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THE WHITE HOUSE

WASHINGTON

February 27, 1984

MEMORANDUM FOR MICHAEL DEEVER

FROM: MARSHALL BREGER *MB*

SUBJECT: Tomorrow's Meeting

You met with the membership of the Republican Jewish Coalition on February 14 to discuss the activities of the Coalition during the next eight months. At that time I requested a follow-up meeting to review with you your approach to Presidential scheduling of events that might involve the Jewish community. You had asked me to set up an appointment for that purpose. I want, as well, to seek your advice on how to secure maximum media impact for Jewish Presidential events.

*Next-2-3
or 6th*

10-V
or
U-Andrew
mtg

Decision/Making/Information®

Richard B. Wirthlin
President

6803 Poplar Place, Suite 300, McLean, Virginia 22101, (703) 556-0001

October 11, 1983

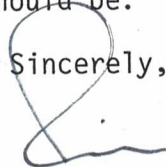
Honorable Michael K. Deaver
The White House
Washington, D.C.

Dear Mike:

Attached is the list of prominent Hispanics I sent
you in June.

Note that there are a number of Democratic
activists on the list, but I thought you would be interested
in seeing what two Hispanic research companies felt the
names should be.

Sincerely,



Richard B. Wirthlin
President

CW
Attachment

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1050 Seventeenth Street N.W., Suite 1100, Washington, D.C. 20036, (202) 822-9010

TO: Michael K. Deaver and Richard Darman
FROM: Richard B. Wirthlin
DATE: June 15, 1983
SUBJECT: Prominent Hispanics

Attached are the names promised. They are gathered from several research companies that specialize in Hispanic interviewing.

Clearly, these names are going to have to be carefully screened before we make use of them, but the list gives us a start in tagging some of the more visible members of the Hispanic community.

PROMINENT HISPANICS

1. John Soto
President of a company that works with the aerospace industry
2. Julian Nava
Teacher, elected to the LA Board of Education, former Ambassador to Mexico
3. Jerry Apodaca
Former Governor of New Mexico
4. Caytano Acosta
Mayor of El Mirage, Arizona
5. George Mosqueda
Small businessman, Stockton, California
6. Federico Camcho
Restaurant owner in Chicago--Cafe Azteca
7. Sara Cacallao
Fled Cuba when Castro came to power, Vice President of the National Bank of Miami
8. Danny Villaneuva
Former NFL football player, owns several Hispanic television stations
9. Michael A. Benages
President and CEO of LCR, Inc., Chicago
10. Jesus Chavarria
Publisher of the Hispanic Business magazine, Santa Barbara, California
11. Romuldo Gonzalez
Attorney, New Orleans
12. Heriberto Herrera
Deputy Administrator of the Small Business Administration
13. Micho Fernandez Spring
Deputy Mayor of Boston
14. Avelardo L. Valdez
President of the National of La Raza (National Council of Race)
15. Raul Yzaguirre
Editorial Writer/Columnist, LA Times
16. Frank Del Olmo
Assistant to the Publisher of the Kansas City Star Times
17. Gerald Garcia
Assistant Professor, School of Journalism, USC
18. Felix Gutierrez
Publisher and Editor of La Opinion
19. Ignacio E. Lozano, Jr.
Chancellor, University of California, Riverside
20. Thomas Rivera
President and Managing Producer of the Bilingual Foundation of the Arts, Los Angeles, California
21. Carmen Zapata
Mayor of Miami
22. Maurice Ferre
Head of an organization called Camaco
23. Luis Sadines
Mayor of Hialeah
24. Raul Martinez
Prominent banker
25. Raul Masvidal
Mayor of San Antonio
26. Mayor Cisneros
Judge
27. Alberto Bustamente
Head of an organization called Lulac
28. Tony Bonillo
Congressman
29. Robert Garcia
Ex-Congressman
30. Herman Badillo
Diario La Prensa
31. Manuel Bustelo
Elected official
32. Al Torrez
Congressman
33. Ed Roybal
Assemblywoman
34. Gloria Moline
Congressman, New Mexico
35. Manuel Lujan

THE WHITE HOUSE
WASHINGTON

September 22, 1983

f-11

TO: MICHAEL K. DEEVER

The attached paper on Hispanic strategy was prepared for a meeting we had with the VP. I feel it's a very good paper, and thought you might like to review it.


Jim Cicconi

make 3
copies pls

— attached are
3 copies —

THE WHITE HOUSE
WASHINGTON

*file
Hispanics*

September 22, 1983

MEMORANDUM FOR THE VICE PRESIDENT

FROM: EDWARD J. ROLLINS *ER*

RE: Hispanics

I have prepared some background information and some ideas to help you bring the Administration's message to Hispanics.

Please see the attached.

*This is a repeat
I sent the 3
copies out on
Sat.*

A. INTRODUCTION

Behaviorally, Hispanics are mostly Democratic. Attitudinally, Hispanics are somewhat conservative. More precisely, they are populists--liberal on economics, conservative on social issues. Hispanics are concerned with bread and butter issues, e.g. jobs, crime, and health care. They tend to be isolationist, even in regard to Latin America.

B. ISSUES AND OPINION

The leading concerns of Hispanics are:

1. Unemployment/Jobs

Politicians who minimize the impact of unemployment, such as Bill Clements, suffer the consequences at the polls.

Congressman Robert Garcia (D-NY) was the original co-sponsor of Jack Kemp's enterprise zone bill. Apparently Garcia's ultra-liberal Puerto Rican constituency is willing to try anything in pursuit of jobs, even conservative, free market approaches.

The Vice President can stress the job creating aspects of the President's policies, from increased defense spending to the Jobs Training & Partnership Act to the most important program of all - the recovery.

