

STATE STAFF

Marshall Ganz, Director

Director's Staff

Chris Woods
~~Gene Lee~~ *on March*

Auditor - Paul Hammond

Legal -

Central Administration - Chris Hartmire

Financial Management - Sue Sterner

Logistics & Staff Support

Ed Donovan
Max Avalos
Ann McGregor
Mike Mooring?

Resource Materials - Nori Davis

Communication & Work Department

Doris Avalos
Linda Garcia

Transportation

Marc Coleman
Vicky Estrella ?

Ia Paz Liaison - Holly LaSalle (in Ia Paz)

Outside Organizations - Chris Hartmire

Labor -

Politicians -

Church (I.F. Committee) - Chris Hartmire

Northern California - Fred Eyster

Southern California

Pat Drydyck
Joyce Higgins
Kay Van Stralen

STATE STAFF

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Public Relations - Marc Grossman

Coord State Staff -

Northern California -

San Diego -

Sacramento -

Media -

Staff -

Scheduling -

Fund Raising - Susan Rogers

Staff - Hazel Washburn

Training - Fred Ross

LOS ANGELES SOUTH - MARK PITT, DIRECTOR

Assembly Districts: 51,52,53,57,58,63

AD COORDINATORS

Bob Johnson - Chicago *8/22*
Court Bonthius - Columbus -
Mike Lasinik - Canada *8/22*
Hawkeye Tague - La Paz -

STAFF

Kathy Lasinik - Administration *8/22*
George Sheridan - Staff

ORGANIZERS

Tina Iane - Brigade
Lisa Pallatier - Brigade
3 Chicago *JIM GRAY, ROSS FRANTZ, MAXINE*
2 Columbus *Angie B. Lee Philips*
3 Minneapolis *Jim S. Leslie*
5 California

"Yes on 14" Directors Meeting Minutes

August 23, 1976 8:00 PM

State Headquarters

Participants: Marshall Ganz, Chris Hartmire, Marc Grossman, John Proctor,
Sue Sachen, Mark Pitt, Arturo Rodriguez, Marc Coleman,
Gene Lee, Paul Hammond, Nancy Marsh, Sue Sterner, Chris Woods

AGENDA

- I. Guidelines for dealing with the press
- II. Report on Jimmy Carter Visit to IA
- III. Transportation Policies
- IV. Auditing/Accounting/Reporting
- V. UFW Endorsing Convention
- VI. Staffing Assignments

I. GUIDELINES FOR DEALING WITH THE PRESS

Marc Grossman explained the August 23 Memorandum outlining guidelines for dealing with the press. There was no major discussion or disagreement with the proposed guidelines.

Marc will be on the road with Cesar most of the time, however, he will be in constant touch with Judy Martinez in order to keep abreast of requests for information, etc. Judy's job will be one mainly of coordination and related to technical aspects of Public Relations.

II. JC VISIT TO IA

Although Jimmy Carter still intends to address the Endorsing Convention via a telephone hookup, Marshall and others thought it a good idea to put some pressure on Carter while he was in California in order to speed up Carter's endorsement.

Delegations visited the Pacifica Hotel, the Biltmore Hotel in Los Angeles and the Fairmont in San Francisco on Friday to provide information regarding the number of people who would be leafletting Carter's talks, etc. and to request information regarding the hotels policies on leafletting, demonstrations, etc. Lou Wasserman's home in Los Angeles was also visited by a delegation. Paranoia was limited during visits & hotels were fairly cooperative.

In addition to the delegations, Grace Davis was talking with Mayor Bradley and O'Connell, Carter's California man, about the possibility of Carter being leafleted while in California.

O'Connell spoke with Marc Grossman on Saturday night and was supposed to call again on Sunday but he didn't. Grace Davis spoke with both O'Connell and JC and they appear favorable to endorsing Prop. 14 but nothing definite has occurred.

Tunney has said he will endorse the Proposition as soon as Jerry Brown and Alan Cranston do.

III. TRANSPORTATION POLICIES MEMO

Marc Coleman gave a report on Transportation Policies which will be in effect during the Campaign. Clarification is still needed in several areas:

- 1) Hustling Cars -- current policy is no non-6s should be hustled. We are trying to get policy changed so that we can hustle anything. We would sell the non-6s after the campaign and use the money to buy 6s.
- 2) Loaned Cars -- current policy is we don't insure loaned cars. We would like policy which would allow us to insure the cars for 3 months, liability only.

