

**The original documents are located in Box 14, folder “White House Initiatives for Spanish Speaking Americans” of the Fernando E.C. De Baca Files at the Gerald R. Ford Presidential Library.**

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THE WHITE HOUSE

WASHINGTON

January 9, 1976

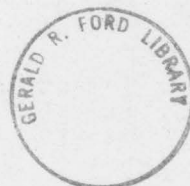
Dear Manny:

I have been asked to respond to your letter to President Ford of December 11, 1975.

Let me begin by thanking you for candidly conveying the concerns of El Congreso and of your participating organizations. At the same time, I want to thank you for affording me the opportunity to share with you the concern and commitment of the Ford Administration toward solving the problems of Hispanic Americans.

Like the National Congress of Hispanic American Citizens (El Congreso), this Administration is firmly committed to the elimination of systemic injustices against Hispanic Americans and to the total eradication of all forms of social, political and economic discrimination. That is why President Ford so strongly supported the 1975 Amendments to the Voting Rights Act and the specific inclusion of voting guarantees for Spanish speaking and other language minority Americans. This also explains the President's firm support of bilingual/bicultural education programs and other Federal measures to help conquer the language barrier facing many Spanish speaking people. Quality education, decent housing, comprehensive health care, meaningful employment, equal opportunity for all Americans have become hallmarks of this Administration along with the President's call for fiscal responsibility and a sound defense posture.

At no time in history have Spanish speaking Americans enjoyed a higher degree of access to the White House and to other top decision-making bodies in the Federal Executive Branch than under President Ford. The President has met, not on one occasion as your letter suggests, but on several occasions with representatives of Hispanic American communities from throughout the nation. In fact, one of the first actions taken by Mr. Ford shortly after assuming the Presidency was to meet with the Hispanic Members of Congress and with his top Hispanic Administration appointees to discuss the problems facing Spanish Speaking Americans. That meeting, held on September 3, 1974 was followed by a public ceremony announcing my appointment on September 16, 1974.



Following that particular meeting, you may recall, the President met with Spanish speaking leaders on October 17, 1974 at the White House and with Hispanic community representatives in Tubac, Arizona on October 21, 1974. Then came President Ford's historic visit with the National SER Board of Directors in Arlington, Virginia on July 17, 1975 (at which you were present) and the Voting Rights Bill signing ceremony on August 6, 1975 (at which you were also present). Ironically, on the very day your letter was written, December 11, 1975, the President was meeting with Hispanic American leaders from throughout the nation in the Cabinet Room of the White House.

In addition to the President's personal appearances before Hispanic groups, Presidential Assistants Robert Hartman, Donald Rumsfeld, Bill Baroody, Doug Bennett, Theodore Marrs and I have met on several occasions with Spanish speaking leaders. Bill Baroody presented the 1975 LULAC National Convention keynote address in Milwaukee and I addressed the IMAGE, AMAE, MAPA and American GI Forum conventions this past year.

To characterize the President as insensitive to the needs of Hispanic Americans is to deny some very significant accomplishments of this Administration:

- .President Ford is the first Chief Executive to recognize the importance of the Spanish speaking community in this country by taking action to appoint a Hispanic American to a top White House post (Fernando E. C. De Baca).
- .President Ford is the first Chief Executive to appoint a Hispanic American to a top Office of Management and Budget post (Fernando Oaxaca).
- .President Ford is the first Chief Executive to appoint a Cuban American to a super grade position as head of the Cuban Refugee Program (Ricardo Nuñez).

In fact President Ford has taken strong measures to assure the meaningful involvement of Hispanics at all levels of government. He has either appointed, promoted or retained in office a total of 58 Hispanic super grade and management level Hispanics including Bert Gallegos, Director of the Community Services Administration; Alex Armandaris, Director of OMBE; Raymond Telles, EEOC Commissioner; Carmen Maymi, Director of the Women's Bureau; Sam Martinez, Federal Regional Council Chairman; Joe Maldonado, Regional Director of HEW (San Francisco); Gilda Bojorquez

Gjurich, IWY Commissioner; Rudy Cervantes, Manpower Planning Commissioner; Rudolph Montejano, National Board of Directors of the Legal Services Corporation; Gilbert Pompa, National Deputy Director of the Community Relations Service, Department of Justice; Victor Rivera, Regional Director of SBA (Denver); Edward Aguirre, Regional Commissioner of Education (San Francisco); Edward Baca, Regional Commissioner of Education (Dallas); Edward Peña, Director of Compliance, EEOC; Lorenzo Ramirez, Regional Director of EEOC (Dallas), Angel Rivera, Associate Administrator for Field Operations, CSA; Carlos Villareal, Postal Rate Commissioner; Eddie Mercado, Regional Director of EEOC (New York); Roger Moure, Executive Officer, US Public Health Service, HEW; John Molina, Director of Bilingual Education, U.S. Office of Education HEW; John Rodriguez; Assistant Commissioner of Education, HEW; and many others. The list is lengthy. In fact, at no time in the history of our nation have so many Hispanics occupied important decision-making posts in the Federal Government than under the present Administration.

To be sure, much work remains to be done to insure the fair and equitable representation of Hispanic Americans in all branches of the Federal Government and at all pay grades and levels. In this connection, you will recall, that last March President Ford called on all department and agency heads to pay significant attention to the identification, recruitment and selection of Hispanic Americans for Federal career posts at all levels. He called for a strengthening of the Spanish Speaking Program and for the bolstering of Federal civil rights efforts.

I trust this letter responds positively and definitively to your concerns regarding this Administration's commitment toward solving the problems of Spanish Speaking Americans. You will be pleased to know that Tomas Arciniega has been cleared for appointment to the NIE Educational Research Advisory Board and that we are moving forward with the CPB Board of Director's appointment.

Thank you again for your interest and concern for the needs of Spanish Speaking Americans. Your comments and suggestions for effectively addressing these needs are indeed appreciated and welcomed.



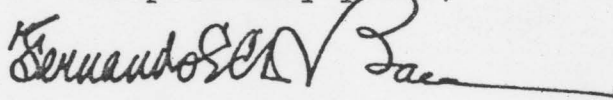


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I know that by working together we can continue to close the gap between promise and fulfillment and to shorten the time frame for the attainment of solutions to our nation's problems.

