

Report From Jerry Sampson – Cesar Chavez Visit To Sacramento – January 8, 1966

1/8/65 (Editor: Must be 1/8/66)

To: Mike Miller and Jim Drake

From: Jerry Sampson

Re: Cesar's Visit to Sacramento

All parts of this seemed to be successful, beyond our expectations! I hope that Cesar was equally pleased with the results of his efforts. A brief run-down follows:

Press and T. V. Conference (About 15 media people were present!)

The three t.v. channels and some of the radio stations turned up for this; I saw two of the three news shows on t.v. over the dinner hour, and Cesar came through strong, although on Channel 13 (which hits Stockton as well as Sacto) they cut the video tape to underplay the FWA relationship to the Filipino work force. Cesar was "on" for more than 30 minutes of interviewing! Murray Westgate who does a selling of video tape and radio tape did a full place at the evening rally; if he sells this in the Valley, which is his market, there will be impact in that whole area from Bakersfield up to Modesto.

News coverage was only mediocre, although the final Sacto Bee edition, not delivered to homes carried most of the hand-out stuff which Cesar approved prior to the press conf. (attached is my only copy for Mike to use in the Movement)

Luncheon for Religious Leaders (about 30 attended!)

In the long pull this may prove most significant, because I think Cesar dented Rabbi Arfa (new Jewish Reform Rabbi here) and several Prot. ministers and laymen, including Chuck Hurley, exec. Sec'y of the No. Calif. Episcopal Diocese (formerly on Cranston's staff, and an old admirer of Saul Alinsky and Cesar)

Private Dinner with Mex-American Leaders

Fa. Kenny and Cesar can report on this. Fa. K. told me it was Cesar's best performance of the day, and that he gave these people "hell".

Evening Rally

Over 400 persons attended the meeting, pulled in mainly by a combination of Fa. K's efforts of various kinds with Catholics, and Bud Aronson's (BSE Local #411) posting of 250 bulletin boards in state offices. Response was very strong to Cesar and the strikers. There was an unofficial net of more than \$400, a pitch for needed food items to be brought to food depots, an announcement of a meeting on 1/9 to establish a continuing Sacto. Friends of the Grape Strikers.

At and before the meeting Wendy Goepel pointed out we had not yet involved the Friends and Quakers, mentioning especially Norm Clevenger and her friends; similarly Kirke Wilson suggested that there were large student segments not linked to SNCC who could be tapped for help, support etc. Both of these ideas will be followed up in the continuing efforts here, in which the impact, and the support generated by our recent activities and the other pieces there are in this situation.