Mark

Yes-on-14 Spots
Taped 10/3

TV spot #1 -- Cesar Chavez

1. Audio:
Weaver (voice over): For the farm workers...Cesar Chavez

Video:
A tight shot of Cesar standing in front of rows of strawberries

2. Audio:
Cesar (on camera): Farm workers are very good people. They work hard to feed all of us. They're not asking for too much, just a chance to make life better for themselves and their children. Yes on 14 will give them that chance. Your yes vote on 14 will give farm workers the right to vote on whether or not they want a union. Thank you.

Video:
After Cesar, cut to title card saying Yes on 14.

Closing (audio only):
Weaver: (voice over title card) Yes on 14 simply gives farmworkers the right to vote. Please vote yes on 14.

TV spot #2 --Robert Blake

Audio
Blake: They work...we eat. Let's help them. Farm workers need dignity, self-respect, and hope like all of us. Vote yes on 14. You'll be helping the farm workers. Cesar Chavez is one of them.

Video:
1. Long, slow pan across 50 farmworkers staring into camera from a field. The camera comes to Blake who sitting on a low table in the field and then zooms into a tight shot of Blake.

Audio:
Cesar: Farm workers are not asking for very much, only the right to vote and choose for themselves whether or not they want a union.

Video:
2. Cesar standing next to a field.

Audio:
Blake: Vote yes on 14, you'll be doing the right thing... and that's a promise from me to you.

Video:
3. Back to Blake with titles super-ed over the image.

Tv spot #3 -- Dennis Weaver

Audio:
Weaver: Thank you.....You know, we've got to stop the hardships and the injustices that the farm workers have had to put up with just to put food on our table. And a yes vote on Proposition 14 will do just that. That's why your one vote, and mine, are so important to them...and to Cesar Chavez.

Video:
1. Weaver walks out of field of farmworkers and comes directly up to the camera.

Audio:
Cesar: Farm workers are not asking for very much, only the right to vote and choose for themselves whether or not they want a union.

Video:
2. Cesar in a field

Audio:
Weaver: (voice over) Yes on 14 simply gives farm workers the right to vote. Please vote yes on 14.

Video:
3. Cut to title cards

10/07/76

MEMO

TO: ALL PROPOSITION 14 ENTITIES, BOARD MEMBERS, AND ORGANIZERS

FROM: JIM DRAKE

RE: TYPICAL GROWER BLACKMAIL

HERE IS AN ARTICLE SHOWING HOW THE GROWERS THROW MONEY AROUND TO CONTROL THE PRESS. IT SHOULD BE A GOOD ARGUMENT FOR USE ON DEBATES.

22 Pt IV—Thurs., Oct. 7, 1976 Los Angeles Times

KHJ-TV and Client in Prop. 14 Dispute

BY LEE MARGULIES
Times Staff Writer

The committee organized to fight Prop. 14, the proposed California farm labor law, has withdrawn its "No on 14" commercials from KHJ-TV Channel 9 in a dispute over the station's forthcoming editorial in favor of the measure.

Jim Rosner, president of Dolphin Advertising, which is handling the statewide media campaign for the No on 14 Committee, said Wednesday he pulled the ads because he thinks the KHJ-TV editorial was irresponsibly researched.

Rosner said his gripe was not that KHJ decided to endorse Prop. 14 but that it did not contact the organized opposition before reaching that decision.

Lionel Schaen, vice president and general manager of KHJ-TV, confirmed that the station did not request information from the No on 14 Committee but said there was no reason to, since it researched both sides of the question in other ways, including interviews with farm workers and growers.

The editorial is not scheduled to be broadcast until Monday but KHJ-TV released its position in advance.

The station executive firmly backed up the editorial and the manner in which it was prepared and said he would not "be intimidated by the threat of the commercial loss to drop the editorial."

Schaen took issue with Rosner's contention that he was upset merely at KHJ-TV's research methodology, saying he didn't think Rosner would have reacted the same way if the editorial had recommended voting against the ballot measure.

The advertising money that would have gone to KHJ-TV—nearly $23,000, Schaen said—will be spent elsewhere in the Los Angeles area, Rosner said.

Schaen said that as with all its editorials, KHJ-TV welcomes and solicits replies to its Prop. 14 stand from responsible parties.

Prop. 14, sponsored by Cesar Chavez's United Farm Workers of America, would reenact, with some pro-union changes, the state's law providing for secret-ballot elections to determine whether farm workers want to be represented by a union.

Mark P. S.

Mark - you have probably been mailed this (by fing) but won't get it till tomorrow so I made a copy in case you wanted it before your debate

Virginia

"Yes on 14" Division Directors Meeting
October 14, 1976
USC, Newman Center, LA
Participants: Marshall Ganz, Jim Drake, Chris Hartmire, Fred Ross, Sr., Larry Tramutt, Arturo Rodriquez, Sue Sachen, Marc Coleman, Mark Pitt, John Proctor, Scott Washburn, Bob Lawson, David Dyson, Jessica Govea, Dave Kaehler, Beth Goldberg

Purpose of the meeting was to examine where we stand at this point in the campaign and to plan the remainder of the campaign. Areas which were discussed included media, GOTV and action program activities such as billboarding, sniping and freeway signs.

I. MEDIA

Feedback from the Streets re: Yes on 14 Ads

Although our ads have only been running for two days, with a very limited number of spots, the impact is already apparent on the street. Our people are getting very positive feedback, particularly favorable reaction to the Brown spot. Although property rights still remains the issue on 14, the Brown, Pines and Frietes ads will deal with this issue and our street rap in bumper stickering and leafletting will continue to attack their $ and the BIG LIE. This two-pronged approach should begin to erode their soft support on No.

Media Plan

We will continue to run the Brown TV spot, with a possibility of another Brown spot being done later. At this point, we do not plan on using anyone else for TV spots. The Pines and Frietes radio spots will continue to run for a while longer, then new radio spots made by Bradley, Dellums, Cranston and Cesar will begin.

The question of over-exposure of Brown was raised and it was Marshall's feeling that the ad will not becoming boring as the average "Joe Blow" needs to see an ad several times before he really "sees" the ad and understands what is it all about.

Partially as a result of the latest Field Poll, we have decided to increase the amount of money which we will be spending on media. (See Field Poll results below.)

Monitoring System

It is necessary that a monitoring system be set up as soon as possible in the Divisions for the following reasons:

- to check placement of the ads

- to make sure that the ads are being run correctly. We have already had several problems with a No ad being run instead of a Yes or the ad not being allowed to run its full length. Essentially, the monitoring system would utilize supporters and volunteers who would be willing to watch the ads on TV and reporting any changes, mistakes, etc. to a monitoring coordinator.

"yes on 14", Division/Directors Meeting
October 14, 1982
USC, Newman Center, LA

Participants: Marshall Cohen, Jim Drake, Curtis Hartman, Fred Koss, etc.:
Larry Tramutt, Vincent Rodriguez, Sue Sachen, Mate Gotsman,
Mark Pritt, John Proctor, Scott Kempnich, Bob Lemson,
Derek Parson, Jackie Covey, Dave Kaplan,
Ralph Goldberg

Purpose of the meeting was to examine where we stand at this point in the campaign and to plan the remainder of the campaign. Areas which were discussed included media, GOTV and action programs activities such as billboarding, antping and freeway signs.

I. MEDIA

Feedback from the Stevens re: yes on 14 ads

Although our ads have only been running for two weeks, with a very limited number of above, the impact is already apparent on the screen. Our people are getting very positive feedback, particularly favorable reception to the Brown spot. Although property rights still remains the issue on 14, the Brown, Times and Fresno ads multiply with this issue and our street rap in number activations and facilitation. Mill continue to attack Open & and the RTC LIE. This two-pronged approach should persuade people either support or not.

Media Plan

We will continue to run the Brown TV spot with a possibility of another Brown spot perhaps later. At this point we do not plan on using anyone else for TV spots. The Times and Fresno radio spots will continue to run for a while longer, then new radio spots made by Bradley, Dellums, Cranston and Cesar Mill perhaps.

The question of cover-exposure of Brown was raised and it was Marshall's feeling that the ad will not persuade people as the voiceover "the Brown" needs to see an ad several times before he really "sees" the ad and understands what it is all about.

Particularly as a result of the latest Field Poll, we have decided to increase the amount of money we will be spending on media. (See Field Poll results.pdf)

Monitoring System

It is necessary that a monitoring system be set up as soon as possible in the Diviaions that the following reasons:

- to check placement of the ads.

- to make sure that the ads are being run correctly. We have already had several problems with a no ad being run instead of a 60 ad, the ad not being aired to increase the number of times the ad is seen.

Essentially the monitoring system would facilitate supporters and volunteers who would be willing to help the campaign on TV and radio, such as: chamber, mailpeople, etc. to a modifying coordination.

Field Poll

Following are the results from the two Field Polls and our 2nd poll:

Field Poll - 9/18 - 9/25	Yes on 14 Poll - 10/3 - 10/5	Field Poll - 10/7 - 10/8
Aware -- 46%	Aware -- 48%	Aware -- 77%
Farm Workers -- 51%	Farm Workers -- 30%	Farm Workers -- 31%
Groewrs -- 42%	Growers -- 30%	Growers -- 53%
Undecided -- 7%	Undecided -- 40%	Undecided -- 16%

With regard to the results of the Second Field Poll, it is impossible for public opinion to shift as rapidly as Fields' indicates it has -- increase in grower support of 23% in two days (10/5 - 10/7). Keene Larson was also reported to have had advnace knowledge of the poll.

Opposition's Media

The opposition is still staying with the private property issue, however, they have also begun to use other issues in their TV and radio ads -- Zenovich ad saying that "Proposition 14 is unnecessary" and Sen. Way ad saying that Prop. 14 provides "blank check financing."

Indicat hat they are beginning to feel the heat include their filing a suit against us claiming libel (the Garin suit). The issue of child labor, which is central to the Garin suit, should be kept alive as the growers cannot win on this issue. In addition, the No forces have accused Marshall of threatening grower contributors (Priolo statement) and have issued a statement saying that Van de Kamp has no authority to investigate the No ads. There are also some indications that the opposition's supporters are becoming more aggressive in their opposition, e.g., Yes bumper stickers being ripped off cars.

II. ACTION PROGRAM

There are two types of work which need to be done in the remaining days of the campaign:

1. Persuasion -- persuading those who are confused to vote "Yes on 14." Factors which will assist in persuading people include: a) union mailings, b) media, c) billboarding, and d) bumper stickers. Will reach people in the middle and swing areas - Suburban Bay area, Orange County, etc.