A decision needs to be made about what to do about DMVs and insurance coverage. If we don't require DMVs prior to bringing a person on staff what do we do when they are involved in an accident and they aren't insured yet. If we do require DMVs before a person is brought on then they will not be able to drive for 2-3 weeks which is unacceptable in a campaign this short.

See Marc's Memo on Transportation Policies for in-depth information.

IV. AUDITING/ACCOUNTING/REPORTING

Four general areas were discussed regarding Financial Management and Prop. 9 reporting. These areas were 1) New Accounts, 2) Budgets, 3) Procedures for Spending and Reporting Money, and 4) Paul Hammond's role as auditor.

- 1) New Accounts -- As soon as Cesar approves the August budget the Divisions will receive their checks and signature cards and can proceed to open their accounts. It is expected that most of the accounts can be opened by Thursday or Friday at the latest.
- 2) Budgets -- Division directors should check the budgets which already exist in their areas so they will be aware of what is budgeted & available in the area, i.e., phones, offices, housing. September budgets are due on August 27, Friday, and should be in Sue Sterner's hands at that time. The September budgets will need to be much more specific than the August budgets were.
- 3) Procedures for Spending and Reporting Money -- Specific policies and procedures in this area will be explained on Tuesday at the Administration Meeting, which Directors must attend.

General suggestions: a) it is very important to have gas and phone controls and b) a daily income report should go to the Campaign Director each morning in order that we can have a very good idea how much money is available for media, etc.

Several questions were raised at the Directors Meeting in Malibu regarding Financial Management. Major concern was expressed about 3 areas: a) Reporting Income from meetings, rallies, etc., b) Reporting In Kind Donations, and c) Paul Hammond's role.

- a) When reporting income received from meetings, rallies, etc., we need only add up the total amount received, estimate the crowd size and come up with an average donation. This method will suffice as long as the average donation is not over \$50. If it is over \$50, then we will have to report those donations over \$50.
- b) There is still a lot of confusion regarding what In Kind Donations we should report as we are afraid of scaring or discouraging our donors by asking for information which will be made public once the Prop. 9 reports are published. The major problem confronting us is the difference between the way we are used to doing things as opposed to the requirements under Prop. 9. If we don't report what is required there are two implications: 1) Legal -- Gilbert Padilla could go to jail (very unlikely), and 2) Political -- in terms of the campaign, the possibility of fraud charges, etc.

What is clear in terms of donations is 1) we need to report any cash contribution over \$50 cumulative--from April on, 2) once we find out what we should report in In Kind donations, we will need to report every In Kind Donation over \$50 cumulative--from April on, and 3) In Kind donations over \$500 need to be reported by donor and by us.

- 4) It was the consensus of those attending the meeting that it would be very difficult for Paul Hammond to audit our books without having the authority to make suggestions on reporting procedures to the bookkeepers. It was decided that Paul would visit the division offices and report his findings at the end of each visit to Sue Sterner who would then follow-up with the bookkeepers if Paul found any problems in the Division. However, this does not preclude Paul from making on the spot suggestions. If it is discovered that many offices are having the same types of problems in their books, then Paul would consult with Mack on how to remedy the problems.

Paul is tentatively scheduled to be in Southern California between September 6 - 9 and in Northern California between September 10 - 14.

V. UPW ENDORSING CONVENTION

The first priority of the Division Offices should be for them to call their respective Congressmen, Assemblymen and Senators to inquire as to whether they received their invitation to the Endorsing Convention. If they haven't received an invitation we should explain what the Convention is, let them know they will be receiving an invitation and request their endorsement for Prop. 14. We should also try to get in touch with other good managerial, supervisory and Board of Supervisor candidates regarding same. Marshall will want feedback on results by the end of the week.

Directors Meeting Minutes

8/23/73

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The Initiative Campaign is responsible for the Visitor Campaign at the Endorsing Convention. This will require us to know what politicians, groups, etc. are attending the Convention so that we can meet with them during the Convention to get their endorsement for Prop. 13.

Grace Davis is putting together a list of Chicago groups who should be invited to the Endorsing Convention. The Boycott also has put together a list of organizations and people who they felt should attend the Convention and the list was sent to Mack Lyons. The Boycott has had no feed back as to which organizations and people were in fact invited.

