

## For Television



### TV-1. AMERICA'S FIELDS :60 SEC

**VIDEO:** People working in fields, union rally, Cesar Chavez, parade, UFW flags. Address.

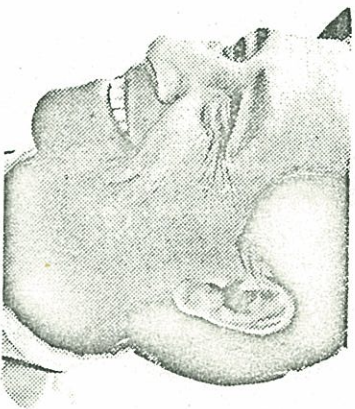
**AUDIO:** Do you ever think about the people who harvest the fruits and vegetables from America's fields? For eleven long hard years they have been building a union — The United Farmworkers Union — to fight for their rights and a better life.

Now many growers are refusing to renew hard won contracts and the Farmworkers have again gone on strike. They are asking their friends around the country to support their strike by boycotting non-union grapes and lettuce.

Cesar Chavez: "We're getting a lot of people who were helping us before, who are coming back to something quite natural for them now, that's not to eat grapes."

The United Farmworkers are striking for the right to be represented by their own union. Please don't buy lettuce or grapes and together we will win.

UNITED FARMWORKERS UNION  
Box 4453 San Francisco, CA 94101



### TV-2. A DECENT LIFE :30 SEC

**VIDEO:** Parade with flags, boxes of grapes in fields. Cesar Chavez. Logo and address.

**AUDIO:** The United Farmworkers Union is the main hope of America's farm laborers for better conditions and a decent life. They are on strike to keep their hard won contracts.

You can help by boycotting grapes and lettuce. Cesar Chavez:

"We think we are developing a very good consumer boycott . . . . We're getting a lot of people who were helping us before, who are coming back to something quite natural for them now, that's not to eat grapes."

Support the Farmworkers. Boycott grapes and lettuce.

UNITED FARMWORKERS UNION  
Box 4453, San Francisco, CA. 94101

**America's  
Farmworkers  
Have  
Some  
Important  
Messages  
to  
Share  
with  
Your  
Audience**





# Public Service Announcements

## For Radio

### R-1. HOPE :30

My name is Irma Escamillia. I am a farm-worker. The United Farmworkers Union is the only hope that I have for a better life for me and my family.

We have gone on strike because the growers are trying to take away our union contracts.

All of our lives we have worked to put food on your table. Now we are asking you to join our strike and not to eat lettuce and grapes until we win our contracts back. Together we can win. Viva la Causa.

Presented by the United Farmworkers Union.

### R-2. HOT AND DIFFICULT :60

My name is Irma Escamillia. I am a farm-worker. It is hot and difficult, working in the fields under the sun. But it is work that has to be done so that everyone can eat.

After years of poverty and fear we organized a union — THE UNITED FARMWORKERS UNION — to fight for better conditions for the farmworkers.

This year the grape and lettuce growers are trying to get rid of our union contracts and we have gone on strike to demand that we be allowed to keep our union.

We are asking our friends all over the country not to buy grapes and lettuce until we have won our contracts back. If the workers refuse to work and the consumers will not buy then the growers will see that justice for the farmworker is good for everyone.

Please boycott grapes and lettuce. Justice for the farmworkers!

The preceding message is presented in the public interest by the United Farmworkers Union, which asks for your support.

### R-3. LIFE :60

My name is Irma Escamillia. I am a farm-worker.

The life of a farmworker is very hard but before Cesar Chavez started the United Farmworkers Union it was even harder.

Now that we have the union we are still poor but we make a little more money and we have better conditions — and most of all we have dignity because we can stand up for our rights.

The United Farmworkers Union is on strike now because the growers want to take away our union contracts. We won those contracts three years ago with your help in the grape boycott.

Now, once again, we are asking you to not buy grapes and lettuce. Soon the growers will understand that they can't make money without justice for the farmworkers. And we will get back our union contracts.

With your help we can win again.

Boycott grapes and lettuce.

Viva la Causa.

### R-4. JUSTICE :30

My name is Ramon Delgado. I am a farm-worker. With Cesar Chavez we worked to build our union — the United Farmworkers Union — to fight for better conditions in the fields.

Now the growers are trying to get rid of our union and we have gone on strike.

We ask everyone, if you want to see justice for the farmworkers, join the boycott. Don't buy grapes and lettuce and together we will win.

Presented by the United Farmworkers Union.

### R-5. BOYCOTT :60

My name is Ramon Delgado. I am a farm-worker. I am a member of the United Farmworkers Union.

Do you remember the grape boycott three years ago? With your help we won the right to contracts for our union — just like other workers.

Now we are on strike again because the growers are trying to get rid of our union. And once again we are asking our friends to use the power of the boycott to help us.

Tell the growers that you want justice for the farmworkers. Don't buy grapes and lettuce. And we will keep working for a better life for farm-workers.

Presented by the United Farmworkers Union.

*Other spots on attached transcripts.*

