E. C. De Baca
Special Assistant to the President

Ms. Kaaren Ochoa
Associate Producer
Moctesuma Esparza Productions
~~201 North Occidental Boulevard~~ 2036 LEMOYNE
Los Angeles, California 90026



Ph. 213
660-5292

FECDeB:mmm:10/31/75

10/31/75



MOCTESUMA ESPARZA PRODUCTIONS

201 NORTH OCCIDENTAL BOULEVARD LOS ANGELES, CALIFORNIA 90026 (213) 380-2722 • 386-3111

New Address
2036 Lemoyne
Los Angeles, Calif. 90026
October 28, 1975

Fernando E.C. De Baca
Special Asst. to the President
The White House
Washington, D. C.

Dear Fernando,

Moctesuma Esparza Productions is producing an hour long television documentary that will focus on Mexican American Politics in the U.S. today. The film is part of the "La Raza" Series for McGraw-Hill Broadcasting and will be shown nationwide. We will be interviewing several Mexican American political figures about their campaigns, issues, and the dynamics of who elected them, how and why.

MEP is an established operating, Chicano-owned, film production company. Ninety percent of our staff are Spanish-surnamed and Spanish-speaking which gives us particular expertise in bilingual and bicultural areas.

We feel that you are a key political figure and would certainly enjoy having you participate in our efforts to complete this film. It would involve interviewing you and filming you at your job, obtaining your views on various subjects.

Please let us know if you would be willing to participate in our documentary. If your staff could send us some idea of a typical weekly schedule, it would be much appreciated. We will then contact you by the end of the year to agree on dates for filming. If you have any questions, please contact us at (213)660-5292. Muchas Gracias.

Very truly yours,

Kaaren Ochoa
Associate Producer

KO/ob

Moctesuma Esparza



August 27, 1975

MEMORANDUM FOR:

WHITE HOUSE OFFICE OF
COMMUNICATIONS (Att.:
Mr. Metcalf)

FROM:

FERNANDO E. C. DE BACA

SUBJECT:

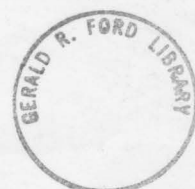
Request for closed circuit
TV Program

WRC-TV is sending a 2-inch video tape copy of a Spanish Heritage Special program. We would like to schedule a showing for sometime during the week before the National Hispanic Heritage Week (September 14-20) and again during the Week of the celebration.

When the tape arrives in this office, we will call you for scheduling. We would appreciate any advice or information you consider necessary with reference to this showing.

Many thanks.

mmd:d:8/27/75



August 27, 1975

Dear Ms. Cohen:

We are planning a closed circuit showing of the Spanish Heritage Special of the Sanchez and Mariano VISTAS show for the President and would appreciate having a copy of the standard 2-inch video tape for this showing, if it would be available to us.

As to the time, we would appreciate having the tape next week for a showing and perhaps again during the week of September 14-20, which is National Hispanic Heritage Week.

Thank you very much.

Sincerely,

Fernando E. @. De Baca
Special Assistant to the President

Ms. Jane Cohen
Program Manager
WRC-TV
4001 Nebraska Avenue, N. W.
Washington, D. C. 20016

mmd:d:8/27/75





bilingual children's television

NOV 21 1974

11/19

Memo from

Rene Cardenas

Executive Director

TO: *Fernando C.
Al Bace*

For Your Info.

R



bilingual children's television, inc.

November 18, 1974

TO: CONGRESSIONAL SUPPORTERS OF BC/TV
FROM: Rene Cardenas
SUBJECT: A Continuing Cry for Support

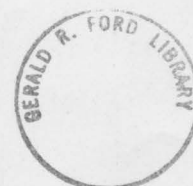
On July 17, 1974, Caspar Weinberger responded to your delegation letter indicating reasons why he could not continue funding Bilingual Children's Television and the VILLA ALEGRE series.

On October 31, after having examined the GAO Report relevant to the audit of BC/TV, Congressman Glenn Anderson, California, requested Caspar Weinberger review his decision in light of GAO findings that indicated that "lapses and delays in OE's funds to the project were instrumental in production delays that led to problems encountered by BC/TV".

Congressman Anderson indicated that the VILLA ALEGRE series has achieved wide acclaim and cited the importance of bilingual education to the nation as a whole. And, he confirmed to Mr. Weinberger, USIA's intention to distribute VILLA ALEGRE throughout Latin America. He cited this intention as an indication of VILLA ALEGRE's high quality.

Mr. Weinberger's response to Congressman Anderson, as per attached copy, reflects an unfortunate and rather cynical attitude, and unfurls a banner of the double standard. Mr. Weinberger's response lends itself to interpretation at many levels. We feel this view is myopic. We feel that the 3.5 million dollar investment of ESAA funds in the production of the VILLA ALEGRE series is an effective investment in developing a critical antidote to this nation's educational ills.

VILLA ALEGRE has an estimated audience of 12 million viewers daily. The series is aired in over 233 stations throughout the country twice daily, in most instances six days a week. Viewer cost at that rate is 1/2 cent per show per viewer. Educational nourishment at this rate is the best anyone could ask for.



Mr. Weinberger's attitude is contradictory in that his office has permitted CTW the luxury of continued funding. And, it should be so because CTW has inculcated into children and into the educational system, a philosophy of upgrading many of the anachronisms that have prevailed in the educational system.

