

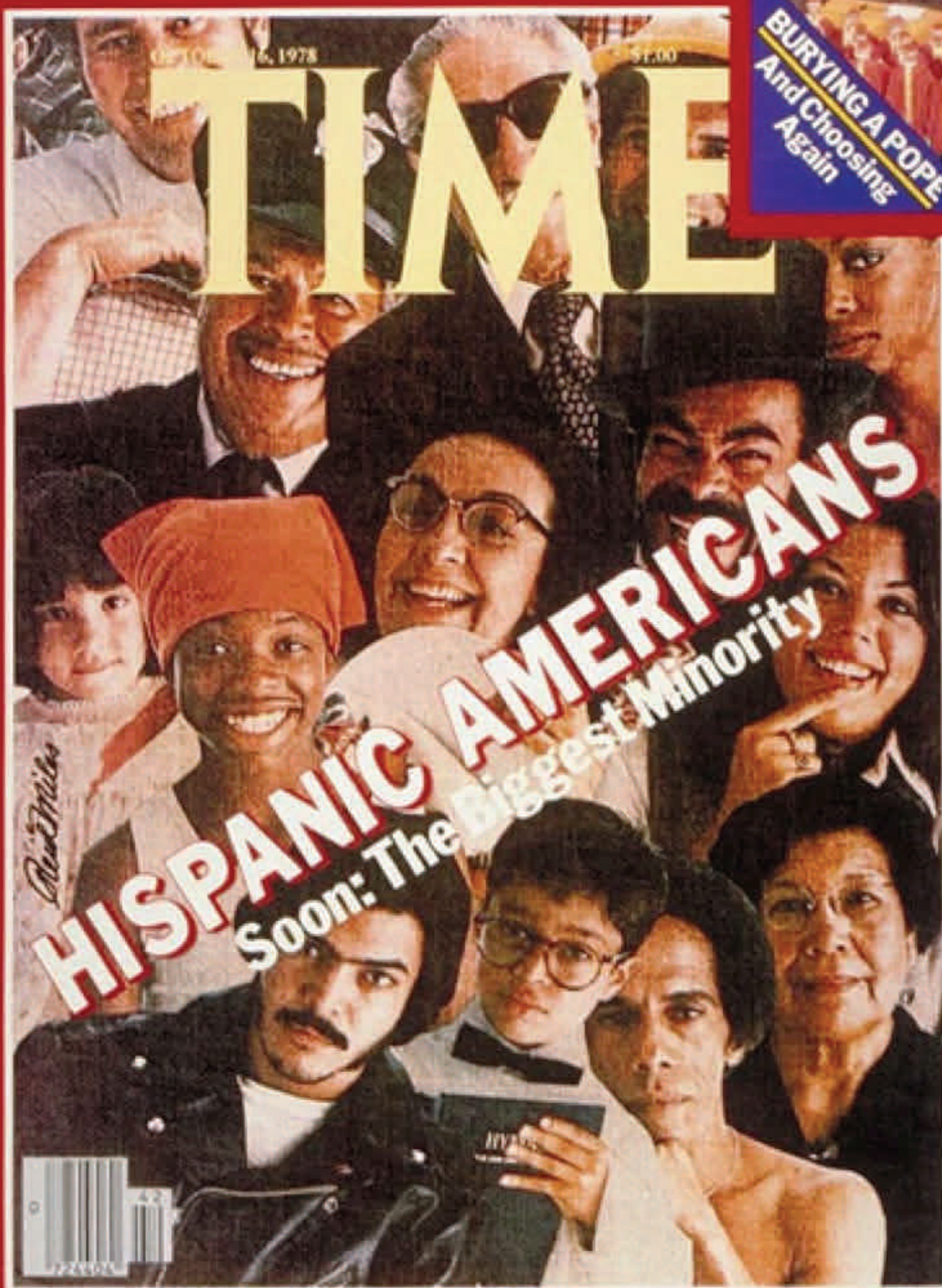
THE WILLIAM P. CLEMENTS CENTER FOR SOUTHWEST STUDIES INVITES YOU TO:

# Minority Reports: US Politics and the Forging of Hispanic Identity

Benjamin  
Francis-Fallon,  
Clements Fellow for  
the Study of  
Southwestern  
America

Noon Talk:  
Wednesday, April 16,  
2014  
DeGolyer Library,  
6404 Hyer Lane at  
McFarlin Boulevard,  
SMU

The William P. Clements  
Center for Southwest Studies  
Phone: 214-768-3684  
E-mail: [swcenter@smu.edu](mailto:swcenter@smu.edu)  
[www.smu.edu/swcenter](http://www.smu.edu/swcenter)



Nearly everyone, it seems, now agrees that the “Hispanic Vote” will decide future American elections. Commentators in the United States and around the globe view the result of the 2012 presidential contest as confirmation that the “sleeping giant” of American politics has at last awakened. But what are the origins of the “Hispanic Vote,” and how did it become central to the contest for power in the United States? Focusing on the critical years of the late 1960s and early 1970s, this presentation will explore how New Mexicans who trace their ancestry to sixteenth-century Spanish explorers, Puerto Ricans who migrated to the Bronx in the 1950s, and Cuban exiles in Miami came to constitute a national electoral constituency. And it will explain how leaders—from grassroots activists to U.S. presidents—approached the daunting task of convincing people from such diverse backgrounds to act as one.