2. Motivation -- motivating our supporters to help in the final days of the campaign and to get out and vote. GOTV related activities include a) phoning, b) mini rallies at colleges, c) sound trucks, d) billboarding - all of which will motivate people to get out and vote. Motivating type work will reach those voters in the Chicano, Black, college and liberal areas.

Report by Jim Drake on GOTV

Jim gave a report on proposed activities related to GOTV. He skimmed over each area and all points were discussed in further detail during the planning of the program. (See Report distributed at meeting for points discussed.)

Field Poll

Following are the results from the two Field Polls and our 2nd Poll:

Field Poll - 9/18 - 9/25	Yes on 14 Poll - 10/3 - 10/5	Field Poll - 10/1 - 10/8
Yes -- 48%	Yes -- 48%	Yes -- 41%
Farm Workers -- 51%	Farm Workers -- 30%	Farm Workers -- 31%
Growers -- 42%	Growers -- 30%	Growers -- 23%
Undecided -- 7%	Undecided -- 40%	Undecided -- 46%

With regard to the results of the second Field Poll, it is impossible for opposition to split as rabidly as Field, indicates it has -- increase in Growers support of 23% in two days (10/5 - 10/1). Keene Parson was also reported to have had advance knowledge of the poll.

Opposition's Media

The opposition is still straying with the private property issue, however, they have also begun to use other issues in their TV and radio ads -- Zenovich's saying that "Proposition 14 is unnecessary" and Sen. Way is saying that Prop. 14 threatens Farmer check financing."

Indicat that they are beginning to feel the heat including their filing a suit against us claiming libel (the Carin suit). The issue of child labor, which is central to the Carin suit, should be kept alive as the Growers cannot win on this issue. In addition, the no forces have accused Marshall of threatening Growers contributors (Proyto arrangement) and have issued a statement saying that Ann de Kemp has no authority to investigate the No side. There are also some indications that the opposition's supporters are becoming more aggressive in their opposition, e.g., yes number stickers being tripped off cars.

II. ACTION PROGRAM

There are two types of work which need to be done in the remaining days of the campaign:

1. Persuasion -- persuading those who are contused to vote "yes on 14." Exactons which will assist in persuading people include: a) union mailings, b) wagts, c) Pilliporating, and b) number stickers. Will reach people in the middle and swing areas - Supran Bay area, Orange County, etc.

2. Mobilization -- mobilizing our supporters to help in the final days of the campaign and to get out and vote. COTA retained specialists include: a) phonies, b) mini rallies at colleges, c) sound trucks, d) pilliporating -- all of which will mobilize people to get out and vote. Mobilizing type work will reach those voters in the Chicano, Black, college and liberal areas.

Forward to the Results of the Second Field Poll

If it is impossible for Proposition 14 to split as rabidly as Field, indicates it has -- increase in Growers support of 23% in two days (10/5 - 10/1). Keene Parson was also reported to have had advance knowledge of the poll.

Opposition's Media

The opposition is still straying with the private property issue, however, they have also begun to use other issues in their TV and radio ads -- Zenovich is saying that "Proposition 14 is unnecessary" and Sen. Way is saying that Prop. 14 threatens Farmer check financing."

Indicat that they are beginning to feel the heat including their filing a suit against us claiming libel (the Carin suit). The issue of child labor, which is central to the Carin suit, should be kept alive as the Growers cannot win on this issue. In addition, the no forces have accused Marshall of threatening Growers contributors (Proyto arrangement) and have issued a statement saying that Ann de Kemp has no authority to investigate the No side. There are also some indications that the opposition's supporters are becoming more aggressive in their opposition, e.g., yes number stickers being tripped off cars.

II. ACTION PROGRAM

There are two types of work which need to be done in the remaining days of the campaign:

1. Persuasion -- persuading those who are contused to vote "yes on 14." Exactons which will assist in persuading people include: a) union mailings, b) wagts, c) Pilliporating, and b) number stickers. Will reach people in the middle and swing areas - Supran Bay area, Orange County, etc.

2. Mobilization -- mobilizing our supporters to help in the final days of the campaign and to get out and vote. COTA retained specialists include: a) phonies, b) mini rallies at colleges, c) sound trucks, d) pilliporating -- all of which will mobilize people to get out and vote. Mobilizing type work will reach those voters in the Chicano, Black, college and liberal areas.

Report by Jim Drake on COTA

Jim gave a report on proposed activities related to COTA. He estimated over each area and NIT. Points were discussed by interest during during the planning of the program. (See Report distributed at meeting for points discussed.)

After Jim outlined the possibilities for a GOTV, Chris Hartmire discussed the Billboarding operation.

Billboarding

Idea behind billboarding is to make it a phenomenom in the cities. It requires units of 7-10 people who line up on the side of the street (intersections, near entrances to freeways, etc) that the heaviest traffic is flowing on, with the people standing 15-20 feet apart. The two most important factors in a successful billboarding operation are:

1. Organized System of Discipline and Training
2. Good Targetting

1. Organized System of Discipline and training is essential and needs to occur on a daily basis. During Prop. 22, the training, role playing, feedback, etc. happened during their daily afternoon meeting. The importance of this discipline cannot be underestimated, therefore, the Division Directors should take responsibility for running these meetings.

2. Good Targetting is the second factor which can make the difference between a good billboarding operation and a bad one. The City and County put out traffic books which can be used to figure out the busiest intersections and streets. In addition to using these books, the Billboard Coordinator can also use personal knowledge of staff and supporters to target for billboarding. In addition to doing billboarding in high volume areas, there may be lower volume areas where billboarding should also occur, e.g., strong support areas where we need to motivate. Locations should be changed so that billboarding does not become commonplace for those people who travel the area regularly.

Schedule: This is a tentative schedule which is subject to change by the State Billboard Coordinator.

5:30 AM -- Coffee, Rolls, Short Meeting at Central Location
6:30 AM -- 10:00 AM -- Billboarding
10:00 AM - 1:30 PM -- Rest, Eat, Meeting (meeting will include feedback from streets, training, role playing, etc.)
2:30 PM - 6:30 PM (or dark) -- Billboarding
7:30 PM - 9:00 PM -- Rest, eat, Meeting/Rally

PR events using Cesar, politicians, celebrities, etc. will be scheduled during the billboarding.

Each Division should have a Billboarding Coordinator who is responsible for targetting, coordinating the actual billboarding, materials for billboarding, etc. There will also be equivalents of ADC's who will be responsible for several crews of 10 per crew. Each crew of ten should have 1 crew leader and a crew should not be made up completely of farm workers.

Sniping

Sniping will occur between October 27 and October 30. A Special Sniping Task Force should be given responsibility for targeting sniping locations, coordinating the sniping operation, etc. There are 25,000 snipe sheets being printed and they will be distributed to the areas shortly.

After Jim outlined the possibilities for a COVA, Chris Hartmire discussed the

Billposting operation.

Billposting

Idea behind billposting is to make it a phenomenon in the cities. It requires
units of 1-10 people who line up on the side of the street (intersections near
entrances to freeways, etc) that the heaviest traffic is flowing on, with the
people arriving 15-30 feet apart. The two most important factors in a successful
billposting operation are:

1. Organized System of Discipline and Training

2. Good Targeting

1. Organized System of Discipline and training is essential and needs to occur
on a daily basis. During Prob. 22, the training, role playing, feedback, etc.
happened during their daily afternoon meeting. The importance of this discipline
cannot be underestimated; therefore, the Division Directors should take responsibility
for running these meetings.

2. Good targeting is the second factor which can make the difference between a
good billposting operation and a bad one. The City and County but only traffic
books which can be used to figure out the busiest intersections and streets.
In addition to using these books, the Billposting Coordinator can also use personal
knowledge of sight and supporters to target for billposting. In addition to going
billposting in high volume areas, there may be lower volume areas where bill-
posting should also occur, e.g., strong support areas where we need to motivate
locations should be changed so that billposting does not become commonplace for
those people who travel the area regularly.

Schedule: This is a tentative schedule which is subject to change by the State
Billposting Coordinator.

2:30 AM -- College, Rolla, Short Meeting at central location
3:30 AM -- 10:00 AM -- Billposting
10:00 AM - 1:30 PM -- Keep, Eat, Meeting (meeting will include feedback from streets,
training, role playing, etc.)
1:30 PM - 3:30 PM (or dark) -- Billposting
3:30 PM - 6:00 PM -- Keep, eat, Meeting\Rally

PR events during Cesar, politicians, celebrities, etc. will be scheduled during the
billposting.

Each Division should have a Billposting Coordinator who is responsible for
targeting, coordinating the actual billposting, materials for billposting,
etc. There will also be equivalents of ADC's who will be responsible for events
crews of 10 per crew. Each crew of ten should have 1 crew leader and a crew
should not be made up completely of farm workers.

Summary

Summary will occur between October 23 and October 30. A Special Summary Task Force
should be given responsibility for targeting summary locations, coordinating the
summary operation, etc. There are 52,000 swipe spaces being printed and they will
be distributed to the areas shortly.

Freeway Signs

860 freeway signs are being printed and should be distributed to the Division offices by this weekend. A Special Freeway Sign Task Force should be assigned to locate locations for the signs, get permission to put the signs up, putting up the signs, etc. This should be done immediately as all freeway signs should be up no later than October 29.

Get Out the Vote Plan

Priorities for GOTV are:

1. People whom we registered
2. Chicano & Black Communities
3. Colleges

GOTV will occur in the following ways:

1. Phone GOTV of those people we registered
2. Sound Trucks/Street Walking -- Chicano and Black Communities
3. Mini Rallies at Colleges
4. Media GOTV

1. Phone GOTV

Arrangements are being worked out with the Carter people whereby we can use their phones for our GOTV efforts and not have to mentioneCarter, Tunney, etc. in our rap. Jim will be contacting you regarding any arrangements that are made.

It is estimated that 50-60% of the people we registered listed their phone numbers, therefore, we should have phone numbers for approximately 150,000 people. Ideally, the Phone GOTV effort should occur during the last 5 days (October 29 - November 2). In the first four days each Division should be able to contact 10,000 or more registered voters...50 phoners/8 calls per hour/7 hours per day -- 2,800 calls per day x 4 days. On the last day, November 2, each Division will need 200 phoners to rephone the 10,000 people who were called in the preceding 4 days. Division GOTV Coordinators should begin lining up volunteers, with help from the Office Volunteer Coordinator and the Street Organizers for phoning on November 2. If enough volunteers are lined up for the 2nd, then the Divisions should start lining up volunteers for the preceeding 4 days. Phoning is best during the late afternoon and evening hours.