BC/TV has similarly achieved its initial purpose of providing the Spanish-speaking child with reinforcement and a sense of dignity and worth, and a cultural memory as it enriches the curriculum experiences of monolingual children by introducing them to the large world that is hemispheric America, and to a new linguistic melody that is the Spanish language.

The concept of VILLA ALEGRE is important to the strategy of educational change in this country. We are not advocating for continued funding to protect a sinecure, but instead are fighting for BC/TV's survival because it has made educational breakthroughs in this country at the attitudinal and sociopathic level.

We recognize, as must members of congress, that by the year 2010 the hemisphere that is America will be linguistically Spanish dominant and that the 350 million U.S. citizens of tomorrow must possess linguistic capability to communicate, and traffic, and negotiate, and mediate with an estimated Spanish-speaking population of 750 million souls.

Bilingual education is critical and crucial to all children, and bilingual capability must be built into our system as an educational response to meeting the challenges of tomorrow.

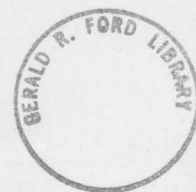
Through the offices of USIA and the U.S. Department of State, ministers of every Latin country (excluding Peru and Argentina) have visited the project and have appealed for its utilization in their respective countries.

It seems anathetical to our national aims that we embrace hemispheric America with suggestions of aid and assistance while we ignore the expatriot descendants from those cultures in our own United States.

Mr. Weinberger's attitude is contradictory to the global philosophy of U.S. policy in offering assistance to under-developed countries when in this very same nation of ours there are under-developed people who cry and beg for assistance and succor, participation and involvement.

Mr. Weinberger feels the programs cannot be "improved by remaking them immediately". Our proposal indicated the tone, texture, and character of the new shows would reflect those upgrading changes that would be brought about as a result of research and analysis in the classroom. The need for continued programming is manifestly evident throughout the communities at large bereft of BC/TV-type programming.

The VILLA ALEGRE series is an antidote to racial isolation, and it is only through your advocacy and assistance, and legislative creativity that it will endure to continue challenging the polarization syndrome that is taking place in the nation and the world today.



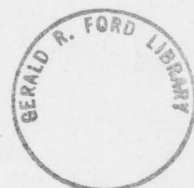
VILLA ALEGRE is about people getting together - living, playing, learning together and from each other.

In view of the above we urge sponsorship of a bill under Title VII or other legislation that will allow Bilingual Children's Television to fulfill its mission of creating educational and attitudinal change in this country for the benefit of this country and its citizens.

BC/TV is without funds and on the precipice of going under. We are being supported by a grant from Lilly Endowment and assistance from EXXON U.S.A. Foundation. We are at the Rubicon.

RC/el

Attachments



Dear Congressman Anderson:

Many thanks for your letter of October 31 about BC/TV.

We can concede and agree on all the points you made about the 65 programs of "Villa Alegre" but my basic conclusion remains, and that is that 65 programs are all that we really should sponsor and that they do provide a very good but sizable investment in this important activity, and one that is now complete.

We don't see that the 65 programs would be particularly improved by remaking them immediately. Nor, do we see the necessity for additional programs beyond that very substantial number. In any event, I greatly appreciate receiving your letter.

Kind personal regards.

Sincerely

Caspar Weinberger,
Secretary
Department of Health, Education,
and Welfare

SECRETARY OF HEW'S
RESPONSE DICTATED FROM
CONGRESSMAN GLENN ANDERSON'S
OFFICE - OFFICIAL COPY OF LETTER
TO FOLLOW.



GLENN M. ANDERSON
35TH DISTRICT, CALIFORNIA

1132 HOUSE OFFICE BUILDING
WASHINGTON, D.C. 20515
TELEPHONE: (202) 225-6676

DISTRICT OFFICES:
255 WEST FIFTH STREET
SAN PEDRO, CALIFORNIA 90731
TELEPHONE: (213) 548-2551

15740 PARAMOUNT BLVD.
PARAMOUNT, CALIFORNIA 90723
TELEPHONE: (213) 633-3525

Congress of the United States

House of Representatives

Washington, D.C. 20515

October 31, 1974

COMMITTEES: PUBLIC WORKS

SUBCOMMITTEES:
PUBLIC BUILDINGS AND GROUNDS
WATER RESOURCES
TRANSPORTATION
ENERGY

MERCHANT MARINE AND FISHERIES

SUBCOMMITTEES:
FISHERIES AND WILDLIFE
CONSERVATION AND THE
ENVIRONMENT
MERCHANT MARINE
OCEANOGRAPHY

Hon. Caspar Weinberger
Secretary
Department of Health, Education, and Welfare
Washington, D.C. 20201

Dear Mr. Secretary:

Thank you for your letter of July 17 which explained your reasons for terminating the grant to Bilingual Children's Television (BCTV) and their series "Villa Alegre."

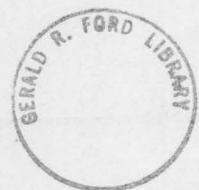
However, I would appreciate your reconsideration based upon the following:

1. A survey of the original grants conducted by the GAO indicates that lapses and delays in Office of Education funds were instrumental in causing the production delays that led to many of the problems encountered by BCTV under the original grants.

