



DEPARTMENTS OF THE ARMY AND THE AIR FORCE

NATIONAL GUARD BUREAU
2500 ARMY PENTAGON
WASHINGTON, D.C. 20310-2500



December 22, 1994

Office of the Chief

Telemundo Network, Inc.
Hernand V. Gonzalez, Jr.
Vice President
Merchandising and Promotions
2290 West 8th Avenue
Hialeah, FL 33010

Dear Mr. Gonzalez:

It gives me great pleasure to receive such laudatory remarks regarding my participation in "Heroes Hispanos." I am extremely proud to be associated with this outstanding production. Telemundo has excelled in an important mission and helped bring attention to the many contributions of proud and noble American heroes.

Earlier this year, President Clinton nominated me as our nation's 23rd Chief of the National Guard Bureau with promotion to the rank of Lieutenant General. Confirmed by the United States Senate, I assumed this position and rank in October, 1994. I accept this important responsibility with humility and with the knowledge that others before me, while equally capable, were not afforded a similar opportunity.

Again, it is with deep pride that I congratulate your organization for this exemplary documentary and Telemundo's fine representation of these great American heroes. Your outstanding efforts reflect great credit upon you and the United States Armed Forces.

Sincerely,

Edward D. Baca
Lieutenant General, U.S. Army
Chief, National Guard Bureau



November 17, 1994

Mr. Hernand V. Gonzales, Jr.
Telemundo
2290 West Eighth Avenue
Hialeah, FL 33010

Dear Mr. Gonzales:

I am writing to ask your assistance one more time. I continue to be asked for copies of the Telemundo presentation, "Heroes Hispanos." Is it possible to get 25-30 copies of this great documentary? This story needs to be communicated to the many leaders and centers of influence here in the Washington area and I would like to offer them this video.

Rita and I have begun to settle in and adjust to the Washington way of living. I am excited about the challenges before me and am eager to promote our great hispanic heritage. With extra copies of this program, I can offer copies to centers of influence as I travel all over the 54 states and territories. My point of contact is Colonel Mike Bryan, (703) 695-3544.

Thank you for assisting me in getting the word out!

Sincerely,

Edward D. Baca
Lieutenant General, U.S. Army
Chief, National Guard Bureau



AMERICAN GI FORUM OF THE UNITED STATES NATIONAL HEADQUARTERS

A NATIONAL VETERANS FAMILY ORGANIZATION SINCE 1948

2711 West Anderson Lane, Suite 205 • Austin, Texas 78757-1121 • (512) 302-3025 • FAX (512) 302-3591

Antonio G. Morales
National Executive Director

Dr. Hector P. Garcia
Founder

Telemundo
Hernand Gonzalez
Vice-President Merchandising
2290 W. 8th Ave
Hialeah, FL 33010

Dear Mr. Gonzalez:

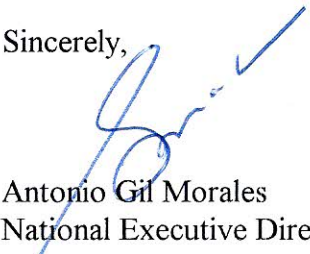
Thank you for taking the time to discuss with me the video-cassettes "Heroes Hispanos." The American GI Forum (AGIF) has received numerous phone calls and letters requesting additional copies of Telemundo's productions "Heroes Hispanos." We look forward to working with your firm in marketing the tape to the general public. Naturally all profits will be used to support our community programs.

As a non-profit organization we have received a lot of corporate support for our programs. One program that is occurring this year is the billboard campaign by RJ Reynolds. At no cost to the AGIF, RJ Reynolds will be utilizing vacant billboard space to spread the message of the Hispanic military contributions to this country. We are extremely excited about this effort. We hope that your office can make the necessary pictures available to Cynthia Cruz (RJ Reynolds) so that we can proceed with this billboard campaign.

As a second request, I am respectfully requesting for the art work of the video cassette cover so that we may enlarge it in order for marketing the video at our conference.

Mr. Gonzalez, I look forward to working with you and Telenoticias in what ever direction you undertake to assist the Hispanic community, especially veterans.

Sincerely,



Antonio Gil Morales
National Executive Director

AGM/mee



DEPARTMENT OF VETERANS AFFAIRS
Medical Center
2615 East Clinton Avenue
Fresno CA 93703

August 23, 1995

In Reply Refer To:

Mr. Hernand V. Gonzales, Jr.
Vice President, Merchandising and Promotion
Telenoticias
2290 W. 8th Ave
Hialeah, Florida 33010

Dear Mr. Gonzales:

The Veterans Administration Medical Center in Fresno, California, sponsors an annual Hispanic Day for hospital staff and patients. This year the celebration will be on September 15. We have heard wonderful comments about the video "Hispanic Heroes," offered free by Telenoticias to organizations such as hospitals, and the video was specifically requested by the organizers of our Hispanic Day. The Fresno area has a substantial Hispanic population, so we feel it will be well received.

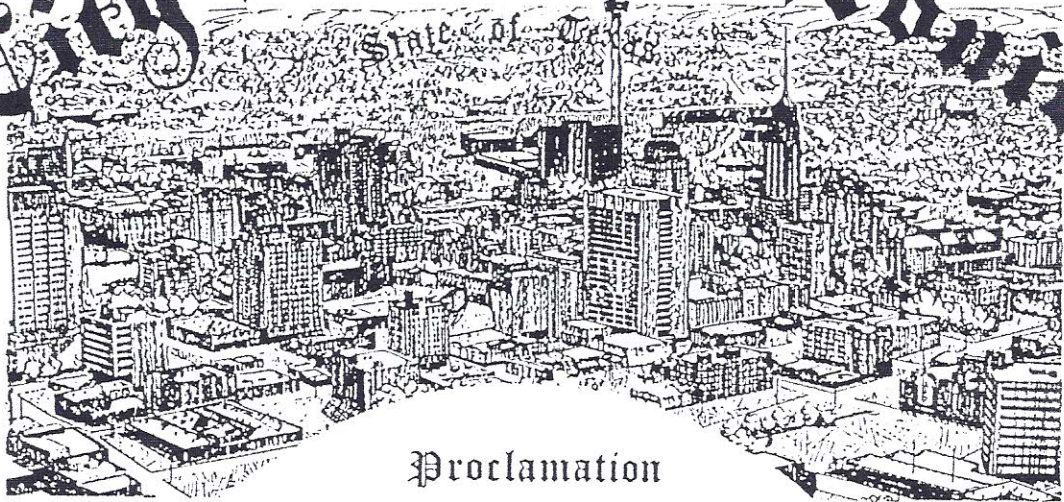
Please expedite sending one copy of "Hispanic Heroes" to the VA Medical Center Library so we may show it during our Hispanic Day. We only have a few weeks until the program, but hope we shall receive it by early September. Thank you for your consideration.

Sincerely,

A handwritten signature in cursive script, appearing to read "Cynthia Meyer".

