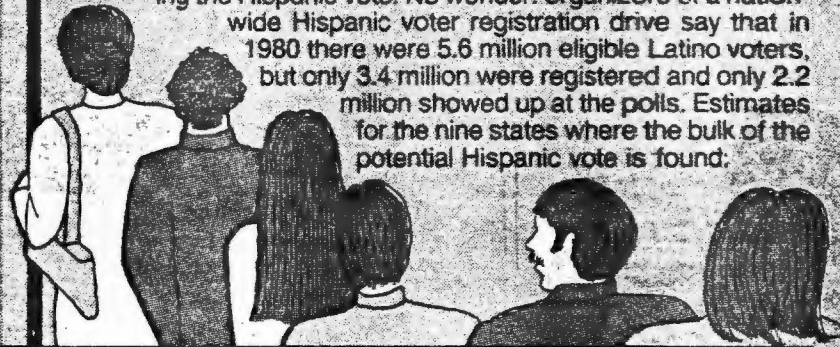


Hispanic

CASE...
ELECTORAL

Hispanic vote

As the 1984 election approaches, both political parties are courting the Hispanic vote. No wonder: organizers of a nationwide Hispanic voter registration drive say that in 1980 there were 5.6 million eligible Latino voters, but only 3.4 million were registered and only 2.2 million showed up at the polls. Estimates for the nine states where the bulk of the potential Hispanic vote is found:



State	Electoral votes	Hispanic population	Eligible voters	Eligible/not registered	Hispanic voter turnout 1980	Reagan 1980 margin
Texas	29	2,985,643	1,414,000	615,000	415,000	629,558
Calif.	47	4,543,770	1,501,000	513,000	642,000	1,441,197
N.Y.	36	1,659,245	811,000	310,000	375,000	165,459
Ill.	24	635,525	351,000	210,000	125,000	376,636
N.J.	16	491,867	242,000	151,000	60,000	399,193
Ariz.	7	440,915	222,000	117,000	73,000	282,845
Fla.	21	857,893	313,000	115,000	155,000	627,476
N.M.	5	476,089	286,000	115,000	116,000	82,953
Colo.	8	339,300	196,000	82,000	83,000	284,291

Source: National Journal

THE WHITE HOUSE
WASHINGTON

September 23, 1983

TO: JAB III

Attached is the Hispanic strategy paper I mentioned to you. Please take special note of Page 4; we have based our approach to date on the premises set forth there.

JC

HISPANIC EVENTS & ACTIVITIES

- 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.	