Elections for delegates to the Convention will be held on Tuesday for the IA Boycott and the Organizing Department. The allocated number of Supporter Delegates has been divided up by regions and the Division Directors will be responsible for following up on the names of supporters to see whether they want to attend the Convention.

VI. STAFFING ASSIGNMENTS

Staff which had not been assigned to areas were assigned and some changes in previous assignments were made. (See Staff Assignment List for in-depth information)

Directors Meeting Minutes

August 24, 1976

St. Johns Church, Adams & Figueroa, LA

Participants: Marshall Ganz, Mark Pitt, Sue Sachen, Arturo Rodriguez,
John Proctor, Gene Lee, Marc Coleman, Sue Sterner,
Chris Woods

Purpose of the meeting was to tie up loose ends from the August 23rd Directors Meeting before the General Meeting was held with full time staff assigned to the Initiative.

Endorsements

Cesar thinks it is very important for us to go after Endorsements and this should be a priority for all Divisions at this point in the Campaign. In seeking endorsements from the Bishops and Central Labor Council you should not wait until after their Endorsing Conventions, but should move now. (Note: latest information is that the Bishops will endorse Prop. 14 on September 14 rather than on October 14.)

Peoples Endorsement Campaign

The Divisions can try different methods during the Peoples Endorsement Campaign, i. e., door-to-door, parking lots, shopping centers. After the first week of this Campaign we should be able to gauge which methods are most productive and work from there.

Voter Registration

Voter Registration should occur during all parts of the Action Program. There is a possibility that we can receive money from the Democratic National Committee to do Voter Registration in conjunction with them in targeted precincts. Further information on this is forthcoming.

Mass Mailings

A mass mailing to approximately 400,000 people will go out on September 8 and September 13. Included will be names from Mo Udall's list and the ACLU list. We are still receiving money from the last mass mailing and it is anticipated that the September mailing could bring in \$150,000.

Training

Each Division can do their own training if they make a conscious decision to do so. Several ideas on what should be included in the training are: background information on the law - what it was before and what the changes are, etc., 2) how to hustle money.

Explanation of Functions

Each Division Director should go over the functions, i.e., AD Coordinators functions, AD Organizers functions, with their staff.

General

Cesar thinks the Campus Recruitment Program is extremely important so Division Directors should list this part of the campaign as a priority area.

"Yes on 14" General Staff Meeting Minutes
August 24, 1976
St. Johns Church, Adams & Figueroa, LA

The purpose of the meeting was to provide information to full time staff on how the Prop. 14 campaign will develop, describe the various programs involved and make assignments.

Sue Sachon gave a report on the Bumper Sticker Campaign which ran from August 6 - August 22. The goal had been to apply 250,000 bumper stickers to cars and as of August 22 approximately 125,000 bumper stickers had been applied and \$25,000 raised. These figures reflect only those bumper stickers applied and money raised in the major cities, as the Field Offices were given responsibility for distributing 30,000 bumper stickers. A report has not yet been received on how the bumper sticker campaign did in the Field Office areas.

A report was given by Arturo Rodriguez on Carter's visit to Los Angeles and the leafletting that occurred at the hotels where he spoke. The decision to leaflet was made on Sunday as we had received no word from the Carter people as to when Carter would endorse Prop. 14.

On Monday morning staff met at the Pacifica Hotel and leafletted participants at the Steering Committee meeting which was being held there. After that they moved to the Biltmore where the Town Hall meeting was taking place. Artie said the Biltmore event was very well done. Every entrance was leafletted and one side of the street across from the hotel was lined with people with flags, banner, etc.

Feed back from the two demonstrations began to come in on Tuesday morning. A reporter from the LA Express had met with Carter Monday afternoon before he left LA and Tuesday morning's Express headlines read " Carter Endorses Prop. 14" The Los Angeles Times also had an article on Tuesday morning which said that Carter was in support of Prop. 14.

The importance of Carter's endorsement is related to the Democratic scene in California -- split in Democratic Party between Brown and McCarthy supporters. Without Carter's endorsement it will be very difficult for us to receive the full support of the Democratic Party in California. However, with his support and endorsement it makes it easier for reluctant politicians to support the Prop. with the rationale that Carter is doing it, Brown is doing it, so why shouldn't I. Word is that Tunney will endorse the Proposition after Brown and Cranston do.