A rap should be worked out for the 1st and 2nd calls and all volunteer phoners should be trained before they begin calls.

2. Sound Trucks/Street Walking

This method of motivating people to vote will be of most value in the Black and Chicano communities. Sound trucks will be used to travel around in these communities urging people to get out and vote, we will have musicians on the trucks, signs, etc. all of this activity will be aimed at getting people excited about voting and pushing them out to vote. Street walking could also occur in these same areas, and would simply mean alot of people walking the streets with bullhorns, etc. urging people to vote -- would involve alot of activity and people. We will not use door hangers during any part of our get out the vote, unless someone else does the walking for us.

Diversion Directors Meeting
October 14
Page 4

Freeway Signs

800 freeway signs are being printed and should be distributed to the Diversion offices by this weekend. A Special Freeway Sign Task Force should be assigned to locate locations for the signs, get permission to hang the signs up, putting up the signs, etc. This should be done immediately as all freeway signs should be up no later than October 25.

Get Out the Vote Plan

Priorities for GOTV are:

1. People who we registered
2. Chicano & Black communities
3. Colleges

GOTV will occur in the following ways:

1. Phone GOTV of those people we registered
2. Sound Trucks\Street Walking -- Chicano and Black communities
3. Mini Rallies at Colleges
4. Nights GOTV

1. Phone GOTV

Arrangements are being worked out with the Center People whereby we can use their phones for our GOTV efforts and not have to mention Carter, Jimmy, etc. in our rap. Also will be contacting non registered and strangements that are made.

It is estimated that 20-30% of the people we registered listed their phone numbers. Ideally, operators, we should have phone numbers for approximately 120,000 people. The Phone GOTV effort should occur during the last 2 weeks (October 25 - November 3). In the first four weeks each Diversion should be able to contact 10,000 or more registered voters.:20 phones\8 calls per hour\1 hours per day -- 3,800 calls per day x 4 days. On the last day, November 3, each Diversion will need 500 phones to reach the 10,000 people who were called in the preceding 4 days. Diversion GOTV Coordinators should begin finding volunteers with help from the Office Volunteer Coordinator and the Street Organizers for phoning on November 3. It enough volunteers are found on for the day, then the Diversions should start finding volunteers for the preceding 4 days. Phoning is best during the late afternoon and evening hours.

A rep should be worked out for the last day and all volunteers phones should be trained before they begin calling.

2. Sound Trucks\Street Walking

This method of motivating people to vote will be of most value in the Black and Chicano communities. Sound trucks will be used to travel around in these communities making people to sign out and vote, we will have understudies on the trucks, signs, etc. All of this activity will be aimed at getting people excited about voting and bringing them out to vote. Street walking could also occur in these same areas, and would already mean alot of people walking the streets with pullphones, etc. getting people to vote -- would involve alot of activity and people. We will not use door hangers unless someone else does the walking for us.

Street walking and the sound trucks should be used all day on November 2, especially during the late afternoon and eveningwhen there are alot of people on or near the streets.

3. Mini Rallies at Colleges

Purpose of the mini rallies at the colleges is to get people excited about voting for Prop. 14 and also to mobilize students to help with our GOTV efforts. The mini rallies will occur on Thursday, October 29 and Friday, October 30 and Monday, November 1, at different targeted colleges. During these three days, each Division should have a mini rally at each of their targeted schools. On November 2, Election Day, the Divisions should try to have people at all the targeted colleges in their area in a last minute get out the vote effort. As billboarding on election day will end around 10 AM, the farm workers could be plugged into these Election Day college rallies. A Special College Task Force or person assigned to coordinate these rallies should begin to prepare for these rallies. It is anticipated that it will take 20 people to pull off a mini college rally, most of whom will have to be volunteers so that it is not necessary to pull off staff from the billboarding.

Street walking and the sound trucks should be used all day on November 3, especially during the late afternoon and evening when there are alot of people on or near the streets.

3. Mini Rallies at Colleges

Purpose of the mini rallies at the colleges is to get people excited about voting for Prop. 14 and also to mobilize students to help with our COLA efforts. The mini rallies will occur on Thursday, October 30 and Friday, October 31 and Monday, November 1, at different targeted colleges. During these three days, each Division should have a mini rally at each of their targeted schools. On November 3, Election Day, the Divisions should try to have people at all the targeted colleges in their area in a least minute get out the vote effort. As mobilization election day will end around 10 AM, the term Workers could be bussed into these Election Day colleges rallies. A Special College Task Force of person assigned to coordinate these rallies should begin to prepare for these rallies. It is anticipated that it will take 50 people to hold off a mini college rally, most of whom will have to be volunteers so that if is not necessary to hold off staff from the principals.

MEMO

October 19, 1976

TO: SOR, ELA, WLA, CLA,SLA, Division Directors and Billboard Coordinators

FROM: Marc Coleman
State Transportation

Re: Emergency Breakdowns in billboard campaign

The garage will try to deal with emergency breakdowns as they occur in the wee hours of the morning. Mechanics will be dispatched by Vicky Estrella when you call her at (213) 257-1094 from 5 a.m. on. We will try to get the billboarders to the location as soon as possible and then pull the car in for repair during breaktime.

Please check for spare tires as soon as possible and we will get you spares. Not having a spare tire can cause an incredible waste of time and every minute, from now on, is obviously golden.

The regular maintance schedule will continue, as far as possible.

FARM WORKERS ASK YOU TO VOTE YES ON PROP. 14

For a few history-making months last year farm workers had the rare chance to vote in secret ballot elections for the union of their choice.

In the spring of 1976 the big corporate growers of California killed the first farm worker election law ever passed in our nation. Elections stopped!

In April of 1976, 728,000 Californians signed petitions to put the farm worker election law on the November ballot.

You can help: farm workers ask you to join a people's campaign to pass PROP. 14 — The Farm Worker Election Law! PROPOSITION 14 is the only way to guarantee free elections for farm workers.

TO GUARANTEE SECRET BALLOT ELECTIONS FOR FARM WORKERS

YES ON 14!

YES ON 14 Hdqtrs. • 1411 W. Olympic • Room 502 • Los Angeles 90015 • 213/381-3726

THIS IS WHY THE PEOPLE OF CALIFORNIA SUPPORT PROPOSITION 14

- The children of farm workers still work in the fields and are injured in the fields.
- The people who harvest the food we eat are too often without enough food for themselves and their own families.
- Farm workers and their children have waited a long time for a little bit of justice and some hope for the future.
- Proposition 14 is not everything — but it is a way for farm workers to begin to take control of their own lives and to make the future better for their children.
- Proposition 14 will guarantee free secret ballot elections so that farm workers can vote for the union of their choice, or for no union.
- Proposition 14 can bring a measure of peace to California's fields by replacing conflict and bloodshed with elections and peaceful collective bargaining.

AFTER 11 YEARS OF STRUGGLE AND STRIFE WE CAN BRING PEACE AND JUSTICE TO THE FIELDS.

YES ON 14!

Please mail to: "YES ON 14" Campaign
1411 W. Olympic Blvd., Room 502
Los Angeles 90015

_____ I would like to help the "YES ON 14" Campaign.

_____ Enclosed is my contribution. (Checks should be made payable to the "YES ON 14" Campaign.)

NAME _____

ADDRESS _____

PHONE _____

Chris S.

NOTES FOR PREPARING FOR A RALLY/SPEECH

I. EVENT: What is the key focus or goal of the event? It could be a fundraiser, recruitment, information, spirit building, etc.

II. TIME: Noon events are easiest and best to organize. They beat press deadlines. Thirty minutes of program is a good length.

III. LOCATION: A good site is a key to a good rally. Find a place where normally there are a lot of people nearby, e.g., a college campus, a place in center city at lunch time.

Find a room that is a size you can fill. Think in terms of visual effectiveness for a picture the press takes. One person per 2 sq. ft. is a packed area and 1 person per 4 sq. ft. is O.K.

On a map of the campus identify the building, the entrance the speaker will use and the parking spot. Draw a design of the room showing the physical arrangements.

IV. CHAIRPERSON & COMMITTEE:

V. AGENDA: The agenda should be very tight. Always control the program. Begin with music for a festal atmosphere. Have someone, M.C., teach the crowd to clap, vivas. Have more music. The M.C. should recognize important supporters in the audience. The M.C. introduces the person who will introduce C.C. or the main speaker. This person should be the ONLY other speaker. Choose a person who is a lively speaker. Use the event to recruit volunteers. Pass out sign-up cards on the way in and have the speaker remind the audience to fill out cards. If people are likely to leave immediately (e.g., classes begin, lunch break over, etc.) have the money pitch before C.C. speaks. The program should end with C.C. or main speaker. Music could follow. Have C.C. leave by the back--not through the crowd. Enthusiasm in the crowd is important. You can create this by bringing speaker in through the audience. Also have "enthusers" scattered through the crowd.

VI. PRESS: Marc Grossman and Judy Martinez contact the major press. However there are campus papers and/or radio stations that should be notified to advertize and cover the event. One person who will be very polite should be assigned to deal with the press and get them whatever they need. Good seats should be reserved for them where the angle is good for pictures of C.C. Assign a separate section to the print press.

VII. USHERS: Rope off the seats in the back so people will sit in front. Have a plan to surround hecklers. Rehearse way to pass the buckets and collect sign-up cards.

VIII. MUSIC: Choose a lively group or person.

IX. STAGING: The primary focus in a rally other than C.C. should be the Press. How will they present the event? The sound system is crucial. C.C. should have a podium with a flexible microphone that i is easy to adjust. Walk the event and view the event to know exactly what it will be. Watch the news to learn what is good.

NOTES FOR PREPARING FOR A RALLY\SPEECH

I. EVENT: What is the key focus or goal of the event? It could be a fundraiser, recruitment, information, spirit building, etc.

II. TIME: Noon events are easiest and best to organize. They beat press deadlines. Thirty minutes of program is a good length.

III. LOCATION: A good site is a key to a good rally. Find a place where normally there are a lot of people nearby, e.g., a college campus, a place in center city at lunch time.

Find a room that is a size you can fill. Think in terms of visual effectiveness for a picture the press takes. One person per 2 sq. ft. is a packed area and 1 person per 4 sq. ft. is O.K.