Congressman Duncan Hunter (R-CA) uses an effective rhetorical technique to emphasize the jobs issue. He uses the phrase "and this means jobs" as a refrain as he ticks off a list of programs or actions that boost employment. Used over and over again, the "and this means jobs" line is very powerful.

The Vice President should continue to contrast the growth philosophy of the Administration with the scarcity ethic of Carter, as exemplified by the Global 2000 report. This is particularly effective with Hispanics, many of whom came here in search of opportunity.

As befits an upwardly mobile group, Hispanics are very optimistic about the economy. A recent poll showed that 51% of Hispanics think the economy will still be expanding in a year, compared to 48% of whites and 36% of blacks.

2. Education

Children are at the center of Hispanic culture. The Hispanic work ethic exhorts children to surpass the achievements of their parents. Hispanics see education as a way to assure the upward mobility of the next generation. Nowadays Hispanics want to be assured that the high tech revolution will not leave their children behind.

The Vice President should be ready to prove that education spending has not been cut and that the President's policies will move us back toward excellence.

The Vice President should reiterate Administration support for effective bilingual education and also for tuition tax credits. A recent poll showed that 84% of Hispanics support such credits.

3. Crime

Always a major Hispanic concern; especially youth gangs.

4. Immigration

Polls show that a majority of Hispanics support tougher controls. However, Hispanic support breaks down when specific policy actions are mentioned.

The Administration has endorsed the Simpson-Mazzoli reform bill, which passed the Senate in May and is likely to pass the House soon. However, we should not dwell on this polarizing issue in front of Hispanic groups.

5. Foreign Policy

Hispanics are anti-communist, but they are wary of Yanquis with big sticks.

Hispanics from poverty-stricken rural Mexico do not burn with the anticommunist intensity of displaced Cuban landowners now living in Miami.

The Vice President should stress our humanitarian and economic aid to Central America, our role in the IMF "rescue" of Mexico, and the Caribbean Basin Initiative.

6. Federalism/Local Control

Either from their personal memory or their cultural experience, Hispanics know the evils of centralized government and grinding bureaucracy. They came here to escape such oppression. Even in America, many Hispanics believe their interests are not looked out for by Anglos in local, state, or federal government. To Hispanics, local control is seen as a solution to the problem of inadequate services, budget cuts, etc.

Hispanics also realize that they are not numerous or concentrated enough to achieve statewide power anywhere but New Mexico. Thus their best hope for ethnic self-determination lies in local control.

C. VALUES

The President was right on target when he told the Cinco de Mayo crowd in San Antonio that Hispanics share his belief in "God, family, work, democracy, and justice." The President also hit the nail on the head this month when he observed that the Democrats have "forgotten that values, not programs and policies, serve as society's compass."

Hispanics may believe in liberal economics and high social spending, but as populists, they also believe in hard work, thrift, private ownership and upward mobility.

The Vice President can help secure "the values issue" for the benefit of the Republicans. He can point out the similarities between the conservative values of the Administration and the conservative-populist values of Hispanics.

The Vice President must overcome the inherent anti-GOP bias of Hispanics. He can do this by emphasizing personality and values. If this sounds like putting style over substance, so be it. No Republican can win the Hispanic vote unless he or she develops a relationship with them that transcends partisan labels.

Key concepts to communicate to Hispanics are:

1. Personality

Lance Tarrance uses the word "personalismo." Hispanics have had enough of faceless bureaucracy. They want authority with a face--a leader they can relate to and feel personally close to.

2. Power

Another legacy of Latin culture is the Hispanic admiration of raw power. They don't want tyrants, but Hispanics expect boldness and self-confidence in their leaders.

3. Sensitivity

No. 3 may seem to contradict no. 2, but to Hispanics power and sensitivity are attributes that compliment each other.

4. Commitment

Bill Clements' 1982 slogan "hombre de palabra" was good, in and of itself. Integrity and consistency are highly valued in the Hispanic community.

5. Ability

A good leader of Hispanics uses his experience and competence to work effectively for the common good.

The Vice President should use the power available to him to favorably project the Administration. Particular attention should be paid to the uses of incumbency. The Vice President oversees the South Florida Task Force on Narcotics and the Southwestern Border States Working Group. With those two groups, the Vice President exerts some influence over most of the states with Hispanic concentrations.

D. COMMUNICATIONS

1. Republicans and the Golden Door

There is a tendency to classify Hispanics as a "minority," thus lumping them in with blacks.

While Hispanics are a minority, they are very much unlike blacks in terms of cultural experience and historical circumstance. Hispanics should be thought of as immigrants. It will clarify our strategic thinking in regard to this group if we compare them to turn of the century Italian or Polish immigrants.

The Democrats won the allegiance of these new Americans because they were smart enough to cultivate them. The GOP, on the other hand, had an "attitude problem."

We can avoid making the same mistakes if we demonstrate, by word and deed, our awareness that Hispanics came here in search of a better life. The Vice President could acknowledge that Hispanics are the best and the brightest of their native lands, coming here in search of the American Dream.

As we campaign among Hispanics, we will surely be charged with "pandering" to Hispanic "special interests." In an editorial following the President's endorsement of bilingual education, the Post snidely referred to "Walter F. Reagan," an allusion to Mondale's habit of promising any constituency anything in the course of his campaigning.

The special interest pandering charge will not stick to us the way it sticks to Mondale. The difference is incumbency. Unlike Mondale, the Administration has a track record now, which includes some pluses and some minuses in regard to Hispanic interests. If we throw a few bones their way, nobody will be able to say that we have given Hispanics a blank check.