D

HISPANICS
PA PAS SES SKC
PRESENTLY SERVING

OBS	REC ID	LAST	FIRST	TITLE	STATUS	DEPT	TYPE	TENURE
1	51786	ACOSTA	RAYMOND L	JUDGE, US DIST - PUERTO RICO	A F	JUD	PAS	LIFE
2	85957	ALVARADO	DONNA M	D/A/S DOD	A L	DOD	SES	
3	84488	ALVAREZ	JANE CAMPA	SP ASST TO EX DIR EEO	A M	EEO	SKC	
4	05072	ALVAREZ JR	EVERETT	DEP ADMIN VETERANS ADMINISTRAT	A C	VAD	PAS	POP
5	10835	ANDERSON	LUIS A	REP - PANAMA	A D	PCS	PA	POP
6	00905	ARANDA JR	THOMAS	<u>AMBASSADOR TO URUGUAY</u>	A G	AMB	PAS	POP
7	82234	ASTENGO	GEORGE	D/A/S ADM DTR	A L	DTR	SES	
8	71208	BENEDI	ANTONIO	CONF ASST EL & SEC ED DED	A M	DED	SKC	
9	14225	BLANCO	VICTOR	CHMN/MBR, B/D - INTER-AMER FOU	A D	IAF	PAS	0006
10	83693	BOGGS	CONNIE LOPES	ST ASST PCR	A M	PCR	SKC	
11	85183	BOUCHEY	AMPARO B	SPEC ASST TO DIR NIE DED	A M	DED	SKC	
12	85150	BRAS	LUISA	CONF ASST FH&EO HUD	A M	HUD	SKC	
13	04510	BURKHART	ELIZABETH FL	NTL CREDIT UNION ADMIN BRD	A C	NCR	PAS	0006
14	85296	CABALLERO	HUMBERTO	SP ASST TO A/S FHEO HUD	A M	HUD	SKC	
15	07285	CAMBO	ROBERTO	MBR, NATL COMM ON EMPLOYMENT P	A D	EMP	PA	0003
16	10115	CARDENAS	ALBERTO	US BUSINESS REP - CHMN	A D	SMB	PA	POP
17	71895	CASAL	PATRICIA ANN	CONF ASST TO A/S LEG & PUB AF	A M	DED	SKC	
18	14120	CASANOVA	JOSE MANUEL	US EXEC DIR-INTER-AMER DEV BAN	A J	IAB	PAS	0003
19	87512	CASTILLO	DARRELL	SP ASST ACT	A M	ACT	SKC	
20	51530	CASTILLO	IRENEMAREE	REG IX ADM (SAN FRANCISCO) SBA	A L	SBA	SES	
21	85192	CERVERA-ROJA	ROBERTO	CHIEF MIN BUSINESS RESOURCE CE	A M	DOT	SKC	
22	85076	CHAVEZ	JOHN S	REG VI SP ASST TO ADM PUB AFF	A M	EPA	SKC	
23	87551	CHAVEZ	MARGARET JEA	CONF ASST SP ED & REHAB DED	A M	DED	SKC	
24	06200	CHAVEZ	RICHARD	ARCH & TRANS BARRIERS - HANOIC	A D	ATB	PA	0003
25	53459	CISNEROS	HENRY	MBR NTL BIPARTISAN COMM ON CEN	A D	CCA	PA	POP
26	72661	CISNEROS	SYLVIA LETIC	PVT SECY TO ATTY GEN DOJ	A M	DOJ	SKC	
27	61570	CONN	ROBERT H	D/U/S FIN MGMT DON	A L	DON	SES	
28	02820	CRUZ	CARLOS C	<u>US MARSHAL - SOUTHERN FLORIDA</u>	A I	MAR	PAS	0004
29	71231	DE LEON	HECTOR FLAVI	PUB INFO OFR.MBOA DOC DOC	A M	DOC	SKC	
30	51567	DEETJEN	JOSE M	NOT MANDATED	A D	NVS	PA	POP
31	02553	DEL REAL	JUAN	GENERAL COUNSEL	A B	HHS	PAS	POP
32	83692	DEL RIO	LUIS	REG DIR INTER AMER PCR	A L	PCR	SES	
33	83058	DELAVEGA	CARLOS	REG VI SP ASST TO ADM (DALLAS)	A M	SBA	SKC	
34	84221	DELEON	DONA HOWARTH	SP ASST OFF POL & RESOUR MGMT	A M	EPA	SKC	
35	04567	DENNIS	PATRICIA DIA	MBR, NATL LABOR RELATIONS BOAR	A K	NLR	PAS	0005
36	14940	DI MARTINO	RITA	US REP - UN CHILDREN'S FUND	A D	UNR	PA	POP
37	12035	DIAZ JR	PEDRO	MBR, NATL A/COUNCIL ON VOCATIO	A D	VED	PA	0003
38	53457	DIAZ-ALEJAND	CARLOS	MBR NTL BIPARTISAN COMM ON CEN	A D	CCA	PA	POP
39	87362	DRACOS	QUITA J	SEC TO THE SEC DOL	A M	DOL	SKC	
40	10845	DURAN	OYDEN ORTEGA	REP - PANAMA	A D	PCS	PA	POP
41	83756	DURAN	PERCY	<u>(DOMINICAN REPUBLIC) COUNTRY D</u>	A L	PCR	SES	
42	83783	ESPARZA	ALMA RIJOAS	DIR MIN AFF DOA	A L	DOA	SES	
43	84971	ESPARZA	ROLANDO	CONG AFF ASST EEO	A M	EEO	SKC	
44	80089	ESTRADA-PALM	ALYCE	SECY-STENO TO DIR ENFORCEMENT	A M	SEC	SKC	
45	10840	FABREGA	FERNANANDO C	REP - PANAMA	A D	PCS	PA	POP
46	84211	FRANTZ	CECILIA ARNA	D/A/S DISSEMINATION & SP INITI	A L	DED	SES	
47	71860	FRESEN	ILEANA ALVER	SPEC ASST TO D/U/S INTERGOVT &	A M	DED	SKC	
48	03870	GALLEGOS	TONY E	EQUAL EMPLOYMENT OPPORTUNITY C	A K	EEO	PAS	0005