On a map of the campus identify the building, the entrance the speaker will use and the parking spot. Draw a design of the room showing the physical arrangements.

IV. CHAIRPERSON & COMMITTEE:

V. AGENDA: The agenda should be very tight. Always control the program. Begin with music for a festal atmosphere. Have someone, M.C., teach the crowd to clap, vivas. Have more music. The M.C. should recognize important supporters in the audience. The M.C. introduces the person who will introduce C.C. or the main speaker. This person should be the ONLY other speaker. Choose a person who is a lively speaker. Use the event to recruit volunteers. Pass out sign-up cards on the way in and have the speaker remind the audience to fill out cards. If people are likely to leave immediately (e.g., classes begin, lunch break over, etc.) have the money pitch before C.C. speaks. The program should end with C.C. or main speaker. Music could follow. Have C.C. leave by the back-not through the crowd. Enthusiasm in the crowd is important. You can create this by bringing speaker in through the audience. Also have "enthusers" scattered through the crowd.

VI. PRESS: Marc Grossman and Judy Martinez contact the major press. However there are campus papers and\or radio stations that should be notified to advertize and cover the event. One person who will be very polite should be assigned to deal with the press and get them whatever they need. Good seats should be reserved for them where the angle is good for pictures of C.C. Assign a separate section to the print press.

VII. USHERS: Rope off the seats in the back so people will sit in front. Have a plan to surround hecklers. Rehearse way to pass the buckets and collect sign-up cards.

VIII. MUSIC: Choose a lively group or person.

IX. STAGING: The primary focus in a rally other than C.C. should be the Press. How will they present the event? The sound system is crucial. C.C. should have a podium with a flexible microphone that i is easy to adjust. Walk the event and view the event to know exactly what it will be. Watch the news to learn what is good.

X. DECORATIONS: These should be festive. Have a "YES ON 14" poster near C.C. within camera range. The bright, bold posters are good.

XI. LEAFLETS/POSTERS: Posters should be placed on poles, vans, etc., so that cars passing can see them.

XII. IMPORTANT PEOPLS: People like Democratic representatives, should be phoned by people they know. Avoid political mistakes.

XIII. PERMITS: Check to see what ones are needed.

XIV. TELEPHONERS: Information given over the phone is retained better. Develop a pitch and train telephoners. Keep a separate list of people who respond positively.

XV. PUBLIC SERVICE ANNOUNCEMENTS: Write out the exact information you wish the them to announce. Listen to the radio and note stations that make PSA. TALK SHOWS: Have volunteers call in especially during peak driving time.

XVI. PROJECTED AUDIENCE: Plan your event near a normally populated area. Have people with sandwich boards, leaflets, bullhorns, begin at the outskirts and work their way toward the event, bringing the people with them. Use bullhorns last 10 minutes. "Follow me".

XVII. SOUND TRUCK: Find out regulations.

XVIII. Make an early check on LOCAL MEETINGS and have your event announced.

XIX: FUNDRAISER: It is best to have the person hold the bucket for the collection as opposed to passing it. Make sure all collectors know to whom to give the money.

XX: SECURITY: Provide cards with addresses, directions and telephone numbers of nearest hospital, police station, fire dept. and Ambulance.

XXI. REHEARSE the whole program. Have all workers there 2 hours before the event begins.

X. DECORATIONS: These should be festive. Have a "YES ON 14" poster near C.C. within camera range. The bright, bold posters are good.

XI. LEAFLETS\POSTERS: Posters should be placed on poles, vans, etc., so that cars passing can see them.

XII. IMPORTANT PEOPLE: People like Democratic representatives, should be phoned by people they know. Avoid political mistakes.

XIII. PERMITS: Check to see what ones are needed.

XIV. TELEPHONERS: Information given over the phone is retained better. Develop a pitch and train telephoners. Keep a separate list of people who respond positively.

XV. PUBLIC SERVICE ANNOUNCEMENTS: Write out the exact information you wish the them to announce. Listen to the radio and note stations that make PSA. TALK SHOWS: Have volunteers call in especially during peak driving time.

XVI. PROJECTED AUDIENCE: Plan your event near a normally populated area. Have people with sandwich boards, leaflets, bullhorns, begin at the outskirts and work their way toward the event, bringing the people with them. Use bullhorns last 10 minutes. "Follow me".

XVII. SOUND TRUCK: Find out regulations.

XVIII. Make an early check on LOCAL MEETINGS and have your event announced.

XIX: FUNDRAISER: It is best to have the person hold the bucket for the collection as opposed to passing it. Make sure all collectors know to whom to give the money.

XX: SECURITY: Provide cards with addresses, directions and telephone numbers of nearest hospital, police station, fire dept. and Ambulance.

XXI. REHEARSE the whole program. Have all workers there 2 hours before the event begins.

CONFIRMED:

Market LA | Flight Dates | Martin & Benedict, Inc.

Station KNXT | Station Manager | Account Executive | Buyer

Channel 2 CBS | Address | Phone No. | TWX No.

Notes

TIME/ PROGRAM	SPOT COST	12 T	13 W	14 Th	15 F	16 Sa	17 Su	18 M	19 T	20 W	21 Th	22 F	23 Sa	24 Su	25 M	26 T	27 W	28 Th	29 F	30 Sa	31 Su	1/1 M	NO. 30 60	AUDIENCE RTG.	AUDIENCE RTG.000's	AUDIENCE RTG.000's	$ TOTAL (NET)
9A-3:30p DAYTIME	100				3x			1x		1x		1x					1x	1x	1x			1x	10	4	150	151	F
3:30-5p MIKE DOUGLAS	300			x	x			x	1x		1x						x	1x	1x			1x	8	5	145	170	F
5p Douglas/NEWS	400																		1x			1x	2	5	180	231	F
11:30p NEWS/MOVIE	400																					1x	1	5	156	216	F
6:30-8p DINAH	300	x		x	x			x	1x	1x	1x			1x		x	1x	1x				1x	11	5	180	207	F
11:30p-CC LATE MOVIE	200			x	x		x	x	x	x	1x	x			x	x	x	1x	x			1x	6	2	62	79	F
TBA SPORTS SPECTACULAR	150																				1x		1	7	268	324	F
TBA FACE THE NATION	100																				1x		1	5	194	277	F
TBA USC Football	300												1x	1x						1x	1x		4	5	188	228	F
11p EXECUTIVE SUITE/NEWS	2000							1x															1	12	455	614	P
11p BLUE KNIGHT/NEWS	2000									1x													1	10	378	523	P
9-11p CBS MOVIE	4000																		1x				1	16	636	881	P
8-10:30p CBS COMEDY	4000																					1x	1	18	678	975	P
8-9:30- ALI-NORTON FIGHT	5000											x															
9:30-11p- NORLISS FILES	100											x															
1-4 pm- NFL-FOOTBALL	3000													x													
8:30- CHER																					x						
9pm- HAWAII FIVE-O	3500																	x									
10:30pm- CAROL BURNETT	3500																			x							
10-11 pm- DELVECCIO	3000													x													
11:30 pm- NEWS/FBALL WRAP-UP	700													x													20,017
10 PM HAWAII 5-O/BARNABY JONES											x																
10 PM ANCE... -/BLUE KNIGHT																	x						46	296			23

over →

10-11 PM	Barnaby Jones	10-21
10 PM	Bob Newhart / Carol Burnett	10-23
10:30-11 PM	C Burnett	10-23
10AM-1PM	LA Rams	10-24

ORDERED: ✓

CONFIRMED:

Market L.A. | Flight Dates 10/12 - 11/1 | Martin & Benedict, Inc.

Station KNBC-TV | Station Manager | Account Executive | Buyer

Channel 4 - NBC | Address | Phone No. | TWX No.

Notes

TIME/ PROGRAM	SPOT COST	12 T	13 W	14 T	15 F	16 S	17 S	18 M	19 T	20 W	21 T	22 F	23 S	24 S	25 M	26 T	27 W	28 T	29 F	30 S	31 S	1 M	NO. 30 60	AUDIENCE RTG 000's Homes	AUDIENCE RTG 000's 18+	$ TOTAL
7-9AM TODAY show	300 250		X		X					X		X				X		X				X	7	3 105	130	9/250 3/
5PM NEWS	850											X											1	8 350	500	
7PM NEWS/NEWS	400 900	X						X										X					2	9 380	520	1/900 1/
6:30PM NEWS	550					X														X			2	6 280	400	
7:30-8PM IN SERCH OF...	1600 2000					X														X			2	11 350	550	1/1600 1/20
11:30-1AM TONIGHTSHOW	1050 1400		X		X				X		X	X			X		X		X			X	6	6 210	280	3/1050 3/
11:30-1AM NBC SAT NITE	1400																			X			1	7 180	250	
9:30-10PM WILD KINGDOM	1600				X							X											2	14 500	720	
8-9PM GEMINI MAN	5600																	X					1	16 600	850	
8:30-11PM "CAN CAN"	2625								X														1	15 525	775	
8-9PM BAA BAA BLACKSHEEP	5200	X																					1	18 670	910	
8-10PM NBC MOVIE	6000																					X	1	15 575	810	
10-11PM - POLICE STORY		X														X										
5-8PM - WORLD SERIES	6000									X																
8-9PM - RIDE THE RAILS	3500									X																
8:30-11P - "GOODBYE CHARLIE"	3500																									
8-11PM - "AMELIA"	6000														X		X									
8:30-10PM - MOVIE	5600																X									
8-9PM - EMERGENCY	5600																			X						
9-11PM	5600																			X						38,12
10A-4P - AFL FOOTBALL	3000													X							X					
7:30-8P - CALIE BY-LINE	1800																					X	26	210 7,705	10,785	

ORDERED:

CONFIRMED:

Market: LOS ANGELES | Flight Dates | Martin & Benedict, Inc.

Station: KABC-TV | Station Manager | Account Executive | Buyer

Channel: 7 | Address | Phone No. | TWX No.