With the President's best wishes, I remain

Respectfully yours,

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. Manuel D. Fierro  
President  
National Congress of Hispanic  
American Citizens  
Suite 706  
400 First Street, Northwest  
Washington, D.C. 20001



## BACKGROUND

After the unprecedented surge of Spanish speaking support for the President in 1972 (Richard Nixon received 35% of the Spanish speaking vote in 1972 compared to 6% in 1968), it was hoped that the inroads that had been made would begin to forge a long and lasting relationship between the Republican Party and the Spanish speaking community. Unfortunately, that did not happen. Instead, the enthusiasm and optimism which had characterized the pre-election months disappeared. There began to develop a widespread feeling of disappointment and resentment at what was viewed as a lack of post-election interest on the part of a Republican Administration in the continued progress of the Spanish speaking. Hispanic community leaders began to openly criticize the Republican Administration for "deceiving" and "betraying" Spanish speaking voters by publicizing the 1972 advancements in appointments, programs and contracts, and then systematically eliminating them in 1973 and 1974.

CONFINED Following the 1972 election, the courting of Hispanics <sup>VOTERS WAS</sup> ~~had been limited~~ to a few courtesy meetings with selected community leaders and other similar non-substantive gestures. Up until August 1974, not one substantive new initiative or significant increase in Spanish speaking programs had taken place. The result was a unanimous feeling of frustration and betrayal on the part of Spanish speaking people across the country.

Then came the change in Administrations and the transfer of leadership to Gerald R. Ford as President. There followed a series of actions by the President restoring the confidence of Spanish speaking Americans in their President. Mr. Ford became the first President in the history of the nation to hire a person of Hispanic origin on the White House staff; he signed into law important new legislation designed to provide greater resources for bilingual education programs and for student financial assistance programs; he pushed for passage of the Housing Assistance and Community Development Act of 1974 and later signed the measure into law; he met with Latino Congressional leaders and Hispanic American organization heads; he met with President Echeverria of Mexico and established a Domestic Council Committee on Illegal Aliens to look into the problems of the illegal alien;



2.

he appointed Bert Gallegos as Director of the Community Services Administration and several other distinguished Spanish Americans to important boards and commissions; he presided over public meetings designed to elicit recommendations on how best to deal with the economy in the light of inflation.





WHITE HOUSE INITIATIVES  
FOR SPANISH SPEAKING AMERICANS

Following an unprecedented surge of Spanish speaking support for the Republican Presidential candidate in 1972, it was hoped that the inroads that had been made would begin to forge a long and lasting relationship between the Republican Party and the Hispanic community. Unfortunately, this did not happen as reflected in the disappointing results of the 1974 Congressional elections.

The Spanish speaking people supported former President Nixon for one reason only--because he had accomplished more for them than any other President in the history of the nation, and those accomplishments were easy to prove. Unfortunately, lack of Administration enthusiasm and post-election interest in the continued progress of the Spanish speaking resulted in an unanimous feeling of frustration and betrayal by Hispanic community leaders.

Accomplishments

Since President Ford's assumption of office on August 9, 1974, several major events have taken place to counter the hostile and skeptical atmosphere surrounding Spanish speaking leaders. Among the significant actions taken by the Ford Administration as a measure of its commitment to the Spanish speaking are the following:

- Passage of the Voting Rights Act of 1975.
- Increase from 42 million to 70 million for Bilingual/Bicultural Education Programs.
- Appointment by the President of the first Spanish origin person to serve in a senior position on the White House staff (Fernando C. De Baca).
- Appointment of the first Associate Director of OMB of Hispanic descent (Fernando Oaxaca).







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WHITE HOUSE INITIATIVES FOR SPANISH  
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continued

## ACCOMPLISHMENTS



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- Appointment of the first Associate Director of OMB of Hispanic descent (Fummo Oaxaca)

- Appointment of Best galleries as ~~Director~~ Administrators of the Community Services Administration (formerly CSC)

- Appointment of Carmen Maymi as Alternate UN Representative #

- Appointment of ~~Hispanic~~ distinguished and capable Hispanic Americans to serve on the President's Minority Planning Commission (Rudy Cerrantes); NIE Advisory Council (Tomas Baciniza); Commission on IWW Observance (Gilda Bojorguez Ghurich); Presidential Clemency Board (Aida Casañas O'Connor); and ~~was~~ to many HON/HUD/DOL advisory

## Councils

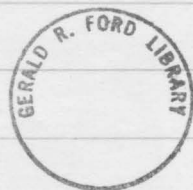


- Presidential meetings with Hispanic American leaders (October 17, 1974), Spanish speaking Congressmen (September 4, 1974) and with the National SER Board of Directors in Arlington, Va.
- Creation of the Domestic Council Committee on Illegal Aliens to delve into the problems posed by illegal aliens in this country
- Issuance of a December 1974 Memorandum in support of the <sup>Government</sup> Minority Business Enterprise program ~~in the~~
- ~~Presentation~~ Issuance of a March 6, 1974 Memorandum on EEO stressing the ~~need~~ need for Government-wide action on the



Spanish speaking special emphasis  
program administered by the  
U.S. Civil Service Commission

o Review of the SBA minority  
contracting program under SBA.



January 9, 1976

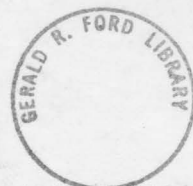
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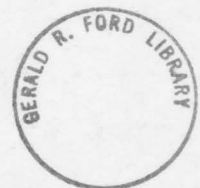


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With the President's best wishes, I remain

Respectfully yours,

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

Mr. Manuel D. Fierro  
President  
National Congress of Hispanic  
American Citizens  
Suite 706  
400 First Street, Northwest  
Washington, D.C. 20001



# El Congreso NATIONAL CONGRESS of HISPANIC AMERICAN CITIZENS

400 First Street, N.W. • Washington, D. C. 20001 • Suite 706 • Telephone: (202) 638-4483

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Denver, Colorado

#### Honorable

Gerald R. Ford  
President of the United States  
1600 Pennsylvania Ave., N.W.  
Washington, D.C. 20500

Dear Mr. President:

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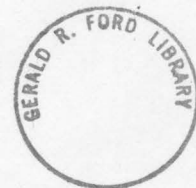
MARIO VIZCAINO  
Miami, Florida

RICARDO ZAZUETA  
Los Angeles, California

On behalf of our National Board of Trustees, and the 125 participating national, state and local Spanish speaking organizations, I would like to bring to your personal attention our very deep concern over your Administration's continued failure to firmly commit itself to the particular problems and concerns affecting our nation's second largest minority; the Spanish speaking community.