out of town

out of town
other list

HISPANICS
PA PAS SES SKC
PRESENTLY SERVING

OBS	REC LAST	FIRST	TITLE	SD TAP TTU SP	DE PT PE	TENURE
49	60855	GARCIA	ERNEST E	A L	DOD SES	
50	00645	GAVIN	JOHN A	A G	AMB PAS POP	
51	03615	GERSTEN	LINDA CHAVEZ	A C	CCR PAS POP	
52	12400	GJURICH	GILDA BOJORO	A D	WME PAS 0003	
53	70120	GOMEZ	MARY ANN MAR	A M	HHS SKC	
54	83485	GONZALES	EUGENE	A M	DEO SKC	
55	02775	GONZALES	JULIO	A I	MAR PAS 0004	
56	83561	GONZALEZ	LUIS	A M	HUD SKC	
57	61515	GUERRA	ESTELLA GARC	A L	DAF SES	
58	70756	HERNANDEZ	DIANE D	A M	DOD SKC	
59	84529	HERRERA	HERIBERTO	A L	SBA SES	
60	15601	HINOJOSA	RICARDO H	A F	JUD PAS LIFE	
61	03225	HURTADO	LUIS VICTOR	A B	DTR PAS POP	
62	87056	IRASTORZA JR	HECTOR	A M	HUD SKC	
63	20030	JUSTIZ	MANUEL	A B	DED PAS POP	
64	40095	JUSTIZ	MANUEL J	A D	EDU PA 0004	
65	19105	LAFFITTE	HECTOR M	A F	JUD PAS LIFE	
66	82291	LOPEZ	REYNALDO H	A L	SBA SES	
67	01425	LOPEZ ROMO	DANIEL F	A H	ATT PAS 0004	
68	51799	LOZANO	IGNACIO	A D	PAH PA POP	
69	03540	MADURO	REYNALDO P	A C	ACT PAS POP	
70	10913	MALOOBY	MARIA A	A D	PEA PA POP	
71	01235	MARQUEZ	JIM J	A H	ATT PAS 0004	
72	84438	MARTINEZ	DAVID	A M	DOA SKC	
73	03007	MILLER	RUDOLPH G	A I	MAR PAS 0004	
74	71332	MOESSER	ALBA IRENE	A M	DED SKC	
75	02620	MONROIG	ANTONIO	A B	HUD PAS POP	
76	85867	MONTOYA	RICHARD T	A L	DOI SES	
77	03590	MORALES	DIANE KAY	A K	CAB PAS 0006	
78	12204	MORENO	RITA	A D	WHF PA POP	
79	01115	NUNEZ	PETER K	A H	ATT PAS 0004	
80	84600	O'BRIEN	ANA C	A M	DOI SKC	
81	52068	OAXACA	FERNANDO	A D	IPE PA POP	
82	05330	OAXACA	JAMIE	A D	ACC PAS POP	
83	87349	OCHOA	ROBERTO LUIS	A M	DOC SKC	
84	03790	ORTEGA	KATHERINE D	A C	CRT PAS 0007	
85	00730	ORTIZ JR	FRANK V	A G	AMB PAS POP	
86	51851	PADILLA	HERNAN	A D	UNR PAS POP	
87	85387	PAUL	JAMES ROY	A M	EEO SKC	
88	82223	PENA	YOLANDA	A M	DOS SKC	
89	82205	PIEDRA	ALBERTO M	A M	OOS SKC	
90	51785	PIERAS JR	JAIME	A F	JUD PAS LIFE	
91	01555	POMPA	GILBERT G	A B	DOJ PAS 0004	
92	01470	PRADO	EDWARD C.	A H	ATT PAS 0004	
93	30015	QUINTANILLA	GUADALUPE	A D	NJA PA 0003	
94	73669	QUIROS	RAUL A.	A M	DOC SKC	
95	00195	REICH	OTTO J	A B	AID PAS POP	
96	03360	REYES	VICTOR M F	A C	PAR PAS 0006	
97	08480	RICARDO-CAMP	RITA	A D	HUM PAS 0006	