2. The 65 segments of "Villa Alegre" produced by BCTV have been acclaimed by independent critics and reviewing boards, including a report conducted for the Bilingual Department of the New York State Board of Education.

3. Bilingual education is of unquestionable importance. However, the educational value of a bilingual program does not, I believe, suffer because it contains material relevant to a culture associated with a second language. Indeed, such a content can only enhance the program by making it more captivating for the target audience and by providing a related background for bilingual content.

4. The United States Information Agency is supporting BCTV and is seriously considering distributing "Villa



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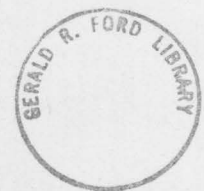
Alegre" throughout Latin America, another indication of its high quality.

I am looking forward to hearing from you following your review.

Sincerely,

Glenn M. Anderson, M.C.

GMA/wht



WQMS | 570 am
103.5 fm

file

5100 Wisconsin Avenue, NW Washington, D.C. 20016 202-244-8600 An **RKO**RADIO station

July 25, 1975

Mr. Fernando E.C. DeBaca
Special Assistant to the President
The White House

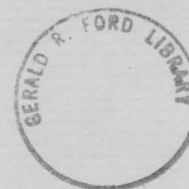
Dear Mr. DeBaca:

Again thank you for your participation on HERITAGE.

Enclosed please find a dub of the interview which was recently
aired over all the RKO radio stations.

Best wishes.

Sincerely,
June Carter Perry
June Carter Perry
Community Affairs Director



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

July 16, 1975

MMD : Please place
on calendar.
[Signature]

MEMORANDUM FOR:

FERNANDO DE BACA

FROM:

MARGARET EARL *ME*

Thanks for agreeing to do the "People's Lobby" show for KITE Radio, which is based in San Antonio. The show is live and Allan Dale is the host; Dale's constituency in San Antonio will be on a hook-up to ask questions. Dale would like to have you there a few minutes before 7:00 p.m. Friday evening and the interview shouldn't take more than an hour. Dale is located at the Quality Inn Capitol Hill, 415 New Jersey Avenue, N.W. He is filming in Room 831 and is also using Room 830.

Thanks again.



WGMS | 570 am
103.5 fm

5100 Wisconsin Avenue, NW Washington, D.C. 20016 202-244-8600 An ~~RKO~~ RADIO station

May 21, 1975

The Honorable Fernando DeBaca
Special Assistant to the President
The White House

Dear Mr. DeBaca:

Thank you very much for being my guest on HERITAGE and Dialogue.

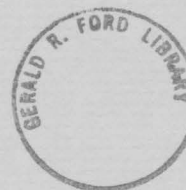
The Dialogue interview will be aired on Tuesday, May 27 at 3:00 p.m. over WGMS. I hope your entire staff will be able to listen and I am sure the audience will find your remarks extremely informative.

The syndicated HERITAGE show will be aired in Washington on Sunday, July 20 at 6:45 P.M. I am enclosing a list of the other RKO stations across the country and their air schedules.

Again, thank you very, very much for your time and interest.

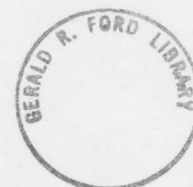
Sincerely,

June Carter Perry



HERITAGE: AIR SCHEDULES

WGMS.....Washington, D.C.....Sundays, ^{11:45}~~6:45~~ p.m.
WOR.....New York.....Sundays, 5:30 a.m.
WFYR.....Chicago.....Sundays, 7:15 a.m.
KRTH.....Los Angeles.....Sundays, 5:15 a.m. and 11:00 p.m.
(twice)
KFRC.....San Francisco.....Mondays, 12:50 a.m.
WAXY.....Fort Lauderdale.....Sun., 6:45, Mon. 2:30 a.m.
a.m.
WRKO/WROR.Boston.....Monday, 3:15 a.m.
Wxlo.....New York.....Sun, 7:00 AM
KHJ.....Los Angeles.....Sun 11:30 p.m.
WHBQ.....Memphis.....Sunday, 6:15 a.m.



THE WHITE HOUSE

WASHINGTON

May 12, 1975

Dear Mr. McGannon:

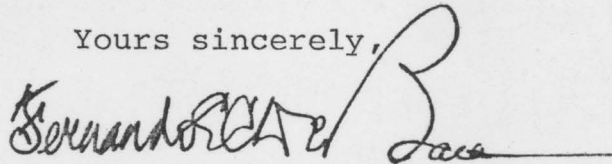
Thank you for your recent letter in which you express a desire to get together on your next trip to the Washington D. C. area to exchange ideas and talk about matters of common concern.

I would be delighted to host you for lunch at the White House on your next trip to Washington or, if your schedule doesn't allow for a luncheon engagement, to meet with you at some more convenient time.

Kindly have your office notify my secretary at (202) 456-6219 when you plan to visit us and I will promptly set up the arrangements.

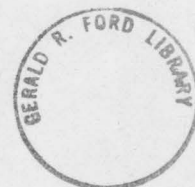
Kindest regards.

Yours sincerely,

A handwritten signature in dark ink, appearing to read "Fernando E. C. De Baca", with a long horizontal flourish extending to the right.