On numerous occasions, individuals and representatives of Spanish speaking organizations have repeatedly made known to the White House the pervasive social, economic, political and federal job discrimination that has historically been perpetrated against our Hispanic community. We have all rightfully asked whether these practices would continue under this Administration. Additionally, in many of these same occasions we have also discussed with senior White House staff persons whether or not this Administration was seriously going to be open and responsive, not only to our fervent pleas for equality of opportunity and for a meaningful opportunity to participate in its decisions but also whether this Administration would couple its responsiveness with meaningful and constructive action.

Now, if after sixteen months our Hispanic community is to judge this Administration by its past and present record in meaningfully and constructively



"A CITIZENS' LOBBY FOR THE SPANISH SPEAKING...AT THE NATION'S CAPITAL"



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On behalf of our National Board of Trustees,

Dear Mr. President:

Washington, D.C. 20503  
1600 Pennsylvania Ave., N.W.  
President of the United States  
Gerald R. Ford  
Honorable

1975 DEC 16 AM 10 38

WHITE HOUSE  
MAIL ROOM

400 First Street, N.W. Washington, D.C. 20001 • Suite 700 • Telephone (202) 458-4485

# HISPANIC AMERICAN CITIZENS NATIONAL CONGRESS of El Congreso



NATIONAL BOARD OF TRUSTEES

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Miami, Florida  
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Los Angeles, California



Hon. Gerald R. Ford

December 11, 1975

responding to our particular problems, concerns and needs, it can only conclude that this Administration is failing us miserably. And if we are to judge this Administration's leadership, again, we can only conclude that its leadership has been insensitive, indifferent and continues to callously and blatantly ignore the problems, concerns and needs of our nation's 16 million Hispanic American Citizens.

Mr. President, it is not without cause that we are expressing these very critical concerns to you. Let's take a look at the record:

- In the past 16 months you have met only once with a sizable representative group from the Hispanic community and on another occasion you briefly stopped by a board meeting of a Hispanic organization.
- In spite of over 15 million Hispanic American citizens in this country you have only made three Hispanic Presidential Appointments: Fernando De Baca, Special Assistant; Fernando Oaxaca, Associate Director OMB; and Bert Gallegos, Director of CSA.
- In spite of repeated requests and inquiries to the White House not a single Hispanic has yet to be appointed to any Sub-Cabinet posts, Federal commissions, regulatory agencies or any high level federal program staff positions.
- In spite of the demonstrated success of the Bilingual Education Program in meeting the needs our nation's limited English speaking children, you have once again demonstrated your total lack of support for this effort by requesting to Congress on November 18, 1975 a rescission cut of \$27.7 million for the Bilingual Education Program.
- In spite of repeated promises and commitments during the last six months from senior White House staff members that you would soon nominate a Hispanic to the Board of the Corporation for Public Broadcasting, you have failed to fulfill this promise and commitment.



Hon. Gerald R. Ford

December 11, 1975

- In spite of repeated promises and commitments during the last year and-a-half from senior White House staff members that you would soon nominate a Hispanic to the Policy Board of the National Institute of Education, you have again failed to fulfill this promise and commitment.
- In spite of repeated requests by numerous individuals and organizations for the last year for the appointment of a Hispanic recruiter in the White House Personal Office, you have refused to positively act on this request.
- In spite of repeated requests for a strong and an effective enforcement effort in protecting the civil rights of the Hispanic community, this Administration has responded with its decision to stop all action against national origin discrimination complaints in HEW's Office of Civil Rights in the Dallas region.
- In spite of numerous requests and invitations for you to appear and address numerous Spanish speaking organizations and/or their conventions, you have literally rejected every single request.
- In spite of repeated efforts by individuals and Hispanic organization to obtain your support for the numerous legislative proposals that directly impact on our nation's Hispanic community that have been and are currently pending before Congress, you have failed to lend support to a single issue.

The list is endless, but I am sure it vividly illustrates our point. For these reasons, Mr. President, we cannot in good conscience be silent and allow this inexcusable situation to continue. We are therefore strongly urging you to personally begin the immediate resolution to these problems.

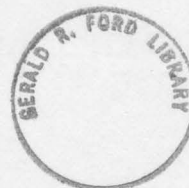
We very anxiously await your reply.

Sinceramente,

*Manuel D. Fierro*

Manuel D. Fierro  
President

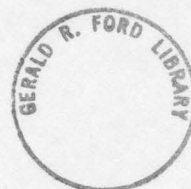
MDF:jep



Hon. Gerald R. Ford

December 11, 1975

cc. Richard B. Cheney  
Robert T. Hartman  
Ronald Nessen  
William Baroody, Jr.  
Fernando C. De Baca  
Theodore C. Marrs  
William N. Walker  
Douglas P. Bennet  
Members of El Congreso Board  
National Hispanic Organization

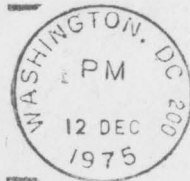




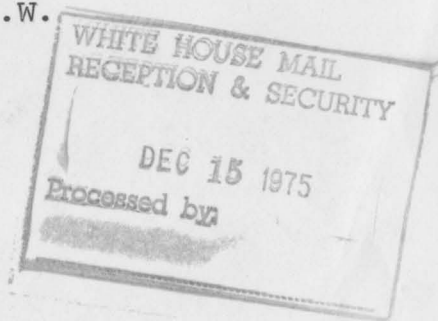
*El Congreso*  
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(Formerly Known as Rassa)  
Suite 706 • 400 First St., N.W., • Washington, D.C. 20001

Honorable Gerald R. Ford  
President of the United States  
1600 Pennsylvania Avenue, N.W.  
Washington, D.C. 205000



PLEASE MAIL  
EARLY FOR  
CHRISTMAS





444 Lucerne Ave  
Tampa FL 33606

THE WHITE HOUSE

WASHINGTON

January 9, 1976

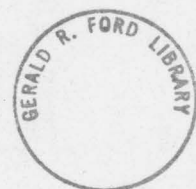
Dear Manny:

I have been asked to respond to your letter to President Ford of December 11, 1975.