Cynthia Meyer
Chief, Learning Resources
VA Medical Library, 142 D

City of San Antonio



Proclamation

WHEREAS, EACH YEAR FROM SEPTEMBER 15TH TO OCTOBER 15TH "HISPANIC HERITAGE MONTH" IS OBSERVED NATIONALLY AS A TIME SET ASIDE TO HONOR THE ACCOMPLISHMENTS OF HISPANIC AMERICANS; AND

WHEREAS, SINCE THE CIVIL WAR, THIRTY-EIGHT HISPANICS HAVE BEEN AWARDED THE CONGRESSIONAL MEDAL OF HONOR FOR VALOR AND THOUSANDS MORE HAVE RECEIVED SPECIAL HONORS FOR THEIR GALLANTRY; AND

WHEREAS, TELEMUNDO HAS LAUNCHED A NATIONAL CAMPAIGN TO RECOGNIZE THE MILITARY CONTRIBUTIONS OF HISPANIC AMERICANS; AND

WHEREAS, IN OCTOBER TELEMUNDO WILL AIR A DOCUMENTARY MINI-SERIES, "HISPANIC HEROES," AND WILL SPONSOR A NATION-WIDE STUDENT ESSAY CONTEST AND STUDY PROGRAM HERALDING THE MILITARY ACHIEVEMENTS OF HISPANICS; AND

WHEREAS, KVDA-TV 50, TELEMUNDO'S LOCAL AFFILIATE, WILL PARTICIPATE IN THE NATIONAL CAMPAIGN AND HOST A SPECIAL CEREMONY AT KELLY AIR FORCE BASE TO PAY TRIBUTE TO THOSE SAN ANTONIANS WHO FOUGHT WITH VALOR FOR THE FREEDOM AND PRIVILEGES OF DEMOCRACY.

NOW, THEREFORE, I, NELSON W. WOLFF, MAYOR OF THE CITY OF SAN ANTONIO, IN RECOGNITION THEREOF, DO HEREBY PROCLAIM SEPTEMBER 28, 1993, TO BE

"HISPANIC HEROES DAY"

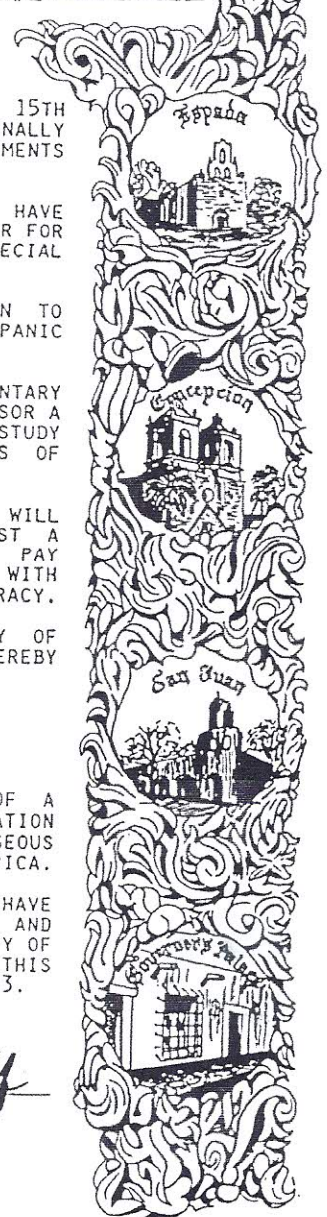
IN SAN ANTONIO, TEXAS, AND OFFER, ON BEHALF OF A GRATEFUL CITIZENRY, MY MOST SINCERE APPRECIATION TO OUR HEROES FOR THEIR VALIANT AND COURAGEOUS EFFORTS ON BEHALF OF THE UNITED STATES OF AMERICA.

IN WITNESS WHEREOF, I HAVE HEREUNTO SET MY HAND AND CAUSED THE SEAL OF THE CITY OF SAN ANTONIO TO BE AFFIXED THIS 28TH DAY OF SEPTEMBER, 1993.

Nelson W. Wolff

NELSON W. WOLFF

MAYOR





DEPARTMENT OF THE ARMY
UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK 10996

August 23, 1995

REPLY TO
ATTENTION OF

Chairman, West Point Hispanic
Heritage Committee

Mr. Hernand V. Gonzalez
Vice President
Merchandise and Promotions: Telenoticias
2290 West 8th Avenue
Hialeah, Florida 33010

Dear Mr. Gonzalez:

I am requesting a release to broadcast the presentation, "Heroes Hispanos" to the West Point community in celebration of National Hispanic Heritage Month. This presentation exemplifies the contributions made by Hispanics and would be keeping within this year's theme, "Hispanics: Defending America." This would be an excellent opportunity to educate over 6,000 cadets and soldiers about the Hispanic community and the key role they played in defending our nation in the past and present.

This presentation would be broadcast on our public command and information channel for the sole purpose of educating the community. The presentation is not being reproduced and no admission fees are being charged for its viewing. Your cooperation is greatly appreciated.

Sincerely,

DUAYNE M. SCOTT
Sergeant, U.S. Army
Chairman, West Point Hispanic
Heritage Committee

APRIL 11 1995

MEMORANDUM

TO: TELEMUNDO SPANISH NETWORK
MIAMI, FLORIDA

FROM: ANTONIO S. GIBERT
NAVAL SURFACE WARFARE CENTER
HISPANIC EMPLOYMENT PROGRAM MANAGER
CODE W42 DAHLGREN, VA 22448

SUBJECT: "HISPANIC HEROES VIDEO"

REF: TELEPHONE CONVERSATION OF 4/11/95

DEAR FRIENDS: As per our telephone conversation, please send a courtesy copy of the subject video "Hispanic Heroes". As Hispanic Program Manager for the DOD agency I work with, this video will provide us with an excellent resource for cultural events, meetings, and activities related to the awareness of our culture.

We have heard from The U.S. Hispanic Chamber of Commerce in Washington D.C. that this video is an excellent product and they have directed us to contact you.

Please send the video to the above address or to my personal home at: 7045 Soulier Lane, Fredericksburg, Virginia 22407.

We highly appreciated your prompt response. Thank you for your attention.

Very truly yours,



OPTIONAL FORM 99 (7-90)

FAX TRANSMITTAL

of pages > 1

To telemundo	From A.S. GIBERT
Dept./Agency	Phone # 703-663-8741
Fax # 305-889-7935	Fax # 703-663-7785

NSN 7540-01-317-7368

5099-101

GENERAL SERVICES ADMINISTRATION

April 4, 1995

Telemundo Ch. 51
Department of Merchandising and Promotion
Telephone #: 882-8700
Fax #: 889-7935

Attn: Mr. Hernan V. Gonzales, Jr.
Vice/President - Merchandising and Production

Ref : "HEROES HISPANOS"

Dear Mr. Gonzalez:

Today I learned, thanks to Ms. Rosa, that the **FANTASTIC** video was produced here in Miami and, better yet by a fellow Neuyorican. Your production was viewed while I was at the Veterans Hospital-Miami (perhaps September '94). It was/is strong medicine!. My heart thumped, a lump in my throat, my chest expanded and a sweet sadness moisten my eyes.

