

December 10, 1970

PRESS RELEASE

M.A.P.A. (Mexican/American Political Association) and the San Diego Boycott Committee are jointly sponsoring and implementing a peaceful demonstration against the food chain stores of the Safeway Company. The picket-type demonstration against Safeway is a protest reaction that charges and holds that Safeway is responsible for Cesar Chavez' current incarceration.

Cesar Chavez has championed for his farm workers by obtaining concessions that favor the laborer economically and socially through his concept of non-violence demonstration. Current targets of this struggle have been food outlets that perpetuate the farm workers plight by buying and selling non-union produce. Safeway is on the largest buyers of non-union lettuce. For this reason, the Safeway Store, located at 3rd & Harding in National City, has been selected as a rallying point for the principles advocated by Cesar Chavez.

The Boycott Committee has scheduled a mass picket demonstration at the aforementioned site for Friday, December 11, 1970, from 5:00 p.m. to 7:00 p.m. Church services are also scheduled to commence at 7:30 p.m. at Saint Anthony's Hall, located at 18th street and Harding, in honor of Cesar Chavez' cause and his principle of non-violence.

FOR IMMEDIATE PRESS RELEASE

This is in reference to an article brought to my attention and which definitely needs a strong protest and reply, it concerns a repulsive and sensation-seeking front page racist article, "Mother Raps Mexican Yule Celebration." First of all, Mrs. Cope, you display an attitude that is sick and very prevalent not only in individuals but in the institutions that oppress Chicanos in the South Bay Area. You, Mrs. Cope, claim that "this is not Mexico". This is politically true, but not historically true. Mrs. Cope, before your pilgrim fore-fathers were even thinking of coming here to this place you call America, our fore-fathers were laying the foundation for the settlement of the area that you now call your own. The institutions may not be run by us, but the people, traditions, and customs are things that conquest nor time will be able to uproot. The audacity of an individual or one ethnic group telling another ethnic group that this is not the correct or proper way to pay respect to the birth of a man who preached love, respect, and brotherhood amongst all man--regardless of race, color or religion, is repugnant.

You do not think the "total Christmas program should have been turned over to "them". Mrs. Cope, look at these statistics: 40% Chicano students (whose parents happen to pay taxes), .07 of 1% Chicano teachers, 99.3% anglo teachers in the National City School District. Your attitude is false, paternalistic and condescending. Our kids have to put up with garbage like you expound 365 days a year, so do not be talking about doing us any favors. Also, for your information, if you cannot understand spanish you should not show your ignorance, but instead do what the proverb says, "When in Rome do as the Romans do". For you see, the area in which you live is spanish in vernacular. National City (Rancho Nacional), San Diego, California, etc.

Furthermore, Mrs. Cope, who are you to determine who is going to be an American? In the first place, your idiomaticness is wrong. America is a continent, not a country. For you start labeling, accepting, or rejecting who is to be an American is contrary to everything that is preached. I thought that we were all Americans? Why do you keep referring to "them"? Why don't you practice what you preach? Now, if we are all Americans, could you please tell me why in the Southwest, including your own South Bay back yard, Chicanos are denied not only their civil rights, but also their God-given rights? One third of all Mexican-Americans make less than \$3,000 per annum and 80% work in low-paying unskilled jobs. We average a medium education of 8 years (anglos average 12.1 years). Out of 15,650 elected and appointed political positions, 310 are held by Mexican-Americans. We also happen to have the most disproportioned number of deaths in Viet-Nam- 20% of all casualties--to protect people like you. This is no accident or coincidence. It is the result of an inhuman, insensitive, racist system, which is articulated very well by you. The facts are that regardless of what fantasy you live under, all people do not have the same rights or privileges. We do not want your so called privileges and the only responsibility that we have to ourselves and to our posterity is keeping racist individuals, like yourself, and racist newspapers, like the Star-News, off our backs. By the way, Mrs. Cope, some of my best friends are Mexicans also.

Herman Baca- Director- MAPA San Diego County

cc: U.S. Commission on Civil Rights
County Human Relations
U. S. Representative, Augustus F. Hawkins
Chula Vista Human Relation Commission
Harold King- KFMB-TV

Reid Carroll- KCBQ-News
San Diego Union
Viewpoint
Chicano Federation, Gus Chavez

FOR IMMEDIATE PRESS RELEASE

The Democratic Party has again demonstrated a willingness to shake hands with Chicanos and slap them at the same time. Such was the case at a \$50 a plate Democratic affair. Among the participants was Senator Muskie who lent credence to the theme of Chicano self determination. A meeting was scheduled between Muskie and Chicano representatives following the dinner. However, representatives from the host city were refused admittance by Democratic representatives.

