



Si Se Puede!

CHICAGO BOYCOTT NEWS

United Farm Workers of America, AFL-CIO
1300 South Wabash
Chicago, Illinois 60605 939-5120

Dear Friends,

You all have been so helpful over the years we can't begin to express our appreciation. It has not been easy. We have suffered many reversals: the lose of the lettuce contracts in 1970, the lose of the grape contracts in 1973, the defeat of Proposition 14 in 1976. Still you have remained with us.

Because of your support we have won many victories. In the past year we have grown from a union with 11 contracts covering 4,500 workers and a dream, to a union with 55 contracts and nearly 20,000 workers protected. The dream is becoming a reality for thousands. We have decent wages, health and safety protection, a ban on dangerous pesticides, and an end to child labor. We have built medical clinics, service centers, and union hiring halls. With your help we have won all this and more -- dignity.

Still we have a long, hard road ahead of us. The launching of our new organizing drive to win contracts for 100,000 workers within 2 years will not be easy, we will win because of your support.

Hopefully within 2 years we will have won UFW protection for the farmworkers of California. Then Florida, Texas, the east coast, and here in the mid-west, it will not be too many years from now when Illinois farm workers will have UFW contracts.

Our plans and dreams sound great. However to make them a reality will not be easy. The California growers are feeling very confident of their power after the defeat of Prop. 14. Already they are threatening to try to dismantle the newly refunded ALRB. Our constant pressure will be needed to protect this law. With the law in operation in California we can continue to win contracts.

Your support has brought us to this historic crossroad to the future. We ask you this holiday season and into next year not to forget us. Besides boycotting we need your financial support. The union is \$300,000 in debt after the Prop. 14 campaign. This new drive will cost millions. Don't let our hopes for the future disappear due to the lack of a few dollars. Please give whatever you can. We know what you give you give from your heart.

Again, thank you for your continued support and Happy Holidays.

Si, se puede. It can be done.

THE CHICAGO BOYCOTT STAFF

Maxine Lowy

Ronnie Starnes

Jim Gray
Susan Schumacher
Winnie McDonald

Richard Grossman

Edmund Burke

Kathy Lee

PROPOSITION 14 LOSERS

It has been a grueling three months in California. The days began before dawn and most did not end until well after midnight. Over 500 people worked full-time on the Proposition 14 campaign. Most slept on someone else's floor and ate when time permitted. Farm workers from all over California and Arizona added their strength on weekends. During the last four days there were 2,000 farm workers and staff (plus volunteers) holding human billboards, leafleting and getting out the vote for YES on 14. Some interesting statistics of the campaign:

New voters registered (in 23 days)----- 315,000
 Cars that passed YES on 14 human billboards----- 10,634,000
 Number stickers placed on cars----- 586,000
 Leaflets distributed-----more than 6,985,000
 Percentage turned out in precincts
 worked by YES on 14 state----- 80-90%

But the votes were what we were all working to gain. And the votes went heavily against us: 62% to 38%. The "NO" forces got 4,733,577 votes and the "YES" campaign received 2,880,215 votes.

What happened? The enclosures tell the story pretty clearly. The growers (and their PR expert, Bill Roberts) chose a theme that reached to the emotions of all homeowners: "protect private property"; they embellished their basic theme with an appeal to fear and racism: "...when strangers are allowed to enter my property..." "how would you feel if people were allowed to come on to your place or even your own backyard without permission?" They put their potent messages on radio and TV in late September; by the time the farm workers raised enough money to get on the air, Prop. 14 was viewed by the majority of voters as the "private property issue".

According to pollster Marvin Feldt, on September 25, two days before the growers started their radio-TV campaign, the people of California favored Prop. 14 by a 51% to 42% margin. After two weeks of uncontested media advertising on "property rights" the result was reversed: 53% were "NO" and 31% were "YES" on 14. Roberts and the growers managed to turn Prop. 14 into a referendum on private property—and on that basis they won.

What does the future hold? From September 1975 to February 1976, the UFW won 205 elections; 113 of those elections have been carried by the UFW; 43 new contracts have been signed. The UFW now has 84 contracts covering approximately 76,000 workers in California, Arizona and Florida. Farm worker elections under the existing

ALMA will begin in 2-3 weeks. The emphasis of the UFW will be to organize workers to win the vast majority of elections in the field and to negotiate and service strong contracts. The boycott will focus attention on raising money for strikes and boycotts directed at those growers who do not bargain in good faith even after the UFW has won an election and been certified. In California we will prepare for a major legislative battle next year. During the campaign the growers said they wanted to cooperate with the striking ALMA; but it is more likely they will now use their Prop. 14 victory as a platform to weaken the law and to reduce or cut-off funds for the next fiscal year.

