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EVENT:

DELIVERY DATE:

DUE TO BAKSHIAN:

DUE TO DARMAN:

RECEPTION: HISPANIC HERITAGE WEEK

Wednesday, September 15, 1982

Tuesday, September 14 Noon

Tuesday, September 14 3:00 p.m.

WRITER:

RESEARCHER:

Hispanic
Ben Elliott

Maureen Brown

Misty Church ✓

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

September 15, 1982

REMARKS OF THE PRESIDENT AT
THE HISPANIC HERITAGE WEEK CEREMONY

The South Lawn

1:14 P.M. EDT

THE PRESIDENT: Thank you very much. Thank you. Thank you very much for coming and buenas tardes. (Laughter.)

I have to let you in on a little secret here. I'm late and I apologize for being late. You're never supposed to open your remarks with an apology, but I have to. But I've learned a little secret. If you start the day as I did today with a meeting with members of Congress, you are behind schedule for the rest of the day. (Laughter.) And has been that way so far.

But it's a real pleasure to welcome you to the White House. Mi casa es su casa. (Applause.) And in this case, this always was su casa. (Laughter.) I'm just a tenant here.

We're delighted to celebrate with you National Hispanic Heritage Week honoring the many contributions that Hispanic men and women have made to American history. The many Hispanics who've come here as immigrants as well as those who've been born and raised here have greatly enriched our culture and given fresh vibrancy to our national life.

One hundred seventy-two years ago tomorrow, a brave Mexican priest named Miguel Hidalgo de Castillo rang the bells in his village church to announce the peoples' desire for freedom. We're told that he didn't live to see his victory. But the sound of those bells still rings today in the hearts of all freedom loving peoples around the world. I know it rings in your hearts.

American-hispanics are bound by strong ties of language, religion, family and culture. In your lives you demonstrate the importance of real work: producing things of real value, building communities of shared values that enrich America and keep us strong and free. You work long and hard to own your homes, your farms and business enterprises, your piece of America.

And when America's been threatened by dark clouds of war, Hispanics defended our nation with pride and courage. Thirty-seven of them have received the Congressional Medal of Honor, America's highest military decoration given only for duty above or for service above and beyond the call of duty. (Applause.) And this 37 happens to be a greater proportion of such heroes than in any other group.

Just last year, I had an unforgettable experience. I presented Roy Benavidez, former farm boy from Texas, with the Medal of Honor for his exceptional valor and courage in the Vietnam War. Incidentally, on our way over to the Pentagon for that ceremony -- and he was telling me of the incident. He saved eight wounded men's lives going under enemy fire to bring them one-by-one to a rescue helicopter. He was shot four times and finally was attacked hand-to-hand by a man with a rifle and a bayonet that he had to fight off after he put down the wounded man he was carrying. And when we were talking about this -- and I think you'll appreciate this -- as we were riding over -- and when he was attacked by the man with the rifle and bayonet, he said, "I had been shot four times already." He said, "That's when I got mad." (Laughter.) And he got mad enough to complete that rescue. (Applause.)

Hispanics bring honor to their country. Their country should honor them. In my eight years as Governor of California, I'm proud to say that I appointed more Hispanics to high positions than any previous governor in California's history. (Applause.)

MORE

We're trying to maintain that position in Washington or that tradition with Hispanics playing a major role in our administration since day one. We've already appointed more Hispanic men and women at top level executive positions, more than 50, than any previous administration.

Three very recent appointments of Hispanics to very significant positions are with us today: Heriberto Herrera of Texas as Deputy Administrator of the Small Business Administration -- (applause) --

MORE

Raymond L. Acosta as United States District Judge for the District of Puerto Rico -- (applause) -- and Victor Blanco of California as Chairman of the Board of the Inter-American Foundation. (Applause.)

With good people, we can have better policies. We can strengthen those shared values of family, neighborhood, work, peace and freedom and help you make America great again.

Your families feel strongly about the moral values maintained by our country's religious school systems. Our Tuition Tax Credit Plan will provide relief to the many Hispanic families who send their children to independent schools while supporting public schools with their taxes. (Applause.)