Let me begin by thanking you for candidly conveying the concerns of El Congreso and of your participating organizations. At the same time, I want to thank you for affording me the opportunity to share with you the concern and commitment of the Ford Administration toward solving the problems of Hispanic Americans.

Like the National Congress of Hispanic American Citizens (El Congreso), this Administration is firmly committed to the elimination of systemic injustices against Hispanic Americans and to the total eradication of all forms of social, political and economic discrimination. That is why President Ford so strongly supported the 1975 Amendments to the Voting Rights Act and the specific inclusion of voting guarantees for Spanish speaking and other language minority Americans. This also explains the President's firm support of bilingual/bicultural education programs and other Federal measures to help conquer the language barrier facing many Spanish speaking people. Quality education, decent housing, comprehensive health care, meaningful employment, equal opportunity for all Americans have become hallmarks of this Administration along with the President's call for fiscal responsibility and a sound defense posture.

At no time in history have Spanish speaking Americans enjoyed a higher degree of access to the White House and to other top decision-making bodies in the Federal Executive Branch than under President Ford. The President has met, not on one occasion as your letter suggests, but on several occasions with representatives of Hispanic American communities from throughout the nation. In fact, one of the first actions taken by Mr. Ford shortly after assuming the Presidency was to meet with the Hispanic Members of Congress and with his top Hispanic Administration appointees to discuss the problems facing Spanish Speaking Americans. That meeting, held on September 3, 1974 was followed by a public ceremony announcing my appointment on September 16, 1974.





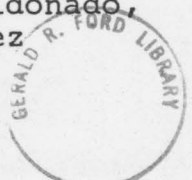
Following that particular meeting, you may recall, the President met with Spanish speaking leaders on October 17, 1974 at the White House and with Hispanic community representatives in Tubac, Arizona on October 21, 1974. Then came President Ford's historic visit with the National SER Board of Directors in Arlington, Virginia on July 17, 1975 (at which you were present) and the Voting Rights Bill signing ceremony on August 6, 1975 (at which you were also present). Ironically, on the very day your letter was written, December 11, 1975, the President was meeting with Hispanic American leaders from throughout the nation in the Cabinet Room of the White House.

In addition to the President's personal appearances before Hispanic groups, Presidential Assistants Robert Hartman, Donald Rumsfeld, Bill Baroody, Doug Bennett, Theodore Marrs and I have met on several occasions with Spanish speaking leaders. Bill Baroody presented the 1975 LULAC National Convention keynote address in Milwaukee and I addressed the IMAGE, AMAE, MAPA and American GI Forum conventions this past year.

To characterize the President as insensitive to the needs of Hispanic Americans is to deny some very significant accomplishments of this Administration:

- .President Ford is the first Chief Executive to recognize the importance of the Spanish speaking community in this country by taking action to appoint a Hispanic American to a top White House post (Fernando E. C. De Baca).
- .President Ford is the first Chief Executive to appoint a Hispanic American to a top Office of Management and Budget post (Fernando Oaxaca).
- .President Ford is the first Chief Executive to appoint a Cuban American to a super grade position as head of the Cuban Refugee Program (Ricardo Nuñez).

In fact President Ford has taken strong measures to assure the meaningful involvement of Hispanics at all levels of government. He has either appointed, promoted or retained in office a total of 58 Hispanic super grade and management level Hispanics including Bert Gallegos, Director of the Community Services Administration; Alex Armandaris, Director of OMBE; Raymond Telles, EEOC Commissioner; Carmen Maymi; Director of the Women's Bureau; Sam Martinez, Federal Regional Council Chairman; Joe Maldonado, Regional Director of HEW (San Francisco); Gilda Bojorquez

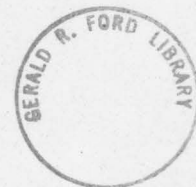


Gjurich, IWY Commissioner; Rudy Cervantes, Manpower Planning Commissioner; Rudolph Montejano, National Board of Directors of the Legal Services Corporation; Gilbert Pompa, National Deputy Director of the Community Relations Service, Department of Justice; Victor Rivera, Regional Director of SBA (Denver); Edward Aguirre, Regional Commissioner of Education (San Francisco); Edward Baca, Regional Commissioner of Education (Dallas); Edward Peña, Director of Compliance, EEOC; Lorenzo Ramirez, Regional Director of EEOC (Dallas), Angel Rivera, Associate Administrator for Field Operations, CSA; Carlos Villareal, Postal Rate Commissioner; Eddie Mercado, Regional Director of EEOC (New York); Roger Moure, Executive Officer, US Public Health Service, HEW; John Molina, Director of Bilingual Education, U.S. Office of Education HEW; John Rodriguez; Assistant Commissioner of Education, HEW; and many others. The list is lengthy. In fact, at no time in the history of our nation have so many Hispanics occupied important decision-making posts in the Federal Government than under the present Administration.

To be sure, much work remains to be done to insure the fair and equitable representation of Hispanic Americans in all branches of the Federal Government and at all pay grades and levels. In this connection, you will recall, that last March President Ford called on all department and agency heads to pay significant attention to the identification, recruitment and selection of Hispanic Americans for Federal career posts at all levels. He called for a strengthening of the Spanish Speaking Program and for the bolstering of Federal civil rights efforts.

I trust this letter responds positively and definitively to your concerns regarding this Administration's commitment toward solving the problems of Spanish Speaking Americans. You will be pleased to know that Tomas Arciniega has been cleared for appointment to the NIE Educational Research Advisory Board and that we are moving forward with the CPB Board of Director's appointment.

Thank you again for your interest and concern for the needs of Spanish Speaking Americans. Your comments and suggestions for effectively addressing these needs are indeed appreciated and welcomed.