Fernando E. C. De Baca
Special Assistant to the President

Mr. Donald H. McGannon
President
and
Chairman of the Board
Westinghouse Broadcasting Company Inc.
90 Park Avenue
New York, New York 10016



WBZ-WBZ-TV BOSTON
WINS NEW YORK
KYW-KYW-TV PHILADELPHIA
WJZ-TV BALTIMORE
KDKA-KDKA-TV PITTSBURGH
WOWO FT WAYNE
WIND CHICAGO
KPIX SAN FRANCISCO
KFWB LOS ANGELES

90 PARK AVENUE NEW YORK NY 10016 983-5060

WESTINGHOUSE BROADCASTING COMPANY INC

DONALD H McGANNON
President
and
Chairman of the Board

April 17, 1975

Mr. Fernando E. C. De Baca
Special Assistant to the President
The White House
Washington, D. C. 20500

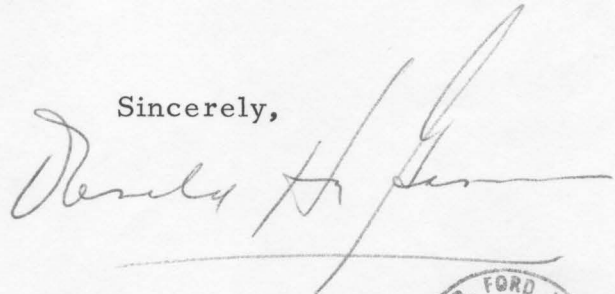
Dear Mr. De Baca:

This past week I have had occasion to talk with Cecil R. Forster, Jr. with regard to his having participated as our representative at the National Latino Media Coalition Conference held in San Antonio, Texas, and out of this conversation came your involvement not only with the communications industry but your concern for the Latino community as it affects our society on an ongoing basis.

It is clear that the communications industry, and Group W in particular, can be doing much more with regard to meeting the needs of all people who we serve throughout our broadcast facilities, and in an effort to identify and focus on a critical area of need, may I suggest that when I have an opportunity to travel to Washington that I call upon you to exchange ideas and talk about our common concern.

Kindest regards.

Sincerely,



/mj



OCT 15 1974

Children's Television Workshop

One Lincoln Plaza / New York, N.Y. 10023 / 212 595-3456

JOSEPH M. AGUAYO
ASSISTANT TO THE PRESIDENT

October 7, 1974

Mr. Fernando A.C. DeBaca
Assistant to the President
Old Executive Office Building, Rm. 197
Washington, D.C. 20500

Dear Mr. DeBaca:

A word of thanks for your invitation to meet with you along with my Puerto Rican colleagues from New York on September 25, 1974.

I was genuinely impressed with the candor and realistic assessment of the monumental problems which you will be confronting in your new position. I am sure that my pledge of assistance to you in this endeavor is shared by most of the 25 participants at the meeting.

In response to your stated request for any ideas regarding issues of concern to the Puerto Rican community, I should like to propose the following:

1. That the Ford Administration through HEW appropriate the entire \$135 million authorized by Congress in the H.R. 69 Education Bill.

Our latin community of almost 15 million people needs every resource imaginable. Congress has shown surprising insight into the complicated problems of our bilingual and bicultural communities across the country. These monies can well be a solid foundation for the research, product development, and applied technologies required to effectively permit our youngsters, young adults and older citizens to gain meaningful skills while retaining the important heritage of our language and culture.

2. Appointments of qualified latins to the Federal Communication Commission and the Corporation for Public Broadcasting.

Both these agencies have decision-making responsibilities in the communications field which will directly help or hinder our people. As a member of the Advisory Panel on Minority Programming for the Corporation for Public Broadcasting, I am well aware of the fact that a latin decision-maker on the Board of Directors will greatly permit more bilingual-bicultural programming.

CABLE: SESAMEST NEW YORK / TWX 710-581-2543 / RCA 236168



Mr. Fernando A.C. DeBaca

October 7, 1974

Especially in view of the fact that monies are being given directly to the 250 public broadcasting stations across the nation, it is imperative that CPB have on its Board someone who can speak for the need for relevant minority programming as well as to provide access to the latin community on the latest technological advances being made in the educational media.

3. Use of the Talent Bank at CTW for qualified latin professionals.

In an effort to provide the communications world with qualified latin talent, we have established a nation-wide Talent Bank of latins with qualifications in writing, educational research, and other related fields relevant to the communications field. Whether for your own office or for technical positions within the Federal Bureaucracy, please feel free to call or write us of any personnel needs that you may require.

I have already taken the liberty of referring for your consideration Ms. Aida Gatell, a highly talented Executive Secretary or Administrative Assistant who is fluently bilingual and quite competent at high level administrative endeavors.

Enclosed I am submitting some of the work I have done in analyzing the bilingual authorizations of Congress as well as the report on Minority Programming for CPB. I do wish you well in your new position.

I do hope that on your next trip to New York City you will enable us to welcome you at the Workshop and to apprise you of some highly creative and trend-setting projects in the Bilingual field.

Mucha suerte, Fernando.