Notes

TIME/ PROGRAM	SPOT COST	10/12 T	13 W	14 Th	15 F	16 Sa	17 Su	18 M	19 T	20 W	21 Th	22 F	23 Sa	24 Su	25 M	26 T	27 W	28 Th	29 F	30 Sa	31 Su	11/1 M	NO. 30 60	AUDIENCE RTG	AUDIENCE 000's HOMES	AUDIENCE RTG 000's Tot	$ TOTAL (NET)
7:30-8pm HOLLYWOOD SQUARES	2200															X							1	14	559	812	
" MATCH GAME	1300									X							X						1	10	357	460	
" LET'S MAKE A DEAL	1400												X										1	9	339	458	
1:30pm-CC WIDE WORLD OF ENTERTAINMENT	450				X			X	X							X		X	X				6	4	119	146	
1:30pm-CC SATURDAY MOVIE	500					X							X							X			3	6	250	260	
7-1pm STREETS OF SAN FRANCISCO	6000										X												1	16	586	855	
7-8pm COZ	5000																				X		1	20	780	1186	
9-11pm "The Candidate"	2500																					X	1	10	392	555	
~~9-11pm "Beneath Planet of the Apes"~~	2500														X								1	10	392	555	
9-11pm "100 Rifles"	2500							X															1	10	392	555	
9-11:20pm "STEPFORD WIVES"	600													X										20	800	1200	
																							17	141	5261	7092	23,46 $27,6

ORDERED:

CONFIRMED:

Market L.A. ~~KHJ-TV~~

Flight Dates 10/12 - 11/1

Martin & Benedict, Inc.

Station KHJ-TV

Station Manager

Account Executive

Buyer

Channel 9

Address

Phone No.

TWX No.

Notes

TIME/ PROGRAM	SPOT COST	12 T	13 W	14 Th	15 F	16 Sa	17 Su	18 M	19 T	20 W	21 Th	22 F	23 Sa	24 Su	25 M	26 T	27 W	28 Th	29 F	30 Sa	31 Su	1/1 M	NO. 30 60	AUDIENCE RTG 000's HOMES	AUDIENCE RTG 000's 18+	$ TOTAL (NET)
6-7pm Gunsmoke ⊗	400			X				X		X		X					X	X	X			X	8	4	150	175
7-7:30pm Concentration	600				X				X		X					X			X				5	6	260	340
7:30-8pm Joker's Wild	500		X							X							X						3	7	300	380
8-10pm Million Dollar Movie	400				X					X			X		X	X	X	X	X	X			9	3	90	115
1:30-3pm Sci/Fi Theatre	200					X							X							X			3	4	130	170
3-5pm Big Western	275					X							X							X			3	4	140	190
6-7pm Ironside	400																			X			1	6	275	360
11pm CC Movie	150					X							X							X			3	2	80	100
1-3pm Film Classic	250													X							X		2	3	95	130
3-5pm Big Movie	500																				X		1	2	80	100
6-7pm Ironside	400													X							X		2	3	105	140
8-10pm Movie	400																				X		1	2	90	140
12m-CC Big Movie	200																		X				1	1	40	75
8-11pm "SPARTICUS"	400					X																		5		
7-8pm - SPACE 1999	600						X																	8		
10:30-11:30pm FIRING LINE	400																				X			3		
																										19,450 NET
																										17,000 GROSS
																							48	063	045 7870	#

CONFIRMED:

Market: LOS ANGELES | Flight Dates | Martin & Benedict, Inc.

Station: KCOP | Station Manager | Account Executive | Buyer

Channel: 13 | Address | Phone No. | TWX No.

Notes

TIME/ PROGRAM	SPOT COST	12 T	13 W	14 Th	15 F	16 Sa	17 Su	18 M	19 T	20 W	21 Th	22 F	23 Sa	24 Su	25 M	26 T	27 W	28 Th	29 F	30 Sa	31 Su	1/1 M	NO. 30 60	AUDIENCE RTG 000's Homes	AUDIENCE RTG 000's 18+	$ TOTAL (NET)
6-7pm ADAM-12	800			X						X		X				X		X				X	6	7 283	320	
7-8pm F.B.I.	700				X						X						X					X	4	7 263	345	
8-9pm PERRY MASON	250		X						X		X					X			X			X	6	3 72	99	
9-10:30pm VIRGINIAN	125				X			X							X		X						4	2 48	66	
12:30-2PM COMEDY CLASSICS	150												X	X						X	X		4	3 92	62	
3-5pm MOVIE	350					X							X							X			3	5 208	210	
5-7pm FILM FESTIVAL	500																			X			1	4 171	225	
8-9pm SAM YORTY	200																				X		1	2 102	98	$10,15
																							29	129 4863	5392	$11,9

CONFIRMED: ✓

Market LA | Flight Dates | Martin & Benedict, Inc.

Station KTLA | Station Manager | Account Executive | Buyer

Channel 5 IND | Address | Phone No. | TWX No.

Notes

TIME/ PROGRAM	SPOT COST	12 T	13 W	14 Th	15 F	16 Sa	17 Su	18 M	19 T	20 W	21 Th	22 F	23 Sa	24 Su	25 M	26 T	27 W	28 Th	29 F	30 Sa	31 Su	1/1 M	NO. 30 60	AUDIENCE RTG 000's #	AUDIENCE RTG 000's ANI#	$ TOTAL (NET)
5-6p BONANZA	400		1x		1x				1x		1x				1x			1x	1x			1x	8	5 201	279	
6-7p STARTREK	1000																1x		1x				2	7 281	391	
7-7:30p LIARS CLUB	800			1x	1x					1x								1x				1x	5	7 307	412	
7:30-8p BOWLINGFORS	800																1x		1x			1x	3	4 160	243	
8-10p CHANNEL 5 MOVIE	300				X				1x								1x		1x				4	2 72	94	
6-8pm MOVIE	800					1x														1x			2	7 256	287	
5-6p STARTREK	1000													1x							1x		2	9 361	503	
6-8p MOVIE	800																				1x		1	7 256	287	
8-9p Lowman + Barkley	250																				1x		1	2 73	82	
																										1,[illegible]
																										14,875 NET
																										17,500 Gross
																										17,[illegible]
																							28	151 6036	8128	[illegible]

M&B
artin & Benedict, Inc.
01 Melrose, Suite 202
s Angeles, Calif. 90046
13) 655-3966

YES ON PROPOSITION 14

MARKET: LOS ANGELES

TATION	FORMAT	WK OF: 10/12	10/19	10/26	SPOTS PER WK	TOTAL SPOTS	WEEKLY NET COST	TOTAL NET COST	TOTAL ADULTS 18+
BIG/	Good Music	X	X	X	15	45)	$1,020.00	$3,060.00	2,926,800
BRT	Good Music	X	X	X	15	45)			
JOI	Good Music	X	X	X	18	54	1,050.60	3,151.80	3,762,600
MPC	M-O-R	X	X	X	18	54	1,394.00	4,182.00	2,808,000
LAC	C & W	X	X	X	18	54	1,377.00	4,131,00	2,501,400
NX	All News	X	X	X	74	222	1,633.70	4,901.10	5,447,700
FWB	All News	X	X	X	12	36	1,236.75	3,710.25	2,524,800
FAC-AM&FM	Classical	X	X	X	18	54	841.50	2,524.50	1,059,600
TRA	Good Music	X	X	X	18	54	535.50	1,606.50	1,707,300
FOX	C&W/Long Beach	X	X	X	18	54	275.40	826.20	367,200
FI/	M-O-R	X	X	X	12	36)	1,003.00	3,009.00	1,215,600
OST	Good Music	X	X	X	12	36)			
POL-AM&FM	Good Music	X	X	X	18	54	969.26	2,907.77	2,056,500
GIL	M-O-R/ Valley	X	X	X	18	54	504.90	1,514.70	253,800
VEN	M-O-R/ Ventura	X	X	X	20	60	141.90	423.30	175,800
BBQ	C & W/ Ventura	X	X	X	18	54	183.60	532.10	154,800
CKC	C & W/San Bernardino	X	X	X	21	63	393.13	1,179.37	240,900
RTH-FM	Rock Gold	X	X	X	18	54	867.00	2,601.00	1,343,000
IIS-AM&FM	Rock	X	X	X	18	54	1,224.00	3,672.00	1,887,600
RLA	Rock	X	X	X	18	54	872.10	2,616.30	1,671,300
ABC	News & Talk		X	X	18	36	1,045.50	2,091.00	1,141,600
HJ	Top 40 Rock		X	X	18	36	1,700.00	3,400.00	1,736,600
DAY	R & B		X	X	18	36	929.90	1,859.80	830,800
GFJ/	R & B		X	X	20	40)	601.80	1,203.60	267,600
UTE	R & B		X	X	20	40)			568,000
BCA	Jazz		X	X	18	36	413.10	826.20	535,200
JLH	Jazz/R&B		X	X	20	40	293.25	586.50	463,000

..m

M&B
Martin & Benedict, Inc.
3101 Melrose, Suite 202
Los Angeles, Calif. 90046
(213) 655-3966

MARKET: LOS ANGELES

STATION	FORMAT	WK OF: 10/12	10/19	10/26	SPOTS PER WK	TOTAL SPOTS	WEEKLY NET COST	TOTAL NET COST	TOTAL ADULTS 18+
KLVE/	Spanish		X	X	20	40)	$ 765.00	$1,530.00	1,150,000
XEGM	Spanish		X	X	20	40)			759,000
KWKW	Spanish		X	X	20	40	578.00	1,156.00	650,800
KALI	Spanish		X	X	20	40	510.00	1,020.00	432,000
KNX-FM	Soft Rock			X	5	5	221.00	221.00	187,000
K-100	Rock			X	20	20	850.00	850.00	428,500
KWST	Prog. Rock			X	14	14	499.80	499.80	256,400
KNAC	Prog. Rock/ Long Beach			X	18	18	168.30	168.30	(DNA)
KEZY	Rock/ Orange Co.	X		X	12	24	420.75) 430.10)	850.85	284,000
KWIZ	Adult Rock/ Orange Co.	X		X	15	15	408.13	816.26	168,600
KWOW	Rock/ Pomona	X		X	18	36	476.00	952.00	(DNA)
KDUO	Gd. Music/ S. Bern.	X		X	18	36	220.32	440.64	286,800
KFXM	Rock/ S. Bern.	X		X	18	36	303.28	606.56	155,400
KMEN	Rock/ S. Bern.	X		X	18	36	217.26	434.52	115,000
KBBY	Rock/ Oxnard	X		X	18	36	104.81) 86.79	191.60	78,600
KHAY	C & W/ Ventura	X		X	20	40	64.60	129.20	26,000
KACY	Rock/ Oxnard	X		X	18	36	175.53	351.06	229,200
KDES	Rock/Palm Springs		X	X	18	36	101.75	203.49	(DNA)
KCAL	Spanish/ S. Bern.			X	18	18	306.00	306.00	23,400
KOXR	Spanish/ Oxnard			X	18	18	260.10	260.10	59,400
						2034		$67,503.37	43,980,700 +

Caddel (Tuesday and Wednesday)

Yes 44
No 44
? 15

Pts

by undecided 15%

34%	Dem
46%	Ind
15%	Rep.
63%	Women
37%	Men
28%	in Bay
23%	in LAS
27%	in LA Co.