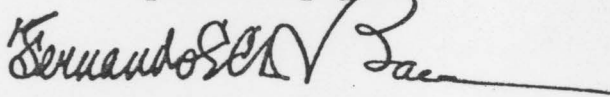


-4-

I know that by working together we can continue to close the gap between promise and fulfillment and to shorten the time frame for the attainment of solutions to our nation's problems.

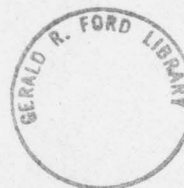
With the President's best wishes, I remain

Respectfully yours,

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. Manuel D. Fierro  
President  
National Congress of Hispanic  
American Citizens  
Suite 706  
400 First Street, Northwest  
Washington, D.C. 20001







# *El Congreso* NATIONAL CONGRESS of HISPANIC AMERICAN CITIZENS

400 First Street, N.W. • Washington, D. C. 20001 • Suite 706 • Telephone: (202) 638-4483

## NATIONAL BOARD OF TRUSTEES

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Denver, Colorado

December 11, 1975

Honorable  
Gerald R. Ford  
President of the United States  
1600 Pennsylvania Ave., N.W.  
Washington, D.C. 20500

Dear Mr. President:

### MEMBERS

JOE ACEVES  
San Leandro, California

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RICH BELA, ESQ.  
San Antonio, Texas

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Los Angeles, California

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Washington, D. C.

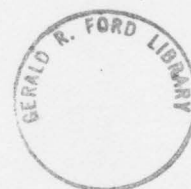
MARIO VIZCAINO  
Miami, Florida

RICARDO ZAZUETA  
Los Angeles, California

On behalf of our National Board of Trustees, and the 125 participating national, state and local Spanish speaking organizations, I would like to bring to your personal attention our very deep concern over your Administration's continued failure to firmly commit itself to the particular problems and concerns affecting our nation's second largest minority; the Spanish speaking community.

On numerous occasions, individuals and representatives of Spanish speaking organizations have repeatedly made known to the White House the pervasive social, economic, political and federal job discrimination that has historically been perpetrated against our Hispanic community. We have all rightfully asked whether these practices would continue under this Administration. Additionally, in many of these same occasions we have also discussed with senior White House staff persons whether or not this Administration was seriously going to be open and responsive, not only to our fervent pleas for equality of opportunity and for a meaningful opportunity to participate in its decisions but also whether this Administration would couple its responsiveness with meaningful and constructive action.

Now, if after sixteen months our Hispanic community is to judge this Administration by its past and present record in meaningfully and constructively



"A CITIZENS' LOBBY FOR THE SPANISH SPEAKING... AT THE NATION'S CAPITAL"

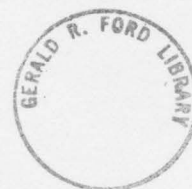
Hon. Gerald R. Ford

December 11, 1975

responding to our particular problems, concerns and needs, it can only conclude that this Administration is failing us miserably. And if we are to judge this Administration's leadership, again, we can only conclude that its leadership has been insensitive, indifferent and continues to callously and blatantly ignore the problems, concerns and needs of our nation's 16 million Hispanic American Citizens.

Mr. President, it is not without cause that we are expressing these very critical concerns to you. Let's take a look at the record:

- In the past 16 months you have met only once with a sizable representative group from the Hispanic community and on another occasion you briefly stopped by a board meeting of a Hispanic organization.
- In spite of over 15 million Hispanic American citizens in this country you have only made three Hispanic Presidential Appointments: Fernando De Baca, Special Assistant; Fernando Oaxaca, Associate Director OMB; and Bert Gallegos, Director of CSA.
- In spite of repeated requests and inquiries to the White House not a single Hispanic has yet to be appointed to any Sub-Cabinet posts, Federal commissions, regulatory agencies or any high level federal program staff positions.
- In spite of the demonstrated success of the Bilingual Education Program in meeting the needs our nation's limited English speaking children, you have once again demonstrated your total lack of support for this effort by requesting to Congress on November 18, 1975 a rescission cut of \$27.7 million for the Bilingual Education Program.
- In spite of repeated promises and commitments during the last six months from senior White House staff members that you would soon nominate a Hispanic to the Board of the Corporation for Public Broadcasting, you have failed to fulfill this promise and commitment.



GENERAL

402  
FC23

October 30, 1975

Dear Al:

I want to take this opportunity to follow up on your recent letter to Presidential Assistant Donald Rumsfeld regarding the apparent decision of the Office of Civil Rights, Region VI, to postpone the investigation and processing of national origin complaints filed by Mexican Americans in that region.

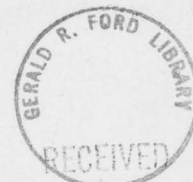
At the request of Mr. Rumsfeld, I have forwarded the materials submitted with your letter to HEW Secretary Matthews for a clarification of this matter and for his department's assistance in responding to your inquiry.

Rest assured that we will contact you as soon as we have heard from HEW.

Yours sincerely,

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

Mr. Al I. <sup>x</sup>Perez  
Associate Counsel  
x Mexican American Legal Defense  
and Educational Fund  
1028 Connecticut Avenue, Suite 1007  
Washington, D. C. 20036



NOV 6 1975

CENTRAL FILES

FECDeB:mmd:10/30/75

BCC: The Hon. David Matthews, Sec. of HEW (with attachments)  
also: Mr. Stuart Clarke, Regional Director HEW, Region VI DC  
and Peter Holmes, Director, Office Civil Rights, HEW, Wa. DC  
Vilma Martinez MALDEF and Manuel Fierro, EL CONGRESO

EW MEX



September 12, 1975

Dear Manny:

On behalf of President Ford, I am pleased to forward the enclosed Proclamation designating the week of September 14-20, 1975 as National Hispanic Heritage Week.

The Proclamation gives recognition to both men and women of Hispanic origin and to the four main Hispanic subgroups -- Puerto Rican, Cuban, Mexican American, and Latin American, eloquently acknowledging their significant contributions to the growth of our nation.