HISPANICS
PA PAS SES SKC
PRESENTLY SERVING

OBS	RELIST	FIRST	TITLE	SDTE	APTT	DEPT	TYPE	TENURE
98	31694	RICARDO-CAMP	RITA	PRESIDENT'S ECONOMIC POLICY AD	A D	ECB	PA	POP
99	83097	RIOS	GEORGE JOSEP	DEP DIR OBEMLA DED	A L	DED	SES	
100	04000	RIVERA	HENRY	FED COMMUNICATIONS COMM	A K	FCC	PAS	0007
101	83521	RIVERA	VICTOR M	DIR MBDA DOC	A L	DOC	SES	
102	03915	RODRIDUEZ	RITA M	DIR, EXPORT IMPORT BANK OF US	A C	EIB	PAS	POP
103	85847	RODRIGUEZ	NELSON	ASST DIR RESOURCE DEV MBDA DOC	A L	DOC	SES	
104	80106	SALGADO	JOSEPH F	ASSO COMM ENFORCEMENT DOJ	A L	DOJ	SES	
105	13725	SALMAN	CARLOS	PUBLIC MBR-SMALL BUSINESS	A D	OPI	PAS	0003
106	02045	SAN JUAN	PEDRO	ASST SEC - TERRITORIAL & INTL	A B	DOI	PAS	POP
107	40075	SEPULVEDA	BETTY R	INTERGOVERNMENTAL A/C ON EDUCA	A D	EDU	PA	0004
108	80282	SIERRA	SELMA	SP ASST TO A/S LWR DOI	A M	DOI	SKC	
109	81085	SORIANO	JESSE M	DIR BILINGUAL ED & MIN LANGUAG	A L	DED	SES	
110	14850	SORZANO	JOSE S	US DEP REP - UN	A B	DOS	PAS	POP
111	51854	SORZANO	JOSE S	ALT REP, US DELEGATION TO THE	A D	UNR	PAS	POP
112	82293	SUAREZ	CARLOS RENE	REG VIII ADM (DENVER) SBA	A L	SBA	SES	
113	85841	TRIPP	VICTORIA BEZ	SP ASST TO A/S MRA&L DOD	A M	DOD	SKC	
114	10825	TYPALDOS	CARLOS OZORE	REP - PANAMA	A D	PCS	PA	POP
115	18902	URBINA	RICARDO M	ASSOC JUDGE - DC SUPERIOR COUR	A F	JUD	PAS	0015
116	40060	VELEZ	GONZALO A	INTERGOVERNMENTAL A/C ON EDUCA	A D	EDU	PA	0004
117	86104	VILLANEUVA J	QUINTIN L	REGL COMM OF CUSTOMS DTR	A L	DTR	SES	
118	85633	WATSON	VALDEAN MAX	CONF ASST TO COMM ON AGING HHS	A M	HHS	SKC	