Speaking of these moral values, we think it's about time that all American children have the right to begin their days the same way the Members of the United States Congress do -- with prayer. (Applause.)

So, we're pushing for a constitutional amendment that would permit voluntary prayer in our children's classrooms. (Applause.) By extending the Voting Rights Act, we've locked in guarantees of full constitutional and political equality for Hispanic Americans. And getting control of runaway government means hard working Hispanic families can keep more of the money they earn and the rate of inflation and interest rates can keep heading in the right direction. They're going down and they're going to stay down. (Applause.)

And, finally, a stronger and more stable economy will permit us to do a better -- or to be a better neighbor with Mexico and our other friends to the South. I think we've developed a new rapport with Mexico based on mutual respect, that is, better than any time in the history of our two proud nations.

I'm also very enthusiastic about our Caribbean Initiative which will break down trade barriers and provide new incentives for commerce and economic growth. At the root of everything that we're trying to accomplish is the belief that America has a mission. We are a nation of freedom, living under God, believing all citizens must have the opportunity to grow, create wealth, and build a better life for those who follow. If we live up to those moral values, we can keep the American dream alive for our children and our grandchildren and America will remain mankind's best hope.

With your help, I know we can and we will. Muchas gracias, que Dios los Bendiga. (Applause.) Thank you very much. (Applause.) Thank you. (Applause.)

I know there are refreshments down there, aren't there? Refreshments await you down there and I have to do what the little girl, 11 year-old girl said just after I got here when she wrote me a letter and -- who's lost a bracelet? All right. We really are conservative. (Laughter.) This little girl gave me a great deal of advice on what to do and how to handle the problems that I would meet -- 11 years old. And then just said, "Be happy that you're not God." (Laughter.) And with that she wound up with a P.S. in her letter. She said, "Now, get back to the Oval Office and get to work." (Laughter.) So, I will. Thank you all very much for being here. (Applause.)

END

1:23 P.M. EDT

Final

(ELLIOTT/AB)

SEPTEMBER 15, 1982
1:00 P.M.

RECEPTION CELEBRATING HISPANIC
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- 1.1 -

172 YEARS AGO TOMORROW, A BRAVE MEXICAN
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LIVE TO SEE HIS VICTORY.

(continue w/ pg. 2)

- 2 -

BUT THE SOUND OF THOSE BELLS STILL RINGS
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FREEDOM-LOVING PEOPLE AROUND THE WORLD.

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37 OF THEM HAVE RECEIVED THE CONGRESSIONAL MEDAL OF HONOR, AMERICA'S HIGHEST MILITARY DECORATION. THIS IS A GREATER PROPORTION OF SUCH HEROES THAN IN ANY OTHER GROUP. JUST LAST YEAR, I HAD AN UNFORGETTABLE EXPERIENCE. I PRESENTED ROY BENAVIDEZ, FORMER FARMBOY FROM TEXAS, WITH THE MEDAL OF HONOR FOR HIS EXCEPTIONAL VALOR AND COURAGE IN THE VIETNAM WAR.

HISPANICS BRING HONOR TO THEIR COUNTRY; THEIR COUNTRY SHOULD HONOR THEM. IN MY 8 YEARS AS GOVERNOR OF CALIFORNIA, I APPOINTED MORE HISPANICS TO HIGH POSITIONS THAN ANY PREVIOUS GOVERNOR. WE ARE TRYING TO MAINTAIN THAT TRADITION IN WASHINGTON, WITH HISPANICS PLAYING A MAJOR ROLE IN OUR ADMINISTRATION SINCE DAY ONE.