Therefore we should not let some criticism by Washington insiders spook us. The Vice President should mix some sugar (bilingual education, the Hispanic entrepreneurship program) with the bad tasting medicine (budget cuts, the lingering effects of the recession) as he stumps the country. Hispanics don't read the Post, all they will remember is the sweet taste of a few customized programs.

Another page we should take from the Democrats' book on immigrant politics concerns the adroit use of symbols. The media may be cynical about "tokenism," but up and coming groups know that in order for there to be a second, there has to be a first. The Vice President should arrange to be with Hispanic appointees whenever possible. Similarly, there is everything to gain and nothing to lose from wearing sombreros, eating tacos, doing the hat dance, etc. We should help celebrate Hispanic holidays at every opportunity. Such activities may bore the press, but they never fail to flatter the host group.

2. Lessons from advertising

Corporate America is only just beginning to research the Hispanic market. One intuitive point was backed up in a recent Yankelovich poll which revealed that 73% of Hispanics notice when an English commercial has simply been translated into Spanish, and that they consider such advertising to be insincere.

If Hispanics think that the messages aimed at selling them soda and pantyhose should be suffused with Hispanic culture, then there can be no doubt that they appreciate authenticity in their politicians. Few Anglo politicians have an Hispanic daughter-in-law. Those that do have a valuable entre.

According to Dunn's Business Review, "Chrysler tied its comeback campaign to the feeling of striving among Hispanics [emphasis added]. The opening line 'We Espinozas aren't going to be pushed around anymore' dovetailed with the firm's similar contention that it was prepared not only to survive but to thrive."

3. Nomenclature

There is no consensus as to how to refer to the Hispanic population. The LA Times recently published a poll showing how Hispanics across California liked to be referred to:

Mexicano	25%
Mexican-American	23%
Latino	18%
Hispanic	14%
Not Sure	8%
Chicano	4%
Other/Refused	3%
Spanish	2%
American	2%
Mexican	1%

"Mexicano" is the preferred term of those born outside the U.S., while those born here preferred "Mexican-American."

What about "Hispanic"? The Times notes that "'Hispanic' is a noun born in the federal bureaucracy in Washington."

Plenty of groups use the word (Congressional Hispanic Caucus, Hispanic Force '84), but plenty don't (League of United Latin American Citizens, Mexican-American Legal Defense and Education Fund, Puerto Rican Legal Defense Fund). The Times uses "Latino." This is definitely a subject that requires further study.

4. Pride

The Vice President should be sensitive to the yearning of Hispanics for respectability and acceptance. The Hispanic votes we are likely to get will come from the more affluent echelons. These people have worked

hard to achieve status and respect. They don't want to be lumped in with migrant workers and Marielitos. Those Hispanics that have really made it in America are frequently devoutly American. Converts are almost always the most intent in their new faith.

Critics may call these attitudes snobbery. The Vice President should refer to Hispanic pride.

Hispanic pride should be encouraged by references to great Hispanic achievements, from the exploration of the New World to Simon Bolivar (1983 is the 200th anniversary of his birth) to Hispanic Congressional Medal of Honor winners.

5. Heroes and Role Models

Hispanics do not have a strong presence in the media. Therefore there are few heroes for Hispanics. Even Cesar Chavez was cited by a mere 6% of Hispanics in an LA Times survey of most admired people.

Interestingly, Dodgers pitcher Fernando Valenzuela was tied with actor Ricardo Montalban for second place in the survey. Sports stars are extremely important to Hispanics for two reasons. First, Hispanic athletes are about the only Hispanic group that enjoys heavy media coverage. Second, athletes appeal to the Hispanic desire to compete with the rest of the country. Budweiser became the number one beer in the Hispanic market by centering its ad campaign around a boxer.

Hispanics favorite sport is baseball. The top five Hispanic players are:

Rod Carew, California Angels
Fernando Valenzuela, Los Angeles Dodgers
Pedro Guerrero, Los Angeles Dodgers
Keith Hernandez, New York Mets
Tony Armas, Boston Red Sox

The top Hispanic player in Texas is probably Jose Cruz of the Astros. The "saint" of Hispanic ball players is the late Roberto Clemente.

Any sort of tie in with these heroes would be beneficial. Other positive figures include:

- Jaime Escalante, the math teacher at Garfield High School in East Los Angeles who turns out Hispanic superachievers.
- Roy P. Benavidez, the Texas Medal of Honor winner whose disability benefits were recently restored by the Administration.
- Richard Rodriguez, the closest thing to a Hispanic Tom Sowell; i.e. a conservative intellectual who grew up in a minority culture and yet understands the need to assimilate and advance.

- Menudo, the Puerto Rican singing group that has crystallized the pride of young Hispanics (one third of all Hispanics are under 15). The Vice President can easily plug into Menudo by recalling hearing their music as he campaigned in the Puerto Rican primary.

Obviously, the Vice President needs to emphasize his great respect for Hispanics who hold opposite political beliefs, ranging from New York City Schools Chancellor Anthony Alvarado to New Mexico Governor Toney Anaya.

E. THEMES

In his talks to Hispanics, President Reagan has emphasized economic recovery and foreign policy. The Vice President will want to stress those vital issues as well. However, there are some related themes he may wish to use to embellish the Administration message.

1. Hispanics are on the threshold of a better life.

Hispanics should be urged to vote their hopes, not their fears. The main obstacle to a better life for them and their children is an economic downturn.

2. Hispanics came to America in search of a better life, and they are finding it.

This theme is similar to number 1, but it acknowledges the positive effect of Hispanic immigration. The historian Oscar Handlin wrote: "Once I thought to write a history of immigrants in America. Then I discovered that immigrants were American history."

3. President Reagan offers a vision of Hispanics succeeding through their own efforts, assisted by a government that allows prosperity but assures equal opportunity.

