

The original documents are located in Box 13, folder “President's Briefing Book” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald R. Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

*Peter
F. Johnson*

HISPANIC-AMERICANS

*President's Briefing Book
Must be updated
Each Tuesday*

Question:

Recent news articles and government reports have focused on the multitude of problems facing Americans of Spanish heritage -- sometimes considered a forgotten minority. What actions are being undertaken on behalf of the Hispanic-American?

Answer:

To begin with, such catch-all terms as Hispanic-Americans or Spanish-speaking Americans are unfortunate misnomers which do not give proper recognition, for instance, to the vast differences or degrees of differences in the problems faced by the rural Mexican of the West compared to the urban Puerto Rican of the Northeast.

The Cabinet Committee on Opportunities for Spanish Speaking People has made a valuable contribution in making government sensitive to the needs of Hispanic peoples as well as in advising on solutions to their problems. As many of you know, I have recently named a Special Assistant to me who will work with the Cabinet Committee, the executive branch and the Congress in seeking solutions to these complex problems.

Background:

Activists continue to look for increased government employment of Hispanic-Americans as an indication of the Administration's "commitment" to this ethnic group. Despite a total reduction in the Federal workforce of 77,000 persons during the past five years, Hispanic employment has actually increased by 4,600 persons. Moreover, since President Johnson's Administration, there has been a five-fold increase in Hispanos holding Presidential appointments and a fifteen-fold increase in the number of regional directors and deputy regional directors. The latter is particularly significant given the advent of revenue sharing.

The main vehicle of the Administration's focus on the Hispano has been the Cabinet Committee on Opportunities for Spanish Speaking People which was created by Congress in 1969 to make government more aware of this minority's problems and to provide a focal point where community interests and concerns may be voiced.

Legislative authorization for the Cabinet Committee expires this December 31 and the Administration currently supports legislation which would extend the Committee through FY 1975.



*Find- Any necessary update is due by
10 am tomorrow*
HISPANIC-AMERICANS
Birth 9/30

Question:

Recent news articles and government reports have focused on the multitude of problems facing Americans of Spanish heritage -- sometimes considered a forgotten minority. What actions are being undertaken on behalf of the Hispanic-American?

Answer:

To begin with, such catch-all terms as Hispanic-Americans or Spanish-speaking Americans are unfortunate misnomers which do not give proper recognition, for instance, to the vast differences or degrees of differences in the problems faced by the rural Mexican of the West compared to the urban Puerto Rican of the Northeast.

make

The Cabinet Committee on Opportunities for Spanish Speaking People has ~~made~~ ^{*attempted to*} a ~~valuable~~ contribution in making government sensitive to the needs of Hispanic peoples ~~as well as in~~ ^{*by*} advising on solutions to their problems. As many of you know, I have recently named a Special Assistant to me who will work with the Cabinet Committee, the executive branch and the Congress in seeking solutions to these complex problems.

Background:

Activists continue to look for increased government employment of Hispanic-Americans as an indication of the Administration's "commitment" to this ethnic group. Despite a total reduction in the Federal workforce of 77,000 persons during the past five years, Hispanic employment has actually increased by 4,600 persons. Moreover, since President Johnson's Administration, there has been a five-fold increase in Hispanos holding Presidential appointments and a fifteen-fold increase in the number of regional directors and deputy regional directors. The latter is particularly significant given the advent of revenue sharing.

The main vehicle of the Administration's focus on the Hispano has been the Cabinet Committee on Opportunities for Spanish Speaking People which was created by Congress in 1969 to make government more aware of this minority's problems and to provide a focal point where community interests and concerns may be voiced.

Although

Legislative authorization for the Cabinet Committee expires this December 31 and the Administration currently supports legislation which would extend the Committee through FY 1975.



March 13, 1975

MEMORANDUM FOR: DONALD A. WEBSTER
FROM: FERNANDO E. C. DE BACA
SUBJECT: Presidential Briefing Book

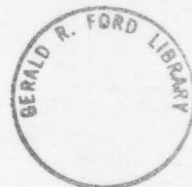
This has reference to your memorandum of March 12, 1975, in which you request a list of Q's and A's falling within my area of responsibility for possible inclusion in the President's press conference briefing book.

There are three possible questions which might arise in the course of a Presidential press conference. One of these deals with our relations with Cuba and the other has to do with the current illegal alien problem. Q's and A's dealing with the U. S.-Cuba relations problem have been prepared by the National Security Council staff (Steve Low, X5004) and have been submitted to Jerry Warren through their channels. Q's and A's dealing with the illegal alien problem are being handled by Domestic Council staff members (Lynn May) assigned to the Domestic Council Committee on Illegal Aliens.

Attached for possible inclusion is one other question dealing with this office which might arise in the course of a Presidential press conference.

Attachment

FECDB:mmmd:3/13/75

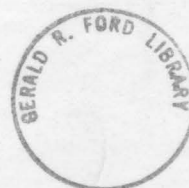


(Hand-carried by mmd at 4:20 PM to office of Mr. Gerald L. Warren,
Room 164 3/13/75)

Q. Does the Administration have any plans for setting up a successor vehicle, either through legislation or executive order, to the Cabinet Committee on Opportunities for Spanish Speaking People which expired in December 1974?