We are all tired, but not discouraged. Prop. 14 was right and necessary; the love and the hope that gave birth to 3 months of incredibly hard work and sacrifice will not be wasted or lost. The farm workers gathered thousands of new friends and supporters because of the Prop. 14 struggle. All of that new energy must now be mobilized to hold onto a strong ALMA and push ahead in California so that the union can spread the work of justice in Florida and the Northeast and across the land.

A CLOSER LOOK AT THE ANTI-14 CAMPAIGN

by the Rev. Wayne (Chris) Hartmire

In June of 1976 The Farm Worker Initiative officially qualified for the November ballot and was given a number, Proposition 14. In July the growers consulted with a public relations expert, Bill Roberts of the Dolphin Public Relations firm (1047 Gayley Ave., Westwood, phone 478-8286). Roberts handled Governor Reagan's two winning gubernatorial campaigns and President Ford's successful primary campaign in Florida against Reagan. The growers decided to employ Roberts to run the anti-14 campaign. In the same month (July) Roberts hired Haug Associates (1545 Wilshire Bl., Los Angeles) to do a public opinion survey on the farm labor issue. On the basis of that \$12,500 survey Roberts recommended that the anti-14 campaign avoid attacking Cesar Chavez, the farm workers, collective bargaining, elections and the existing ALRA (even though the growers had worked for months to shut down the ALRA in an attempt to force changes in the law).

Roberts recommended a simple campaign: don't talk about the substance of Proposition 14; use the access rule of the law as a spring board for talking about "private property rights". To avoid an agribusiness identity Roberts recommended that only small farmers be used in the TV and radio spots. Most importantly, he recommended that all of the written material and TV-radio commercials strongly imply that everybody's property rights are somehow at stake in Proposition 14.

The Roberts-grower strategy is simple and deceitful: try to frighten every California voter into thinking that his/her personal property is going to be invaded by "strangers" or threatened by outsiders if Proposition 14 passes.

Some examples:

- (1) The standard Anti-14 brochure (with Harry Kubo's picture) states in headline type: "PROP.14 would be a serious assault on the personal property rights of every home owner in California."
- (2) In a TV and radio commercial small farmer, Cecil Sanchez says "I think it's violating our rights, it's violating every right of a property owner."
- (3) In another commercial Ernie Tavillon states: "I've raised my family and daughters on this farm and we feel threatened."
- (4) Ty Parkinson of Parlier says on radio and TV: "Prop.14 allows people to come onto my place without my permission. How would you feel if people were allowed to come onto your place or even your backyard without your permission?"
- (5) On TV and radio Ofamia Solomon states: "Prop.14 really frightens me. When strangers are allowed to enter my property without my permission, I have no protection or privacy."

Bill Roberts and his associates wrote every line of every commercial and every brochure. Their conscious, deliberate purpose is to avoid a direct lie and yet leave the impression that urban dwellers (especially wives and daughters) may be the victims of Proposition 14.

Roberts and the growers plan to spend \$1-2 million dollars to spread their slogan. Unless we respond they will buy this election with money and lies and the farm workers will be the victims. Even if people are unsure of how they are voting on "14",

do they want an issue that affects poor people to be decided in this way?

We can respond:

(1) Calif. agriculture is big business: it's sales exceed \$8.5 billion per year; 7% of the farms own 60% of the farmland and pay 75% of the farm labor wages (U.S. Census of Agriculture).

(2) Farm workers are still the poorest workers in our state and nation. Child labor still exists. Pesticides still injure and kill workers. Housing is still not good enough.

(3) Reports and the growers are lying about private property and the public should be told. The access rule is very limited. It protects the right of workers to have access to all sides in an election. It has been upheld by the Calif. and U.S. Supreme Courts. Prop. 13 does not injure anybody's private property rights.

(4) The main purpose of PROP. 13 is to set-up a secret ballot election machinery for farm workers that will be insulated from the political pressures of Calif. agri-business and their legislature allies.

STAFF NOTES

The Chicago boycott staff have returned from California after putting in two long, hard months on the Proposition 13 campaign. Ronn Frantz, Maxine Lowy, and Jim Gray are back and starting to work in their areas again.

However, because of the new organizing drive, not all our staff are coming back. Bob Johnson, Gert Archibald, and Odilia Rodriguez have been permanently assigned to work in California. We will miss them.

We are fortunate to have two new staff in Chicago. Lidia Rist and Hartmut Areba are two German volunteers who have come to work for the UFW for a year. Welcome Lidia and Hartmut.

Also returning is Chris Schneider, who had been transferred to Milwaukee and then California. Chris will be acting director while Richard Grossman takes a well deserved vacation. Welcome back, Chris.

THE FARM WORKERS ARE LOOKING FOR YOU

With the launching of the new organizing drive the UFW is entering a new and exciting period in its history. We need more staff to help us win our goals of justice and dignity for our nation's farmworkers. The salary is low, room and board and \$5.00 per week, but the rewards are tremendous.