The American Dream is open to all. Hispanics just want their fair share. They don't want welfare and handouts, they want jobs and opportunity. The government helps by providing a safety net and equal rights enforcement.

4. The hard times we have been through show the need for discipline, unity, and a rededication to the work ethic.

The 1970's showed us what happens when our values get soft and our productivity starts to sag. Hispanics were never part of the problem, they were too busy getting ahead. They are now a big part of President Reagan's solution--make America great again.

5. The President needs the abilities of all Americans to meet the challenges of the future.

This theme highlights the importance of nurturing institutions central to Hispanics: family, church, and school. Only quality education will produce the Hispanic leaders of tomorrow.

6. Those who treat Hispanics as a monolithic bloc do a dis-service to Hispanics and to the country.

Our goal is to get Hispanics to think of themselves as individuals, as well as members of a minority group.

7. Traditional family institutions must be preserved.

This theme is important, but we must be careful so we don't fall into the gender gap trap. The truth is that Hispanic sex stereotyping is deeply entrenched. We can indirectly tap into this rich vein of sentiment by stressing not the role of women, but the role of children.

8. Hispanic women are unsung heroines.

As with other subcultures, the '50's stereotype belies the reality. Twenty-three percent of Hispanic families are headed by women. Forty-nine percent of all Hispanic women are in the labor force. As with other audiences we need to stress our commitment to two principles: opportunity for those that want it (mostly men), and security for those that need it (mostly women).

9. The President is working for a Central America free of Marxism and militarism.

Aside from the Cubans, Hispanics are ambivalent about U.S. policy in South America. They want what so far has only rarely been achieved there: humane governments. Since we don't have the formula, the best we can do is demonstrate our concern and interest.

THE WHITE HOUSE

WASHINGTON

September 15, 1983

MEMORANDUM FOR: MICHAEL K. DEEVER
FROM: FREDERICK J. RYAN, JR. *FR*
SUBJECT: Hispanic Events

Attached is an updated list of all Hispanic events and activities since the beginning of the Administration.

As you will note, it indicates that the President has been attentive to Hispanics throughout his Administration.

I thought this might be useful in responding to Press stories that we have "suddenly become interested" in the Hispanic vote.

HISPANIC EVENTS AND ACTIVITIES

- 2/12/81 - Hosted luncheon meeting with representatives of major Hispanic organizations.
- 3/30/81 - Meeting with group of Hispanic leaders.
- 5/19/81 - Meeting with group of Mexican newspaper editors.
- 5/28/81 - Mexico/U.S. Interparliamentary Conference - meeting with representatives.
- 6/8/81 - State Visit of the President of Mexico - Jose Lopez Portillo.
- 9/16/81 - Hosted luncheon in celebration of Hispanic Week for members of the Hispanic community.
- 9/17/81 - Meeting with President Portillo (while in Grand Rapids, Michigan for Ford Museum dedication).
- 10/21-24/81 - Economic Summit/Cancun, Mexico.
- 1/12/82 - Meeting and Statement in support of Statehood for Puerto Rico.
- 2/24/82 - Address to OAS Permanent Representatives and Diplomatic Corporation/OAS Building.
- 6/29/82 - Photo with senior black and Hispanic White House staff.
- 7/20/82 - Briefing for Hispanic appointees and supporters.
- 7/21/82 - OAS Building/CBI Coalition Summer Evening Gala.
- 9/15/82 - Reception/Hispanic Heritage Week.
- 9/23/82 - Reception/Hispanic Youth Leaders (National Coalition of Hispanic Mental Health and Human Services Organization (COSSMHO)).
 - Presented the same day with a painting by Mexican-American artist Amalo Pena.
- 10/8/82 - Meeting with President-elect Madrid (Mexico) - Hotel del Coronado, Coronado, California

- 1/8/83 - Addressed the Republican National Hispanic Assembly.
- 3/24/83 - Meeting with representatives of the Republican National Hispanic Assembly.
- 4/14/83 - Meeting with Latin American Ambassadors - to publicize CBI and to celebrate Pan Am Day.
- 5/5/83 - Cino de Mayo Ceremonies in San Antonio, Texas.
- 6/1/83 - Reception/Council for the Americas.
- 7/12/83 - Lunch with Secretary General Orfila (OAS).
- 8/5/83 - Luncheon with Hispanic Leaders.
- 8/9/83 - Luncheon with Hispanic Leaders
- 8/11/83 - Meeting with Hispanic Appointees
- 8/12/83 - Address to Hispanic Chamber of Commerce. Meeting with GI Forum Leadership, Los Angeles, California.
- 8/13/83 - Address to American GI Forum, Los Angeles, California
- 8/14/83 - Meeting/Luncheon with President Miguel de la Madrid of Mexico, La Paz, Mexico.
- 8/25/83 - Lunch and Address Hispanic Small Business Outlook Conference, Los Angeles, California.
- 9/12/83 - Signing Ceremony for National Hispanic Heritage Week, 1983.
- *9/13/83 - Meeting with Hispanic Educators.
- *9/14/83 - Dropby briefing for Hispanic, Labor and Religious Press.
- *9/15/83 - Hispanic Defense Ceremony.