HISPANICS IN CLEARANCE

OBS	REC ID	LAST	FIRST	TITLE	STATUS	DEPT	POST	TENURE
1	52108	ADAMS	GEORGE J	MBR, B/D, NATL INST FOR BLDG S	X	D	NIB PAS	0003
2	52451	ANGUIANO	LUPE	MBR PRES ADV COUNCIL ON PRIV S	X	D	PPI PA	POP
3	85951	BECERRA	ALEJANDRO	COUNTRY DIR PCR	X	L	PCR SES	
4	87627	BOGGS	CONNIE LOPES	ACT CONF ASST TO DEP DIR PCR	X	M	PCR SKC	
5	87675	BRAS	LUISA A	SPEC ASST TO ASST SEC FH&EO HU	X	M	HUD SKC	
6	85895	CAPO	RAFAEL V	DEP GEN COUN EIB	X	L	EIB SES	
7	85271	CAPOTE	HENRY	(CENTRAL AFRICAN REPUBLIC) DIR	X	L	PCR SES	
8	52493	CASTRO	RUDOLPH A	US PAROLE COMMISSION, COMMISSI	X	C	PAR PAS	0006
9	52374	DE JESUS	LAURA PABON	MBR, BRD, LEGAL SERVICES CORP	X	D	LSC PAS	0003
10	87507	DE LEON	HECTOR	CTRY DIR PCR	X	M	PCR SKC	
11	86062	DEL RIO	LUIS	REG DIR INTER AM REGN PCR	X	L	PCR SES	
12	87715	GARCIA-LLUY	PERLA M	PRIV SEC TO DIR MBDA DOC	X	M	DOC SKC	
13	84572	GONZALES	MARY IRENE	PVT SECY DOJ	X	M	DOJ SKC	
14	86056	GONZALEZ	WILFREDO J	COUNTRY DIR PCR	X	L	PCR SES	
15	85903	INZUNZA	RICARDO	ST ASST TO DIR EQUAL OPPORTUNI	X	M	DOD SKC	
16	87169	KOO	KATHERINE	EX DIR TASK FORCE DRUNK DRIV D	X	M	DOT SKC	
17	87622	LOOSLE	ROBERT B	SPEC ASST TO ASST SEC FOR INTL	X	M	DOS SKC	
18	87604	LUCERO	ROMANITA (RO	SEC TO BD MBR HOVDE FHL	X	M	FHL SKC	
19	83236	MANZANO	JAIME L	D/A/S HDS HHS	X	L	HHS SES	
20	05620	NERI	LAURO J	NATL ARMED FORCES MUSEUM ADV B	X	D	AFM PA	0006
21	52500	PIEDRA	ALBERTO M	HEAD OF US DELEGATION TO INTER	X	D	OAS PA	POP
22	52499	REICH	OTTO J	SPEC ADVISER FOR PUBLIC DIPLOM	X	B	DOS PA	POP
23	53377	REYES	MANUEL J (MA	PRESIDENT'S COMMISSION ON ORGA	X	D	OCC PA	POP
24	87407	ROJAS	GLORIA ELENA	STF ASST TO DIR OFF CIV RGTS D	X	M	DOT SKC	
25	87318	RUSSI	RAMIRO ERIC	SPEC ASST FOR CONG REL DOS	X	M	DOS SKC	
26	10770	SANCHEZ	NESTOR D	PANAMA CANAL CONSULTATIVE COMM	X	D	PCN PA	POP
27	40075	SEPULVEDA	BETTY R	INTERGOVERNMENTAL A/C ON EDUCA	X	D	EDU PA	0004
28	53396	SORZANO	JOSE S	US REP TO 38TH SESSION GEN ASS	X	D	UNG PAS	POP

THE WHITE HOUSE
WASHINGTON

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.

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.

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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."

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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.

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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.

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- 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

July 11, 1983

TO: JAB III

Since the VP is now back in DC, I thought you might want to make this call.

If he agrees, Atwater, Villalpando and I can sit down with Jennifer-- and perhaps also the VP-- to work out details.

Thanks much.

JC

RONALD REAGAN LIBRARY
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PRESERVATION ✓

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FROM:

Collection Cicconi, James W.: Files

Series II. Subject File

File Folder Title Hispanic Strategy [Outreach-White House And Vice President]

Box Number 9

Description of Material:

Memo, Jim Cicconi to James A. Baker III, 6/29/83, 1p
(w/ handwritten notations)

[copy of memo attached]

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Collection: HISTORIC PRESERVATION FILE

Series: _____

File Folder Title: _____

Box Number: _____

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Date:

8/21/02

THE WHITE HOUSE

WASHINGTON

June 29, 1983

MEMORANDUM FOR JAMES A. BAKER, III

FROM: Jim Cicconi *[Signature]*
SUBJECT: Hispanic Strategy

Yesterday Lee Atwater, Cathi Villalpando and I met to discuss the state of our Hispanic efforts. One thing we agreed on is the important role the Vice President could play. In fact, there have even been some questions about why we are not making better use of the Vice President's popularity among Hispanics.