"YES ON 14" CAMPAIGN

The goal of the campaign is to get 4.5 - 5 million voters to vote "Yes on 14" on November 2. We will attempt to reach the voters of California through 4 areas: 1) Media, 2) Public Relations, 3) People Campaign, and 4) Fund Raising.

Prior to outlining what each area entails, Marshall provided general background information on the campaign. As most of the votes we need will come from the cities, the major thrust of the campaign will be in Los Angeles, San Diego, San Bernadino/Orange/Riverside and the Northern Bay Area. LA/SOR/SD represent 65% of the vote needed and the Bay Area represents 35%. Data on past propositions reveal that no proposition ever won if LA was not carried. LA County alone represents 40% of the vote needed to win. Other data which was analyzed showed that there is an automatic 8% no vote on propositions. It is easier for voters to vote no, especially if there is confusion surrounding the issue. Therefore, it is very important that we make people feel that it is safe to vote yes.

In determining which Assembly Districts would be targeted, we looked at the number and percentage of Democrats and Independents in each Assembly District, as Democrats and Independents are more likely to vote yes on the proposition. We discounted agricult. areas, i.e., Kern County, Tulare County, as there are very few Democrats in these areas who would vote yes. Priority ADs were those which had a high % and high number of D & I and these are the ADs which should be staffed first.

After analyzing the data on past votes, registered voters, % & number of D & I, 59 out of 80 Assembly Districts in the state were determined to be priority ADs which should have staff. These 59 ADs represent 77% of the vote needed to win. The Field Offices will be responsible for the Campaign in 12 ADs, 6 ADs will have media coverage and/or Volunteer Committees only, and 3 ADs will have nothing. The 77 ADs which will be touched in one way or another through the "Yes on 14" Campaign represent 94% of the vote. It is anticipated that we will need approximately 500,000 yes votes from Republicans, if we receive yes votes from every D & I in the areas to be covered by us.

Media

Media is defined as that press coverage which is bought. Media experts have told us that \$150,000 will provide minimum media exposure and \$250,000 will insure adequate media exposure for the last 3 weeks of the campaign. In order to determine where specific media spots should be aired and what type of spots to produce for each area one if not more polls are required. Lou and Peter Harris have agreed to do 3 polls for the campaign at no cost to us.

We will need the \$250,000 to do the Media Campaign by October 2, therefore it is extremely important that major fund raisers occur

prior to that date and that the People Campaign produces the income that has been projected for that part of the total campaign.

Public Relations

Public relations is that press coverage which is earned as opposed to bought. Because we cannot reach every voter in the state through personal visits, etc., we will use PR to magnify the events that we have in order to reach a large audience.

It is extremely important that the PR Campaign be planned in such a manner as it peaks on November 2, not before and not after. The campaign in Public Relations will begin slowly and build up as November 2 nears.

We have a definite advantage over the growers in PR as we have the personalities which generate press coverage. However, the growers have an advantage over us in Media as they have the money to buy far more media than we will be able to.

(See Gantt Chart for detailed Public Relations Plan)

People Campaign

Most of our time and energy will be spent on the People Campaign. In this area we have a definite advantage over the growers as there is no way the growers can carry on a People Campaign. There are two areas in the People Campaign: 1) Organizing and 2) Street Operation.

1) Organizing are those activities where we get groups to assist us in the campaign.

- a) Endorsements - First priority right now will be to go out to community organizations and leaders to get their endorsement for Prop. 14. Endorsements accomplish several things, including (1) has impact in community which is real but which can't be seen or measured, but is nonetheless extremely important; (2) builds community organization support; (3) heads off growers.

We can also use endorsements in our propaganda and in mailings by ourselves and by organizations.

- b) Support Committees - We should try to set up as many support committees in each AD as possible. Support committees will bring labor, church and activists into the campaign and they can be very valuable in terms of fund raising, community organizing, etc.
- c) Colleges and High Schools - Colleges will play a major role in the campaign for two reasons. (1) The potential for registering voters who will support us is tremendous. Not many students will be motivated to become involved in political campaigns this election year so we are probably the only group who can get students interested and involved. Voter registration will occur at the opening of each major college or university in the divisions.

(2) Colleges will be our major source of full time staff and volunteers. Recruitment will occur throughout the campaign, although the major thrust for full time staff will occur between September 1 and October 1.

In addition to the Voter Registration and Recruitment which will occur on the campuses, a special GOV will be done at those campuses where we registered voters.