YES! I am proud to be an American enriched by my forebears immense contributions to this **GOD BLESSED** Country that I call home.

I was able to borrow both versions of the tape and played them to other veterans and spouses. Facial expressions said it all and out came the handkerchiefs: "I did not know we had do this or ... that."

My only lament is that I have not been able to obtain a copy of this **enlightening** video. I would like for you to inform me where can I go to buy one (1 each both languages) for my home video library.

I served in U.S. Army, 101st Airborne Division.

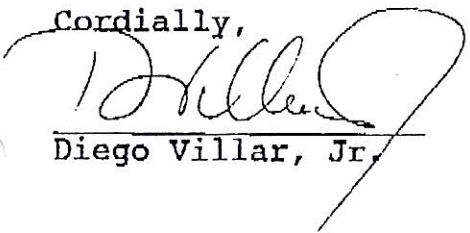
My home address and phone numbers are as follows:

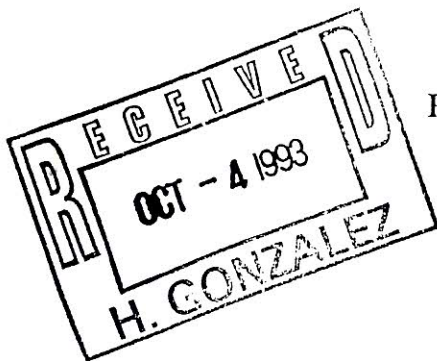
9630 N.W. 5th Street
Pembroke Pines, FL 33024

Home Phone Number : (305) 432-1191
Pager : 546-0546
Cellular Phone Number: 980-7775

I congratulate and salute you on a job well done.

Cordially,


Diego Villar, Jr.



RAFAEL C. BENITEZ
520 South Aurora Street
Easton, MD 21601
(410) 822-2311

September 24, 1993

Mr. Hernand V. Gonzalez, Jr.
V.P. Merchandising and Promotions
Telemundo Group, Inc.
2300 West 8th. Avenue
Hialeah, Fl. 33010

Dear Hernand:

A short but most sincere note to express my gratitude for being permitted to be a part of the Heroes Hispanos documentary. The experience is a most significant one for me and I am very proud to be associated with other Hispanics who have contributed to the preservation of freedom for the United States.

I have been made aware of the significant part you have played in the conception and development of this artistic work and I congratulate you, as well as all those who played a part in making it a reality. In this connection I take the opportunity to commend Jorge Manach for his attentiveness and graciousness towards my wife and me.

Congratulations to all. We look forward to a copy of the tape since we do not receive Telemundo in Easton.

Sincerely

Time Capsule All Wars Memorial Committee

3702 Lee Street
Los Angeles, California 90023
(213) 269-8637

Richard Alatorre
Honorary Chairman
Councilman, 14th District

Jess Lopez
Chairman
Veterans of Foreign Wars
Post 4696

November 10, 1994

Ross Valencia
Vice-Chairman
American Legion Post 804

George Guzman
Public Relations/Finance Officers

Ernest Vasquez
Veterans of Foreign Wars
Post 4696

Arturo Herrera
Veterans of Foreign Wars
Post 4696

Robert Lerma
Veterans of Foreign Wars
Post 4696

Gabriel R. Lopez
American Legion Post 804

Fred Coca
C.I. Forum, L.A. Metro

Nick Sandoval
Sandoval Paving Co., Inc.

L. Hernandez
American Legion Post 790

Ray Verdugo
President
Hispanic American Airborne Association
Southern California Chapter

Edward E. Velarde
Civil Engineer

Emilio Olguin
5th District Commander
Veterans of Foreign Wars, Post 4696

Rudy Hernandez
Military Order of the
Purple Heart U.S.A.

JL:jl

Art Hernandez
Military Order of the
Purple Heart U.S.A.

Arturo Sanchez
American Veterans Post 113

Robert J. Inadami
President, JonSon Market

Hernando V. Gonzalez
Vice President
Merchandising & Promotions
2470 West 8th Avenue
Hialeah, Fl 33010

Dear Mr. Gonzalez:

In reference to your letter dated November 29, 1993. I have a request to make, In a community meeting on Friday November 4, 1994 at our neighborhood with about 20 persons attending the meeting I exhibit the "Video of Hispanic Heroes" with documentation of the Heroic Deeds of our Comrades Hispanic American in World War II.

After the meeting I picked up all my documents except my video. I went back to our meeting place to get my video and the few remaining persons did not know the whereabouts of my prize possession. I realized that my Video was stolen. I would very much appreciate if you would replace and send to me a copy of the Video "Hispanic Heroes". Thank You.

Sincerely,

Jess Lopez
Jess Lopez

CHAIRMAN OF ALL WARS MEMORIAL
COMMITTEE





DEPARTMENT OF THE ARMY
HEADQUARTERS, U.S. ARMY GARRISON FORT RITCHIE
FORT RITCHIE, MARYLAND 21719-5010



REPLY TO
ATTENTION OF

10 August 1994

Telemundo Network
ATTN: Mr. Gene Chaviano - Merchandise
2470 West 8th Street
Hialeah, Florida 33010

Dear Mr. Gonzalez,

This letter is reference to our phone conversation the week of 2 August 1994. The Hispanic Heritage Month Committee is requesting 4 copies of your film "Hispanic Heroes". Per our phone conversation you stated that you needed a written request. If any more information is required please feel free to contact Sergeant First Class (SFC) McCleary at (717) 878-5310. I, Noemi Perry, am also available for any questions at (717) 878-5271.

The purpose of 4 copies of the film is to distribute them to the area schools, to promote our heritage as well as honoring our unsung heroes. Unfortunately History classes don't cover the different Nationalities that participated in the growth of the United States. Through your film we hope to open the eyes of the younger generation.

What a joy it was to be able to speak to someone that was so willing to assist in our endeavors to locate the film in question. I look forward to future contact between Telemundo Network and Fort Ritchie. I am sending you a few numbers to some of the Equal Opportunity Office in the Eastern Region. I will be contacting them to open the door for you, so that you will be able to make more contacts within the Military Community. Here are the names, locations, and numbers of the various offices:

SFC Rosa Butler, Fort McNair, D.C., (202) 475-2505/2506
Mr. Carlos Puertas, Military District of Washington,
(703) 325-2053/2818
Ms. Vivian Dixon, Fort Meade, MD, (301) 677-3660/4521
SFC Judith Gogins, Fort Detrick, MD, (301) 619-2626

Here is the address to send the films to us.

OFFICE OF THE INSPECTOR GENERAL
ATTN ANRT-IG, Noemi Perry
CDR USAG FT RITCHIE
315 ARGONNE AVE
FT RITCHIE MD 21719-3100

Please send us an address of your supervisor so that we can write a letter of appreciation and to let him/her know what a willing, cooperative, and professional person they have working for them. Again thank you.

Please let us know if we can be of any more assistance to you, at the numbers, and names mentioned in the above paragraph.

Sincerely,

A handwritten signature in blue ink, appearing to read "John McCleary".