WE'VE ALREADY APPOINTED MORE HISPANIC MEN AND WOMEN TO TOP-LEVEL, EXECUTIVE POSITIONS -- MORE THAN 50 -- THAN ANY PREVIOUS ADMINISTRATION. FOR EXAMPLE, THREE VERY RECENT APPOINTMENTS OF HISPANICS TO VERY SIGNIFICANT POSITIONS ARE:

HERIBERTO HERRERA OF TEXAS AS DEPUTY ADMINISTRATOR OF THE SMALL BUSINESS ADMINISTRATION;

RAYMOND L. ACOSTA AS UNITED STATES DISTRICT JUDGE FOR THE DISTRICT OF PUERTO RICO; AND

VICTOR BLANCO OF CALIFORNIA AS CHAIRMAN OF THE BOARD OF THE INTER-AMERICAN FOUNDATION.

- 5 -

WITH GOOD PEOPLE, WE CAN HAVE BETTER POLICIES. WE CAN STRENGTHEN THOSE SHARED VALUES OF FAMILY, NEIGHBORHOOD, WORK, PEACE AND FREEDOM AND HELP YOU MAKE AMERICA GREAT AGAIN. YOUR FAMILIES FEEL STRONGLY ABOUT THE MORAL VALUES MAINTAINED BY OUR COUNTRY'S RELIGIOUS SCHOOL SYSTEMS. OUR TUITION TAX CREDIT PLAN WILL PROVIDE RELIEF TO THE MANY HISPANIC FAMILIES WHO SEND THEIR CHILDREN TO INDEPENDENT SCHOOLS, WHILE SUPPORTING PUBLIC SCHOOLS WITH THEIR TAXES.

SPEAKING OF THOSE MORAL VALUES, WE THINK IT'S ABOUT TIME THAT ALL AMERICAN CHILDREN HAVE THE RIGHT TO BEGIN THEIR DAYS THE SAME WAY THE MEMBERS OF THE U.S. CONGRESS DO -- WITH PRAYER.

SO WE'RE PUSHING FOR A CONSTITUTIONAL AMENDMENT THAT WOULD PERMIT VOLUNTARY PRAYER IN OUR CHILDREN'S CLASSROOMS.

BY EXTENDING THE VOTING RIGHTS ACT, WE HAVE LOCKED IN GUARANTEES OF FULL CONSTITUTIONAL AND POLITICAL EQUALITY FOR HISPANIC AMERICANS.

AND GETTING CONTROL OF RUNAWAY GOVERNMENT MEANS HARD-WORKING HISPANIC FAMILIES CAN KEEP MORE OF THE MONEY THEY EARN, AND THE RATE OF INFLATION AND INTEREST RATES CAN KEEP HEADING IN THE RIGHT DIRECTION -- THEY'RE GOING DOWN, AND THEY'RE GOING TO STAY DOWN.

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(GOD BLESS YOU).

#



THE WHITE HOUSE
WASHINGTON

September 15, 1982

MEMORANDUM FOR THE PRESIDENT

FROM: ARAM BAKSHIAN, JR.

SUBJECT: Hispanic Reception

Dave Gergen felt we should include an insert on the first page including the word "immigrants."

Please replace your first halfsheet with the two attached sheets, then the remainder of the remarks follow from page 2.

(ELLIOTT/AB)

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(Elliott/AB)
September 14, 1982
6:00 p.m.

PRESIDENTIAL REMARKS: RECEPTION CELEBRATING HISPANIC HERITAGE
WEEK, WEDNESDAY, SEPTEMBER 15, 1982

Thank you very much for coming and buenos ^atardes. It's a X
real pleasure to welcome you to the White House -- mi casa es su
casa; and this was always su casa. I'm just a tenant here.

We're delighted to celebrate with you National Hispanic
Heritage Week, honoring the many contributions Hispanic men and
women have made to American history. One hundred and seventy-two
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In your lives, you demonstrate the importance of real work,
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Hispanics bring honor to their country; their country should honor them. In my 8 years as Governor of California, I appointed more Hispanics to high positions than any previous Governor. We are trying to maintain that tradition in Washington, with Hispanics playing a major role in our Administration since day one. We've already appointed more Hispanic men and women to top-level, executive positions -- more than 50 -- than any previous administration. — *FOR EXAMPLE
INSIDE #1*

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Speaking of those moral values, we think it's about time that all American children have the right to begin their days the same way the Members of the U.S. Congress do -- with prayer. So we're pushing for a constitutional amendment that would permit voluntary prayer in our children's classrooms.