- 2) Street Operation is that part of the campaign where most of the person-to-person contact occurs. Bumper stickers, Peoples Endorsement Campaign, Billboarding, Sniping, Election Day Activities, etc. are all part of the Street Operation Campaign.

(See Gantt Chart for detailed People Campaign Plan)

Fund Raising

Fund Raising will be part of everything we do during the course of the campaign.

(See Gantt Chart for detailed Fund Raising Plan)

Campaign Structure

The state has been broken down into 7 divisions:

- 1 Northern California with 4 County Coordinators
- 4 Los Angeles
- 1 San Bernadino/Riverside/Orange
- 1 San Diego

Each division has between 3 to 8 assembly districts which it is responsible for.

(See Campaign Structure Chart for details)

Campaign Goals

Each division director or county coordinator had campaign goals set for their area. These goals relate to fund raising, volunteers, organizers, etc.

(See Campaign Goals Chart for detailed goals)

"Yes on 14" State Headquarters
1411 West Olympic Boulevard, Suite 502
Los Angeles, California 90015

August 26, 1976

TO: Division Directors and County Coordinators
FROM: Marshall
RE: Voting Procedures for November Election

Please instruct your staff, including non-California personnel, to register to vote prior to October 2. There are no residency requirements in California, so staff need only complete the mail-in voter registration cards and mail them to the County Voter Registrar for the County in which they are residing during the Campaign.

In order to facilitate voting by Campaign staff, we are asking all staff to vote by absentee ballot. Voting in this manner will alleviate logistical problems which arise when you try to coordinate numerous election day activities and also provide time for staff to vote.

County registrars will be accepting absentee ballot requests from October 4 through October 26. Attached is a form letter to be sent to respective County Voter Registrars by Division Directors and County Coordinators for each registered staff person.

If you have any questions, please contact Chris Woods at State Headquarters.

"YES ON 14"

Marshall

SAMPLE

County Voter Registrar
Los Angeles County
Los Angeles, California

Dear :

I am a registered voter in Los Angeles County, however, I will not be in the County on November 2, 1976. Therefore, I am requesting a absentee ballot be mailed to me at:

1411 West Olympic Boulevard
Los Angeles, California 90015

Thank you for your assistance in this matter.

Sincerely,


Chris Woods

memo

Mark Pitt

8/28/76

To: Division and County Directors

From: S. Pat Drydyk, Interfaith Committee (So. California)

Re: Areas of Responsibility

So that we will not be duplicating each others efforts, or missing some aspect of the church scene entirely, I suggest the following separation of functions. If revisions are necessary, let me know.

A.D. Organizer Activity

with Churches

- Gathering/ Use of local church and synagogue facilities
- P.V.'s with local clergy, sisters.
- Recruitment of local church volunteers
- Scheduling forums in local churches
- Setting up Sun/Fri events in local churches and synagogues
- Fundraising in local churches
- Follow-up on religious contacts given.
- Getting Prop. 14 information into local church bulletins and newsletters.
- Involving parochial school teachers and students in Prop. 14 action

- Resolutions, endorsements, media work and pastoral letters within each denomination.
- Developing contacts for AD organizers, trouble shooting, etc.

- cc Cesar Chavez
- Fred Eyster
- Marshall Ganz
- Marc Grossman
- Chris Hartmire
- Crosby Milne

Interfaith Committee Activity

Pat Drydyk:

- Over-all direction of I-F work in So. Cal.
- Catholic denominational heads and groups ⊕
- Connecting Catholics to AD organizing
- Speakers Bureau Training and scheduling
- Interfaith Committees
- World Hunger Coalition to Support 14
- Delegations to politicians
- Gathering
- Coordination and training of organizers in People's Campaign in LA Central and San Diego ⊕

Kay Van Stralen:

- Jewish denominational heads and groups ⊕
- Connecting Jews to AD organizing
- Catholic sisters organizations ⊕
- Out of state coordination
- Recruitment
- Newspaper ads, letters to editor
- Delegations to editors/papers
- Gathering
- Coordination with and training of organizers in People's Cam. in LA West and LA South ⊕

Joyce Higgins:

- Protestant denominational head and groups ⊕
- Connecting Protestants to AD organizing.
- Interpretive materials
- FW Sunday worship aids
- Bulletin inserts
- Mailings to churches
- Gathering
- Coordination with and training of Organizers in People's Cam in LA East and SOR ⊕