Cordially yours,

Joe A. Guapo

JMA:md
Enclosures



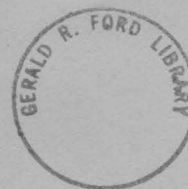


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Villa Alegre

A new television show for children from Bilingual Children's Television, Inc.
Vol. I, no. 2

September 15, 1974



NATIONAL PREMIER SEPT. 23

The national premiere of "Villa Alegre" (Happy Village) will be aired on the Public Broadcasting Service Monday, Sept. 23. Following the initial telecast the show will be seen twice a day, six days a week, on PBS affiliates. The colorful children's series has been accepted for broadcast by 190 PBS stations in the United States including Alaska and Hawaii, as well as Puerto Rico, Guam, and the Trust Territories.

Negotiations are currently underway with the Spanish speaking networks and the other commercial networks for airing of Villa Alegre in areas not served by PBS.

Because of time differential between the East and West Coasts, it is important that you consult your local TV Guide or the PBS affiliate serving you for air times and schedules.



SNOW CONES FOR THE KIDDIES are among the good things on the cart of the street vendor, El Vendedor (Julio Medina). Enjoying their cones are Kathy Hernandez, 10; John Avery, 10; and Mauricio Jarrin, 7.

NEA HONORS DR. CARDENAS

The National Education Association, ruling body for some 1.5 million teachers throughout the United States, awarded Dr. Rene Cardenas, President of BC/TV, its most distinguished award. The George L. Sanchez Memorial Award was given to BC/TV's founder at the NEA annual convention held in Chicago recently.

The award is representative of distinguished service and "creative leadership in resolving critical social or cultural issues." In addition to the coveted award, BC/TV had the unanimous endorsement of the NEA Executive Committee when the June 28 convention closed.

TWO DIMENSIONS INTO THREE

A six-part Learning Guide useful in both classroom and home is now available from BC/TV. The Guide was designed by a staff of learning experts who felt that there must be a carry-over from the world of two dimensional television into the three dimensional world of learning. Most helpful when used in conjunction with the particular BC/TV program of your choice, the learning guide includes:

- 1) The general message of educational purpose and brief description of each show segment.
- 2) A Cultural Notes section in which background material on certain aspects of Latin American culture and life styles is provided.
- 3) A Suggested Activities section consisting of a description of various activities that can be used to reinforce what has been seen on the show.
- 4) A section on key language and expressions used most often in each show. This section also provides a pronunciation guide to Spanish words and phrases used.
- 5) A music section containing the words and music for one song in each show.
- 6) A reference guide indexing sources helpful in planning further study.

Learning Guides may be obtained by contacting the Instructional Television representative of your local PBS station, or by writing:

*Learning Guides
Bilingual Children's Television
2150 Valdez Ave.
Oakland, Calif. 94612*

This Learning Guide has been made available to BC/TV by a grant from Exxon U.S.A. Foundation

RECEIVED

DEC 30 1974

CENTRAL FILES



THIS IS THE MESSAGE!

After an extensive national tour involving program presentations of Villa Alegre to state school superintendents/commissioners and their staffs, Dr. Thomas Shaheen and Mr. Sal Cordova, Special Assistant and Coordinator Community Affairs, respectively, had nothing but good to report back to the staff.*

Here are some of the comments they heard from interested parties.

Much commendation for the gentleness and softness of Villa Alegre. Your production does not have the harshness of other children's shows. —Raleigh State Department of Public Instruction, North Carolina

The interdisciplinary approach using five relevant themes while interweaving Spanish and English language material will be readily acceptable to people who are involved in early childhood education and elementary education. Furthermore, the conceptual orientation to subject matter is preferable to the frantic skill development approach of other programs we have viewed. —State of Wisconsin Department of Public Instruction

We will recommend Villa Alegre not only to children throughout the state of Massachusetts, but to our own children as well. —State Department of Education, Massachusetts

Perhaps the most succinct comment was made by Sister Maria Ramirez of the New York State Department of Education when she said, "Villa Alegre isn't just a TV series, it's almost a way of life. Villa Alegre is Viva Alegre! This is the message and I think this is what is conveyed."

*As a result of their efforts, BC/TV now enjoys the endorsement of 18 state school superintendents/commissioners throughout the U.S.

THE MAYORESS OF "Villa Alegre" is Dona Luz (Carmen Zapata) who also runs the little village store, La Tiendita. Enjoying a chat with Her Honor are Adrienne Alexander, 9, and Kathy Hernandez, 10, while son Lalo (Gibby Gibson) shares the fun.

LACED WITH LOVE AND UNDERSTANDING

Nationally known critic and reviewer, Dwight Newton, of the San Francisco Examiner, recently reviewed Villa Alegre.

"Hard by Berkeley, where a disillusioned, uptight generation has tried for a decade to improve America by resorting to devastating shock and violence, a new organization is seeking the same goals through informative television programs laced with love and understanding directed at children, ages 4 to 8.

Each program is built on a blending and interweaving of the English and Spanish languages, and cultures. A first sampling was previewed here yesterday. I am enthusiastic.

While some have called Villa Alegre another Sesame Street, nothing could be farther from the truth. Villa Alegre does not pointedly teach children to spell C-A-T, or how to count to seven. The series' domain is social study rather than reading, writing, and 'rithmetic, although the 3 R's seem to osmose into the picture. The output of information is subliminal rather than direct. It is very, very effective. Each program is bilingual, approximately half English, half Spanish, posing no problems to children who, given the chance, are able to absorb foreign languages with astounding speed.

Villa Alegre demonstrates the value of speaking more than one language and the desirability of viewing various cultures as complementary rather than contradictory."