Religion

Cath	51 to 37
Jew	68 to 24
Prot.	30 to 53

Women

Working	42	38
Ho wives	39	47

	YES	NO
Ind	36	47
Dem	66	19
Rep	12	77
Women	39	42
Men	44	45
White	35	50
Blacks	68	15
Brown	78	15
18-25	65	22
26-35	50	35
36-45	34	48
46-55	37	47
56-65	37	52
6t	29	54
Union	55	35
Non	37	46
Geog.		
Bay	43	39
Sacto	35	50
LA Sub	30	50
LA Co.	53	35
SD	36	45
Fresno	18	74

Cadbel (Tuesday and Wednesday)

WEEKDAY SCHEDULE FOR BILLBOARDING

5:30 am--people meet, have coffee and rolls; emphasis placed on discipline of time
6:00 am--leave for targeted site
6:30 am--line set up
9:30 am--leave location, return to central location
10:00 am--real meal and nap
12:30 pm--general meeting (little stories at this time)
1:30 pm--small group meetings (regroup)
2:00 pm--leave for next site
2:30 pm--on site
6:45 pm--leave site and return to central location
7:30 pm--dinner
8:30 pm--quickie meeting...for highlights and morale
9:00 pm--coordinators meet with captains to target for next day (all problems dealt with here)
10:00 pm--all in bed

SATURDAY. TIME IS SOMEWHAT FLEXIBLE. PEOPLE SLEEP LATER ON SATURDAY, FARM WORKERS WILL NEED BRIEFING

7:00 am--real breakfast (packed lunches for people at same time)
8:15 am--meeting and crews
9:15 am--leave for site
9:45 am--on location and set up
6:30 pm--return to central location (have lunch together, hopefully)
7:30 pm--evening meal
8:30 pm--rally for farmworkers with a few speakers
10:00 pm--coordinators and captains need to meet

SUNDAY SCHEDULE. SPECIFIC EVENTS IN DIFFERENT DIVISIONS MAY INFLUENCE TIMES OF BILLBOARDING. SO A LOT OF SCHEDULE WILL DEPEND ON WHAT IS GOING ON IN YOUR LOCAL AREAS. TENTATIVE SCHEDULE, THEN, IS :

8:00 am--breakfast
9:00 am--Mass
10:00 am--meeting
11:00 am--set up at site
6:00 pm--leave site
7:00 pm--dinner
8:00 pm--meeting
8:45 pm--coordinators meeting with captain
Others, free time

JOB DESCRIPTION OF B.B.C.(see white sheet)

JOB DESCRIPTION OF STATE OFFICE (see white sheet)

JOB DESCRIPTION OF B.B.CAPTAINS (see pink sheet)

In addition, captain will be rotating billboarder although they will be supplied with their own sigh too. They will also be dealing with counting the number of cars/day. They should be realistic when counting. One way might be to count cars for a 15" period at not the highest peak but when a steady flow of cars goes by. Estimates from other campaigns revealed 1200-1500 cars went by in an hour at a good location. When the farmworkers come, ideally they will have a strong person amongst each crew to be divided that can act as B.B.Captain. Our B.B.Captain will handle donations, police, etc. And they might also need to stand at the end of the line for purposes of overseeing operation.

By general meeting on Wednesday, held at Mt. Carmel High School, 7011 Hoover, State Office will have logistics of its' breakdowns in terms of responsibilities figured out. Drinks and juices and fruit will be available at the meeting then. The second meeting of the B.B.C.s will happen on Friday, @:30.

MEMO 10/31/76

TO: All Division Directors and State Office personnel

FROM: Terry Carruthers, Central Administration

RE: Final evacuation of campaign areas

After the election on Tuesday, Nov. 2nd, there will be a de-briefing conference (probably to be held in LA on Nov. 7th and 8th.) Before everyone leaves for home, we need to take care of the final clean-up and closing of those offices which were to be used only for the duration of the campaign. In the next week you will be getting more specific information, but generally, these are some of the things that you should plan for:

A. All legitimate bills must be paid.
B. Return (and repair if necessary) all borrowed equipment.
C. Turn over all financial records (vouchers, check books, etc) to Sue Sterner.
D. Prepare the final Prop. 9 report and turn it in to Deirdre Godfrey.
E. Gather all voeter registration tables, billboards, ETC, and other campaign materials that must be turned in.
F. Turn over community contacts to the Boycott director.
G. Shut off phones and other services (deposits must be dealt with and should go to La Paz.)
H. Straighten out everything with staff- i.e., Get all Leave of Absence letters, Make sure the L.O.A. letters have been answered, Arrange interviews with Dolores Huerta for those people who want to stay on with the Union after the campaign.
I. Clean up the offices and housing.

MEMO 10\31\76

TO: All Division Directors and State Office personnel

FROM: Terry Carruthers, Central Administration

RE: Final evacuation of campaign areas

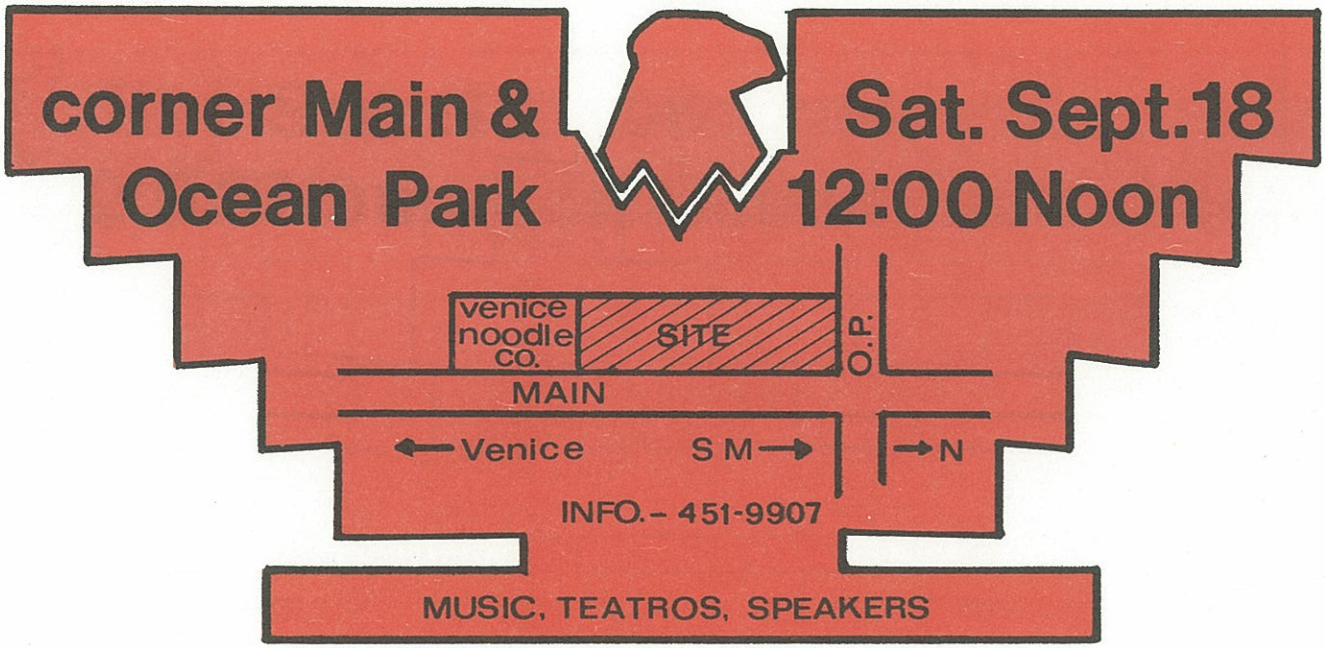
After the election on Tuesday, Nov. 2nd, there will be a de-briefing conference (probably to be held in LA on Nov. 7th and 8th.) Before everyone leaves for home, we need to take care of the final clean-up and closing of those offices which were to be used only for the duration of the campaign. In the next week you will be getting more specific information, but generally, these are some of the things that you should plan for:

A. All legitimate bills must be paid.
B. Return (and repair if necessary) all borrowed equipment.
C. Turn over all financial records (vouchers, check books, etc) to Sue Sterner.
D. Prepare the final Prop. 9 report and turn it in to Deirdre Godfrey.
E. Gather all voter registration tables, billboards, ETC, and other campaign materials that must be turned in.
F. Turn over community contacts to the Boycott director.
G. Shut off phones and other services (deposits must be dealt with and should go to La Paz.)
H. Straighten out everything with staff- i.e., Get all Leave of Absence letters, make sure the L.O.A. letters have been answered, Arrange interviews with Dolores Huerta for those people who want to stay on with the Union after the campaign.
I. Clean up the offices and housing.

Cesar CHAVEZ

Gary FAMILIAN

rally in santa monica



Register – Vote

YES ON 14

FAMILIAN

27th CONGRESSIONAL DISTRICT CANDIDATE

3 PRINTED BY CROWN PTG. INC. 5454 E. POMONA, L.A.

Paid for by The Friends of Familian Committee, Santa Monica, Ca., Toni Corwin, treasurer. A copy of our report is on file with the Federal Election Commission and is available for purchase from the Federal Election Committee, Washington, D.C.

Cesar CHAVEZ

Gary FAMILIAN

rally in santa monica

Center Main & Ocean Park

Sat. Sept.18 12:00 Noon

Register — Vote

YES ON 14

FAMILIAN

27th CONGRESSIONAL DISTRICT CANDIDATE

Paid for by The Friends of Familian Committee, Dana Ihlenfeld, Treasurer. A copy of our reports is on file with the Federal Election Commission and is available for purchase from the Federal Election Commission, Washington, D.C.

AN OPEN LETTER FROM GOV. BROWN

Edmund G. Brown Jr.

Dear Fellow Californians:

Last year we enacted a labor law to guarantee farm workers the same rights the rest of us take for granted. It was a good law. But because of continuous political infighting in Sacramento, not one single farm labor election has been held since February.

I don't want to see that happen again.

That is why I'm voting yes on Proposition 14--to put the farm labor problem behind us. Then we can concentrate in the legislature on property tax relief and other issues.