JOHN McCLEARY
SFC, USA
Equal Opportunity Advisor



120 WEST 44th STREET
SUITE 201
NEW YORK, N.Y. 10036
(212) 944-2917
FAX (212) 944-2904

October 7, 1993

Mr. Hernand Gonzalez
Telemundo Network, Inc.
2470 West 8th Avenue
Hialeah, Florida 33010

Dear Mr. Gonzalez:

As I expressed to you in our phone conversation, we at the Vet Center would be very interested in obtaining a copy of the broadcast "Hispanic Heroes" aired over the Telemundo Network during October 3-5.

We are a counseling service established by Congress to help war veterans with their readjustment problems. Part of the mission of the Vet Center Program (Readjustment Counseling Service) is to educate the community about the problems and issues of war veterans. As a former member of the Hispanic Working Group within our Service I am personally committed to the enlightenment not just of the community, but of my colleagues and our veteran population about the participation and contributions of Hispanics in the military. This has been particularly helpful to the Hispanic veteran in overcoming some of the negative aspects of war trauma.

I thank you for your attention and hope to hear from you soon.

Sincerely,

Darvis Roca
Readjustment Counselor

11th AIRBORNE ASSOCIATION



12-2-84

SOUTHERN CALIFORNIA

RUDY GARCIA
AL ACOSTA
ELLIS LILLY
JOHN MIRANDA
MIKE GACHUPIN
BOB CASTILLO
MIKE FREGOSO
LOU GONZALES

LOS BAÑOS EXECUTIVE
COMMITTEE
RUDY & ELVA GARCIA
JOHN & CARMEN MIRANDA
FRANK & JESSIE BARRAZA
JOHN & IRIS MILLER
ALBERT & ROSIE RODRIGUEZ
MIKE & BONNIE GAUCHUPIN
RISTO & BEA HERRERA
JOE & STELLA CASTANEDA

LOS BAÑOS
PROGRAM DIRECTOR
ALFREDO LUGO

TECHNICAL ADVISOR
INTERNEES
DR. HENRY SIOUX JOHNSON

11th AIRBORNE TECHNICAL
ADVISOR
MAJOR LEONARD WALLACH
GEORGE DOHERTY

Dear Hernand,

I have tried several times to contact you since we met at the Baltimore for the presentation of Hispanic Heroes. Please excuse my writing, my hand is kind of hurt right now.

I have been asked by many people if a copy can be purchased.

Please advise me on that.

As you can see from the material enclosed we are taking a very large step. If you can help and guide us it would be very welcome. Please note that the Hispanics are putting this program on, no memo's come off here. Thank you for your time

Sincerely
Rudy Garcia

WWII

The National Museum of American History gratefully acknowledges the generous support of Telemundo Group, Inc., which has made this program possible, and Veronica Diaz, Public Relations Manager, Telemundo. Additional support for the video came from Chrysler Corporation and McDonald's Corporation.

The National Museum of American History dedicates its collections and scholarship to inspiring a broader understanding of our nation and its many peoples. We create learning opportunities, stimulate imaginations, and present challenging ideas about our country's past.

The Museum is open from 10 a.m. to 5:30 p.m. daily. Closed December 25. For information on tours, demonstrations, concerts, lectures, films, and other activities, please ask at the Information Desks. For further information, call Smithsonian Information: 202-357-2700 (voice), 202-357-1729 (TTY for visitors with hearing impairments), Monday through Friday, 9 a.m. to 5 p.m., Saturday and Sunday, 10 a.m. to 4 p.m.

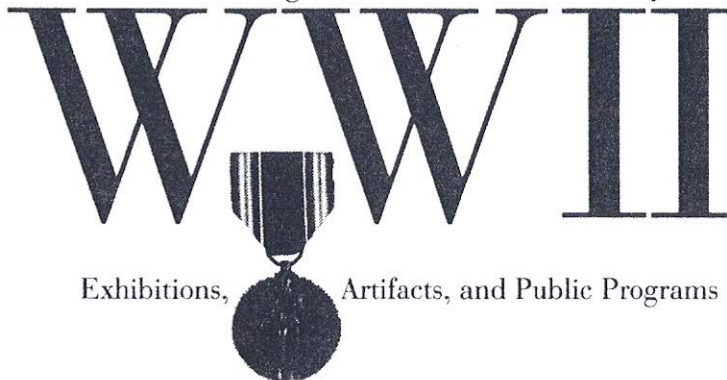
Smithsonian Institution

I. Michael Heyman, *Secretary*
 Constance Berry Newman, *Under Secretary*
 John Berry, *Director, Office of Government Relations*
 Manuel Meléndez, *Congressional Liaison, Office of Government Relations*
 Miguel Bretos, *Counselor to the Secretary for Latino Affairs*

National Museum of American History

Spencer R. Crew, *Director*
 Martha Morris, *Deputy Director*
 Harold Closter, *Associate Director for Public Services*
 Catherine Perge, *Senior Program Manager for Public Services*
 Tensia Alvarez, *Director, Office of Public Affairs*
 Jennifer Locke, *Assistant Chair, Military History Collection, Division of the History of Technology*
 L. Susan Tolbert, *Museum Specialist, Division of the History of Technology*
 Odette Díaz Soliva, *Researcher, Division of Cultural History*
 Alice Gergely, *Program Assistant, Office of Education and Visitor Services*
 Barbara Gilmartin, *Administrative Services Assistant, Office of Public Services*
 Lydia Wallick, *Administrative Assistant, Publications Office* ..
 Robert D. Selim, *Director, Publications Office*

Commemorating the 50th Anniversary of



Exhibitions, Artifacts, and Public Programs

SHARING MEMORIES

Hispanic Americans

in World War II

National Museum of American History Smithsonian Institution

During World War II, in all branches of the military, men and women of the Hispanic community distinguished themselves in service to their country. Many were awarded commendations for their valor, and many never returned home.

Between 250,000 and 500,000 Hispanics from the United States and U.S. territories served in the armed forces, including thousands of Hispanic Americans from National Guard units in Texas, New Mexico, Arizona, and California. More than 50,000 Puerto Rican men served in the 65th Infantry Regiment, and 200 Puerto Rican women served in the Women's Army Corp.

In Senate Resolution 179, dated September 29, 1995, the U.S. Senate declared that "bringing to a close the commemorations for the Fiftieth Anniversary of World War II should be celebrated across the Nation with programs and activities to thank and honor the World War II generation, our veterans, their families, those who lost loved ones, and all who served on the home front." Tonight, Hispanic Americans from many walks of life share their wartime experiences and memories of that era.

The Hispanic experience of World War II has been documented in a video, *Hispanic Heroes*, by Telemundo Group, Inc., the U.S. Spanish-language television network. It presents a 200-year history of Hispanic American military contributions and sacrifice. Telemundo has re-edited the World War II segment for presentation this evening.

SHARING MEMORIES

Hispanic Americans in World War II

Carmichael Auditorium • National Museum of American History
Wednesday, October 25, 1995 • 7 p.m.

