

MAY 20, 1972

MEMORANDUM

FOR: SENATOR

FROM: DAN & BOB

SUBJECT: OPENING OF EAST L.A. HEADQUARTERS

After a long talk with Herman Sillas and others we prepared brief remarks which touch on the two biggest issues in the Chicano community: jobs and political representation. We have included some very stark figures on the absence of any real Chicano political representation in a state where they represent 16 percent of the population.

The Chicano community is very sensitive to candidates coming to them every election year, making promises and then not delivering. I think you can proudly point to your record in the social legislation area unmatched by any other candidate.

NOTE: You have cosponsored Alan Cranston's bill which authorizes \$35 million in Federal Grants over a 5 year period to D-Q University in California which is run by and for Indians and Chicanos. This university is a monument to self-determination-- it will have 1,500 students by 1975. The University is located northeast of University of California at Davis. It is on land that was a U.S. Army Communications facility. Seventy-five percent of Spanish surnamed children wither drop out or fail to enter college.

OPENING OF EAST LOS ANGELES HEADQUARTERS

SUNDAY, MAY 21, 1972

I'VE COME TO EAST LOS ANGELES TODAY TO JOIN YOUR  
CAMPAIGN FOR CHICANO POLITICAL REPRESENTATION, CHICANO  
POLITICAL PARTICIPATION, AND JOBS FOR YOUR FAMILIES.

FOR TOO MANY YEARS, POLITICAL FIGURES HAVE COME INTO  
YOUR COMMUNITY TO OPEN THEIR CAMPAIGNS.

THEY'VE INVITED YOU TO JOIN THEM.

TODAY, I WANT TO JOIN YOU IN YOUR BATTLE FOR JOBS.

I WANT TO BE PART OF YOUR BATTLE TO BE HEARD, TO BE  
LISTENED TO, TO BE REPRESENTED IN GOVERNMENT IN CALIFORNIA  
AND IN WASHINGTON.

I ENDORSE THE FUNDAMENTAL GOAL OF CALIFORNIA'S 3.19  
MILLION SPANISH SPEAKING PEOPLE:

TO GET SOME POLITICAL MUSCLE, SO THAT JOBS AND ECONOMIC



JUSTICE CAN COME TO THE CHICANO COMMUNITIES OF THIS STATE.

HERE ARE THE FACTS:

---CHICANOS ARE 16% OF THE POPULATION OF THIS STATE,  
BUT THERE ARE ONLY 2 CHICANO STATE ASSEMBLYMEN. IN THE  
CALIFORNIA SENATE, THERE IS NO CHICANO REPRESENTATION. AND  
THERE IS ONLY ONE CHICANO CONGRESSMAN OUT OF A DELEGATION  
OF 43.

---THERE ARE 15,648 ELECTED AND APPOINTED PUBLIC  
OFFICIALS IN CALIFORNIA. YET, AMONG THESE, THERE ARE ONLY  
310 CHICANOS.

WHEN THIS COMMUNITY LACKS POLITICAL MUSCLE, JOBS ARE  
NOWHERE TO BE FOUND AND PROBLEMS GO UNSOLVED.

UNEMPLOYMENT IN THE COMMUNITY IS AT A SHAMEFUL AND  
TRAGIC LEVEL.

PEOPLE IN THIS COMMUNITY ARE PROUD AND INDUSTRIOUS,

THEY DON'T WANT WELFARE,

THEY WANT TO WORK

THEY DON'T WANT FOOD STAMPS,

THEY WANT A GOOD JOB THAT PROVIDES THEM WITH INCOME,

I'M OPPOSED TO ANY PROGRAMS OR PROPOSALS OF THE NIXON  
ADMINISTRATION OR MY DEMOCRATIC OPPONENT, THAT FORCES MORE  
PEOPLE ONTO THE UNEMPLOYMENT ROLLS IN CALIFORNIA.

THE RESIDENTS OF EAST LOS ANGELES HAVE A RIGHT TO A  
GOOD JOB. THEY HAVE A RIGHT TO JOB TRAINING THAT LEADS TO  
ADVANCEMENT AND NOT MORE TRAINING.

YOUR CHILDREN ARE CALLED SLOW LEARNERS AND EXCLUDED  
STUDENTS, BECAUSE BILINGUAL EDUCATION IS STILL A PROMISE --  
NOT A FACT.

---WE MUST NOT ONLY PROVIDE AN EDUCATION WHICH ATTEMPTS TO TEACH JUAN LOPEZ ENGLISH, BUT PROVIDE PROGRAMS THAT WILL ENABLE JOHN SMITH TO SPEAK SPANISH, AS WELL AS ENGLISH. THE FUTURE OF THE SOUTHWEST LIES IN OUR ABILITY TO COMMUNICATE WITH THE MILLIONS OF PEOPLE SOUTH OF OUR BORDER.

---DRUGS AND DRUG PUSHERS ARE IN THE COMMUNITY AND LITTLE IS DONE.

IT'S A FACT, MORE POLITICAL REPRESENTATION MEANS THAT YOU HAVE CONTROL OVER WHAT HAPPENS IN YOUR COMMUNITY.

BEYOND EAST LOS ANGELES, IN THE FIELDS OF CALIFORNIA, IN ARIZONA, IN NEW YORK CITY, IN MIAMA, IN TEXAS, IN NEW MEXICO, THE VOICE OF AMERICA'S SPANISH SPEAKING PEOPLE MUST BE HEARD AND LISTENED TO, BY A COMPASSIONATE GOVERNMENT.

I AM COMMITTED TO A JOB FOR EVERY MAN AND WOMAN WHO



CAN WORK.

I AM COMMITTED TO AN END TO TOKEN REPRESENTATION OF AMERICA'S SPANISH SPEAKING POPULATION.

---THERE WILL BE A CHICANO CABINET MEMBER IN MY ADMINISTRATION.

---I WILL SEE TO IT THAT NO ONE TREATS FARM WORKERS AS SECOND CLASS CITIZENS, AND THEY WILL HAVE THE BENEFITS PROVIDED OTHER WORKERS.

---THE TIME FOR PUTTING CHICANOS IN POSITIONS WHERE THEY SERVE AS WINDOW DRESSING IN WASHINGTON IS OVER. I WILL APPOINT CHICANOS TO RESPONSIBLE POSITIONS IN AGENCIES AND DEPARTMENTS WHERE THEY WILL HAVE A VOICE IN THE JUSTICE DEPARTMENT, IN THE AGRICULTURAL DEPARTMENT, IN HEALTH, EDUCATION AND WELFARE AND IN HOUSING AND URBAN DEVELOPMENT.

---YOUR PROGRAMS FOR JOBS, FOR BILINGUAL EDUCATION,  
FOR HOUSING AND HEALTH CARE, FOR BUSINESS OPPORTUNITY, WILL  
NOT BE VETOED. THEY WILL BE FUNDED AND STRONGLY SUPPORTED  
BY A PRESIDENT WHO REALLY CARES.

YOUR CAMPAIGN IS A CAMPAIGN FOR DIGNITY AND WORK  
FOR PEOPLE.

THIS IS MY CAMPAIGN.

TOGETHER WE CAN REBUILD OUR COMMUNITIES AND PROVIDE  
A BETTER LIFE FOR ALL OF US.





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