UNITED FARM WORKERS of AMERICA AFL-CIO

National Headquarters: La Paz, Keene, California 93531

(805) 822-5571

"YES ON 14" STATE HEADQUARTERS
1411 West Olympic Boulevard
Los Angeles, California 90015

August 23, 1976

M E M O R A N D U M

TO: Division Directors
FROM: Marshall Ganz, "Yes on 14" State Director
RE: Guidelines for dealing with the press

Most of your work will involve the "Yes on 14" people-to-people drive. We also recognize the importance of an effective public relations effort. Coverage of the Farm Worker Initiative by the print and broadcast media will reach many millions of people who may not be reached by the field campaign.

Cesar has named his press secretary, Marc Grossman, to oversee press operations, and a press office has been established at the state headquarters in Los Angeles. Judy Martinez, who served the Tom Hayden campaign as deputy press secretary, has signed on in a similar capacity at the "Yes on 14" state office.

Our campaign organization and the structure of the California media require a division of responsibility for press work between the state and division campaigns. This memorandum will help define that jurisdiction.

The following press inquiries should be directed to the state press office:

All inquiries relating to policy questions or seeking campaign positions on major issues.

Questions regarding Cesar, his schedule or requests for interviews. (The state press office will probably issue Cesar's schedule to the press on a weekly basis.)

If a major daily newspaper or television station calls your office requesting information for a feature article on Proposition 14, either direct them to the state press office or forward their request to the "Yes on 14" headquarters.

In general, dealings with the following types of press organizations should be referred to the state press operation:

Major daily newspapers--San Francisco Examiner, Sacramento Bee, Los Angeles Times, San Diego Union-Tribune.

Major network affiliate or independent television stations--
KGO-TV San Francisco, KXTV Sacramento, KNXT-TV Los Angeles, KFMB-TV San Diego.

Major network affiliate or independent radio stations--
CBS or Westinghouse broadcasting.

In general, the division will be responsible for dealing with the following media:

Local community newspapers.

Local non-network radio stations.

Local specialty press--labor, religious, ethnic, college.

Responsibility for securing press coverage of strictly local events rests with the division director. To ensure maximum effectiveness and coordination with campaign activities in other parts of the state, you should touch base with the state press office before proceeding with press work.

The following are some tips on organizing coverage for local events:

1. Have a good press list available. (By early September, the state press office will mail you press lists for your area detailing the commercial print and broadcast media, community publications and local specialty press.)
2. If you have adequate notice and desire to do so, you may mail a very short "teaser" announcing upcoming event four or five days before activity. You may want to touch base with state press office for suggested language.
3. Forty-eight hours before day of event, notify area wire services of planned activity. (In most large cities, the wire services issue daily budgets or schedules to their subscribers announcing the newsworthy events of the following day.)
4. The day before the event, call the local print and broadcast media with a one or two line "teaser" on the activity. (Talk to news assignment editors at television and radio stations and city desks at major newspapers.)

Division Directors

August 23, 1976

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5. If you decide to use a press release (they are not always necessary) it should be short and well written. You may want to contact the state press office for assistance.

To lay the groundwork for our public relations campaign and assist you in your division effort, the following mailings will be issued by the state press office.

By August 28, opinion leaders among the working press will receive a packet of background materials on Proposition 14.

By September 1, ~~community newspapers~~ and specialty publications will receive a suggested article for reprint on the initiative accompanied by a photo and caption.

By September 2, the state press office will mail you the local press lists.

If you have questions or need further help or information, feel free to contact Marc Grossman or Judy Martinez through the state headquarters office.

YES ON 14!

State Headquarters • 1411 W. Olympic • Los Angeles 90015 • (213) 381-3726
September 13, 1976

TO: Addressees
FROM: Marshall
RE: September 11 Public Relations Meeting-CONFIDENTIAL

The meeting began as a general discussion of Fred Branfman's report on grower activity and grew into a discussion of PR themes and how to hit the opposition.

I. POSITIVE THEMES

The following -- on the basis of preliminary poll results, field experience, etc. -- seem to be our strongest points to push.

A. The right to choose, the right to vote.

This far and away is the argument people respond best to. If Prop. 14 is clearly identified in the public eye with this, we will win. Also that the legislature cutoff of money stopped the elections.