Welcome

Spencer R. Crew, Director
National Museum
of American History

Presentation of the Colors

United States Armed Forces
Color Guard, Military District
of Washington

"America the Beautiful"

Manuel Meléndez, Tenor
James Holloway, Pianist

Hispanic Heroes, WWII

Hernand V. González, Jr.,
Producer, Telemundo
Group, Inc.

Introduction of the Moderator

Miguel Bretos, Counselor to the
Secretary for Latino Affairs,
Smithsonian Institution

Introduction of the Panelists

Moderator,
TeleNoticias/Telemundo

Panelists

Honorable E. "Kika" de la Garza
U.S. Representative from Texas
United States Navy

Lieutenant General
Edward D. Baca
Chief, National Guard Bureau
Washington, D.C.

Lieutenant Colonel
Archibald Kielly
United States Air Force (Ret.)
Selective Service,
Office of the Director

Lieutenant Colonel
Ismael F. Meléndez
United States Air Force (Ret.)
Roswell, New Mexico

Captain Efrén F. Torres
65th Infantry Regiment (Ret.)
Ponce, Puerto Rico

Sergeant Asunción Cosme
Women's Army Corps (Ret.)
San Juan, Puerto Rico

Questions and Answers

The exhibition WWII: *Sharing Memories*, on the first floor opposite Carmichael Auditorium, will be open for viewing one-half hour before the program.



United States Hispanic Chamber of Commerce

José F. Niño
President/CEO

May 4, 1994

Mr. Hernand V. Gonzalez, Jr.
Merchandising & Promotions
Telemundo Network, Inc.
2470 West 8th Ave.
Hialeah, FL 33010

Dear Mr. Gonzalez:

I would like to take this opportunity to congratulate Telemundo Network Inc. for its fine production of "Hispanic Heroes". I would also like to thank you for the complimentary copies that you sent me. I have distributed these copies among my staff members and friends for them to share with their family.

If I can be of assistance, please feel free to contact me at (202) 842-1212.

Sincerely,

José F. Niño
President & CEO

JFN:ll

National Headquarters

1030 15th Street NW, Suite 206 Washington, DC 20005 Telephone: (202) 842-1212 Fax: (202) 842-3221



McDonald's Corporation
McDonald's Plaza
Oak Brook, Illinois 60521
Direct Dial Number



October 14, 1993

Mr. Hernand V. Gonzalez, Jr.
Vice President Merchandising and Promotions
Telemundo Group, Inc.
2300 West 8th Avenue
Hialeah, FL 33010

Dear Hernand:

I thought you would appreciate reading the enclosed letter from one of our franchisees. I think you'll agree that when someone takes the time to respond from the heart...that makes it all worthwhile!

I look forward to the next step of getting the video tapes and teacher guides to the schools so even more people can understand and appreciate the efforts of the many Hispanic Heroes.

Best regards,

A handwritten signature in blue ink, appearing to read "Linda".

Linda Fontana
Manager
Communications

cc: J. Daly
J. Echeveste
S. Skurdy
D. Starmann

19/7

October 2, 1993

Arthur Valdes
P.O. Box 17331
Tampa, FL 33682

Linda Fontana
McDonald's Corporation
McDonald's Plaza
Oak Brook, Illinois 60521

Dear Ms. Fontana,

Thank you for sending the "Hispanic Heroes" poster and for bringing the upcoming television program to our attention. McDonald's should be congratulated for sponsoring such an event.

Seeing the poster brought back memories of our own family's military tradition. My father, who is now deceased, served our country in Italy during World War II. He often shared those experiences with my sister and myself when we were young. The older man in the center of the poster certainly captures his spirit.

During that war, the ladies in our area also did their part. My mother and her friends in the neighborhood would spend hours cooking our traditional foods. A local factory would then can these products for shipment to our fathers and uncles overseas.

As I grew older, I joined the Air Force and served in Spain during the "cold war" and also here at home during the Cuban Missile Crisis in the early 1960's. I have now become the man in the center of the poster sharing my stories with my grown son and daughter.

I will proudly display the poster in my McDonald's restaurant until the end of the television series. At that time, I will bring it home for younger family members to keep as a constant reminder of America's "Hispanic Heroes".

Sincerely,



Arthur Valdes
Owner, McDonald's # 1264 and # 2759

Eduardo Casas
Manager
Hispanic Community Relations



November 11, 1993

Hernand V. Gonzalez, Jr.
Vice President
Merchandising & Promotions
Telemundo Network, Inc.
2470 West 8th Avenue
Hialeah, FL 33010

Dear Hernand:

Thank you for sharing the Hispanic Heroes video with us.
This is an excellent concept and one that Hispanic youth
need to see.

Good luck with this project.

Sincerely,

A handwritten signature in blue ink, appearing to be 'Eduardo Casas', written over a horizontal line.



EC:sb
lsb1111.1tr



United States Hispanic Chamber of Commerce

José F. Niño
President/CEO

January 5, 1995

Mr. Henrand V. Gonzalez, Jr.
Vice President
Merchandising & Promotions
Telemundo Network, Inc.
2470 West 8th Avenue
Hialeah, FL 33010

Dear Mr. Gonzalez:

I would like to take this opportunity to congratulate Telemundo Network, Inc. for having the vision to make the "Hispanic Heroes" documentary.

This documentary was one of the best pieces of Hispanic Military research that I have seen thus far.

I look forward to continue working with you during this new year. If I can be of assistance, please feel free to contact me at (202) 842-1212.

Sincerely,

José F. Niño
President & CEO

National Headquarters

1030 15th Street NW, Suite 206 Washington, DC 20005 Telephone: (202) 842-1212 Fax: (202) 842-3221

HISPANIC CHAMBER OF COMMERCE *Santa Clara Valley*

August 10, 1994

Hernand V. Gonzalez, Jr.
Vice President, Merchandising & Promotions
Telemundo Network, Inc.
2290 West 8th Avenue
Hialeah, Florida 33010

Dear Mr. Gonzalez,

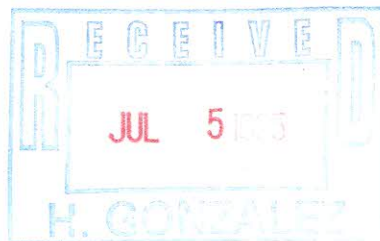
Thank you for the Heroes Hispanos videos. I have forwarded them to my father, Evangelisto Garcia, and he is very grateful. He shared one with his fellow Bataan Veteran Manuel Armijo. He has also shared them with his other children. I am enclosing articles about my father and his experiences as a Bataan soldier. To this day, he is very active in keeping alive the memory of the Death March and the story of the New Mexico Battalion.

Thank you again for your support.

Sincerely,



Margaret Garcia-Carlson
Executive Director



McDonald's Corporation
McDonald's Plaza
Oak Brook, Illinois 60521
Direct Dial Number

June 28, 1995

Mr. Hernand V. Gonzalez, Jr.
Vice President of Merchandising and Promotions
2290 West 8th Avenue
Hialeah, FL 33010

Dear Hernand:

As per our conversation regarding the Hispanic Heroes videotapes, we have decided to make 1,000 video sets available to the American G.I. Forum for their conference.

