

The original documents are located in Box 128, folder “De Baca, Fernando” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE

WASHINGTON

January 14, 1975

MEMORANDUM FOR:

RON NESSEN

FEB

FROM:

FERNANDO E. C. DE BACA

I am pleased to share with you the attached Los Angeles Times editorial on the needs of the Spanish Speaking and the work of this office in addressing those needs. This editorial was the result of a series of articles in major West Coast and Southwest newspapers detailing the President's concern and commitment to the nation's second largest minority.



Los Angeles Times

HARRISON GRAY OTIS, 1882-1947
HARRY CHANDLER, 1917-1944
NORMAN CHANDLER, 1944-1960



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6-Part II

MONDAY MORNING, DECEMBER 30, 1974

Gains for the Spanish-Surnamed

The Spanish-surname population of the United States is making progress in gaining appropriate power and recognition, according to the federal official most involved in the matter. That is an encouraging and welcome piece of information.

Apathy, language, internal rivalries and residential patterns all have worked against fair representation in politics for this, the largest minority grouping. Now this is changing. The results can be counted in more elected officials, including the governors of Arizona and New Mexico, and an improvement of political representation at all levels of government.

The remaining problems are huge, however. Half of the almost 11 million Spanish-surname population speaks only Spanish. Solution of the problem is constantly complicated by the flow of illegal immigrants. The Spanish-surname population has only a marginal role in business, accounting for an estimated 2/10ths of 1% of gross receipts. And the particular problems of the group are largely concentrated in urban areas already overwhelmed with

the problems of poverty. This is the case not only of the Cubans in Miami and the Puerto Ricans in New York but also of the Chicanos of the Southwest, of whom more than 80% are city dwellers.

Some of the problems are fundamental, such as improving the census to avoid a repetition of the errors of 1970 which underestimated the Spanish-surname community by 1 million. Some are organizational, such as deciding how to provide supervision of programs at the White House level; a concern lingers that presidential commitment in this area may be nothing more than a device to help reelect the incumbent President.

We have the assurance of Fernando E. C. de Baca, however, that President Ford means business and is committed to action programs. De Baca was named special assistant to Mr. Ford in September. His prime responsibility is counseling the President on ways to assure citizens with Spanish surnames of "full participation in government" and "a full share of federal benefits." The success of his mission is in the interest of all Americans.



THE WHITE HOUSE

WASHINGTON

March 25, 1975

MEMORANDUM FOR: WILLIAM J. BAROODY, JR.
RONALD H. NESSEN
GERALD L. WARREN

FROM: FERNANDO E. C. DE BACA *FEB*

SUBJECT: Proposed Film Tribute to James Kerr

As you are probably aware, United Way has scheduled a Volunteer Leaders Conference in Miami for late April 1975 (23-26). This Conference will bring together United Way volunteers from throughout the nation and is one of the largest national events sponsored by the United Way annually.

As part of the National Volunteer Leaders Conference, members of the United Way Board of Directors have planned a "surprise" tribute to retiring National Board Chairman James Kerr.

In view of Jim Kerr's close relationship to the President, it was suggested that the President might wish to videotape a short film tribute to Mr. Kerr for viewing at the Conference. A brief letter could also be prepared for the President's signature for presentation at the surprise ceremony.

Attached for your review are draft texts for the proposed film clip and for a companion letter from the President.

Please advise me at your earliest convenience of your reaction to this proposal (IO 243 or X6219).



DRAFT TEXT OF FILMED SALUTE
TO JAMES KERR

(The President speaks) "I am sorry that I could not be in Miami in person today on this auspicious occasion so that I could pay tribute to my good friend Jim Kerr. However, I am pleased to participate in this salute to a man I consider one of the really great leaders of the voluntary sector of this nation.

"The volunteer's dedication and commitment is one of our country's greatest natural resources. The work that Jim and the leadership of the United Way provide our country is best exemplified by the involvement of our busiest executives who find and make time for such altruistic pursuits on behalf of their fellow human beings.

"I am inspired by the volunteer support that has produced solutions and efforts to alleviate some of our country's social problems and better the conditions that confront many of our citizens, often through circumstances not of their own making.

"It is a source of great pride to me and I believe the American people are the better for the voluntary sector's contributions to our total society.

"As a former volunteer in the United Way movement myself, I want to say how thankful we all are for your inspiring leadership.

"And if you will permit me, Jim, as your President I've come here in this short film before your peers as a fellow countryman to salute you for the really outstanding job you have done as Chairman of the United Way. Jim, thanks to you, it works, for all of us."

(End of President's filmed
sequence)



DRAFT TEXT OF LETTER
TO JAMES KERR

Dear Jim,

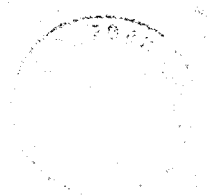
I wanted my letter to be included in this album of your memorabilia that our United Way is presenting you as a special gift and tribute to you as its outgoing Chairman of the Board.

You are a source of inspiration to me personally, as I know you must be to thousands of other volunteer leaders who give of their time to help their fellow man.

This is my way of letting you know of my personal affection and friendship. Good luck and best personal wishes.

Thanks to you. . . it works. . . for all of us.

Your friend,



THE WHITE HOUSE

WASHINGTON

June 17, 1975

MEMORANDUM FOR:

RONALD NESSEN

FROM:

FERNANDO E. C. DE BACA ~~FB~~

I have arranged a small reception in honor of the Administration's top Hispanic appointees on Wednesday, June 25, 1975, between 5:30 and 7:30 in the West Wing Staff Dining Room.

The purpose of this function is to give the Administration's Hispanic appointees the opportunity to meet senior White House staff members and members of the Cabinet in an informal, friendly setting. Also, the function is designed to give broad visibility to the President's efforts in meeting the needs of Spanish speaking and other disadvantaged Americans.

Might it be possible to place this function on your calendar for a 10- to 15-minute drop by visit? I know how busy you are, but a moment of your time would greatly enhance this event and contribute to its success.

Yes
 No