VILLA ALEGRE-VIVA ALEGRE!

"Viva Alegre!," was the unanimous cry from the BC/TV staff when they heard the preliminary report from the New York State Department of Education's exhaustive testing of sixteen Villa Alegre programs on a cross sampling of students. The study's preliminary findings indicate that the series is suitable for use as a supplement to current school programs.

The research carried out by the University of New York at Buffalo, involved sampling opinions and audience response from some 180 bilingual and monolingual school students over a five week period at various sites in Buffalo and Long Island.

In order to supplement the University of New York's findings the BC/TV research staff conducted a two day utilization workshop involving teachers, paraprofessionals, district and state school officials and parents who participated in the prior five week study. The mini-study provided a forum for the persons involved in the utilization of Villa Alegre. They were able to comment on future series and give their insights into special regional problems that the BC/TV staff needed to be aware of for the creation of subsequent episodes. As an offshoot to this initial workshop, hundreds of similar utilization workshops are being set up around the country. BC/TV's liaison for this new approach is the educational representative of each local PBS affiliate, as well as the State Departments of Education.

LOOK TO THE HEAVENS!

When man cannot fly, he must look to the heavens. So say the people of the Rocky Mountain region who are not able to receive normal telecasts of BC/TV's new series, Villa Alegre, because of mountainous terrain. They looked toward the sky and found that children in those mountainous areas were able to watch the new programs via satellite, with a little help from the Federation of Rocky Mountain States, located in Denver. In an effort to reach 56 isolated rural school districts, a recent transmission was beamed from earth to a satellite 22,300 miles out in space and bounced back to receivers located in each of the school districts.

After completion of six such experiments (earth to satellite to smiling children awaiting below) Villa Alegre was transmitted into Washington, D.C. via satellite, where a group of legislative and educational officials watched with delight; the technology of the land and the Happy Village.

GRANTSMANSHIP VICE VERSA

A check in the amount of \$191,600 was presented to the U.S. Office of Education by Dr. Rene Cardenas, President of BC/TV, on Aug. 27. The payment, which represented savings incurred on a grant used by BC/TV for the production of 65 programs, was accepted by Dr. Terrell H. Bell, Commissioner of Education.

Bilingual Children's Television, Inc. (BC/TV) started taping the basic studio segments in early January and completed the series of 65 daily half-hour shows near the end of May.

The program is designed for children from ages 4 through 8 and intended for national telecast by Public Broadcasting Service stations and commercial outlets in communities without public television. The show also will be aired by Spanish-language television stations to assure the widest possible exposure among the country's many Spanish-speaking communities.

The series uses a magazine format that blends live video segments with film and animation. The educational content is presented in entertaining segments — stories, games, dances and songs, reinforced by visual effects, with emphasis on the personal interrelationships that help intensify the learning experience.

The show is set in Villa Alegre, an idyllic "Happy Village" located "anywhere." The community, a stylized rather than realistic representation, has a village square, small store (La Tiendita), artist's studio, and other settings.



WEIGHTS AND MEASURES are easy to learn in the entertaining atmosphere of "Villa Alegre," the new bilingual educational television series for children opening September 23 on the Public Broadcasting Service stations. Kenia Hernandez, 9, demonstrates how it's done with a scoop of corn.



bilingual children's television inc.
2150 valdez street
oakland, california 94612



Mr. Fernando De Baca
Special Assistant to the President
Executive Office Building
Room 197
The White House
Washington DC 20006



"CRACKERS ANYONE?" begs Polly Parrot, friend of the children of "Villa Alegre." Kenia Hernandez, 9, Adrienne Alexander, 9, and Peter Santana, 8, are among the village children who speak both English and Spanish on the show.

For further information or additional copies of this newsletter, write or call: Elvira Leaños, Bilingual Children's Television, Inc., 2150 Valdez Street, Oakland, Calif. 94612. Phone: (415) 839-5678

This newsletter is published by Bilingual Children's Television, Inc., a non-profit corporation. Right to reprint any or all of the contents is herewith granted.

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 **Mailgram**
western union



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

FERNANDO DE BACA
SPECIAL ASSISTANT TO THE PRESIDENT FOR
HISPANIC AFFAIRS EOB197
WHITE HOUSE
1700 PENNSYLVANIA AVE
WASHINGTON DC 20500

FOR THE JUNE 10 NATIONAL PUBLIC RADIO GATHERING NEED TO SEE YOU (9AM?)
RE:

1. NPR'S EVALUATION OF PRESENT NETWORK PROGRAMMING, WHERE DOES IT LEAD US? IN ENGLISH FOR THE TOTAL COMMUNITY, IN SPANISH FOR OUR OWN COMMUNICATIONS NEEDS.
2. AFFIRMATIVE ACTION PLANS OF NPR, SPANISH SPEAKING ON BOARD OF DIRECTORS, STAFFS ETC.
3. NPR TECHNICAL ASSISTANTS TO LOCALITIES TO ACHIEVE PARITY.
4. EMPLOYMENT AND TRAINING AT THE NATIONAL STAFF POLICY LEVEL.
5. PRIME TIME ALLOCATION OF NEWS COVERAGE AND PARTICIPATION OF SPANISH SPEAKING JOURNALISTS REPORTERS AND NEWSMAKERS.
6. PRODUCTION BUDGETS CONTRACTING FOR PROGRAMMING AND PROGRAM SERIES.