It also appears that public perception of Prop. 14 should not focus on the changes which it makes, but rather on it being a positive guarantee and affirmation of the right to choose a union or vote.

Ways of developing this positive theme are as follows:

1. Purchased Media - TV, Endorsing Ads, etc.
2. PR - Cesar, etc.
3. Street Campaign - leaflets, signs, bumper stickers, Voter Registration Campaign, etc.
Note: The Voter Registration Campaign links Prop. 14 with voting again.
4. We should also see to it that the Press tags it with this theme.

B. Rule of Law, "Settle this Thing," Peace, etc.

This is Brown's main theme and can be developed by him and others -- perhaps the church -- but would not be our main thrust. Also "take politics out of Board."

Ways of developing this theme are:

1. Purchased Media - Commercials featuring Brown, Cranston, etc.
2. PR - Brown, etc.
- C. We are Winning - They are Losing

Although the above are the main themes, a third subsidiary theme which should be part of the program is the "We are Winning - They are Losing" theme. It is important in drying up their funds, as well.

Ways of developing this theme are:

1. Plant information with Kubo - "have 71.2% favorable, etc."
2. This is effect of every major endorsement.
3. Endorsing ads in major papers - Sacramento Bee, LA Times, SF Chronicle
4. "Predictions by Experts"

D. A underlying theme to all the PR is the issue of farm worker conditions. This underlies much of the public sympathy to farm worker needs. These include child labor, poverty, lousy camps, etc.

II. NEGATIVE THEMES & COUNTERS

This section deals with the strongest themes of the opposition and some ways to deal with them.

A. Violation of the right to private property: Access

This appears to be the area where there is greatest public opposition. If Prop. 14 is tagged in this way, it will lose or, at least, have a tough time.

In countering this argument, we don't have to make it bigger than it is, but it would be desirable if we could do two things.

1. Link the public perception of the "access" question as being related to the growers desire to keep people out of terrible camps, hide their camps, and thus keep workers from having rights, and the growers use of violence to prevent workers from exercising their right. It also should be related to the growers desire to hide "bad conditions" - like child labor, etc. Also clearly define "grower private property" as large corporate farms, not someones back yard.

2. Bait the growers into a "I am not a crook" position, e.g., taking out ads that they are not trying to hide anything, they don't employ child labor, they don't use violence, they have nice camps, etc.

Some ways of accomplishing this could be as follows:

1. Plant with growers our plan to attack with camps, violence and child labor. Kubo and Bill Roberts
 2. Leaflet the ALRB Hearings and grower testimony charging camps, violence and child labor.
 3. Buy a single ad in Sacramento along these lines.
 4. Announce a plan to distribute 1,000,000 leaflets regarding same.
 5. Prepare a press packet documenting this stuff and get press to question growers regarding same.
 6. Get Conrad to do a cartoon.
- B. Use of Kubo as a front for agribusiness, trying to create sympathy for small farmer and develop themes of private personal property and violation of personal rights being violated.

The following can be done to remove Kubo and discredit the grower position and reinforce the above themes.

1. The "Gang" Story

Brown called the opposition to 14 a "gang" not representing the interests of farmers but a group of "lobbyists" and "special interests." Kubo is a front for these "special interests" and should be discredited thus exposing the "large agribusiness and lobbyists" opposed to 14 and the right to vote and wanting to use the farm workers for crass political purposes.

Fred will pursue the "gang story" in the form of who really is opposed to 14 -- the Farm Bureau, Daryl Arnold and WGA, etc. -- not the farmers.

The Farm Bureau also seems to be using 14 as a gimmick for raising \$'s for "Farm-Pac" their political arm and use that \$'s for campaign funds. They deny they are doing anything direct on 14, but have a guy working full time on it.

Also Roberts is totally running the campaign - a professional, slick PR firm -- not the Kubo group, who do nothing.

When developed, this can be turned over to Marc Grossman who then will arrange for an "investigative reporter" exclusive or a press conference by Cranston, etc.

The Board of Directors of CFFLL offers other possibilities, e.g., Jack Pando & Decote, etc. Also we can use inkind donations of stuff, e.g., from Heron Ginning Company, in this example.

2. "Camp Kubo"

This is to expose the bad working and living conditions on Kubo's farm. Reinforces counter access theme and conditions theme - dumps Kubo. Jim will follow-up with Tanis and Vivveros in Selma and clergy may get involved. Then Marc to get reporter and/or film crew.