A. As you are probably aware, my Special Assistant for Hispanic Affairs has been working closely with Spanish-speaking community leaders and principal Federal officials to develop a list of alternatives for meeting the unique needs of Spanish-speaking Americans. Hispanic Americans, like so many of our less fortunate citizens, suffer from specific language and cultural handicaps. We are attempting to meet these needs through strengthened bilingual/bicultural education programs and by assisting Hispanic and other minority students to attend college.

We have no plans at present to create a substitute Cabinet Committee to deal exclusively with Spanish-speaking problems, but are looking at ways to deal best with problems of all minorities and disadvantaged people.



March 13, 1975

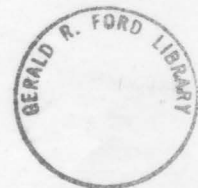
MEMORANDUM FOR: DONALD A. WEBSTER
FROM: FERNANDO E. C. DE BACA
SUBJECT: Presidential Briefing Book

This has reference to your memorandum of March 12, 1975, in which you request a list of Q's and A's falling within my area of responsibility for possible inclusion in the President's press conference briefing book.

There are three possible questions which might arise in the course of a Presidential press conference. One of these deals with our relations with Cuba and the other has to do with the current illegal alien problem. Q's and A's dealing with the U. S.-Cuba relations problem have been prepared by the National Security Council staff (Steve Low, X5004) and have been submitted to Jerry Warren through their channels. Q's and A's dealing with the illegal alien problem are being handled by Domestic Council staff members (Lynn May) assigned to the Domestic Council Committee on Illegal Aliens.

Attached for possible inclusion is one other question dealing with this office which might arise in the course of a Presidential press conference.

Attachment



FECDB:mmd:3/13/75

March 13, 1975

MEMORANDUM FOR: DONALD A. WEBSTER
FROM: FERNANDO E. C. DE BACA
SUBJECT: Presidential Briefing Book

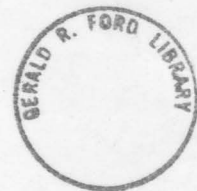
This has reference to your memorandum of March 12, 1975, in which you request a list of Q's and A's falling within my area of responsibility for possible inclusion in the President's press conference briefing book.

There are three possible questions which might arise in the course of a Presidential press conference. One of these deals with our relations with Cuba and the other has to do with the current illegal alien problem. Q's and A's dealing with the U. S.-Cuba relations problem have been prepared by the National Security Council staff (Steve Low, X5004) and have been submitted to Jerry Warren through their channels. Q's and A's dealing with the illegal alien problem are being handled by Domestic Council staff members (Lynn May) assigned to the Domestic Council Committee on Illegal Aliens.

Attached for possible inclusion is one other question dealing with this office which might arise in the course of a Presidential press conference.

Attachment

FECDB:mmd:3/13/75



MEMORANDUM

THE WHITE HOUSE
WASHINGTON

September 5, 1974

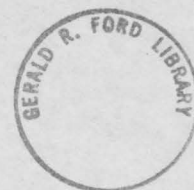
MEMORANDUM FOR: FERNANDO DE BACA
FROM: FRED SLIGHT *FDS*
SUBJECT: Presidential Briefing Book

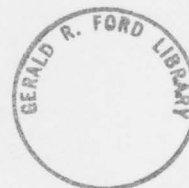
I attach a packet of background information which Rey Maduro provided me in preparation for yesterday's meeting with the President.

Please give particular note to items A - C which appear in the section entitled "Talking Points". This specific information on bilingual education, CETA, and the CCOSSP should be reviewed for appropriate inclusion in the President's (and Mrs. Armstrong's) briefing book.

Barb or I would be happy to assist you with further explanation if you desire.

Attachment





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

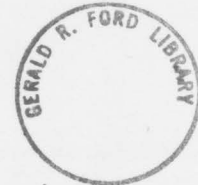
Mr. Jorge Cordova
General Counsel, ACTION

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

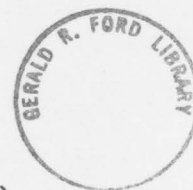
- C. Press Plan: To insure Spanish language media coverage, a list has been attached to augment the visiting White House press corps. (Tab A)

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)

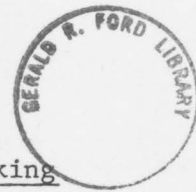
The Comprehensive Employment Training Act (CETA) was signed into law on December 28, 1973. As a result of passage of the bill, 491 prime sponsors were designated as recipients of CETA monies. Most of the areas selected include significant Hispanic population centers. Following the signing, appropriate 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.

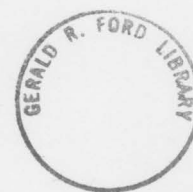
The Cabinet Committee's internal position on the regional structure finds that this item is incompatible as a result of Public Law 91-181, which calls for the Committee to work in an advisory capacity. In addition to the above, the 50% financial distribution to the aforementioned would strip the existing 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

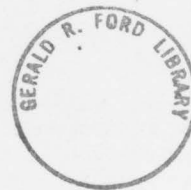
Gene Goldenberg
Scripps Howard Newspapers
777 14th Street NW
Washington, D.C. 20005
347-7750

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

TAB A



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

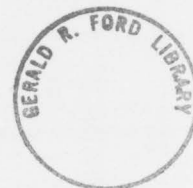
Charles Rivera
N Magazine
1666 K Street
Suite LL 102
Washington, D.C. 20006

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

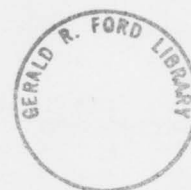
Elvira Valenzuela
Agenda
National Council of La Raza
1025 15th Street
Washington, D.C. 20005

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