After the insulting treatment we received last night following the agala festivities at the Hotel Del Coronado in San Diego, the Chicano Community would like to make something clear to the public, the Democratic Party and Assemblyman Peter Chacon.

For too long our people have suffered injustices, humiliation and frustration while dealing with the idol promises of the Democratic Party. Democrats have always promised to give us true representation and involvement in this country's two party system.

Today injustice still prevails and political frustration has reached its peak because humiliation, not representation, is the result of our involvement with the Democratic Party.

Senator Edmund Muskie addressed himself to the issue of Chicano self determination in the agricultural fields, the political arena and any where else we have been dealt with unfairly. Peter Chacon, who was supposed to be an example of

this self determination, ironically and sadly was the individual responsible for making a mockery of the Senator's fine words. Mr. Chacon, the freshman assemblyman, who might be a representative of the Democratic Party is not and probably never will be a spokesman for Chicano communities. While speaking at the affair even Senator Muskie expounded on Chicano issues more often and much more openly than Mr. Chacon, who apparently feels that Chicano issues are not politically expedient.

Gil Robledo (San Diego Mayorial Candidate) and myself, who were chosen to represent local Chicano viewpoints were personally barred from entering a meeting with Sen. Muskie by a fellow San Diegan - Peter Chacon.

As a Democrat, Chacon perpetuated the old image of neglecting Chicano input, displayed no indication of political foresight while showing a lack of composure. As a Chicano, he proved he was a Democrat first by his blatant disrespect for his own people.

Chicano's of all voting ages have at one time or another become dissatisfied with the Democratic Party. But a reasonable alternative has never existed. That is, until now. What seemed like a dream only months ago has blossomed into the most creative political reality our people have ever encountered. La Raza Unida Party is becoming a power for Chicanos which will actually, for the first time, include us in the two party system by having both major parties cater to our needs to gain our vote. The subjection of our communities to the political slavery of the Democratic Party, that has kept us in a cycle of precinct walking,

to registering of Chicanos as Democrats, to voting for all Democratic candidates, to seeing these efforts prove fruitless, will no longer exist.

The Democratic Party has made some token effort to change but an attitude that has taken Chicano's for granted all these years apparently can not change from within. Now that we are leaving their camp, maybe they'll come looking for us in a sincere effort to get acquainted.

Hermen Baca

Director,

Mexican American Political Association,
San Diego County

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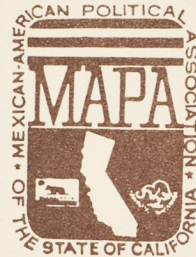
Director,

Mexican American Political Association,

San Diego County

MEXICAN-AMERICAN

SOUTHERN



POLITICAL ASSOCIATION

REGION

National City Chapter

(714) 477-3620

PRESS RELEASE

AUGUST 30, 1972

The Mexican American Political Association (M.A.P.A.) is having an endorsement meeting for non-partisan candidates who are running for county offices on the November 11, 1972 general elections.

The time and place are as follows:

September 7, 1972
7:00 P.M.
825 "A" Avenue
National City, California

Candidates which have been invited to attend are: Mayor Kile Morgan; Supervisor Jack Walsh; County Clerk Jess Osuna; and his opponent Robert Miller.

All South Bay Community residents are invited to attend this public meeting.

Jimmy Nieto, Chairman
National City M.A.P.A. Chapter

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(714) 477-3620

*Ralph Bennett
Disinger
Richard*

NEWS RELEASE

SEPTEMBER 8, 1972

On Thursday night, September 7, 1972, at the MAAC Center, 827 "A" Avenue, the Mexican American Political Association, National City Chapter, held an open endorsing convention for the seats of County Board of Supervisor 1st District, and the position of County Clerk. Also included in the agenda was the Southwestern Junior College Tax Over-ride issue.

The meeting, attended by approximately 75 MAPA members and guests, listened to presentations made by the incumbent, Supervisor Jack Walsh, County Clerk Jesse Osuna, and Tina Callahan, representative for County Clerk office seeker, Robert Miller. National City Mayor Kile Morgan previously sent a letter stating that he would not be able to attend the meeting.

The results of the balloting were as follows:

County Board of Supervisors, 1st District:	JACK WALSH
County Clerk:	JESSE OSUNA
Southwestern College Tax Over-ride Measure:	YES

Refreshments were served and meeting was adjourned at 9:20.

Approved by

Jimmy Nieto (signature)

Jimmy Nieto
Chairman, N.C. Chapter

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Chairman, N.C. Chapter

PRESS RELEASE

As the delegated representative of the Chicano Federation and as director of M. A. P. A. for San Diego County, we in the Chicano community are approving the Board of Supervisors^{Plan} #14 with regret. This approval comes about only because it is the best plan under the prevailing conditions.