3. "Kubo, the Violent"

Using Nesie Farmers League suit, document use of violence by Kubo and company. Reinforces counter-access theme. Marc to prepare a press packet. Jerry to send documentation.

4. Kubo and the Japanese

The wife of the Mayor of Sacramento is Japanese and upset with the Kubo ad using the camps. There are others in San Francisco and LA. This should be gotten together and turned into a Japanese community newspaper ad and perhaps a press conference by wife of Mayor of Sacramento. Idea to deflect Kubo and draw into internal Japanese community fight. Bob Purcell and Will Kirkland to follow-up.

C. Miscellaneous creation of problems for the opposition.

1. C.W.A.

This group is applying for tax exempt status, but is engaged in political activities on behalf of Anti-14. They should receive a letter from Jerry re this fact with a cc for LA Times and Fair Elections Practices. Just create internal problems.

2. Contributing Growers

Perhaps should send a letter (polite) from some group simply asking verification of their contribution. Could make them uptight by putting in "public eye."

D. Contingency Plan: Food Prices

We will need a plan should this become the central issue of their campaign. Options include a straight counter - "Prop. 14 will lower food prices," or "growers raise prices, not workers," approach; a renewed emphasis on farm worker conditions, etc.

Note: We need to figure out best way to use World Hunger Coalition and Interfaith Committees.

ADDRESSEES:

Chris Hartmire
Jim Drake
Marc Grossman
Fred Branfman
Bill Zimmerman
Executive Board Members
Jerry Cohen
Crosby Milne
Division Directors & County Coordinators
Fred Ross
Will Kirkland
Hal Dreyfus

September 24, 1976

To: Divisions
From: Marshall
Re: Reminders

We now have two legal coordinators on our staff to whom we should channel all of our legal problems. They are Glenn Rottner in Southern California and Ellen Greenstone in the North.

Mark Grossman has written a response to editorials against Prop. 13. A copy of that is enclosed. If an unfavorable editorial appears in your area paper contact the paper about equal time and try and get the response in.

There are certain celebrities willing to appear at the Saturday night division meetings when the farmworkers are in town. Fill out a scheduling form with the time and place of your farmworker rallies and turn them in to Amy. They will try and arrange for celebrities for you.

There are several debates scheduled in the next couple weeks

- 1) Chris Vertreire - Derroll Arpold, today, Sept. 24, at 3:30 - 4 p.m. Ch. 4
- 2) Cesar - Harry Tubo, Sept. 30 (Thurs.) Ch 29 KGET (live, 7:30 - 8:30 p.m.)
- 3) Jerry Cohen - Bill Roberts, Oct. 7 (Thurs.) Radio KIEV. 280 2:30 - 3:45 p.m.

Los Angeles only - Our contact at the District Attorney's office for problems that come up on the street is Gary Barber, home phone - 275-0893, office - 974-3501.

MEMO

TO: ALL CAMPAIGN DIRECTORS AND FIELD OFFICES

FROM: MARSHALL GANZ

RE: LEGAL RIGHT TO BE IN SHOPPING CENTERS AND MALLS

from Initiative

In many counties in the state we have been having difficulty with remaining in malls and plazas to gather initiative signatures. This difficulty has come primarily from the month and a half old Supreme Court ruling which made some significant changes in the law. On Tuesday, however, we gained a breakthrough in Los Angeles which should be helpful throughout the state.

As a result of two meetings and substantial legal research, the office of the Los Angeles City Attorney, Bert Pines, issued instructions to the Los Angeles Police Department and Police Commission as follows:

The city attorney's office advised them that we would be present in shopping centers and malls throughout the city and that our presence at these locations under no circumstances violates Section 602 (1) or (n) of the California trespass code.

The instructions continued that our activity also does not violate Section 602 j of the trespass law "if it does not injure, interfere with or obstruct any property, property rights or lawful business or occupation carried on by the owner."

The above three sections of the trespass code are the only three which are arguably applicable to our activity. Individual officers in the field will still have discretion to determine what constitutes injury or interference with property rights, but the fact that the letter is being sent is practically a determination that our conduct, if peaceful and polite, does not amount to such interference.

We suggest you bring this decision - as well as the stated policy of the San Diego police department which is similar - to the attention of your local city or district attorney should you be getting hassles. They may call the L. A. City Attorney's office for clarification if they wish.

Viva.