As agreed, our cost is \$2.50 per set, plus shipping and handling. I did inform Tony Morales, the National Executive Director of the American G.I. Forum, that I had discussed with you their desire to sell the videos at a higher price to help raise additional funds for their organization. He was glad to hear that you did not have a problem with this. Should this change, you can contact Tony Morales, at (512) 302-3025.

We will need 750 English version and 250 Spanish version to be sent by July 28, to 3301 Mountain Road, N.W., Albuquerque, New Mexico 87104, Att: Luis Tellez, AGIF Conference Chairman. Please invoice Bob Beavers, McDonald's Corporation, Kroc Drive, Oakbrook, Illinois 60521.

Hernand, I am glad we were able to figure out a win-win situation for everyone involved and thank you for helping us with this project.

Sincerely,

Olga Aros
Staff Director
Diversity Development

pc: Bob Beavers
Tom Dentice
Mel Hopson
Tony Morales, American GI Forum
Luis Tellez, AGIF Conference Chairman

OCEAN BANK

VICENTE MORA
Senior Vice President

Diciembre 10, 1993

Beatriz Lopez
Telemundo Canal 51
Dept. Merchandising
8600 NW 53 Terr.
Miami, FL 33160

Estimada Sra. Lopez:

En dias pasados tuve la suerte de observar una serie en su canal sobre heroes hispanos en los Estados Unidos. Como veterano de la era de Vietnam, dicha serie me impacto mucho por lo bien documentada hacia nuestros heroes.

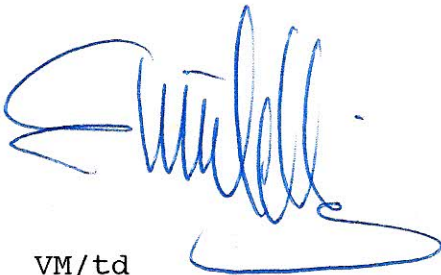
Quisiera rogarle si yo pudiera comprarles una copia en VHS para conservarla entre mis memorias militares. Me pueden contestar a mi direccion de residencia:

Vicente M. Mora
9512 S.W. 118 Place
Miami, FL 33186

o a mi oficina de trabajo.

En espera de su respuesta, quedo de usted.

Muy atentamente,



VM/td



Hermandad Mexicana Nacional

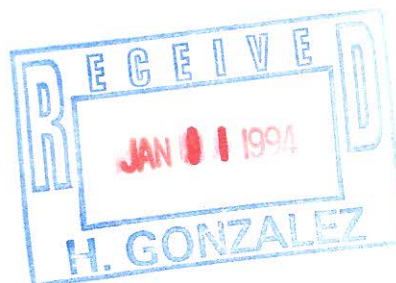
FELIPE USQUIANO, ORGANIZADOR FUNDADOR, 1951, SAN DIEGO, CA

Phone: (714) 541-0250

828 N. Bristol St., Suite #204 • Santa Ana, CA 92703

Fax: (714) 541-4597

Diciembre 28, 1993



Sr. Hernán González
8600 N. West
53 Terrace Telemundo Network
Miami, Florida 33166 Suite 221

Estimado Sr. González:

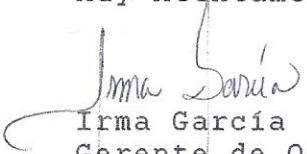
Por medio de la presente solicitamos de la manera más atenta una copia de programa presentado por su distinguida cadena televisiva, "Héroes Hispanos".

El uso que nuestra Organización le dará a este video será estrictamente educativo, ya que éste muestra el valor y dignidad de nuestra gente.

La Hermandad Mexicana Nacional provee ayuda a inmigrantes de habla hispana, a través de consejería legal a bajo costo, clases de Inglés para adultos, educación sobre la ciudadanía, clases vocacionales, así como algunos otros proyectos todos enfocados al mejoramiento y educación de nuestra gente hispana.

Esperando contar con su amable consideración sobre lo anterior, y a sus órdenes para cualquier información adicional sobre nuestra Organización, quedamos de usted.

Muy Atentamente,


Irma García
Gerente de Operaciones

ig.



MUSEUM OF BROADCAST COMMUNICATIONS

CHICAGO CULTURAL CENTER / MICHIGAN AVENUE AT WASHINGTON STREET / CHICAGO, IL 60602-3407
[312] 629-6000 / FAX [312] 629-6009

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April 22, 1994

Mr. Hernand Gonzalez, Jr.
Telemundo Network
2470 West 8th Avenue
Hiakah, FL 305

Dear Mr. Gonzalez,

Re: HISPANIC HEROES/HEROES HISPANOS

The Archives Committee of the Museum of Broadcast Communications has received information about your recently produced documentary. We understand it is of exception quality and the MBC would be honored to add the program to our extensive collection of award-winning documentaries.

The collection includes both network and local documentaries, including a significant selection from the FRONTLINE series.

Donated programs are held in our publicly accessible archives of quality television and radio programs.

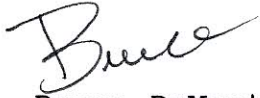
Will you provide us with a 3/4" copy of your documentary? Please also forward a list of other previously produced programs you feel should be considered by the Archives Committee for inclusion in the MBC documentary collection.

All donated tapes are secured in our archives and no copies would ever be released without your written permission.

Enclosed is some background on the Museum of Broadcast Communications, including some recent newspaper articles. Should your travels bring you to Chicago, I'd be delighted to take you on a personal tour of the MBC, located in the landmark Chicago Cultural Center.

We look forward to adding your excellent work to our Museum collection. Tapes should be directed to Cary O'Dell, Director of the MBC Archives at the address listed above. Mr. O'Dell's direct phone number is (312) 629-6029.

Sincerely,

A handwritten signature in cursive script, appearing to read "Bruce".

Bruce DuMont
Founder & President



August 23, 1995

Mr. Hernan Gonzalez
Vice President, Merchandising
Telemundo Telenoticias
2290 W. 8th Avenue
Hialeah, FL 33010

CYNTHIA T. CRUZ
National Manager
Corporate Affairs

Winston-Salem, NC 27102
910-741-7827
Fax: 910-741-7694

Dear Mr. Gonzalez:

Tony Morales, president, of the American G.I. Forum suggested that I write to you regarding the R.J. Reynolds Public Service Billboard Program.

This year we have offered the billboard program to the American G.I. Forum to promote their organization with public service billboards throughout the country. The program is coordinated by R.J. Reynolds in conjunction with billboard suppliers and is based on space donations by outdoor companies.

I am writing to request your permission to use an image from the "Hispanic Heroes" video produced by Telemundo and McDonald's Corporation commemorating Hispanic contributions to the war effort. We are ready to begin production by early September and would like to receive formal permission to use this particular image in our billboards. Under separate cover, you will receive a copy of the billboard concept provided by Mr. Danny Hoots, Camel City Posters.