*Scheduled

PROCLAMATIONS:

National Hispanic Heritage Week, 1981 - 7/30/81
 National Hispanic Heritage Week, 1982 - 9/04/82
 National Hispanic Heritage Week, 1983 - 9/12/83

TRAVEL:

Trip to South America - 11/30 - 12/4/82

Cuban Independence Day - 5/20/83

Celebrations -- Miami, Florida

TAPINGS:

Latin American Television - 11/22/82

Moroccan/American Foundation

Cuban/American Foundation - 5/18/83

Hispanic Heritage Week - 8/11/83

HISPANIC OUTREACH ACTION ITEMS

CLF--7/15/83

1. Now that we have Cathi Villalpando at OPL, we ought to have each Cabinet officer designate a liaison person for Cathi to work with on issues, personnel and general outreach efforts. Cabinet Affairs can request the designation and schedule a meeting where several of us can address the "Hispanic liaison group." This group is needed to provide basic support for OPL's efforts.
2. Consider appointing an Hispanic to a WHPPPO position.
3. Consider appointing an Hispanic ~~to~~ in the public affairs office.
4. Use the liaison group to determine vacancies and recruit candidates.
5. More needs to be done in the communications area. Suggestions include:
 - Translate the President's radio speeches regularly with an opening or a close by the President in Spanish.
 - Develop an Hispanic surrogate speakers program for Hispanics in and outside of government. Provide basic speech inserts and fact sheet for their use in speeches. Bring the Hispanic surrogate speakers to the WH for a briefing.
6. Build a series of meetings around the President's August trip to Florida, Texas and Mexico. Consider the following:
 - August 7: Dinner in the residence with 4 - 5 Hispanic leaders
 - August 8: Cabinet Room meeting with Hispanic leaders from Texas to discuss upcoming trip to Texas and Mexico
 - August 12: Include Hispanics on flight to Florida and Texas from administration and from one or two outside groups. Put one or two of our Hispanic appointees on the Press Plane for backgrounding (I recommend Eddie Herrera, Deputy Director, SBA)
 - August 13: Hold a meeting with Hispanic leaders in El Paso prior to going to Mexico. Go to an Hispanic owned business in El Paso.

Interior has provided detailed suggestions in the following areas:

1. National Park System Initiatives

Emphasize the Park Restoration and Improvement Program, a 5 year, \$1 billion effort.

- go to the site of one of the 5-year research initiatives which are responding to resource problems: Cape Cod, Assateague Island, Fire Island, Cape Hatteras, Cape Lookout, Cape Canaveral and Cumberland Island National Seashores and Gateway National Recreation Area
- visit the Yellowstone National Park rehabilitation projects

2. Volunteers-in-the-Parks

Recognize the work done by this group in most of our parks.

- have a WH awards ceremony/lunch and address a group
- meet with the Friends of Independence National Historical Park, Philadelphia

3. Historic Preservation

Federal spending and private donations have been used to preserve several national historic areas.

- visit the Statue of Liberty/Ellis Island and commend the Commission

4. Visit National Parks

- Independence National Historical Park (September 3rd is the 200th Anniversary of the Signing of the Treaty of Paris)
- Tours recommended to Yosemite National Park, Yellowstone National Park and/or Grand Teton National Park

5. Conservation of environmentally significant land

A coalition of conservation, government and industry groups was established in 1982 to find a way to prevent the loss of U.S. Wetlands.

- invite members of the group in to meet with the President. Next Task Force meeting of POWDR is week of September 19th.

6. Wildlife Protection

DOI has focused efforts on the recovery of endangered species. By the end of this year the Administration will have approved recovery plans for 126 species--nearly 4 times the number approved in the Carter Administration's 4 years.

- Patuxent Wildlife Research Center, Laurel, Maryland
- Condor Project, Southern California
- Chincoteague National Wildlife Refuge
- Sacramento National Wildlife Refuge Complex (Sacramento, Delevan, Sutter, and Colusa)

7. Fishing Initiatives

Dingell-Johnson Expansion Legislation would extend the 10% manufacturers tax on fishing gear to provide funds to the states in order to restore and improve fish and wildlife areas.

- sign the legislation in September with a ceremony involving the recreational fishing and conservation communities.
- announce an artificial reefs policy (these are created from obsolete oil and gas drilling platforms--they are supported by commercial and sport fishing groups)

DRAFT

THE WHITE HOUSE
WASHINGTON

September 6, 1983

fill

MEMORANDUM FOR

FROM: CRAIG L. FULLER

SUBJECT: Special Interest Groups

We have been dealing with numerous special interests recently in a concentrated manner. However, we should ask ourselves what support system do we have in place to pursue important issues (important both substantively and politically) once the "Presidential party" moves on to other issues.

It seems to me that we will never achieve the potential impact we can have on "special interest groups" without a strategy for follow-up that becomes routine over the next 15 months. And, the follow-up strategy should be developed and implemented at the same time the Presidential events are being developed.

I have outlined below an approach which I would like to implement each time we focus on a particular area or problem. I confess that the approach seems fairly simple and straight forward. Some of the steps below have been followed with some of the issues we have dealt with recently, but for the most part we have left the follow-up responsibilities to chance.

One reason for writing this memorandum is that several appointees have contacted me and expressed a desire to play an active role in following-up on the President's speeches and meetings with women and Hispanics. Realizing that we did not have a readily available way for our own appointees to stay informed and stay involved, even when they wanted to do so, encouraged me to raise the following items for discussion.

Outline for a Special Interest Group (SIG) Outreach Program

1. Identify the voter group or issue(s) on which to concentrate (e.g. Hispanics, the environment).

2. Identify individuals within and outside of the Administration who are in a position to assist in presenting the Administration's policies to various audiences.
3. Have a meeting of this group with senior administration officials and describe the "SIG" program. Seek their ideas and their participation.
4. Design a specific strategy for Presidential involvement using event suggestions, policy suggestions and communications suggestions.
5. Convene the "SIG" group with the President for an informal 90 minute discussion.
6. Draft a Presidential speech following the meeting with the President.
7. Develop fact sheets and spokesmen's talking points drawing upon the resources of the departments, agencies and the White House.
8. Brief the SIG group on Presidential activity related to the special interest area and indicate that active scheduling will begin of SIG members. Speeches, press interviews, op-ed articles, editorial board interviews would all be part of this special effort. WH resources would be offered in coordination with the resources available in the departments and agencies.
9. Institute a "SIG Network" allowing the members of this special interest group to receiving briefing materials and special alerts on items of interest. This system could work through the existing electronic mail system (which has become part of the regular staffing system for departments and agencies) and could allow SIG members to exchange information on matters of interest to the group. The ability to exchange information is a high priority with the Hispanic appointees.
10. Periodic meetings with the individual "SIGs" would allow us to keep the group briefed and prepared for selected speaking events, press interviews and campaign events.