If he were willing, the Vice President could be a sort of point person for the Administration's Hispanic strategy. He could provide the sustained effort needed to build a political base among the group, while the President's personal involvement must, of necessity, be more occasional. This would, of course, require a significant commitment of time for trips to Hispanic areas (especially Texas, Florida, and California), meetings in Washington, and private contacts.

Would you be willing to explore this with the Vice President?

Thanks.

cc: Dick Darman

*J.A.: What went in this?
Willie Velazquez*

*J.B. III
very interested
will do Texas event you
mentioned - but
need to include
Tennet, + Steve Rhoads.*

*yes
Buy me to do it?
why don't I get
a meeting with
Lee, Jim C
+ our people?
GB*

THE WHITE HOUSE
WASHINGTON

September 22, 1983

MEMORANDUM FOR THE VICE PRESIDENT

FROM: EDWARD J. ROLLINS

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.

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.

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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.

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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.

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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.

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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."

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

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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.

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

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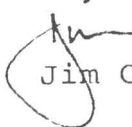
THE WHITE HOUSE
WASHINGTON
September 1, 1983

TO: RICHARD DARMAN

Please see the attached, which was returned to JAB by the Vice President. Jennifer Fitzgerald has since been in touch with me re setting up a meeting sometime in September. Lee Atwater is pulling together some of the poll data the VP was interested in, and Cathi Villalpando is doing a short paper suggesting various ways the VP could help.

I would be pleased for any thoughts you might have on how this involvement by the VP should develop. I also hope you will be able to attend the actual meeting, and will be sure you are aware of details.

Thanks.


Jim Cicconi

THE WHITE HOUSE

WASHINGTON

September 22, 1983

MEMORANDUM FOR THE VICE PRESIDENT

FROM: CATHI VILLALPANDO *Cathi V*
SUBJECT: THE VICE PRESIDENT'S PARTICIPATION
IN THE WHITE HOUSE HISPANIC OUTREACH
STRATEGY

Your participation in the Hispanic Outreach Strategy
is essential.

Attached is a brief explanation and recommendations
on how you may participate.

Attachments

THE PARTICIPATION OF THE VICE PRESIDENT IS ESSENTIAL IN THE SUCCESS OF THE ADMINISTRATION'S HISPANIC OUTREACH STRATEGY, BECAUSE HIS ROLE IS DESIGNED TO COMPLEMENT THAT OF THE PRESIDENT'S.

IT IS ALSO DESIGNED TO EMPHASIZE AND TO "FOLLOW THROUGH" ON THE PRESIDENT'S INITIAL MEETINGS AND APPEARANCES WITH HISPANICS.

AS THE SECOND HIGHEST OFFICIAL, THE VICE PRESIDENT WILL CONTINUE TO GIVE IMPORTANCE TO THE HISPANIC EFFORT EACH TIME HE PARTICIPATES.

THE VICE PRESIDENT HAS A HISTORY OF DEALING WITH THE HISPANIC COMMUNITY, THEREFORE, HISPANICS FEEL THAT HE TRULY UNDERSTANDS THEM AND THEY TRUST HIS JUDGMENT. THEY KNOW THAT COMMUNICATION WITH THE VICE PRESIDENT IS LIKE TALKING DIRECTLY TO THE PRESIDENT.

EXAMPLES:

- * AS CHAIRMAN OF THE SOUTHWEST BORDER PESO DEVALUATION ACTION GROUP:
 - TO HOST A WHITE HOUSE BRIEFING.
PARTICIPANTS COULD INCLUDE MAYORS AND LOCAL ELECTED OFFICIALS FROM THE MEXICO/U.S. BORDER AREA. PURPOSE: TO PRESENT A PROGRESS REPORT.
 - SOUTHWEST BORDER TOUR (FOUR STATES) - TO ANNOUNCE

SPECIFIC PRIVATE SECTOR INVOLVEMENT AND ACTUAL ACCOMPLISHMENTS, ETC.