We appreciate your consideration of this request and hope to hear from you by August 31. Please contact me if I can provide you with any additional information or if you have questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Cynthia T. Cruz", with a long, sweeping flourish extending to the right.

c: Ben Ruffin
Danny Hoots
Tony Morales, American G.I. Forum



United States Hispanic Chamber of Commerce

March 31, 1995

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Mr. Hernand V. Gonzalez
Vice President Merchandising
& Promotions
TELEMUNDO NETWORK
2290 West 8th Avenue
Hialeah, Florida 33010

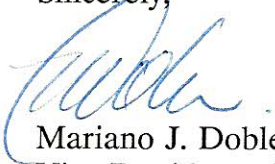
Dear Hernand:

Many thanks for your prompt assistance in developing an edited version of "Hispanic Heroes". We certainly appreciate your efforts on behalf of TELEMUNDO and we have acknowledged your organization for providing us with this spectacular video series and for the 5 minute presentation video. Please thank Rosa on our behalf for her assistance in expediting this matter.

Attached please find the actual program used for this event. As I mentioned, this is the first commemorative wreath laying ceremony done in honor of the Hispanic Servicemen that died in World War II. Another event like this will not occur for the next 25 years.

Hernand, we value your partnership and look forward to your participation in our 16th Annual National Convention.

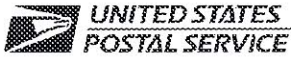
Sincerely,



Mariano J. Doble
Vice President - Event Services

MJD/hs

* Regional Chair
** Chairman Emeritus



October 24, 1995

Mr. Hernand V. González, Jr.
Vice President of Merchandising
& Promotions
Telenoticias del Mundo, L.P.
2290 West Eighth Avenue
Hialeah, FL 33010

Dear Mr. González:

Pursuant to our telephone conversation, I hereby respectfully request two copies of the Veterans documentary,

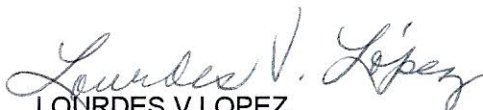
This video is to be played continuously during the official ceremonies on Veterans Day, November 11, 1995. On this special day, the Puerto Rican Government will hold a parade along Ponce de León Avenue; Governor Pedro Rosselló will be the main speaker. Approximately 20,000 persons are expected to attend.

The US Postal Service's participation entails a pictorial cancellation wherein the efforts of our heroes--especially World War II Veterans--will be sealed off for history. NOTE: This year we are commemorating the 50th anniversary of the end of World War II.

We anticipate some attendees might be interested in purchasing this video since it touches very close to their hearts and bring back many memories, therefore, please advise where they can purchase same.

Thank you for your prompt attention to this important matter.

Sincerely yours,


LOURDES V LOPEZ
Diversity Development Specialist

OCEAN BANK

VICENTE MORA
Senior Vice President

January 28, 1994

Mr. Hernand V. Gonzalez, V.P.
Telemundo Network Inc.
2470 West 8th. Avenue
Hialeah, fl. 33010

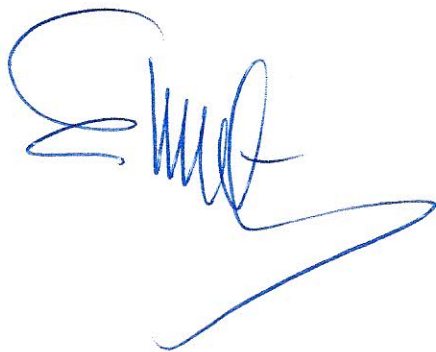
Att: Merchandising & Promotions

Dear Mr. Gonzalez:

I acknowledge receipt of your copy of the Hispanic Heroes video.

You can be sure that the tape will be seeing by all my friends,
colleagues and former comrades in arms.

Again thank you very much.

A handwritten signature in blue ink, appearing to be 'Vicente Mora', with a long, sweeping underline.

Sgt. Dec. 18, 1993
904 Maltby
Houston, Tx. 77011

Sr. Hernand Gonzalez,

Cuanto diéramos mi esposo
y yo por darle las gracias en
persona. Fue muy amable usted
y los demás personas que le brind-
aron este homenaje a todos los
Veteranos de las guerras pasadas.
Mi esposo como ustedes sabrán fue
uno de seis hermanos que sirvieron
ala segunda "Guerra Mundial".
Estamos muy orgullosos de este
tributo que se les iso, gracias a
todos ustedes. Mis dos hijos que
residen en Ca. también vieron
este programa. Se pueden figurar
el gusto de ver a su papa y su
abuelita. Para ellos fue un gran

homage y orgullo de ver a sus
tios. Mi cuñado Rodolfo que es
el mayor de los seis me hablo muy
enternecido ^{al} visto a su mamá,
me dice, vistes a mi hermosa
mamasita? que Dios la tenga en
el cielo y rogando por cada uno
de sus hijos.

El paquete y tape siguen nos
demos cuenta andaba perdido.
Llego el 16 de Dic. Pero Sr. Hernand
eso no, nos atorgo el volver a ver
este documentaria de nuevo.

Muchas Gracias a todos y que
sigan triunfando en todas sus
empresas. Que Diosito me los bendiga.
Que pasen una "Feliz Navidad y
un prospero Año Nuevo, Con
todo cariño y respecto.

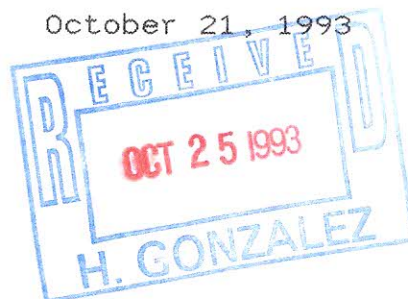
Over Sr. y Sra. de Hector C. Vara

aside from the six brothers
serving in World War Two there
were several sons that served
in the Korean & Vietnam War.
My son René is a Photo
journalist for N. B. C. news
and also went to Desert storm.

So we are very proud of all
our family. Mrs. Tara

October 21, 1993

Hernan Gonzalez
c/o Tele Mundo Network, Inc.
2470 W. 8th Avenue
Hialeah, Florida, 33010



Hernan,

I am dropping you a letter as per our conversation on Thursday, Oct. 21st.

My father, Oscar B. Romero, was used as the model in the poster "Hispanic Heroes", sponsored by Tele Mundo and McDonalds.

My father is a wonderful man, who during the 1920's suffered much poverty and discrimination. He raised himself above his circumstances, determined to get an education and make something of himself and his family.

He fought bravely in World War II, landed on Utah Beach on D-Day and soon after was wounded, receiving the Purple Heart. After the War, he returned to his family and moved from Phoenix, AZ to San Diego, CA where he worked hard to make a place for his family. He instilled in us that hard work and determination, as well as a college education, would enable us to achieve whatever goals we set before ourselves. He was, and still is, an inspiration to us all.

My family and I would be honored if you would provide us each with a poster of the "Hispanic Heroes". Although, it is an artists rendition, we know that it is "Our Dad", and we would be proud to be able to display them in our homes.

Thank you for taking time out of your busy schedule to respond to my requests. On behalf of my family, by the way there are five of us, THANK YOU!