By creating these groups, we could take the offensive immediately when a negative story appears. Rather than have one or two spokesmen available, we could place people in media markets throughout the country who could respond knowledgeably on a wide range of specific issues.

DRAFT

I would suggest that we consider creating groups in the following areas:

- | | |
|----------------------|-----------------------|
| -- Education | -- Women |
| -- Hispanics | -- Small Business |
| -- Environment | -- Employment |
| -- Economic Recovery | -- Civil Rights |
| -- Crime | -- Food Assistance |
| -- Southwest Border | -- Agriculture |
| -- Trade Policy | -- Health Care Policy |

Structure/Staffing:

- SIG Program Chairman: Mike Deaver
- SIG Program Coordinator: Craig Fuller
- SIG Project Officers: (to be determined--one for each group)
- SIG Program Support Offices:
 - o Scheduling: McManus/Ryan
 - o Communications: Gergen/Baroody
 - o Press Coordination: Speakes/Small
 - o Event Development: OSG members
 - o Policy Coordination: Svahn

This is designed as a discussion document with the hope that we can improve the use of the resources available to us.

THE WHITE HOUSE
WASHINGTON

August 12, 1983

*File
Husman*

MEMORANDUM FOR: MICHAEL A. MCMANUS, JR.
FROM: FREDERICK J. RYAN, JR. *FJR*
SUBJECT: Compilation of Presidential events with
Hispanics

There have been recent press stories charging that the President has suddenly become interested in Hispanics because of their potential influence in the 1984 elections.

We have prepared the attached list of Presidential activities with Hispanics since the beginning of the Administration. As you will note, it shows that the President has been involved in Hispanic events on a frequent basis beginning with his first month in office.

If you need additional information on these events, please let me know.

- 2/12/81 - Hosted luncheon meeting w/representatives of major Hispanic organizations.
- 3/30/81 - Meeting with group of Hispanic leaders.
- 5/19/81 - Meeting with group of Mexican newspaper editors.
- 5/28/81 - Mexico/U.S. Interparliamentary Conference - meeting w/representatives.
- 6/8/81 - State Visit of the President of Mexico - Jose Lopez Portillo
- 9/16/81 - Hosted luncheon in celebration of Hispanic Week for members of the Hispanic community.
- 9/17/81 - Mtg. w/President Portillo (while in Grand Rapids, MI for Ford Museum Dedication).
- 10/21- - Economic Summit/Cancun, Mexico.
24/81
- 1/12/82 - Meeting & Statement in support of Statehood for Puerto Rico.
- 2/24/82 - Address to OAS Permanent Reps. and Diplomatic Corps/OAS Bldg.
- 6/29/82 - Photo w/senior black and hispanic White House staff.
- 7/20/82 - Briefing for Hispanic Appointees and supporters.
- 7/21/82 - OAS Bldg./CBI Coalition Summer Evening Gala.
- 9/15/82 - Reception/Hispanic Heritage Week.
- 9/23/82 - Reception/Hispanic Youth Leaders (Natl Coalition of Hispanic Mental Health and Human Services Organization (COSSMHO).
 - presented the same day w/ a painting by Mexican/American artist Amalo Pena.
- 10/8/82 - Mtg.w/Pres-elect. Madrid (Mexico) -Hotel del Coronado, Coronado, Calif.
- 1/8/83 - Addressed the Republican Natl Hispanic Assembly.
- 3/24/83 - Meeting w/ reps. of the Republican Natl Hispanic Assembly.
- 4/14/83 - Meeting w/Latin American Ambassadors - to publicize CBI and to celebrate PAN AM Day.

- 5/5/83 - Cinco de Mayo Ceremonies in San Antonio. Texas.
- 6/1/83 - Reception/Council for the Americas
- 7/12/83 - Lunch w/Secy.Gen. Orfila (OAS)
- 8/5/83 - Luncheon w/Hispanic Leaders
- 8/9/83 - Luncheon w/Hispanic Leaders
- 8/11/83 - Mtg.w/Hispanic Appointees
- *8/12/83 - Address to Hispanic Chamber of Commerce.
- *8/13/83 - Address to American GI Forum
- *8/25/83 - Lunch w/Hispanic Business Organization & Address
Hispanic Small Business Outlook Conference.

*Scheduled.

Proclamations:

Natl Hispanic Heritage Week, 1981	7/30/81
Natl Hispanic Heritage Week, 1982	9/4/82

Taping:

Latin American television	11/22/82
Moroccan/American Foundation	
Cuban/American Foundation Taping	5/18/83

Travel:

Trip to South America	11/30 - 12/4/82
Cuban Independence Day	5/20/83
Celebrations, Miami, Fla.	

THE WHITE HOUSE

WASHINGTON

August 10, 1983

*Donna
also keeps
in Hispanic file*

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: James Cicconi *JMC*

SUBJECT: Yesterday's Luncheon with Hispanic Leaders

As you know, the President had lunch yesterday with a group of seven Hispanic leaders from Texas and California. Senator John Tower also attended. The group was bipartisan, though friendly, and was chosen more on the basis of their ability to represent different viewpoints on a variety of issues.