Plan #14 arose only after a blatant attempt of racial gerrymander in Southeast San Diego, which shows an insensitivity and irrelevance uncalled for in this day and age. The issue of gerrymandering, whether in Southeast San Diego or Point Loma, is an iniquity and a disservice to taxpaying citizen who have a right to "political representation".

In district I we have two communities aligned together (Point Loma and the South Bay area) with no commonality in geographic or social problems. This is also a disservice to taxpaying citizens. The reason for this awkward alignment reflects the lack of "community input" utilized in the early stages of redistricting. Plan #14; and earlier plans clearly indicates that community interest have played second fiddle to vested political interest. Representation on a geographic and commonality scale are the issues involved.

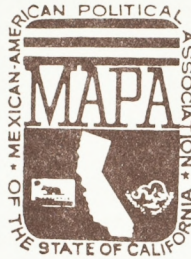
The Supreme Court ruling of the "one-man-one-vote" concept is totally ignored and made a farce by ignoring ^{these} by two important factors (geographics and commonality).

These issues we feel could have been solved by foresight on the part of our (elected officials (Board of Supervisors) by creating a minimum of two new supervisorial seats. A just and equitable reapportionment is the minimum that San Diego County can accept and the Board of Supervisors should be willing to provide.

Herman Baca
Director of San Diego County

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FOR IMMEDIATE PRESS RELEASE

After presentations by Mayor and council candidates, the following candidates were indorsed by the membership of M.A.P.A.: Kile Morgan for Mayor and Augie Bareno and Mike Dalla for National City Council.

It was felt by M.A.P.A. that the endorsed candidates would best serve the needs of the Chicano community in providing the needed social changes in the area of employment, health, housing and the recreation needs of National City.

A major concern voiced by members of M.A.P.A. to the candidates was the issue of an "affirmative action program," for National City to insure population parity in all areas of city employment. Pointed criticism were specific ~~AND~~ levied against the police department and the administrative staff ~~in~~ city hall.

In indorsing Kile Morgan as mayor, "It is our hope that he will adress himself more forseful to the social human needs of National City than he has in the past." The endorsement of Augie Bareno and Mike ^{AND} Dalla will "Provide the needed youth and objecttivity outlook in the city council which we feel will be needed in meeting the future needs of National City.

On M.A.P.A.'s position for a human relations commission all mayor and councilmatic candidates except for Ray ^{Duke} answered in the affirmative stating that there was a need for such a commission and they would support the creation of a human relation commission if elected .

Other positions taken on the following issues were as follows: The impeachment of Nixon: an overwhelming YES. It was the conceasus of M.A.P.A.'s membership that President Nixon can no longer lead the nation or serve the welfare of any segment until he was brought to trial on the various charges alleged to either be found innocent or guilty as provided by the U.A. Constitution.

Granger Building: NO- It was felt that provate funds instead of public funds should be sought for this project.

Judicial court: A No position was taken. Due to the complexity of the ongoing issue, it was decided by M.A.P.A. that a position by our organization would be forthcoming after a through study and analysis of the various proposials now being review by the Board of Supervisors and our local state assemblymen.

FEB 15, 1974

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NEWS RELEASE

JANUARY 23, 1973

On January 11, 1973, at the MAAC Project, 827 "A" Avenue, National City, CA., the Mexican American Political Association held its elections for the 1973 elective year. We are proud to announce our new ~~elect~~ elected officials which are as follows:

Chairman: Carlos Vazquez

1st Vice-Chairman: Gloria Valderrama

2nd Vice-Chairman : Tony Venegas

Recording Secretary: Pat Natividad

Corresponding Secretary: Norma A. Mena

Treasurer: Allen Cazares

Sargeant at Arms+ Ray Vasquez

Respectfully submitted,

Norma A. Mena

Norma A. Mena
MAPA Corrs. Secretary

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PRESS RELEASE

MARCH 9, 1973

On Tuesday night, March 6, 1973, the Mexican American Political Association held its School Board Endorsing Forum before a group of approximately 75 people, at the M.A.A.C. Project in National City.

Eleven of the candidates were present and six were absent.

Of the candidates that were present, a five minute time period was given for presentations followed by a five minute question and answer period.

Candidates were questioned sharply on issues effecting the Chicano community. Issues ranged from Trustees endorsing the Elks Scholarship, to the "gag rule", and the expulsion of Joey Alvarez.