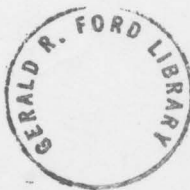
SINCERAMENTE

DOMINGO NICK REYES 703-780-1331 PLEASE CALL ME AS SOON AS POSSIBLE

DOMINGO NICK REYES
4312 BIRCHLAKE CT
ALEXANDRIA VA 22309

16:41 EST

MGMWSHT HSB

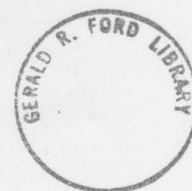


Scheduled:
Karen Patterson
Natl Public Radio
11:30 Tues.
June 10
Ph: 785-5400

REPLY BY MAILGRAM - SEE REVERSE SIDE FOR WESTERN UNION'S TOLL - FREE PHONE NUMBERS

SEP 24

9/20



SEPTEMBER 20, 1974 — 84 PAGES

STAR-NEWS

Phone (202) 454-5000

CIRCULATION 484-3000
CLASSIFIED 484-6000

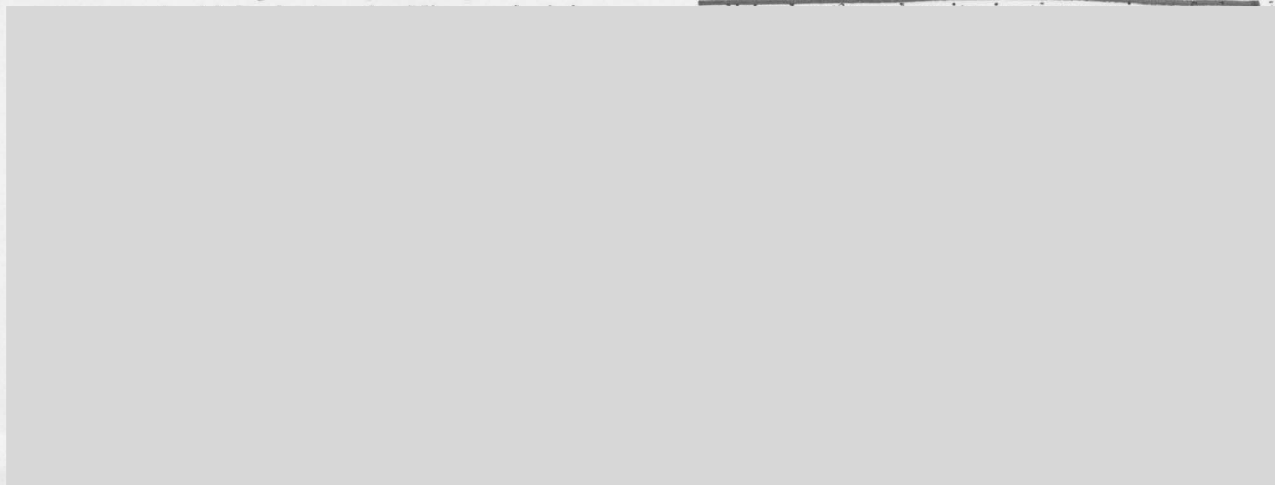
15 CENTS
On newsstand

FORD BANNING NIXON SYSTEM

Patronage Units to Go

President Ford within the next few days will order an end to the political patronage referral

Under Nixon, a White House Personnel office was established and directed the creation of



RECEIVED
DEC 30 1974
CENTRAL FILES

Handwritten notes and signatures at the bottom of the page, including "in", "1", "Purvis", "name", and "for it".

Ford May Warn 'Hands Off' CSC Jobs

A survivor of all three regimes said that the Democrats book was prepared sometime in 1970 and used, but kept carefully hidden until the late 1970s. Around Aug. 26 and was told, he

Ford's May 1964 Record Off CSC Jobs

A review of the record of the Ford administration in the area of labor relations and the Civil Service Commission (CSC) shows that the administration has been largely unresponsive to the needs of the labor community. The administration's record in this area is characterized by a lack of initiative, a failure to address the concerns of labor, and a general inaction in the face of the growing labor movement.

The administration's record in the area of labor relations is characterized by a lack of initiative. The administration has failed to address the concerns of the labor community, which has led to a growing sense of frustration and a loss of confidence in the administration. The administration's failure to address the concerns of the labor community is a major factor in the growing labor movement.

The administration's record in the area of the Civil Service Commission (CSC) is also characterized by a lack of initiative. The administration has failed to address the concerns of the labor community, which has led to a growing sense of frustration and a loss of confidence in the administration. The administration's failure to address the concerns of the labor community is a major factor in the growing labor movement.

President Ford's record in the area of labor relations and the Civil Service Commission (CSC) is a record of inaction. The administration has failed to address the concerns of the labor community, which has led to a growing sense of frustration and a loss of confidence in the administration. The administration's failure to address the concerns of the labor community is a major factor in the growing labor movement.