I am sure you will agree that much remains to be done in addressing the needs of Spanish-speaking communities throughout our nation. While we may take pride in our past accomplishments, we must now look with assurance and greater determination to the future. By working together in the months ahead we will go far in helping to meet the needs of our people.

With the President's best wishes, I remain

Yours sincerely,

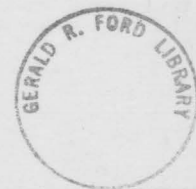
Fernando E. C. De Baca  
Special Assistant to the President

Mr. Manuel Fierro  
President  
EL CONGRESO  
400 First Street, NW.  
Washington, D.C. 20001

Enclosure

FECDB:sas

FECDB-8



GENERAL

7/1/1975 ST46 Arlington

X

July 15, 1975

MR. MANUEL D. FIERRO  
PRESIDENT  
NATIONAL CONGRESS OF HISPANIC AMERICAN  
CITIZENS  
400 FIRST STREET, N. W. - SUITE 706  
WASHINGTON, D. C. 20001

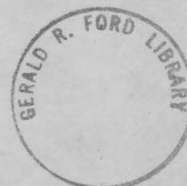
THE PRESIDENT HAS ASKED ME TO THANK YOU FOR YOUR KIND  
INVITATION TO ATTEND THE SECOND ANNUAL SALUTE TO CONGRESS  
HONORING SELECTED MEMBERS OF CONGRESS FOR THEIR  
CONTRIBUTIONS IN IMPROVING THE SOCIO-ECONOMIC STATUS OF  
OUR NATION'S SPANISH SPEAKING COMMUNITIES.

ALTHOUGH THE PRESIDENT'S SCHEDULE WILL NOT PERMIT HIM  
TO PHYSICALLY JOIN YOU ON THIS AUSPICIOUS OCCASION, HE  
HAS ASKED THAT I EXPRESS HIS BEST WISHES TO EACH OF THE  
RECIPIENTS OF YOUR AWARDS AND HIS APPRECIATION TO YOU AND  
TO THE MEMBERS OF THE EL CONGRESO BOARD FOR YOUR THOUGHT-  
FULNESS OF HIM.

SINCERELY,

FERNANDO E. C. DE BACA  
SPECIAL ASSISTANT TO THE PRESIDENT

FECDeB:mmmd:7/15/75



EXECUTIVE

(13)

July 1, 1975

HU2  
FEB 11-1/Baroody, W.M.  
FEB 11-1/De Baca, Fernando

Dear Manny,

On behalf of Bill Baroody and myself, I want to thank you for the very constructive and informative meeting we had with you and other Spanish speaking leaders in Milwaukee on Saturday evening, June 28, 1975, following Mr. Baroody's speech before the 46th Annual Convention of the League of United Latin American Citizens.

I am preparing an action summary of that meeting and will share a copy of that document with you upon completion. In the interim, I would appreciate any additional ideas or suggestions you might wish to convey as we embark upon the further formulation of appropriate action steps to address the needs of Spanish speaking Americans.

Sincerely,

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

Mr. Manuel Gonzales,  
National President, LULAC  
10 B Defoe Place  
Bronx, New York 10475

FECDeB:mmd:7/1/75 This letter also to: Rick Bela, Attorney;  
Antonio Morales, National Chairman, American G.I. Forum;  
Ricardo Zazueta, National Ex. Dir. SSER- Jobs for Progress;  
Manuel Fierro, President, National Congress of Hispanic American  
Citizens; Eduardo Peña, Director, Office of Compliance EEOC;  
Juan Gutierrez, President, Interstate Research Associates



RECEIVED  
JUL 7 1975  
CENTRAL FILES



GENERAL

5/4/Baroody, William

July 1, 1975

Estimado Manny,

Because of the overwhelming number of people who have requested a copy of Presidential Assistant William J. Baroody's speech before the 46th Annual LULAC Convention in Milwaukee, I have asked Bill to mail you the text of his remarks.

I know you will find his remarks both stimulating and informative.

With every best wish, I remain

Muy atentamente,

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

Mr. Manuel Fierro  
Executive Director  
El Congreso  
400 First Street, N.W.  
Washington, D. C. 20001



EXECUTIVE

9

June 19, 1975

SP2-3-47

MC 4

HU2

RIVERA, Andrew A.  
ZURITA, A. Ralph  
VALGZ, Henry

MEMORANDUM FOR: JOHN BORLING  
FROM: FERNANDO E. C. DE BACA  
SUBJECT: Crime Message

I recommend that the following persons be invited to attend the White House briefing on the President's Crime Message tentatively scheduled for Friday, June 20, 1975:

Mr. Al Perez  
Associate Counsel  
Mexican American Legal Defense and Educational Fund  
1028 Connecticut Avenue N.W. Suite 1007  
Washington, D.C. 20036  
Telephone (202) 659-5166

Inspector Federico Costales  
Chairman (Chm, Mayor's Criminal Justice Task Force, NYC)  
National Conference of Hispanic Law Enforcement Officers  
2241 First Avenue  
New York, New York 10029  
(212) 369-0253

Mr. Gilbert Pompa, Washington Attorney  
Office: (202) 739-4016  
Home: (703) 323-8421  
National Conference of Hispanic Law Enforcement Officers

Mr. Manuel Fierro, President  
National Congress of Hispanic American Citizens  
400 First Street N.W. Suite 706  
Washington, D.C. 20001  
(202) 638-4483

Mr. Raul Yzaguirre, National Director  
National Council of La Raza  
1025 Fifteenth Street N.W., Washington, D.C. 20005  
(202) 659-1251



June 4, 1975

Dear Manny:

As you know, I have been following closely House action on the Voting Rights Act over the past few days. In monitoring Congressional activity on this vital issue, I was both pleased and proud to note the persuasive impact that El Congreso and MALDEF have had in shaping the views of individual Congressmen from throughout the nation.

Much of the success for garnering support for this essential legislative milestone for Spanish speaking Americans is directly attributable to you and the strong and courageous leadership of our national Hispanic organizations, particularly MALDEF, the American G. I. Forum, LULAC, IMAGE, the National Council of La Raza, RNHA, and LAMA. I, too, am pleased to have played a part in rallying the Republican Party and the Ford Administration in support of this important bill.