- * RECOMMENDATION: A COMPANION (SIMILAR) PROJECT TO BE TARGETED FOR THE BRONX, EAST LOS ANGELES, HOUSTON, CHICAGO, ETC. IN PAST YEARS, ADMINISTRATION OFFICIALS HAVE VISITED THE BRONX AND OTHER DEPRIVED AREAS, BUT THERE WAS NO FOLLOW-UP. THIS PROJECT COULD INCLUDE A TASK FORCE TO STUDY FEDERAL MONIES ALREADY IN PLACE, THE IMPACT OF ADMINISTRATION'S BUDGET, AND ANNOUNCE SPECIFIC LEVERAGING OF FEDERAL RESOURCES BY INVOLVING PRIVATE SECTOR, ETC.

- * BRIEFINGS MUST TAKE PLACE WITH A SMALLER GROUP AT THE WHITE HOUSE TO PROPERLY BRIEF THE VICE PRESIDENT PRIOR TO HIS VISITING ANY SELECTED AREA.

NOTE: NEW YORK IS A CRITICAL AREA SINCE PUERTO RICANS FEEL THEY HAVE BEEN EXCLUDED, SO THE BRONX IS RECOMMENDED.

PROPOSED PARTICIPATION WITH ON-GOING ACTIVITIES

BACKGROUND:

- STEP 1. PRESIDENTIAL ROUND TABLE LUNCHEON HELD
AUGUST 5, 1983. "INPUT SESSION" WITH SIX
HISPANIC LEADERS. MAJOR CONCERNS HIGHLIGHTED
AT THIS MEETING WERE:
- A) ECONOMY
 - B) EDUCATION
 - C) HISPANIC APPOINTMENTS IN THE ADMINISTRATION
 - D) IMMIGRATION
- STEP 2. PRESIDENTIAL BRIEFING ON EDUCATION HELD
SEPTEMBER 13, 1983. "INPUT SESSION" WITH TWENTY-
FIVE HISPANIC EDUCATORS. SECRETARY BELL OF
DEPARTMENT OF EDUCATION ALSO BRIEFED THE EDUCATORS
ON ADMINISTRATION'S POLICIES AND PROGRAMS AND
CONDUCTED A QUESTION AND ANSWER SESSION.
- STEP 3. PROPOSED: REGIONAL BRIEFING ON EDUCATION - DALLAS
REGION VICE PRESIDENT KEYNOTES THE MEETING.
SECRETARY BELL AND OTHER REPRESENTATIVES HOST AN
ALL-DAY OR HALF-DAY BRIEFING. PARTICIPANTS
HISPANIC EDUCATORS REPRESENTING FIVE STATES.
- STEP 4. PROPOSED: STATE BRIEFING TO ANNOUNCE NEW POLICIES
AND PROGRAMS RESULTING FROM THESE MEETINGS.
PARTICIPANTS HISPANIC STATEWIDE EDUCATORS.
- NOTE: THIS SEQUENCE FOCUSES ON ONE ISSUE OF CONCERN.

A SIMILAR SCHEDULE CAN BE IMPLEMENTED ON OTHER TOPICS. ONE ON EMPLOYMENT IS BEING PROPOSED THROUGH THE OFFICE OF POLICY DEVELOPMENT TO BEGIN WITH A PRESIDENTIAL ROUND TABLE LUNCHEON. THE VICE PRESIDENT CAN DO THE SECOND FOLLOW-UP SESSION, ETC.

ADDITIONAL ACTIVITIES INVOLVING THE VICE PRESIDENT

- TO HOST A RECEPTION AT HIS RESIDENCE FOR KEY HISPANICS - FIRST ONE HELD WAS A SUCCESS.
- MEETING WITH HEADS OF HISPANIC ORGANIZATIONS.
- HIS PERSONAL SIGNATURE ON CORRESPONDENCE HAS ACCORDED THE VICE PRESIDENT A STRONG RAPPORT WITH HISPANICS. IT REFLECTS THAT HE CARES ENOUGH TO PERSONALLY SIGN A RESPONSE. BUILDING ON THIS RAPPORT, HE COULD INITIATE PERSONAL TELEPHONE CALLS TO KEY HISPANICS.
- TO PARTICIPATE IN HISPANIC EVENTS - A LIST OF HISPANIC EVENTS IS ATTACHED.