P.S. I'm sure your funding is limited, but as you know San Diego has an extremely high Hispanic population, and if the schools of San Diego County have not been considered as part of your distribution, I hope you would look into it. Especially now, that San Diego County is suffering under the pressures of "illegal immigrant" bashing, and our serious Gang problems, I know it would do our Hispanic students a great honor to know that Hispanics have been fighting for this country since it's inception. Again, please consider San Diego County and City Schools in your distribution program. The community as a whole will benefit from this.

2648 Palace Dr.
San Diego, CA 92123
(619)277-0536

Sincerely,

Rosanne Romero-Hodge
ROSANNE ROMERO-HODGE

June 28, 1994

Mr. Hernand V. Gonzalez, Jr.
Telemundo
2470 West 8th Avenue
Hialeah, Florida 33010

Dear Mr. Gonzalez,

I am writing to thank you for the incredible video "Heroes Hispanos" that you put out in coordination with Chrysler and McDonald's. My father, Evangelisto Garcia, was featured in the story of the Bataan Veterans. In fact, he is still alive and well at 81 years young and was so proud to be featured as a part of the documentary. He has shared many memories with me as I have grown up, and I credit my "tough" spirit to his incredible strength and courage during the years of prison camp he endured.

I am also writing to ask if your station can possibly send my father four complimentary copies of the tape. I am one of his four children. He has another daughter, Pauline, and two sons, Evans Jr. and Anthony. I know Dad would appreciate receiving the tapes and share them with us children. You know, he has never really talked about the war experiences publicly, and I was really surprised when he told me he was in the tape. I am happy to see that others may learn of his courage and love for his fellow countrymen.

Please let me know if my request is accepted. If it is, I will send you my father's address. If there is a shipping charge, I will gladly pay for it. We would appreciate your assistance.

Sincerely,



Margaret Garcia-Carlson
3131 Homestead Road, 2-B
Santa Clara, CA 95051.

sent 4 copies

7/13

8 november 1993

Sr. Hernan Gonzalez
Telemundo Network
2470 West 8 th. Avenue
Hialeah, Fl 33010

Estimado Hernan,

Le escribo como me encargo en nuestra llamada telefonica del 8 de noviembre, para solicitar su ayuda a obtener una copia del segundo episodio de "Heroes Hispanos", la qual incluye una escena de soldados llegando a San Juan de la guerra en Korea.

Esta dicha escena a documentado a mi papá, conociendo a su hijita bebe por primera vez en su vida. La escena enseña a mi papá, Felix Antonio Estremera, my mamá Natividad Velez Estremera, y su bebé Marifeli Estremera.

Como le avia dicho antes, no tenemos ni fotografias, ni peliculas de mi hermano y hermanas en nuestra epoca infantil. Su ayuda sera muy apreciada, pues ni mis hermanos ni mi madre saben que esta pelicula existe, y los quiero sorprender con ella.

Mi direccion es;

Frank J. Estremera
11 Mulberry Lane
Freehold, NJ 0728
(908)462-9002

Muchisimas gracias por su amabilidad,



P.S. Perdoneme la gramatica por favor, no e escrito en español en 25 anos.



For 17 July 95

May 1, 1995

To: Mr Hernand V. Gonzales Jr.

Dear Mr Gonzales

My name is Sgt. Adelaido Rocha from the 1/149th AVN Regiment, Texas Army National Guard. I was at a Hispanic Image Conference this past week and I saw a video titled "Heroes Hispanics". I was very touched with the film and I cried. I was not aware of how many hispanic heroes served in our great nation's ARMED FORCES. I am writing to ask if there is any way I could purchase or get a copy of the film. I would like to use it for lectures to our young hispanic youths to show them that there are latino people in the military who have done alot and have done heroic acts. I have been in the Army for seven years now, and after I saw your film it has inspired me to stay in and work harder and help all my brothers and sisters in the ARMED FORCES.

Thank You Sir

Adelaido "EL TORO" Rocha

Sgt. Adelaido Rocha III
1/149th Aviation
"Tejas Warriors"

Adelaido Rocha III
9414 Sutter Park Lane
Houston, Tx 77086
(713)847-5114

1-28-94

Dear Mr; Hernand V. Gonzalez Jr.

my husband and I enjoy very much the video clip that you send us (Hispanic Heroes) it were well inform also a very touching documentary; my husband is in the National Guard for 10 years, and were called for active duty, in the desert storm he were injury, and had experiences, just like the ones the show ⁱⁿ the video clip;

that's why I wanted to have this video so much, to show that one still people that care for the ones that went and fight for this country, and that this film is one of the ^{many} gifts, that all the veterans support to receive; and I am glad that this documentary were made to show to the students, old generations, and people that are not well informed. that we support to be proud, of our roots, and traditions, and of our "Hispanic Heroes") I really appreciate the Time, the effort, and the patience of the people, who made possible this video; because that way our soldiers, that sometimes, we don't put to much attention in them, or miss been in their ceremony, because they are the last in leave the area; and support to ship the heavy equipment.

(2)

1-28-94

are going to be recorded thanks to
this special documentary film.
Also I like to mention that Channel
47 Telemundo, is one of my best channels
Mr. Gonzalez Jr. Congratulations in your
effort to give us the best
also for up dated information of things
that are happening in our Community
to your personal to keep the good
work. and again Thank's a million for
the video.

Sincerely
Mrs Belem Zurita
from Sacramento

4320 78th Street
Sacramento, CA 95820



HERNAND
I LOVE IT!
GREAT JOB
Winer

November 2, 1993

Mr. Lionel Sosa
Chairman & CEO
Sosa, Bromley, Aguilar & Assoc.
321 Alamo Plaza
San Antonio, Texas 78205

Dear Mr. Sosa:

I would like to take this opportunity to share with you a copy of the Historic Hispanic Heroes documentary/mini-series. On December 5, 6, and 7 at 9:00 PM, the Telemundo network will air the rebroadcast.

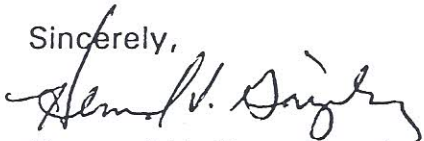
To date, the series has received respectable overnights, numerous write ups and telephone calls communicating positive feedback setting the foundation for the Hispanic Heroes in Sports and Entertainment documentaries coming in 1994.

Currently we are preparing for the launch of the English-language version of Military Heroes, which will be available to target schools in key markets.

At your convenience, please view the video, it is approximately 133 minutes in length and most importantly an inspirational documentary that communicates pride and courage, as well as Hispanic American patriotism.

Should you have any questions or comments, please do not hesitate to call me at (305) 889-7587.

Sincerely,



Hernand V. Gonzalez, Jr.
Vice President
Merchandising & Promotions

**The National Academy of
Television Arts and Sciences**
South Florida Chapter

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HERNAND GONZALEZ

for

HEROES HISPANOS

Telemundo Hialeah, FL

Nominated for

Documentary Programs/Series



A handwritten signature in dark ink, appearing to read "Robert A. Behrman".

President