I hope you won't be misled by the oil companies and the corporations which are buying ads using small farmers. Proposition 14 helps all of us, farmers, farm workers and taxpayers by firmly fixing into law, for at least 2 years, the right of secret ballot elections.

Proposition 14 does not affect property rights. The Supreme Court made that clear.

It is time to settle the farm labor issue and get on to other things. So join with me and vote yes on Proposition 14.

Sincerely,

Jerry Brown

Edmund G. Brown Jr.
Governor

VOTE YES ON 14

Published by Farm Workers Yes on 14 Committee
1411 W. Olympic Blvd., Los Angeles, CA 90015/(213) 381-3726

Printed by Agency Lithograph, 1561 Venice Blvd., L.A.

Catholic Bishops Speak Out on Proposition 14

The people themselves must "act positively to assure stability for the operations of the Agriculture Labor Relations Board," the Catholic Bishops of California declared in a statement issued on Proposition 14.

"Part-time justice is not justice at all .... Peace and stability must go hand in hand."

"We note that in the course of the public discussion on this issue, the access rule adopted by the ALRB, and its impact on private property rights, have surfaced as a focus of attention. This rule, which allows union organizers to enter the fields before and after work and during lunch period, is supported by the Constitution and statutory laws of our country. The fundamental principle is that the ownership and use of private property is not absolute, but is limited by the demand of the common good. This concept, is, in our view, wholly consistent with the traditions of the faith community which we represent."

"It is our prayerful hope that all citizens will recognize the rights and responsibility imposed on them as members of a free society. We urge them to consider carefully the qualifications of candidates for public office and the moral implications of the ballot propositions, and to give expression to their views by voting on November 2."

REPRINT

"THE YARDSTICK" by Msgr. George G. Higgins

For Release Week of September 13, 1976

In 1935, after years of labor strife, the U.S.Congress adopted the National Labor Relations Act guaranteeing the right of both craft and industrial workers to organize, vote for the union of their choice, and bargain collectively with their employers. Farm workers were specifically excluded from that law at the urging of rural legislators whose votes were needed to pass the NLRA. Farm workers have been denied the basic right to vote for the union of their choice for more than 40 years.

On May 5, 1975 labor and grower rpesentatives and key legislators met with Governor Edmund (Jerry) Brown, Jr. to hammer out a compromise version of a collective bargaining law for California farm workers. During the final negotiating session, the Governor connected his phone to loud speakers in his office and put in a call to Cesar Chavez, president of the United Farm Workers, because the growers insisted on knowing whether the UFW leader would accept the compromise law. Chavez agreed to the compromise and promised that the UFW would abide by its terms. The growers made the same commitment.

By late May 1975, all parties (growers, UFW, etc.) had agreed to the provisions of the California Agricultural Labor Relations Act (ALRA). The Act passed the Calif. Assembly 64-10 and the Senate 31-7. Governor Brown signed it into law on June 5, 1975. Chavez immediately began a 1,000-mile march to explain the law to farm workers. Strikes came to a halt. Chain store boycotts stopped. By February 6, 1976, over 350 secret ballot elections had been held. The UFW won a clear majority despite the fact that many grape and lettuce growers were openly campaigning for the Teamsters.

At that point the Agricultural Labor Relations Board (ALRB)ran out of money, and the growers demanded changes in the law as the price for providing additional funds. The Governor reminded them that the law was a delicate compromise which they had supported. He also argued that it was too soon to amend a law that was only five months old. The growers and their friends in the legislature persisted in opposing ALRB's budget. As a result, on February 6, 1976 secret ballot elections for farm workers stopped. By late March the legislature still had not provided funds for the Board. This forced the United Farm Workers to take a different tack. In 28 days in April, UFW and its supporters throughout the State gathered 728,000 signatures of California voters to put the labor law on the general election ballot. On Nov. 2, 1976 the people of California will decide whether farm workers have the right to vote for the union of their choice.

The Farm Worker Initiative (Proposition 14) has a very simple objective: to guarantee to farm workers both the right and the opportunity to vote in secret ballot elections for the union of their choice. The Initiative calls on the legislature to provide the necessary funds to operate the law. It cancels the existing ALRA and substitutes the language of a new Act in its place. The Initiative, if adopted, can only be amended by a vote of the people of the State.

The Initiative is substantially the same as the present farm labor law, but adds several new items, the principal one being that the so-called access rule adopted

by the ALRB in September 1975 would be grafted on the law itself. The access rule is designed to protect the right of workers to hear about the issues involved in a union representation election. The ALRB promulgated the rule because it discovered that many farm workers live in company housing, or in isolated labor camps, or in barns or sheds on company property. The growers had access to the workers day and night. Without an access rule, they were able to invite the Teamsters into the fields and call on rural sheriffs to arrest UFW organizers, thus denying the workers the right to hear from all sides in the election. The California State Supreme Court affirmed the access rule, and Justice William Rehnquist, acting on behalf of the United States Supreme Court, refused to set the rule aside.

Proposition 14 is strongly endorsed by organized labor, other than the Teamsters, but is generally opposed by growers and agribusiness. The growers argue that Prop. 14 is not longer needed since the legislature has now provided funds for ALRB. This is a very unconvincing argument. The fact is that the growers used all their considerable power to kill the original Agricultural Labor Relations Act in the spring of 1976. It was only the existence of Proposition 14 that caused them to change their strategy and support ALRB funds for one more year. In other words, if it had not been for Proposition 14, the farm worker election law would be dead today. And if Proposition 14 is not passed in November, the law may well be maimed or killed in the future. This being the case, Proposition 14 deserves the full support of California voters. Proposition 14 simply asks the people of the State to insure that those who work in the fields will never again be deprived of the right to vote in secret ballot elections to determine their own future. I strongly support its adoption.

NFWM

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 <u>everybody's</u> 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 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 Tavilion states: *"I've raised my family and <u>daughters</u> 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 <u>even your backyard</u> without your permission?"*

(5) On TV and radio Ofamia Solomon states: *"Prop. 14 really frightens me. When <u>strangers are allowed</u> 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 80% 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) Roberts 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.14 does not injure anybody's private property rights.

(4) The main purpose of PROP.14 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.

Churches and synagogues are encouraged to read the following statement (or one like it) in services or place it in bulletins and newsletters:

"Proposition 14, the Farm Labor Initiative Statute, will be on the Nov.2nd ballot in California. It is highly controversial. Growers oppose it and Cesar Chavez and the United Farm Workers support it. The main issue in PROP.14 is not property rights as you may have heard. The Calif.Supreme Court and the U.S.Supreme Court have ruled that grower property rights are not violated by the access rule that is contained in Proposition 14. Proposition 14, if passed, would set-up and guarantee a procedure for holding secret ballot elections for farm workers, would protect workers and growers from unfair labor practices and would provide for good faith collective bargaining in agriculture. It would allow workers to talk to union organizers on company property during non-working hours."

10/11/76

QUESTIONS AND ANSWERS

1. IS IT TRUE THAT GOV. BROWN BETRAYED THE GROWERS IN 1975 BY APPOINTING A PRO-UFW BOARD? The evidence does not support the growers' contention: (a) 67 of 72 Board decisions were issued without dissent. In only 1 case were the supposed "pro-UFW" Board members (Chatfield, Mahony, Ortega) lined up against Grodin and Johnsen. (b) Of 11 farm worker elections set aside by the Board, 5 had been won by the UFW and 3 by the Teamsters. (c) Of the Hearing Officers hired by the ALRB, most had NLRB backgrounds; 5 had previously represented the Teamsters and only 1 had previously represented the UFW.

2. WHAT ARE THE DIFFERENCES BETWEEN THE EXISTING ALRA AND PROPOSITION 14?
   (a) Proposition 14 writes into the law the same access rule that the ALRB adopted in September of 1975 after hearing testimony from all sides. Prop. 14 and the ALRB ruling allow union organizers to be on company property for one hour before and after work and for one hour at lunch-time to talk with workers about the issues of the election. The organizers must be identified and there is a limit of one organizer per 15 workers.
   (b) Proposition 14 allows (does not require) the ALRB "in appropriate cases" to assess treble damages against a union or a grower found guilty of unfair labor violations.
   (c) Proposition 14 states that the Board shall make an employer's list of employees available to any union that files a notice of intent to petition for an election when the notice of intent is accompanied by a "reasonable showing of interest" by the workers. (According to NLRB rules, if the employer doesn't comply with supplying a list of employees, that is grounds for setting the election aside).
   (d) Proposition 14 states that a minimum of 50% of an employer's workers must petition for a decertification election before the ALRB will hold a decertification election.

3. WHAT IS THE PURPOSE OF THE ACCESS RULE? The access rule is designed to protect the right of workers to hear about the issues in a union representation election. The ALRB promulgated the access rule because they discovered that many farm workers live in company housing, or in isolated labor camps or in barns, sheds and under trees on company property. The growers had access to the workers day and night; without an access rule the growers were also able to invite the Teamsters into the fields and call on rural sheriffs to arrest UFW organizers, thus denying the workers the right to hear from all sides in the election.

4. WHY ARE THE GROWERS OPPOSED TO THE ACCESS RULE? They argue vehemently that it is a violation of the constitutional right to private property. They claim that it will lead to further violations of property rights. However, the access rule is very limited and very specific and applies only to election situations in agriculture. The State Supreme Court affirmed the ALRB access rule. Justice Wm. Rehnquist refused to set the rule aside.

5. WHAT IS THE ORIGIN OF THE ACCESS RULE IN LABOR RELATIONS? In 1935 when the NLRA was passed, it was discovered that many workers were employed in company towns and inaccessible to union organizers. Therefore, when this was the case, the NLRB ruled that a certain number of organizers could go onto the property at certain times of the day. This ruling was also used in cases where the entrances to the plant were far apart or where there was a private parking lot.

6. IS THERE ANY DIFFERENCE IN THE ACCESS RULING UNDER THE NLRA and UNDER THE ALRA? In both cases, the access ruling is very limited and very specific. Under the NLRA, situations are dealt with on a case-by-case basis to decide whether the basic principle applies. Under the ALRA, the California Supreme Court ruled that agricultural workers are almost always inaccessible and so a general ruling was made.

7. IS IT TRUE THAT PROPOSITION 14 CAN ONLY BE CHANGED BY A CONSTITUTIONAL AMENDMENT? No, Prop. 14 itself is an initiative statute, not a constitutional amendment. In order to qualify for the ballot, signatures from 5% of the registered voters were required. If passed, it will have been voted in by the people of California and therefore can only be changed by the people.