By extending the Voting Rights Act, we have locked in guarantees of full *Constitutional* and political equality for Hispanic Americans.

Insert #1

Henry Zuniga X7140
Public Liaison III'h

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Insert #2

It is appropriate for me at this time to inform you that I regret and do not approve of the comments made by Mrs. Clare Booth Luce in an interview in GEO Magazine.

And getting control of runaway Government means hard-working Hispanic families can keep more of the money they earn, and the rate of inflation and interest rates can keep heading in the right direction -- they're going down, and they're going to stay down.

Finally, a stronger and more stable economy will permit us to be a better neighbor with Mexico and our other friends to the South. I think we've developed a new rapport with Mexico, based on mutual respect; that is, better than at any time in the history of our two proud nations.

I'm also very enthusiastic about our Caribbean initiative, which will break down trade barriers and provide new incentives for commerce and economic growth.

At the root of everything we're trying to accomplish is the belief that America has a mission: We are a Nation of freedom, living under God, believing all citizens must have the opportunity to grow, create wealth, and build a better life for those who follow. If we live up to those noble values, we can keep the American Dream alive for our children and our grandchildren, and America will remain mankind's best hope.

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September 14, 1982
6:00 p.m.

PRESIDENTIAL REMARKS: RECEPTION CELEBRATING HISPANIC HERITAGE
WEEK, WEDNESDAY, SEPTEMBER 15, 1982

Thank you very much for coming and buenos tardes. It's a real pleasure to welcome you to the White House -- mi casa es su casa; and this was always su casa. I'm just a tenant here.

We're delighted to celebrate with you National Hispanic Heritage Week, honoring the many contributions Hispanic men and women have made to American history. One hundred and seventy-two years ago tomorrow, a brave Mexican priest, named Miguel Hidalgo y Costilla, rang the bells in his village church to announce the people's desire for freedom. We are told that he did not live to see his victory. But the sound of those bells still rings today in the hearts of all freedom-loving people around the world.

I know it rings in your hearts. American Hispanics are bound by strong ties of language, religion, family, and culture. In your lives, you demonstrate the importance of real work, producing things of value, building communities of shared values that enrich America and keep us strong and free. You work long and hard to own your homes, your farms and business enterprises -- your piece of America.

And when America has been threatened by dark clouds of war, Hispanics defended our Nation with pride and courage. Thirty-seven of them have received the Congressional Medal of Honor, America's highest military decoration. This is a greater proportion of such heroes than in any other group. Just last

year, I had an unforgettable experience. I presented Roy Benavidez, former farmboy from Texas, with the Medal of Honor for his exceptional valor and courage in the Vietnam War.

Hispanics bring honor to their country; their country should honor them. In my 8 years as Governor of California, I appointed more Hispanics to high positions than any previous Governor. We are trying to maintain that tradition in Washington, with Hispanics playing a major role in our Administration since day one. We've already appointed more Hispanic men and women to top-level, executive positions -- more than 50 -- than any previous administration.

With good people, we can have better policies. We can strengthen those shared values of family, neighborhood, work, peace and freedom and help you make America great again. Your families feel strongly about the moral values maintained by our country's religious school systems. Our tuition tax credit plan will provide relief to the many Hispanic families who send their children to independent schools, while supporting public schools with their taxes.

Speaking of those moral values, we think it's about time that all American children have the right to begin their days the same way the Members of the U.S. Congress do -- with prayer. So we're pushing for a constitutional amendment that would permit voluntary prayer in our children's classrooms.

By extending the Voting Rights Act, we have locked in guarantees of full Constitutional and political equality for Hispanic Americans.

And getting control of runaway Government means hard-working Hispanic families can keep more of the money they earn, and the rate of inflation and interest rates can keep heading in the right direction -- they're going down, and they're going to stay down.

