

Introducing the '75 Boycott.

A guide to using mass media to promote the boycott.

You can greatly increase the Boycott's effectiveness by using the enclosed media materials to take your case to the public. Energetic and creative use of the mass media will reinforce and complement your other Boycott activities, and help you reach a much larger audience.

This package contains proof sheets which local Boycott committees may use for quantity printing (see "Technical Instructions" below). Each of these materials serves a specific purpose, but may also be used in other ways, and of course any of the type or artwork may be cut out and used to create your own materials.

Print ads.

This package contains five print ads, each for a specific purpose. "A Small Change In Your Life" is designed for general-interest publications--daily and weekly newspapers, community newsletters, regional and trade magazines, etc. "America's Farmworkers Are Asking You" is for the same audience, but talks specifically about the Gallo boycott. "A Vicious Assault" is for use in labor publications and local union newsletters. "God Called A Strike Once" is for religious publications and "Introducing the '75 Boycott" is for student and youth publications. The general-audience ads may also be used in specific-audience publications, and all of these ads may also be used as leaflets, posters, or whatever, with your own message added if desired.

Also included is a recruiting poster (which may be used as an ad) to help you bring in Boycott organizers. Space has been left on this to fill in your local address and phone number.

Wherever possible, you should aim for free placement of these ads. Non-profit publications are the best bet for free space, but commercial publications also have possibilities. Even if they don't offer to donate space immediately, many commercial publications maintain a file of public service ads that they use when they have leftover space to fill.

The best way to secure free space is to put together a media committee. The committee should, as much as possible, reflect the audience of the publication you are approaching--if you are seeking space in a union newsletter, for example, your committee should be composed of union members and local labor leaders. If you already have a contact within the publication, find out from him or her who you should talk to. If you don't know anyone, approach the editor-in-chief, or an assistant editor, rather than the advertising manager.

Arrange a meeting between your media committee and a representative of the publication. At the meeting, explain why it is important that your message be presented. Mention the fact that your ad raises issues of concern to the community, and that many of the publication's readers would like to see the farmworkers' message. Talk about the support the UFW has among the publication's audience--the AFL-CIO's endorsement of the grape and lettuce boycotts, the support of religious leaders and organizations for the UFW, etc. Tell how the Boycott directly affects the publication's readership.

Many editors who do not support the Boycott will nonetheless be receptive to arguments about fairness. Explain how the Teamsters, the growers and the supermarkets spend millions of dollars on advertising and public relations, and that the farmworkers deserve the chance to make their side of the story known, to correct the basic imbalance that exists and to allow the community to make up its own mind after hearing both sides. This is especially applicable if the publication has run ads for boycotted products.

Bumper stickers, house cards, & snipe sheets.

The key to an effective advertising campaign is saturation--reaching as many people as you can with your message many times each day over a long period of time, in as many different environments as possible. Put the bumper stickers on as many cars as you can. Use the poster proofs to create house cards (printed on heavy card stock) for use in the windows of homes and stores (even merchants who sell boycotted products may be willing to display the cards) or to make "snipe sheets" (printed on light, weather-resistant paper and glued onto available outdoor spaces like construction site fences and boarded-up storefronts). Be creative, but be considerate too--bad publicity is worse than no publicity at all.

Bus cards.

Bus advertisements are generally handled by local transit advertising companies rather than by the bus company itself. In most cities, transit advertising is always undersold, and extra space is made available, free, for public service advertising. Try this approach, using the same tactics you would in dealing with the editor of a publication. If you can't get free space, you may want to try raising money for paid placement.

Since most bus riders are working people, this is an unusually cost-effective way of reaching your most desirable target audience, far more so than paid placement in a daily newspaper, for example. **IMPORTANT:** Whenever raising money to buy space, make sure all donation checks are made payable to the media, rather than the UFW. This is necessary for tax purposes.

Be creative.

All of the materials in this package may be used for other purposes. The artwork, type, or the whole ad or sign or bumper sticker can be used for announcements, leaflets, posters, or whatever. The snipe sheets, for example, may be photographically reduced and used as a small-space print ad, and the print ads may be photographically enlarged and used as a poster. You can add your own local message to any of the materials, either on the back or by reducing the image size and leaving space on the front. The house cards may be used effectively to announce meetings, picket lines and other Boycott activities. Use your imagination, and get the message out everywhere.

The house cards and bus signs may also be used to create "human billboards." Simply have your supporters hold the signs aloft near any heavily-traveled intersection. With enough diligence, you will be able to saturate your area with the UFW's message, and at the same time expand the scope of your activities and develop valuable contacts with the media and with community leaders. Good luck, and be sure to let us know how your efforts are going. If you have any problems or questions, feel free to contact Public Media Center at (415) 885-0200.

Printing.

The first thing you should know about printing is that you should find a good printer to work with. One who will take the time and effort to explain to you the basic considerations in producing the material in this package. A sympathetic printer can save you time and money.

Something you should know about printers.

They hate to have down time. Down time is when the presses are not running. That's the time when printers cut prices. You never know when they're short of work so the idea is to get competitive bids on every job you print. That way the chances are reasonable that you'll find one who needs the work. Even if you get a good price from a printer never assume that he'll give you a good price the next time. Shop around!

Sometimes a sympathetic printer will give you a break just because he knows the cause is right. He might donate his time and charge for paper.

And speaking of paper.

The prices on paper are rising faster than almost any commodity on the market. That's where most of your printing dollar goes.

So here's something to think about. In San Francisco we have had some success with some of the bigger paper suppliers. From time to time they have excess paper from partial orders sitting on their shelves. After it's been around for awhile they may be willing to let it go for free or real cheap. Don't be afraid to ask for it. Just ask nicely. Take anything. Your printer will be able to show you how to utilize it.

Almost everything in this package is designed to work in an 8 1/2 by 11 format. You can scale it up or down as the need arises. The snipe sheets will be effective around 22x28. The bus cards are designed originally to be about 21x86 but they are quite flexible.

A word on color.

There are four pieces in the package that require special instructions for the printer. They are the two snipe sheets and the two bus cards.

They have been used in the San Francisco area for some time now and they are quite effective.

They are done in two colors on white paper. The printing process is silk-screen (as opposed to the more familiar offset lithography). The sketch below explains the color breakdown. When specifying the red ink, here is what to ask for. Warm Red with a little Day-glo red added for brilliance. The second color is black.

Again...feel free to call us if you have any problems.

And we hope you feel as good about receiving this as we did in producing it.

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