We need people to work on the boycott, and we'll train you in community organizing. We need mechanics to keep our cars running. We need people to work in the medical clinics and service centers in California.

WE NEED YOU!

NEW ORGANIZING DRIVE IN CALIFORNIA

Because of the growers fear of Proposition 14, last July the California Legislature refunded the Agricultural Labor Relations Board. Finally on December 1st the ALRB started accepting petitions for union representation elections. The UFW has launched a major new drive to win contracts in California fields. Our drive has met grower opposition already. On the night of December 5 the UFW field office in Calexico, in the Imperial Valley, was shot up by nightriders. Luckily no one was hurt. To coordinate the boycott's role in this organizing drive a new International Boycott Director was appointed. He is Larry Tramutt.

On November 30th the following telegram was received at the Chicago boycott office announcing the new drive:

WITH UNANIMOUS CONCURRENCE OF NATIONAL EXECUTIVE BOARD, I HAVE APPOINTED LARRY TRAMUTT INTERNATIONAL BOYCOTT DIRECTOR. NEW ORGANIZING DRIVE BRINGS UNION TO CRUCIAL CROSSROAD. ALL AVAILABLE REBOURCES MUST BE DIRECTED TO JOB OF ORGANIZING 100,000 NEW MEMBERS WITHIN TWO YEARS. BOYCOTT ASKED TO PLAY VITAL ROLE IN CAMPAIGN TO WIN ELECTIONS AND CONTRACTS BY RAISING MONEY REQUIRED FOR ALL-OUT DRIVE AND ENSURING GOOD FAITH BARGAINING BY GROWERS. SUCCESS DEPENDS ON OUR SOLIDARITY AND SACRIFICE. WITH LARRY'S LEADERSHIP AND YOUR COMMITMENT TO WORKERS' CAUSE, WE SHALL REACH OUR GOAL.

VIVA LA CAUSA.

CESAR E CHAVEZ, PRESIDENT
UNITED FARM WORKERS OF AMERICA, AFL-CIO

CARS CARS CARS

Help! We need cars to be able to organize. We presently have 4 cars for the staff in Chicago. Unfortunately, only 2 are running, and neither are in very good condition. Anyone who had a 6 cylinder car who would be willing to donate it to the UFW, please contact us immediately.

If anyone has any mechanical skills and would be willing to help us fix our cars, we need you.

Without wheels we can not operate!

HOLIDAY SPECIALS

Just for the holidays we are having a sale on Jacques Levy's book Cesar Chavez: Autobiography of La Causa. This beautiful, hard cover book sells for \$12.95 in the stores. Through the holidays they will be available for \$8.00 at our office. This oral history of the union is the best book ever published on La Causa. It is a must for all friends of the farm workers.

Also available are UFW Christmas cards. These come 12 to a packet and sell for only \$2.00. There is a limited supply so order now.

I pledge my continued support of the United Farm Workers' boycott of ^{AVENUE 190} grapes, head lettuce and Gallo Wines.

I want to pledge \$ _____ monthly/once to the farm workers cause.

I want to buy Cesar Chavez, Autobiography of La Causa by Jacques Levy. Enclosed is \$8.00.

I want to purchase Christmas Cards. Enclosed is \$2.00.

NAME _____

send to:

ADDRESS _____

UNITED FARM WORKERS, AFL-CIO

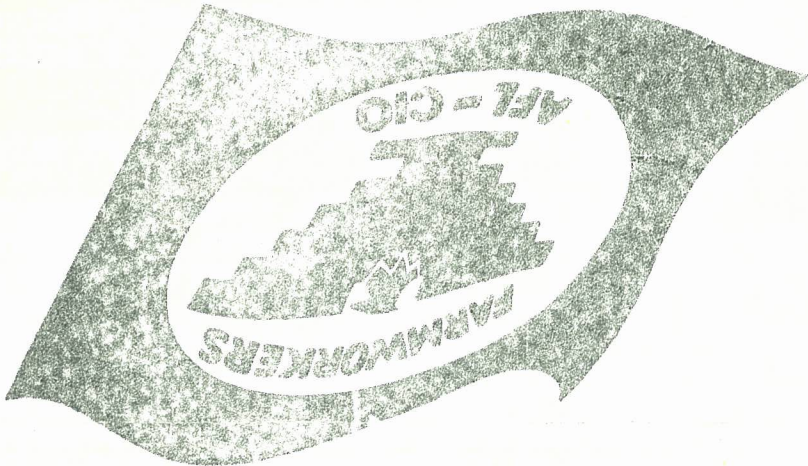
CITY _____

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until the ink is dry on the contracts
the Boycott Continues



Happy
Holidays!

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