Finally, a stronger and more stable economy will permit us to be a better neighbor with Mexico and our other friends to the South. I think we've developed a new rapport with Mexico, based on mutual respect; that is, better than at any time in the history of our two proud nations.

I'm also very enthusiastic about our Caribbean initiative, which will break down trade barriers and provide new incentives for commerce and economic growth.

At the root of everything we're trying to accomplish is the belief that America has a mission: We are a Nation of freedom, living under God, believing all citizens must have the opportunity to grow, create wealth, and build a better life for those who follow. If we live up to those noble values, we can keep the American Dream alive for our children and our grandchildren, and America will remain mankind's best hope.

With your help, I know we can, and we will.

Muchas gracias and Que Dios los bendiga [K Dee-os Los Ben-dee-ga] (God bless you).

(Elliott)
September 14, 1982
11:00 a.m.

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Singer Sewing Machine
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2nd floor -
2nd floor Spc.
W. 21st St.
N. 10th St.
Hempstead
NYC

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And getting control of runaway government means hard-working Hispanic families can ~~now~~ keep more of the money they earn, ^{and} in our economy where the rate of inflation and interest rates ^{can keep heading} are headed in the right direction ~~again~~ -- they're going down, and they're going to stay down. X

Handwritten: (Final) 7/11/80
[Finally, a stronger and more stable economy will permit us to be a better neighbor with Mexico and our other friends to the South. I think we've developed a new rapport with Mexico, based on mutual respect; that is, better than at any time in the history of our two proud nations.] X

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Handwritten: (win)
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With your help, I know we can, and we will.

Muchas ² / Gracias and (God bless you) ~~(in Spanish - research?)~~ X

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(K Dee-os Los Ben-deega)

Handwritten: (Final) 7/11/80

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^(Name of people) Just last year, I had the unforgettable experience of presenting Roy Benavides former farm boy from Texas, with the medal of honor for his exceptional valor and courage in the Vietnam War.

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hard-working Hispanic families ~~will no longer be able to keep more of the money they earn in an economy whose the capital?~~
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we living up to those noble values, we can keep the American dream
alive. ~~For our children and our grandchildren~~ ^{for our children and our grandchildren} and America will remain mankind's
best hope.

With your help, I know we can, and we will.

~~Thank you very much.~~
Muchas gracias and (God Bless You in Spanish - several?)

THE WHITE HOUSE

WASHINGTON

MEMORANDUM

9/8/82

TO: ELIZABETH DOLE
FROM: WILLIAM K^{file} SADLEIR
SUBJ: APPROVED PRESIDENTIAL ACTIVITY

PLEASE IMPLEMENT THE FOLLOWING AND NOTIFY AND CLEAR ALL PARTICIPANTS. THE BRIEFING PAPER AND REMARKS SHOULD BE SUBMITTED TO RICHARD DARMAN BY 3 P.M. OF THE PRECEDING DAY.

NOTE: AS PROJECT OFFICER FOR THIS ACTIVITY, YOU ARE RESPONSIBLE TO SUBMIT A COMPLETE, CONFIRMED LIST OF STAFF AND ATTENDEES, IDENTIFIED BY TITLE, TO THE OFFICE OF PRESIDENTIAL APPOINTMENTS AND SCHEDULING WITHIN 5 DAYS AFTER THE EVENT.

MEETING: Reception celebrating Hispanic Heritage Week

DATE: September 15, 1982

TIME: 1:00 pm

DURATION: 15 minutes

LOCATION: Rose Garden (Backup East Room)

REMARKS REQUIRED: Yes

MEDIA COVERAGE: Coordinate with Press Office

FIRST LADY

PARTICIPATION: Optional

cc: A. Bakshian E. Rollins
M. Brandon C. Romero
R. Darman J. Rosebush
R. DeProspero B. Shaddix
K. Duberstein W. Sittmann
D. Fischer L. Speakes
C. Fuller WHCA Audio/Visual
R. Gubitosi WHCA Operations
W. Henkel R. Williamson
E. Hickey A. Wrobleski
M. McManus