A position of "no endorsement" was taken at the National School District level. After a presentation by Jay Sutcliffe, (the two incumbants, Oscar Canedo and Glen Dunn failed to appear and the fourth candidate Ms. Hodges, who was also present, failed to address the membership), it was the feeling of the membership that the candidates and those absent, were not, and have not been responsive and relevant to the needs of the Chicano community, who compromise 40% of the population in the National School District.

Carlos Vazquez, Chairman of M.A.P.A., stated, "the reason for the 'no endorsement' stand is quite evident, with three spanish surnamed trustees on the School Board, we have seen no significant change taken place and to have endorsed any of the candidates would have meant to perpetuate the existing status quo."

PRESS RELEASE
March 9, 1973
continued

Candidates running in the Sweetwater Union High School District, with whom M.A.P.A. has had major confrontations, also received a "no endorsement" position. Old and basic issues again resurfaced as candidates were questioned at great length about them.

Judy Bauer, the only incumbent present, when asked about the "gag rule", stated "I think its stupid!"

Fred Drew was the only candidate in favor of reinstating Joey Alvarez, while the rest of the candidates condoned the ruling made by the School Board. All candidates supported the Elks Scholarship, with the exception of Mr. Drew.

The "no endorsement" position was taken, stated Carlos Vazquez, because "the membership felt that a bad situation has become progressively worse. As long as the Sweetwater Union High School District is administered by racist, insensitive, and irrelevant administrators, we will continue to witness the polarization that has plagued the Chicano community, to this we will not be a part." Furthermore, it was felt that the incumbents have often failed to address themselves to the needs of the community. Needs such as Chicano counselors, Chicano teachers, and Chicano curriculum.

"This is obvious, when after four years of asking for meaningful change, we still see that a school like National City Junior High, with a 46% Chicano student enrollment, is yet to hire one Chicano teacher." Sweetwater High School is another example pointed out where not one Chicano counselor has been employed even though candidates promised in 1971 to address themselves to this need.

After hearing candidates for the Southwestern Board of Trustees, concerns were voiced about Chicano student recruitment and the fear of the Affirmative Hiring Plan not meeting its dead-line in 1976.

Of the three incumbents that were present, Dr. Frazer and Marilyn Lassman were endorsed because of "their efforts in recognizing the need for the total com-

PRESS RELEASE
March 9, 1973
continued

munity, and an Affirmative Hiring program. "Dr. Browning, on the other hand, was not endorsed because of his past voting record and his failure to vote on the Affirmative Hiring Plan, which deeply effects the Chicano community."

On the issue of the Tax over-ride, the membership voted to endorse. Passing of the Tax over-ride would mean maintaining quality education. If defeated, there would be an adverse effect on the total community.

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PRESS RELEASE

FEBRUARY 8, 1974

Mayorality Candidates Kile Morgan, George Waters and Ruben Rubion, along with Council candidates Augie Bareno, Mike Dalla, Ray Duke, and Joe Reid have all agreed to appear at the February 13, 1974 MAPA endorsing forum.. One candidate will be endorsed for Mayor, and two candidates will be endorsed for the council seats. Positions will also be taken on the Granger Bldg National City Justice Court, and the impeachment of Richard Nixon. Public is welcome to attend.

an Article brought to my attention + which definitely needs a reply + protest + reply

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You don't think the "total Christmas program should have been turned over to them." ^{Mrs Cope} ~~Lady~~, look at these statistics: 40% Chicano students (whose parents happen to pay taxes), ~~xxxxxx~~ .07 of 1% Chicano teachers, [&] 99.3% anglo teachers in the National City School District. Your attitude is false, paternalistic and condescending. Our kids have to put up with garbage like you expound 365 days a year so don't be talking about doing us any favors. Also, for your information, if you cannot understand ^{sp}spanish you should not show your ignorance, but instead do what the proverb says, "When in Rome do as the Romans do." For you see, the area in which you live is spanish in vernacular. National City (Rancho Nacional), San Diego, California, etc.

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Director - MAPA S.D. County

C.C. U.S. ~~CC~~ L Commission on Civil Rights

C.C. County Human Relations

U.S. Rep. Augustus F Hawkins

C.V. Human Relation Commission

Harold King - KFMB - TV

Reid Carroll - KCBA - News

S.D. Union -

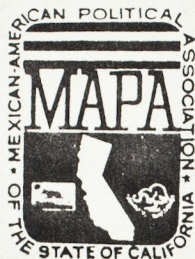
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FOR IMMEDIATE PRESS RELEASE

JANUARY 28, 1974

Officers for the year 1974-1975 was announced by outgoing Carlos Vazquez. The new officers elected Jan. 15, 1974 at a MAPA general membership meeting are as follows:

Chairman - Herman Baca

1st Vice Pres. - Al Celaya

2nd Vice Pres. - Gloria J. Valderrama

Secretary - Beatrice Baca

Corresponding Sec. - Gloria Portillo

Treasure - Jess Gonzales

SGT. of Arms - Frank Portillo

A Political Forum for the upcoming local National City election was also announced. The Forum will be held Wed - Feb. 13, 1974 at Central Elementary School. Endorsement of Mayoralty and Council Candidates and a position on the Judicial Court of National City will be taken at the Feb. 13 Forum.

cc: San Diego Union
El Papel

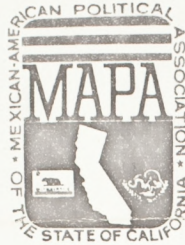
SOUTHERN

REGION

MEXICAN-AMERICAN

POLITICAL ASSOCIATION

Counties of



Imperial—Orange—Riverside—San Bernardino—San Diego

PRESS RELEASE

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(714) 346-2233

Sergeant of Arms

Augie Bareno
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National City, Calif. 92050
(714) 477-9621

On Sunday Oct. 17, 1971 the Southern Region of MAPA (Mexican American Political Association) held their general membership meeting. Hosting the day long conference was the National City MAPA chapter from San Diego County.

Approximately 200 MAPA members from the Southern region (Riverside, San Bernardino, Orange, San Diego and Imperial Counties encompass the Southern Region) attended the lively and spirited meeting. What was turning out to be a routine meeting was suddenly changed when San Diego County Vice-Director Herman Baca asked Regional Director Raul Loya for the floor.

Mr. Baca proceeded by displaying a well plotted chart which showed how the National City MAPA Chapter had been able to convince 2000 people to register under LA Raza Unida Party. (Raza Unida Party is a concerted attempt by many Chicano activists who feel that a third political party is needed in order to promote Chicano candidates for the various political offices in order that the lot of the Chicano People is improved in all its aspects. Many Chicanos feel that the 2 dominate parties have been insensitive and indifferent to their needs and have only solicited their votes especially the Democratic Party, which activists chicanos feel is the true monster that has kept the chicanos politically inactive. Literally translated, Raza Unida Party means the United Race Party.)

Mr. Baca, the young community leader and owner of a small printing press, continued by stating, "Under a Raza Unida Party, we are allowing our people a choice to participate in the creation of a new political party which hopefully will promote the total welfare of our people." The young leader continued by reminding the members, "It's no secret that we chicanos are punchless as far as a political entity is concerned."

Mr. Baca made further remarks in regards to the tokenism that the Democrats have nominally bestowed on the chicanos. Examples that he used were of the caliber of small directorships on federal programs or some "non-significant elbow-rubbing but non-policy making positions as aides to politicians."

The young energetic activist warned the Mapistas that history has proven that these small tokens were only given because they have proven successfully effective in keeping chicanos contented. "They use these show case chicanos as examples of their concern with the minority people but in the meantime, the majority of the chicanos are still getting robbed from decent education, jobs, housing and true political representation.

After Mr. Baca's presentation a motion was placed on the floor that the Southern Region of MAPA "TOTALLY ENDORSE" the concept of La Raza Unida Party and go all out to make it a reality by getting people to register under La Raza Unida Party.

Upon receiving a second the fireworks broke out. Newly Elected State President Armando Rodriguez, an attorney of law, quickly reminded the Southern Region membership that MAPA state wide had already endorsed the concept of La Raza Unida Party through a resolution. The conservative state President admonished the members to remember that MAPA is a "non-partisan organization and cannot come out in support of just one party."

(next page)

He concluded by expressing a doubt that the motion would be in direct conflict with MAPA's State constitution.

Administrator at Large Jess Quintero from Fresno, along with second Vice-Chairman Eliseo Carillo from L.A. also concurred with State President Rodriguez that caution must be practiced.

"We have made much progress these last few years and we can't jeopardize this by exerting our efforts on just one party," lamented Eliseo Carillo.

"Many of us here know the need for a Raza Unida Party, and I personally have changed my party line to that of La Raza Unida, but we must not forget that MAPA deals with all political parties equally," inserted Jess Quintero.

There were several others who expressed the need for a Raza Unida Party but were leary as to whether MAPA should work totally for one party. The cons came from old guard MAPA members.

The strongest appeals came from the younger MAPA members who spoke in favor of the motion. These are the up and coming leaders who still maintain that change can only come through political force.

The proponents strongly argued that the "nice guy approach" has been about as effective as a "flea attempting to tackle an elephant." The younger set left no doubt in their arguments that bitter feelings do exist against the two party system. "One party hardly knows we exist and could care less; while the other party brags that they have the chicano vote in their hip-pocket."