CAUTION:

- RECOMMEND TRIPS TO PUERTO RICO BE POSTPONED FOR THE TIME BEING.
- I ADVISE THAT MEETINGS WITH PUERTO RICAN GROUPS OR INDIVIDUALS FROM THE ISLAND HELD IN THE U. S., MUST BE WITH ALL FACTIONS. (CAN DISCUSS THIS FURTHER).

THE ROLE OF MRS. BUSH

MRS. BUSH IS ALSO WARMLY REGARDED IN THE HISPANIC COMMUNITY. THE FACT THAT SHE HAS A DAUGHTER-IN-LAW WHO IS HISPANIC AND HISPANIC GRANDCHILDREN MAKES HER AN ASSET WITH THE HISPANIC COMMUNITY.

SHE WAS WELL RECEIVED AT THE NATIONAL ASSOCIATION BILINGUAL EDUCATION CONVENTION.

SHE IS ALSO SOUGHT AFTER FOR:

- PRIVATE RECEPTIONS AT HISPANIC HOMES
- TO TOUR THE LOW-INCOME AREAS SO SHE CAN REPORT HER FINDINGS TO THE VICE PRESIDENT
- TO HOST BRIEFING WITH HISPANIC WOMEN. THESE WOMEN ARE ANXIOUS TO ASSIST IN HELPING WITH THE ADMINISTRATION WOMEN → OUTREACH EFFORTS.

HISPANICS WANT MRS. BUSH TO VISIT THEIR COMMUNITIES AND PARTICIPATE IN EVENTS AT SENIOR CITIZENS CENTERS, EDUCATIONAL PROGRAMS, BILINGUAL CLASSES, WOMEN'S TRAINING AND UNEMPLOYMENT CENTERS FOR HISPANIC YOUTH AND WOMEN.

IMMEDIATE AND SIGNIFICANT
DATES FOR HISPANIC
EVENTS
1983

1. October 9-10 -

El Dia de la Raza - Celebration of the
discoveries of the Americas.
New York and Los Angeles have major events.

2. October 13-16 -

Hispanic Bar Association (D.C.)

3. October 21 -

Hispanic Appointees Reception by Hispanic
Organization of Professionals and Executives (D.C.)

4. October -

Chicanos for la Causa; Anniversary Dinner,
Phoenix, AZ

5. October -

National Hispanic Bar Association; 7th Annual
Convention, Washington, D.C.

6. October -

National Puerto Rican Coalition;
3rd Annual Conference, Washington, D.C.

7. November -

Association of Mexican American Educators;
18th Annual Convention.

8. December 9th -

National Association of Elected and Appointed
Officials (NALEO) New York - Dinner

9. December -

Mexican American Republicans of Texas;
Annual Convention.

1984

Jan 28 -

Birthday of Jose Marti (Cuban Hero)

January -

American Association of Spanish Speaking
Certified Public Accountants; Annual Conference.

Puerto Rican Legal Defense and Education Fund;
Annual Fundraising and Award Banquet, New York, NY

February -

National Association of Bilingual Educators;
NABE Conference, Washington, D.C.

April -

National Hispanic Council on Aging; Annual Conference,
Albuquerque, NM

SER-Jobs for Progress; Annual Conference.

May 5 -

Cinco de Mayo - Mexican Holiday,
Celebrate deposing of Emperor Maximiliano.

May 20 - Cuban Independence Day

May 25-28 -

National Image - Annual National Convention.

June -

28-4 League of United Latin American Citizens; National
Annual Convention.

July -

20-23 National Council of La Raza Annual Affiliate Conference.

22-24 Mexican American Political Association; Biannual
Convention.

1984 Cont'd.

August -

U.S. Hispanic Chamber of Commerce Annual Convention.

Mexican American Women's National Association;
Annual Convention.

Latin Chamber of Commerce of Nevada; Annual Banquet,
Las Vegas, NV

American GI Forum; National Convention.

September -

13-16 Congressional Hispanic Caucus; Annual Dinner and
Symposium, Washington, D.C.

Sept. 16 Independence from Spain - Celebrated by Mexico
and other Central American Countries.

Camara de Comercio Latino Americano;
Annual Gala (CAMACOL)