Now that the bill has cleared the House, we must concentrate all efforts on the Senate. I will be preparing letters to various key Senators, stressing the necessity for support of this important bill, and have scheduled a series of briefings for top White House staff to assure full Administration support for the bill.

Again, congratulations for a job well done.

Sincerely,

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

Mr. Manuel Fierro  
President of the National Congress  
of Hispanic-American Citizens  
400 First Avenue, N. W.  
Washington, D. C. 20001



FECDeB:umd:5/5/75

COPIES  
COPIES

TO: Tony Morales, G. I. Forum  
Joe Benites, Vilma Martinez, Joe Aceves, John Flores, Rev. Novarro,  
Dr. A. B. Collado, Paul Sedillo, Raul Yzaguirre, Gilbert Chavez  
Ricardo Zazueta, Margaret Cruz



May 12, 1975

Dear Manny:

I want to take this opportunity to welcome you to the Forum of National Hispanic Organizations scheduled for May 22-24, 1975, at the Plaza Inn in Kansas City, Missouri.

You have already received a packet of materials from Danny Archuleta provided as a courtesy of the co-sponsoring organizations, The American Association of Spanish-Speaking Certified Public Accountants (Gilbert R. Vasquez, President) and the National Council of La Raza (Raul Yzaguirre, Executive Director).

In addition to the various member organizations scheduled to participate in this meeting, I am pleased to confirm, on behalf of the Administration, the participation of various high ranking Hispanic appointees, including the Honorable Phillip Sanchez, Ambassador to Honduras, and the Honorable Bert Gallegos, Administrator of the Community Services Administration.

I look forward to seeing you in Kansas City on the 22nd.

Sincerely,

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

Mr. Manuel D. Fierro  
President  
National Congress of Hispanic  
American Citizens  
Suite 706  
400 First Street, NW.  
Washington, D.C. 20001

FDB:mlu



December 19, 1974

Dear Manny:

This is to acknowledge your letter to this office on the subject of the San Jose Residential Training Center.

As you are well aware, much time and effort has been expended in the interest of the Cabinet Committee on Opportunities for the Spanish Speaking. It has therefore been difficult to track the status on the program. However, I have made a number of inquiries with respect to this issue and will continue to share your concerns with the appropriate individuals in the White House and in the Department of Labor.

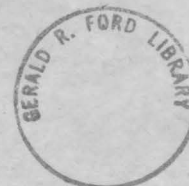
My warmest personal regards.

Fraternalmente,

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

Mr. Manuel D. Fierro  
President  
R.A.S.S.A.  
400 First Street, N.W. #706  
Washington, D.C. 20001

bc: Secretary Brennan  
FECDB:rmr/fjo.



December 13, 1974

Dear Mr. Fierro:

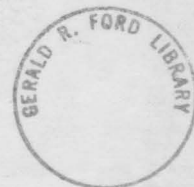
The President was most pleased to autograph  
the enclosed picture for you and has asked me  
to forward it to you with his kindest regards.

Sincerely,

(Miss) Mildred Leonard  
Personal Assistant  
to the President

Mr. Manuel Fierro  
Executive Director  
R.A.S.S.A.  
400 First Street, N.W.  
Washington, D.C.

ML:gct

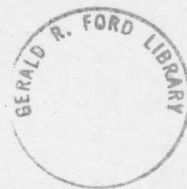






To Manuel Fierro  
With best wishes,

*Gerald R. Ford*



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D. DeBaca  
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ZIP 20500

western union Mailgram



PRESIDENT GERALD FORD  
WHITE HOUSE  
WASHINGTON DC 20500

SEP 9 A.M.

EXECUTIVE

FC103/A

HU2

FC6-11-1/DeBaca  
Fernandez

W/DeBaca

DEAR MR. PRESIDENT,

X RAZA ASSOCIATION OF SPANISH SIR NAMED AMERICANS (RASSA) AND ITS 54 NATIONAL AND LOCAL SPANISH SPEAKING ORGANIZATIONS ARE DEEPLY CONCERNED WITH THE PROPOSED NOMINATION OF JOSEPH COORS TO THE CORPORATION FOR PUBLIC BROADCASTING BOARD MR COORS' COMMERCIAL INTERESTS IN TELEVISION NEWS INCORPORATED CONFLICTS WITH THE DIVERSITY OF PERSPECTIVE MANDATED BY THE 1967 PUBLIC BROADCASTING ACT

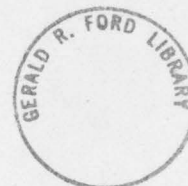
OUR DEEPER CONCERN IS IN THE COMPLETE ABSENCE OF ANY SPANISH SPEAKING REPRESENTATION ON THE PRESENT BOARD COUPLED WITH THE NOMINATION OF A PERSON WHO IS KNOWN IN THE SPANISH SPEAKING COMMUNITY FOR HIS DISCRIMINATORY HIRING PRACTICES

WE STRONGLY URGE YOU TO RECONSIDER THE PREVIOUS ADMINISTRATIONS NOMINATION OF MR COORS AND TO ALSO NOMINATE A SPANISH SPEAKING PERSON TO THE CORPORATION FOR PUBLIC BROADCASTING BOARD WE WILL BE WILLING TO SUBMIT NOMINEES UPON YOUR REQUEST SINCERELY,

MANUEL D. FIERRO PRESIDENT OF RAZA ASSOCIATION OF SPANISH SIR NAMED AMERICANS 400 1 ST NORTHWEST SUITE 706 WASHINGTON DC 20001  
2026384483

16:15 EDT

MGMWSHT HSB



RECEIVED  
DEC 27 1974  
CENTRAL FILES

EXECUTIVE

WH10/DeBaca, Fernando E.C.

November 22, 1974

Dear Manny:

It was good seeing you in Las Vegas, Nevada, during our recent meeting with the American Association of Spanish Speaking Certified Public Accountants (AASSCPA).

On the whole, I feel the meetings were most productive in giving us a better perspective of the necessary yet complex task of developing a comprehensive business strategy for this nation's 12 million Spanish speaking citizens.

As I indicated during our brief visit, I intend to move ahead in securing the appointments of one of the leaders of our major national Hispanic organizations to the Cabinet Committee Advisory Council as a show of "good faith" on the part of this Administration.