The group consisted of Alberto Garcia, Ed Avila, Gil Avila, Dr. Tomas Rivera (from California), Oscar Moran, Ed Prado, and Charles Uranga (from Texas).

Based on the sparse notes I managed to take during lunch, the following general concerns were raised:

1. Education: the group was largely in accord with the educational excellence report that the President has stressed, though they seemed to feel that merit pay by itself was not the answer. They argued that steps were needed to improve the training of teachers before they get in the classroom (this is consistent with the report). They went on to emphasize the importance of quality education to Hispanics.

The group also raised the subject of bilingual education. They acknowledged the different definitions of the term, but made clear that it was a "gut issue" to Hispanics. (An earlier discussion agreed that bilingual education is more properly viewed as a transition to English, and not as a step toward a dual language system.)

2. Immigration: the consensus on this was that Simpson-Mazzoli, which we support, would be strongly opposed by Hispanics. The main fear is that employer sanctions would frighten small firms out of hiring any Hispanics at all. The President stated that we did not like all features of the bill, but preferred to pass it and later clean up any problems that surfaced.
3. Southwest Border States Working Group: the group stressed the need for immediate federal aid to the border areas, though they added that it should be in the form of economic aid and not handouts. The President agreed with both the need and the fact that increased welfare or food stamps

was not the answer. He said that we would look into the group's suggestions, which included using Surface Transportation Act funds for immediate construction projects, and the idea of leveraging DOD sole source contract funds to enhance the use of border companies as sub-contractors. One particularly striking comment was that we cannot let the border area develop into a "Hispanic Appalachia."

4. Hispanic Business Development: the group followed up on remarks that they did not want handouts by pointing out that their major need was for the government to help "open the door" for Hispanic business development. They argued that government policies should be focused on providing such opportunities and not "corporate welfare" for firms which are already prosperous. (This may have been an implicit endorsement of the 8(a) "graduation" program at SBA, which has been under attack by black groups.)

Overall, the meeting was friendly, upbeat, and seems to have accomplished its primary purpose of giving the President some first-hand exposure to Hispanic concerns via a small, bipartisan group. The President later repeated some of the luncheon statements during the 2:00 Cabinet meeting on the Southwest Border Working Group's recommendations. As for the participants, they were uniformly impressed with the President and his genuine concern for their views (the President had jotted down some questions in longhand that he said he wanted to ask them, and this also impressed the group).

For your information, I have attached a copy of the suggested agenda I prepared shortly before the luncheon. It reflects the preliminary issues discussion that Cathi Villalpando and I had with the group. As you can see, we were unable to cover all the matters of concern to them within the time available. Foremost among the other issues was the unanimous and strongly held view that a high-level Hispanic appointee was needed in the Administration (i.e. at the Cabinet or sub-Cabinet level).

cc: Michael A. McManus

SUGGESTED AGENDA FOR HISPANIC LUNCHEON

1. Immigration Moran, Prado, Garcia
-- employer sanctions and their effect
2. Appointments Ed Avila, Gil Avila
-- need for visible, high-level Hispanics in the Administration
3. Central America Rivera
-- Hispanic concerns about US policy
4. Unemployment/Economy Moran, Gil Avila, Uranga
-- need to address particular problems along the Southwest Border
5. Education Ed Avila, Moran, Rivera
-- bilingual education and its importance to the Hispanic community
-- need for quality education, increased opportunity for access to higher education
6. Equal Employment Opportunity Moran, Garcia
-- feelings about affirmative action, EEOC and quotas

WHITE HOUSE STAFFING MEMORANDUM

DATE: June 16 ACTION/CONCURRENCE/COMMENT DUE BY: June 21st

SUBJECT: PROMINENT HISPANICS LIST

	ACTION FYI			ACTION FYI	
VICE PRESIDENT	<input type="checkbox"/>	<input type="checkbox"/>	HARPER	<input type="checkbox"/>	<input type="checkbox"/>
MEESE	<input type="checkbox"/>	<input type="checkbox"/>	HERRINGTON	<input checked="" type="checkbox"/>	<input type="checkbox"/>
BAKER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	JENKINS	<input type="checkbox"/>	<input type="checkbox"/>
DEAVER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	McMANUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>
STOCKMAN	<input type="checkbox"/>	<input type="checkbox"/>	MURPHY	<input type="checkbox"/>	<input type="checkbox"/>
CLARK	<input type="checkbox"/>	<input type="checkbox"/>	ROGERS	<input type="checkbox"/>	<input type="checkbox"/>
DARMAN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	ROLLINS/ATWATER	<input checked="" type="checkbox"/>	<input type="checkbox"/>
DUBERSTEIN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	VERSTANDIG	<input checked="" type="checkbox"/>	<input type="checkbox"/>
FELDSTEIN	<input type="checkbox"/>	<input type="checkbox"/>	WHITTLESEY	<input type="checkbox"/>	<input checked="" type="checkbox"/>
FIELDING	<input type="checkbox"/>	<input type="checkbox"/>	BRADY/SPEAKES	<input type="checkbox"/>	<input type="checkbox"/>
FULLER	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>
GERGEN	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>

REMARKS:

As partial follow-up to our meeting on Hispanics, attached is a list of prominent Hispanics prepared by Dick Wirthlin. Would the three action assignees please determine which of the 35 names are names that our effort should seek to be associated with.

Thank you.