It was probably best expressed diplomatically by Ray Rodriguez from the Coachella Valley Chapter who stated, "There seems to be a fearful hangup among many of us to endorse and work for change. We stubbornly cling to the idea that our country is a two party system government. No where in our Federal Constitution does it say that we are limited to two parties as an absolute rule. There is opportunity provided for change. It is only the apathetic that deplore change. It is our duty to work for that change and if La Raza Unida can bring that change, then we must make this dream become a working reality."

The young teacher finished by bringing to the members attention that an endorsement of the motion would not mean that Southern Region MAPA would be endorsing a political party per-se but that MAPA would submit its effort towards working in making the concept a reality. "If and when it becomes a reality, then it is MAPA's obligation to deal with La Raza Unida Party as a reality, and that is as any other political party."

After several hours of discussion the motion was put to a vote and overwhelmingly endorsed.

Upon the motion's approval, Southern Region Director Raul Loya instructed temporary Southern Region Administrator at Large, Miss Norma Mena to quickly communicate with State Legal Counsel Primo Ruiz as to the validity of the motion. "I want to eliminate any possibilities of mis-understandings that might arise from this motion so I feel it proper and in order to communicate our action to legal counsel for a legal ruling."

Raul Loya
82-267 Oleander
Andis, Calif. 92201
(714) 3479317

PICKET

PICKET

PICKET

NATIONAL CITY HALL, 13th & NATIONAL AVENUE

6:30 - 8:00 P. M.

TUESDAY, JAN. 12, 1971

If you are concerned about the growing menace of drugs and narcotic addiction and the total insensitivity of the National City Council in providing the community with safeguards against this social menace. Demonstrate!

If you are concerned about the unhealth living conditions of the West Side of National City due to non-compliance by the City Fathers to the Civil Rights Act. The National City \$7 million dollar Redevelopment plan is an insult to the people of National City particularly to those of the West Side of National City.

If you are concerned about the youth of National City their education and the many problems which face them today.

The lack of realistic youth programs, the lack of funds allocated for the Casa De Salud and the 2nd class status which it has been given come and manifest your concern!

If you are concerned with the lack of job producing programs and activities in National City manifest your concern.

National City civic leadership has always taken a paternalistic view of its (40%) large minority population. The city fathers have made tokenism assignments to various boards but the real decisions are made by the city manager the council under pressure of vested interest to the detriment of its minority population. We have believed and we have been betrayed we must make our voices heard. We must demand more positive action.

Picket at National City Administration Building
Tuesday, January 12, 1971
Time 6:30 P.M. - 8:00 P. M.

HC:sa
1-11-1971

(1)
The city fathers of National City have again demonstrated their ~~total~~ total insensitivity ^{to} the need and desires of the ~~Mexican American~~ Chicano Community.

The latest and grossest slap in the face to a constant ly denigrated community was the granting of office space to the South bay guidance clinic, in, of all places, the casa de salud.

This action adds the insult of ~~total disregard~~ favoritism ~~to~~ to the injury of denial of recognition to a self help program designed to provide preventative education and action in the struggle against the growing menace of narcotics addiction.

The city fathers seem to think that the answer to the narcotics problem is more arrests or fee counseling services rather than prevention and education.

The Chicano community sees this as another instance of blatant discrimination against a people

7

that represents at least 40% of
of the population of National City.

We have seen: Mexican Americans
used and abused in the redvelop-
ment project:

We have seen An attempt to rezone people
out of existence:

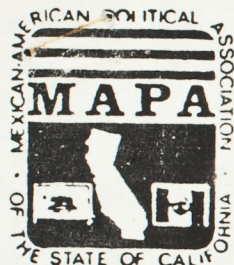
We have seen The ^{Chicano} youth of our city ignored
and their teen post become a
political football in a disgrace-
ful game of buck ~~was~~ passing
by ~~between~~ the mayor and ~~th~~ his
rubber stamp stooge

1. We demand: the establishment
of a youth center in the casa
de Salud.
2. the ~~pro~~ removal of the South bay
guidance center from the casa
3. The provision of office space
to the narcotics prevention and
Education systems inc.
4. The establishment of ^{effective} an civil
rights compliance program in the

(3)

redevelopment area

5. the rezoning of the west side ~~to~~ back to R-4. to permit the residential development of the ~~west~~ side. that area.



MEXICAN-AMERICAN POLITICAL ASSOCIATION



NEWS RELEASE

RELEASE DATE: Immediately

November 1, 1985

CONTACT: Bea Molina, National President

PHONE: (916) 442-3265

The Mexican American Political Association is installing its State/National officers on Saturday, November 16, 1985 in Sacramento, CA.