Thank you once again for the opportunity of sitting down to discuss meaningful approaches to the solutions of problems facing our Hispanic communities.

Muy atentamente,

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

Mr. Manuel Fierro  
4000 First Street, NW.  
Washington, D.C.

FDeBaca:b11







RAZA ASSOCIATION OF SPANISH SURNAMED AMERICANS

400 First Street NW—Suite 706  
Washington, D.C. 20001

(202) 638-4483

September 20, 1974

Fernando de Baca  
Special Assistant to the President  
Old Executive Office Building  
17th and Pennsylvania  
Washington, D.C.

Dear Mr. de Baca:

This is to inform you of the joint decision that was reached in Washington on September 17, 1974 by the leadership of the eight largest national Spanish speaking organizations in the country, regarding the continuation of the Cabinet Committee on Opportunities for Spanish Speaking people. The unanimous joint decision was that these eight national Spanish speaking organizations would fully support and endorse the extension of CCOSSP until July 31, 1975 on the condition that at least six of these national organizations' leaders be immediately appointed to serve on the Advisory Council of CCOSSP.

Due to the limitations of time, we would like a decision by no later than 12:00 p.m., September 24, 1974.

Again, I cannot emphasize the importance of your decision, and should you wish further clarification, I can be reached at this number: 638-4483.

The organizations and individuals jointly making this decision are:

League of United Latin American Citizens, Joe Benites,  
National Chairman.  
American G.I. Forum of the United States, Antonio Morales,  
National Chairman.  
Image, Ed Valenzuela, National President  
National Council of La Raza, Raul Yzaguirre, National  
Director.  
Latin American Manufacturers' Association, Joe Aceves  
National Director.  
Jobs for Progress-SER, Pete Villa, National Chairman and  
Ricardo Zazueta, National Director.  
Raza Association of Spanish Surnamed Americans, Manuel D.  
Fierro, President  
National Spanish Speaking Coalition on Domestic Affairs,  
Frank Espada, Vice-Chairman.

Sinceramente,

*Manuel Fierro*

Manuel D. Fierro  
RASSA

cc: Anne L. Armstrong ✓  
Members of Congress



A CITIZENS' LOBBY FOR THE SPANISH SPEAKING .....AT THE NATION'S CAPITAL

August 27, 1974

MEMORANDUM FOR: ANNE ARMSTRONG  
FROM: WARREN RUSTAND

The attached are for your appropriate handling.

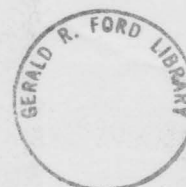
Many thanks.

Manuel D. Fierro, President

1. letter to the President from the RAZA Association of Spanish Surnamed Americans, 400 First Street NW, Suite 706, Washington, DC 20001 urging him to meet with representatives of the Spanish speaking community.

~~2. mailgram from Miguel A. Figueroa, Vice President~~

2. mailgram to the President from Mrs. Margaret Cruz, President, Mexican American Political Association, 259 Monteray Boulevard, San Francisco, California 94131 requesting audience with him as soon as possible.





RAZA ASSOCIATION OF SPANISH SURNAMED AMERICANS

400 First Street NW—Suite 706

Washington, D.C. 20001

(202) 638-4483

Gerald R. Ford  
President of the United States  
1600 Pennsylvania Avenue  
Washington DC 20500

Dear Mr. President:

In behalf of our National Board of Trustees, I would like to extend to you our sincere congratulations on becoming the 38th President of the United States.

I viewed and listened to your State of the Union address to the Joint Sessions of Congress, Monday, August 12, and I was very impressed with your candor and your promise for openness and to reach out to all segments of society. This past week you demonstrated your sincerity in listening to the people themselves. It is for this reason, Mr. President, that I am writing to you.

The Spanish speaking community is the second largest minority in this country, and as a minority, we have received more than our share of society's neglect and indifference. Our history in this country is a history of needs not met and commitments not kept. Mr. President, we, too, need you to listen to our concerns and our priorities. The Spanish speaking community is also a part of the "real voice of America." In the past, those who have been delegated or appointed to represent our concerns have done so with aloofness and disregard to the very community they were to represent. I am hopeful that this will not continue to be the case in your administration.

Therefore, Mr. President, in behalf of our National Board of Trustees and the 54 participating national and local Spanish speaking organizations, I am strongly urging you to meet with representatives of the Spanish speaking community (Mexican-Americans, Puerto Rican and Cuban), to discuss these concerns and priorities. I believe that the leadership of those Spanish speaking organizations who represent sizable constituencies in this country should have the opportunity to present their views personally before you. I know that the Spanish speaking community is eager to more meaningfully participate and assist in helping build a stronger and more unified America, but we must also be given a fair and an equal opportunity to do so.

15 August 1974

T/O

SCHEDULE BD.

DATE RECEIVED

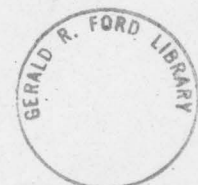
AUG 21 1974

GRF

SPEAKERS BUREAU

OTHER AME ARMSTRONG

APPOINTMENT OFFICE





President Gerald R. Ford

15 August 1974

Mr. President, if you feel that such a meeting with the leadership of the Spanish speaking community has merit, as we believe it does, I want to offer the assistance of our association in whatever manner you feel will be most helpful in bringing this meeting about.

For your information, RASSA is a national non-partisan Spanish speaking citizens' lobby. I am enclosing some material and information that explains our work at our Nation's Capital.

I very anxiously await your answer to our request.

Sinceramente,

*Manuel D Fierro*

Manuel D. Fierro  
President

Enclosures

cc: Members of Congress  
National Spanish speaking  
organizations

MFD/lis



15 August 1974

President Gerald R. Ford

Mr. President, if you feel that such a meeting with the leadership of the Spanish speaking community has merit, as we believe it does, I want to offer the assistance of our association in whatever manner you feel will be most helpful in bringing this meeting about.

| Name    | Date     |
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Manuel D. Fierro  
President

Enclosures

cc: Members of Congress  
National Spanish speaking  
organizations

MD/j





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