RESPONSE:

PROMINENT HISPANICS

- | | |
|----------------------------|--|
| 1. John Soto | President of a company that works with the aerospace industry |
| 2. Julian Nava | Teacher, elected to the LA Board of Education, former Ambassador to Mexico |
| 3. Jerry Apodaca | Former Governor of New Mexico |
| 4. Caytano Acosta | Mayor of El Mirage, Arizona |
| 5. George Mosqueda | Small businessman, Stockton, California |
| 6. Federico Camcho | Restaurant owner in Chicago--Cafe Azteca |
| 7. Sara Cacallao | Fled Cuba when Castro came to power, Vice President of the National Bank of Miami |
| 8. Danny Villaneuva | Former NFL football player, owns several Hispanic television stations |
| 9. Michael A. Benages | President and CEO of LCR, Inc., Chicago |
| 10. Jesus Chavarria | Publisher of the <u>Hispanic Business</u> magazine, Santa Barbara, California |
| 11. Romuldo Gonzalez | Attorney, New Orleans |
| 12. Heriberto Herrera | Deputy Administrator of the Small Business Administration |
| 13. Micho Fernandez Spring | Deputy Mayor of Boston |
| 14. Avelardo L. Valdez | |
| 15. Raul Yzaguirre | President of the National of La Raza (National Council of Race) |
| 16. Frank Del Olmo | Editorial Writer/Columnist, <u>LA Times</u> |
| 17. Gerald Garcia | Assistant to the Publisher of the <u>Kansas City Star Times</u> |
| 18. Felix Gutierrez | Assistant Professor, School of Journalism, USC |
| 19. Ignacio E. Lozano, Jr. | Publisher and Editor of <u>La Opinion</u> |
| 20. Thomas Rivera | Chancellor, University of California, Riverside |
| 21. Carmen Zapata | President and Managing Producer of the Bilingual Foundation of the Arts, Los Angeles, California |
| 22. Maurice Ferre | Mayor of Miami |
| 23. Luis Sadines | Head of an organization called Camaco |
| 24. Raul Martinez | Mayor of Hialeah |
| 25. Raul Masvidal | Prominent banker |
| 26. Mayor Cisneros | Mayor of San Antonio |
| 27. Alberto Bustamente | Judge |
| 28. Tony Bonillo | Head of an organization called Lulac |
| 29. Robert Garcia | Congressman |
| 30. Herman Badillo | Ex-Congressman |
| 31. Manuel Bustelo | <u>Diario La Prensa</u> |
| 32. Al Torrez | Elected official |
| 33. Ed Roybal | Congressman |
| 34. Gloria Moline | Assemblywoman |
| 35. Manuel Lujan | Congressman, New Mexico |

THE WHITE HOUSE
WASHINGTON

June 9, 1983

*Bill
told for
next Outreach*

MEMORANDUM FOR MICHAEL DEEVER

FROM: DAVE GERGEN *DM*

SUBJECT: Projects with the Hispanic Press


FYI, pursuant to our recent conversations, you might like to see some of the activities underway with regard to the Hispanic press.

THE WHITE HOUSE

WASHINGTON

June 8, 1983

MEMORANDUM FOR DAVID GERGEN

FROM: KARNA SMALL 
SUBJECT: HISPANIC PROJECTS

As you know, we have been expanding our contacts in the Hispanic community - particularly with their press organizations. To bring you up to date, there have been several specific events where we have worked closely with the hispanic media, and we have established some good rapport over the past few months. For example:

- o When RR went to San Antonio, we contacted all the major hispanic media in the area to arrange special coverage, which included radio, TV, newspapers.
- o We arranged to have RR's speeches translated in Spanish*for the Cinco de Mayor speech as well as the Miami speech to the Cuban group. (See attached newspaper for type of coverage.)
- o We worked with the RNC so that ads were placed in Spanish in major papers in four states regarding Cinco de Mayo -- we also issued a special Presidential proclamation which was printed on the front page of many hispanic papers (as well as English papers).
- o We are working with the RNC to improve their radio actuality service in Spanish -- they now translate and broadcast in Spanish 6 days a week on a special actuality line (including the Saturday radio talks and other major speeches throughout the week). Call-outs are made to hispanic stations to take the feed.
- o I have had several meetings and phone calls with Dr. Tirso del Junco about ways to improve our relations with hispanic groups - he is very helpful and will continue to be.
- o We are considering proposing an interview for RR with SIN - Spanish International Network (with 199 affiliates) -- this TV network is anxious to interview RR, and I have had long discussions with their General Manager, Mr. Blanco, as well as with Gustavo Godoy, their News Director, who might do the interview. (This project is currently on hold as the F.C.C. has announced hearings regarding their ownership status - there may be a conflict concerning alien ownership - so we will wait for the results which should be 6-8 weeks).

- o We have placed Administration spokesmen before hispanic groups and conventions. For example, just two weeks ago, NATIONAL IMAGE (hispanic organization) was addressed by Barbara Wyatt (Director of Volunteers in Action), Anthony Gallegos (Commissioner at EEOC) and Larry Korb (of DOD).
- o We are currently working with LULAC (League of United Latin Americans Committee) for speakers for their annual meeting in Detroit, July 1.
- o I am considering proposing an hispanic or Spanish speaking member of my staff to handle contacts not only with hispanic press, but black press, ethnics and other groups as well. (One particular candidate is currently working at the RNC and is very high on the list).
- o Among the hispanic press organizations that we have personally contacted about events here and elsewhere to facilitate their coverage are:

Hispanic American News Service
 Hispanic Link News Service
 Press Hispania
 SUR Radio
 Latino Newspapers
 La Press Information Committee Espana of Virginia
 La Press Latina
 Radio Mundo
 Latin America Service
 Ethnic Press International News Service
 Latin-Reuters News Agency
 SIN - Spanish International TV Network

We will continue with these efforts - they do pay off!

cc: Joanna Bistany