The installing ceremonies, which culminate a day-long quarterly meeting of the Executive Board, will take place at the Holiday Inn, Downtown Plaza in Sacramento. The Executive Board meeting begins at 9:00 a.m. at the Vagabond Hotel.

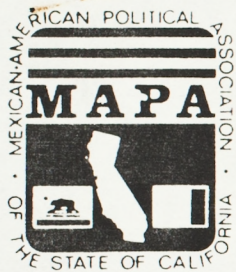
The new officers, elected at the Biennial Conference held in Bakersfield last August, will be officially meeting for the first time since their election. The actual installation will be conducted by the Honorable Armando O. Rodriguez, Municipal Judge from Fresno. Rodriguez is a past MAPA State President. All past presidents, which include California Congressman Roybal and Margaret Cruz, the first woman MAPA president, have been invited and will be honored at the dinner.

The 1985-87 officers include Ms. Beatriz Molina, Preisent from Sacramento, Ramon Magana, First Vice President from San Fernando; Henry Rodriguez from Bakersfield, Second Vice President; David Pacheco, State Treasurer from San Francisco; Valerie Valdez, Secretary from Alhambra; and Organizer, Phil Hernandez of San Jose; and Delfino Varela, Legal Counsel from Los Angeles.

"I believe I have an unusually strong board from all corners of the state. I look forward to working with everyone and I know this term will be an exciting and productive one" says Molina.

The public is invited to the installation ceremonies, which include a dinner and dance.

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MEXICAN-AMERICAN POLITICAL ASSOCIATION

NATIONAL / STATE

FOR IMMEDIATE RELEASE

STATEMENT BY MAPA PRESIDENT
BEA MOLINA

Welcome. Joining me at this part of Installation of State MAPA Officers is Vice Mayor of Sacramento, Joe Serna and immigration reform advocate Herman Baca.

I would like to take this opportunity to share with you and the public the future plans of the Mexican American Political Association. Our plan includes a position on immigration and Mr. Baca will speak to that issue. The major thrust of our plan is in political action for 1986.

We are all aware that hispanics comprise 20% of the voting population in California. This is an impressive number. However it is meaningless unless controlled and focused. Historically, hispanics have lacked a single voice advocating a unified philosophy.

I do not presume to say that, at this time, MAPA offers the single voice for hispanics. However, MAPA is establishing a succinct and positive philosophy, narrower in scope than in the past, to be integrated with an aggressive plan of action for

-- more --

Page 2
Bea Molina

for the future. The philosophy will translate into votes and political and economic power.

MAPA's top priorities and the basis for political support for the 1986 elections are immigration, education and employment.

In the area of immigration MAPA supports and appreciates the need for equitable reform. MAPA will promote and support a program where an equitable approach is taken conducive to the needs of business and hispanics. We want a policy that will keep business and industry in the United States and not lead to discriminatory treatment of hispanics.

In terms of MAPA's political concerns at the national level this is a top priority.

Our greatest concern in the area of education in California is the inexcusably high drop out rate of latino's from high school. It is an issue that has not received the priority needed to be successfully dealt with. Not enough attention is being paid to the problem and little of our resources are being expended. MAPA plans to lobby forcefully at the state legislature and executive level to solve this critical problem.

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Page 3
Bea Molina

A great deal of our political efforts in 1986 will be based on the position taken by political candidates on this issue.

Equal employment opportunities for Latino's will be addressed by MAPA at two levels. First, MAPA strongly supports the concept that public and private entities must guarantee that a specific percentage of the prime contracts or sub-contracts must be awarded to minority contractors and businesses.

Secondly, MAPA is preparing an employment discrimination awareness program aimed at the business community. The program's objective is to convince business people to practice equal opportunity employment for hispanics at the entry levels and for promotions.

MAPA is extremely concerned about the lack of appointments of hispanics to top level positions in state and local governments. The lack of appointments of qualified hispanics to these administrative and policy making positions is a disgrace. Hispanics contribute to the quality of life in this state and should share in an equal share of employment and services.

In the area of political action MAPA is putting together a political program designed to encourage and provide training and support for hispanics seeking elected office and those candidates demonstrating great concern for the plight of hispanics.

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Page 4
Bea Molina

In fact, this Sunday, a training workshop is being conducted for MAPA members addressing political strategies for the future.