FERNANDO DE BACA



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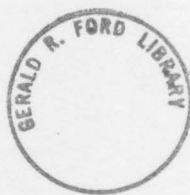
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THE WHITE HOUSE
WASHINGTON

From Jon Hoornstra
FYI



Inflationary pressures hit TV network programming
How automated radio is cleaning up in ratings

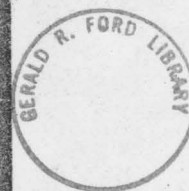
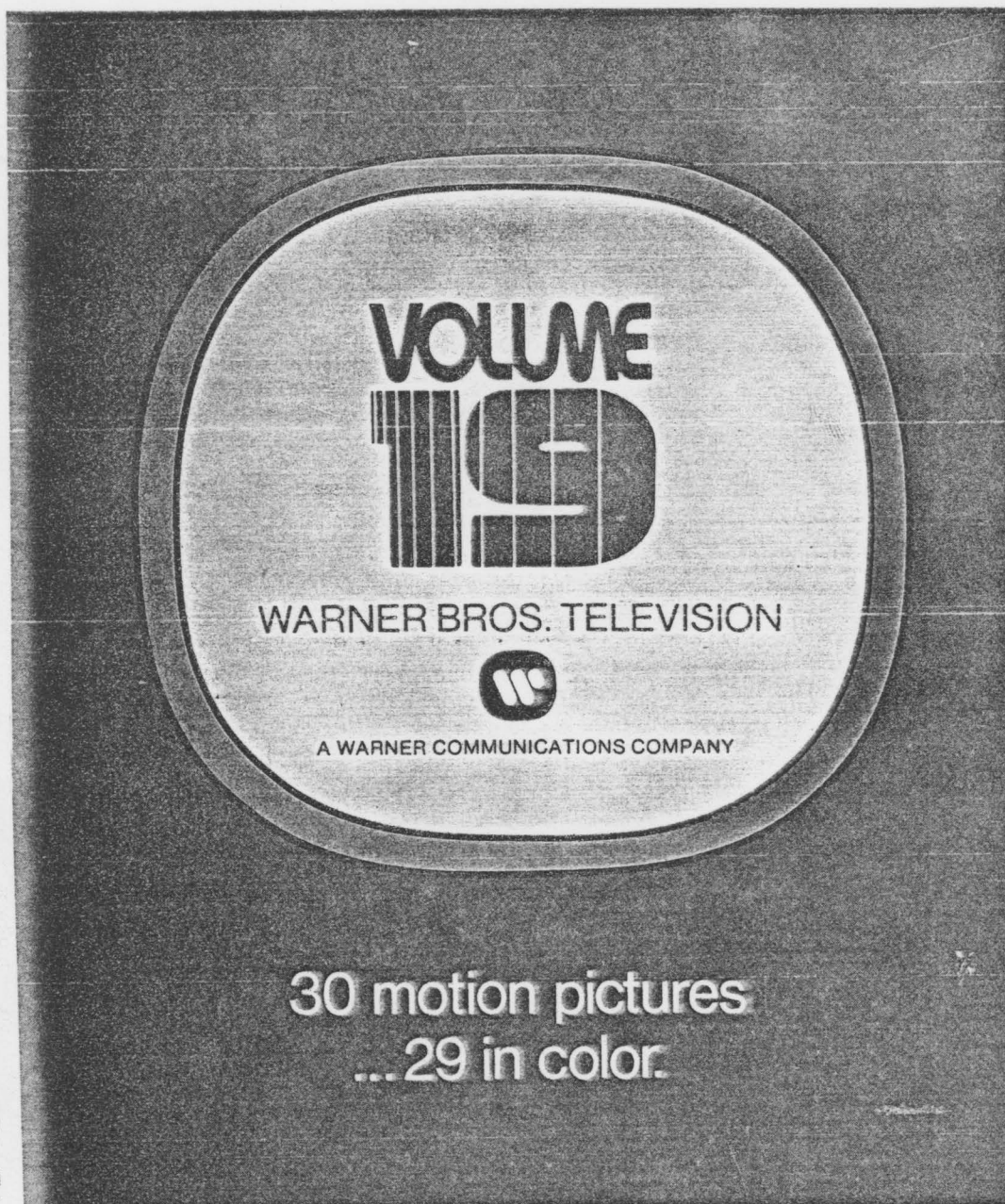
Broadcasting **4** Sep 23

The newswEEKly of broadcasting and allied arts

Our 43d Year 1974

NEWSPAPER

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122 FOR
WASHINGTON DC 20500



Daughters and ABC's *Kodiak* got there first. By any standards, though, it's an excruciating hour of television."—James Brown, *Los Angeles Times*.

"*Police Woman* is several cuts above all television cops and robbers shows except the one that spawned it, *Police Story*. . . . It is honest and at times necessarily brutal."—Frank Torrez, *Los Angeles Herald-Examiner*.

winner."—Val Adams, *New York Daily News*.

"The opener is surprisingly flat. . . . It's not dreadful. It just lacks style. It could be that Mr. Sand is underplaying some scenes to the point of invisibility. It could be that he's getting a touch too old for boyishness, complete with Harpo Marx curls."—John J. O'Connor, *New York Times*.

Office of Education's then-deputy commissioner for planning, evaluation and management, Dr. John R. Ottina. "Due to the unusual interest" of the White House; the then-HEW secretary, Elliot Richardson, and the then-commissioner of education, Sidney P. Marland, he wrote: "Please . . . ask [the Contracts and Grants Division] to give this grant first priority. It is important that the money flow before outside pressure builds."