Specifically, MAPA will:

1. Develop succinct positions on issues.
2. Narrow the scope of activities to add credibility to our positions.
3. Prepare targeted mailing to hispanics in California to bring MAPA into their homes. Included in this effort will be voter registration. Party affiliation is not important at this time to this mailing program.
4. Mass mailing will be used to promote the MAPA issues within the hispanic community.
5. A legislative voting record is already being maintain by MAPA. This record, as it relates to MAPA issues, will be distributed to the hispanic community. This record will be a major factor for endorsements and support.
6. MAPA will sponsor a symposium on hispanic issues prior to the 1986 primary elections where experts in the areas of immigration, employment and education will participate as speakers.
7. The outcome of the symposium will be published and distributed throughout the state.
8. MAPA will consolidate its political resources and target key political races.
9. MAPA will work towards the retention of a public relations firm to sell a positive MAPA image and promote the MAPA philosophy.
10. MAPA will support legislative efforts to deal with the under-representation of hispanics in government.

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.....was elected President of the Mexican American Political Association at their State/National Convention held in Bakersfield this summer, August 1985.

Molina is only the second woman in the history of this twenty-five year organization to be elected as President. The first woman, Margaret Cruz of San Francisco was elected in 1973. Molina's term expires in 1987.

The 31-year old native of California is a resident of Sacramento. She is a graduate of Santa Barbara City College and California State University, Northridge. She has been a member of MAPA since 1978. Prior to her election, she had served as National organizer from 1983 to 1985, and State/National secretary from 1981 to 1983. She has served in various offices at the local level and chaired several state and local committees. Molina currently is employed as Program Director of the Citizens Advisory Council-Mental Health Advisory Board Program. Previous to that she worked in the State system as Planning Analyst for the Office of Economic Opportunity, Program Coordinator for the Department of Social Services and State-wide Project Manager for the California Commission on Alcoholism for the Spanish Speaking.

Molina believes that her training at the grass-root level of the community and her graduation up the ranks of the organization have prepared her well for her new role. She is a strong believer in networking and coalition building. She has good rapport with legislative representatives in both parties. She has been recognized as a motivating force in many Hispanic organizations.

Her first priority, however, now is MAPA and its objectives. That is; to work towards the election of Hispanic representatives at all levels of government. "MAPA was established twenty-five years ago because there was a need to have a vehicle that would make that possible, and that is what we need to concentrate on."

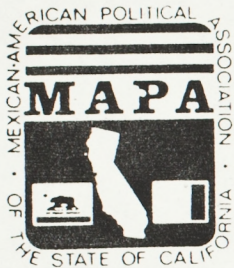
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LEADERSHIP '85

MEXICAN-AMERICAN POLITICAL ASSOCIATION, INC.

founded in 1960



MEXICAN-AMERICAN POLITICAL ASSOCIATION

NATIONAL / STATE

FOR IMMEDIATE RELEASE

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LEADERSHIP '85

MEXICAN-AMERICAN POLITICAL ASSOCIATION, INC.

Founded in 1960



MEXICAN-AMERICAN POLITICAL ASSOCIATION



NEWS RELEASE

RELEASE DATE: Immediately

November 1, 1985

CONTACT: Bea Molina, National President

PHONE: (916) 442-3265

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The public is invited to the installation ceremonies, which include a dinner and dance.

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CEDA (Economic Development)

Chairman: David Hernandez
10348 - 25th Street, Cucamonga 91730
Telephone: (714) 987-1932

In 1968 members of the original NAPA organization of this area established BIG (Barrio Investment Group) under La Raza Unida as a general partnership to demonstrate the process of capital accumulation, while providing low-cost housing for residents of the Cucamonga Barrio. This first part of La Raza Unida strategy provided for 15 people to contribute \$100-\$500 each, with which a few lots were purchased and on which houses would be built. HUD in Los Angeles was contacted concerning the Federal 235 Program. Through trial and error, five houses have been built and sold by BIG. This completed the first phase of the economic development portion of overall strategy.

The second phase was to move into a more flexible operation for purposes of raising capital and protecting Barrio investors. This phase called for the incorporation of the group now known as CEDA. Sixty-nine additional units of the 235 program have been allocated to us by HUD. Twenty-five of these units have been designated under the Los Angeles plan as "set aside program" for which minority contractors must be used. More units are promised as the allocated units are completed.

Stock will be issued at \$10 a share, encouraging Barrio residents to participate to the degree they are able. Large investors are not encouraged in order that Barrio people may maintain control. Major emphasis is being placed on re-investment of profits to generate jobs, business opportunities, and provide more housing in the Barrios.

CEDA - contd.

Through the process of involving Barrio people in all areas of self-development, we hope to move on and establish Barrio businesses, industry, financial institutions, etc., all under the corporation and control of the Community. By this means, we will begin to reverse the dependency syndrome of our Barrios.

-oOo-

May 1972