8. DON'T THE GROWERS ARGUE THAT PROP. 14 IS NO LONGER NEEDED SINCE THE LEGISLATURE HAS NOW PROVIDED FUNDS FOR THE ALRB? It is an unlikely argument from those who used all their considerable power to kill the farm worker election law in the spring of 1976. The existence of Prop. 14 caused the big growers of California to change their strategy and support the ALRA funds for one year. If it had not been for Prop. 14, the farm worker election law would be dead today. If Prop. 14 is not passed the farm worker election law may well be maimed or killed in the future.

9. IS IT TRUE THAT THE FARM LABOR BOARD WILL BE GIVEN A BLANK CHECK? The Farm Labor Board will indicate to the California State Legislature the amount of money needed in order to carry out its work. Two-thirds of the Legislature must vote to appropriate the funds. Prop. 14 does not bind the Legislature to appropriate any specific amount of money. Because of this, the level of funding in future years will be determined by the Governor and the Legislature through the state's regular budget process.

10. ONE OF THE PROVISIONS OF PROPOSITION 14 STATES THAT PAYROLL LISTS WITH NAMES AND ADDRESSES OF FARM WORKERS BE MADE AVAILABLE TO UNION ORGANIZERS. GROWERS ARE ARGUING THAT THIS IS A VIOLATION OF THE RIGHT TO PRIVACY. IS THIS TRUE? Payroll lists in other industries have always been open for inspection by Social Security and Income Tax officials. In the past, when there were complaints against growers concerning low wages being paid to farmworkers, they invited people to look at their payroll lists. It seems strange now that they are arguing for privacy for farmworkers. Is this selective application??

11. WON'T PROPOSITION 14 BE DETRIMENTAL TO SMALL FARMERS AND FORCE THEM TO GO OUT OF BUSINESS? To put things in perspective, it is important to remember that in California 7% of the growers own 80% of the farmland. It is not the farmworkers who will force small farmers out of business; it is agribusiness who every week controls more and more of the market. It is agribusiness that exploits the consumer, small farmers AND farmworkers. The blame should not be shifted onto farmworkers who are simply asking to have the right to vote for a union to represent them.

Argument in Support of Proposition 14: Farm Worker Initiative

In 1935, after years of labor strife, the U. S. Congress adopted the National Labor Relations Act which supported the right of industrial workers to organize, vote for the union of their choice and bargain with their employers. Farm workers were specifically excluded from that law at the request of rural legislators whose votes were needed to pass the NLRA. Farm workers have been denied this basic right to vote for the union of their choice for 40 years.

On May 5, 1975, labor and grower representatives and key legislators met with Governor Jerry Brown to hammer out a compromise version of a collective bargaining law for California farm workers. The Governor connected his phone to loudspeakers in his office and put in a call to Cesar Chavez because the growers wanted to know whether the UFW leader accepted the compromise law. Cesar Chavez agreed to the compromise law and promised that the UFW would abide by its terms. The growers made the same commitment.

By late May, 1975, all parties (growers, UFW, etc.) agreed to the provisions of the California Agricultural Labor Relations Act (ALRA) of 1975. The ALRA passed the California Assembly 64-10 and the Senate 31-7. Gov. Brown signed it into law on June 5, 1975. On July 1, 1975 Cesar Chavez began a 1,000 mile march to explain the law to farm workers. Strikes came to a halt. Chain store boycotts stopped. By February 6, 1975, over 350 secret ballot union representation elections had been held. The UFW won a clear majority despite the fact that grape and lettuce growers were openly campaigning for the Teamsters.

At that point the ALRB ran out of money and the growers demanded changes in the new law as the price for providing additional funds. The Governor reminded the growers that the law was a delicate compromise which they had supported; he also argued that it was too soon to change a law that was only 5 months old. The growers and their legislators persisted in opposing the funds and they succeeded. On February 6, 1976, secret ballot elections for farm workers stopped. By late March the legislature still had not provided funds for the ALRA. In 28 days in April, the UFW and supporters gathered 728,000 signatures of California voters to put the labor law on the general election ballot. On November 2, 1976, the people of California will decide whether farm workers have the right to vote for the union of their choice.

In 1975 the state of California granted farm workers the right to vote in secret ballot elections for the union of their choice. In 1976 the state of California nullified that right by taking away the opportunity to vote. In short, they stopped printing ballots and took away the ballot boxes.

The Farm Worker Initiative (Proposition 14) has a simple objective: to guarantee to farm workers both the right and opportunity to vote in secret ballot elections for the union of their choice. The Initiative calls on the legislature to provide the necessary funds to operate the law. The Initiative cancels the existing ALRA and puts the language of a new ALRA in its place. The Initiative requires that the Governor appoint a new Agricultural Labor Relations Board. The Initiative, if adopted, can only be amended by vote of the people.

The growers argue that Gov. Brown betrayed them in 1975 by appointing a pro-UFW Board.

The evidence does not support the growers contention: a) 67 of 72 Board decisions were issued without dissent. In only 1 case were the supposed "pro-UFW" Board members (Chatfield, Mahoney, Ortega) lined up against Grodin and Johnson; b) of 11 farm worker elections set aside by the Board, 5 had been won by the UFW and 3 by the Teamsters; c) of the Hearing Officers hired by the ALRB most had NLRB backgrounds; 5 had previously represented the Teamsters and only 1 had previously represented the UFW.

What are the differences between the existing ALRA and Proposition 14 (new ALRA)?

1) Proposition 14 writes into the law the same access rule that the ALRB adopted in September, 1975, after hearing testimony from all sides. Prop. 14 and the ALRB ruling allow union organizers to be on company property for one hour before and after work and for one hour at lunchtime to talk with workers about the issues of the election. The organizers must be identified and there is a limit of 1 organizer per 15 workers.

2) Proposition 14 allows (does not require) the ALRB "in appropriate cases" to assess treble damages against a union or a grower found guilty of unfair labor violations.

3) Proposition 14 states that the Board shall make an employer's list of employees available to any union that files a notice of intent to petition for an election when the notice of intent is accompanied by a "reasonable showing of interest" by the workers.

4) Proposition 14 states that a minimum of 50% of an employer's workers must petition for a decertification election before the ALRB will hold a decertification election.

What is the purpose of the access rule? The access rule is designed to protect the right of workers to hear about the issues in a union representation election. The ALRB promulgated the access rule because they discovered that many farm workers live in company housing, or in isolated labor camps or in barns, sheds and under trees on company property. The growers had access to the workers day and night; without an access rulethe growers were also able to invite the Teamsters into the fields and call on rural sheriffs to arrest UFW organizers thus denying the workes the right to hear from all sides of the election.

Why are the growers opposed to the access rule? They argue vehemently that it is a violation of the constitutional right of private property. They claim that it will lead to further violations of property rights. However, the access rule is very limited and very specific and applies only to election situations in agriculture. The State Supreme Court affirmed the ALRB access rule. Justice Wm. Rehnquist refused to set the rule aside.

The growers argue that Prop. 14 is no longer needed since the legislature has now provided funds for the ALRB. It is an unlikely argument from those who used all their considerable power to kill the farm worker election law in the spring of 1976.

. . Page 2.

The Elements share that Prop. 14 is no longer needed since the legislature has
been involved large for the ARB. It is an multiple statement from those who seek
to protect consideration power of KLLT the term monies election law to the spirit
of 1912.

What are the differences between the extreme ARA and Proposition 14 (new ARA)?

1) Proposition 14 writes into the ARB the same access rule that the ARA
adopted in September, 1912, which prevent unfair manipulation from all sides. Prop. 14
will not allow minor organizers of no or conflict property for one to
deny the ARB further action unless it can demonstrate to fair ballot measure
about the issues of the election. The organizers must be identified and state
is a limit of 1 organizer per 25 members.

2) Proposition 14 allows (does not require) the ARB "to appropriate assess"
assess people demand expect a minor or a Women Group Equity of minority labor
activation.

3) Proposition 14 states that the board shall make an employer's list of employees
available to one union that files a notice of intent to begin action for an election
when the notice of intent is accompanied by a "reasonable showing of interest" by
the workers.

4) Proposition 14 states that a minimum of 30% of an employer's workers must
begin action for a decertification election before the ARB will hold a decertifica-
tion election.

What is the purpose of the access rule? The access rule is designed to protect
the right of workers to hear about the issues in a union representation election
which management will usually in combined pondus? or in isolated labor camps or in person? where
workers live in combined pondus? The Elements had access to the workers who
and might freed on company property. The Elements were also able to invite the Designated
and right? without an access rule? Elements were also able to invite the Designated
into the lists and call on their shop stewards of course UWU organizers and delivery
the workers the right to hear from all sides of the election.

Why are the Elements opposed to the access rule? They claim that
a violation of the constitutional right of private property. They claim that
it will lead to trespass violations of property rights. However, the access rule
is very limited and very specific and applies only to elections situations in
shopping centers. The State Supreme Court affirmed the ARB access rule. Quality
AW. Reputed reviewed to see the rule state.

The Elements share that Prop. 14 is no longer needed since the legislature has
been involved large for the ARB. It is an multiple statement from those who seek
union involved large for the ARB. It is an multiple statement from those who seek
to protect consideration power of KLLT the term monies election law to the spirit
of 1912.

The existence of Proposition 14 caused the big growers of California to change their strategy and support ALRA funds for one year. If it had not been for Prop. 14, the farm worker elections law would be dead today. If Prop. 14 is not passed the farm worker election law may well be maimed or killed in the future.

The right to vote is one of our most cherished American rights. Prop. 14 asks the people of California to ensure that those who work in the fields will never again be deprived of the right to vote in secret ballot elections to determine their own future.

7/76
NFWM

TALLY TOTALS FOR MONDAY AND TUESDAY

	STREET $	OTHER $	TOTAL $	VOTERS REGISTERED	VOLUNTEERS WORKING	POTENTIAL VOLUNTEERS
MONDAY 9/13						
No. Calif.	441.05	88.40	519.45	2738	16	45
S. Calif.	498.83	8.96	507.79	2588	13	118
Total	939.88	87.36	1027.24	5326	29	163
TUESDAY 9/14						
No. Calif.	615.41	284.27	899.68	4082	36	165
S. Calif.	766.51	509.32	1275.83	3948	36	96
Total	1381.92	793.59	2175.51	8030	72	261
Grand Total						
No. Cal.	1056.46	362.67	1419.13	6820	52	210
So. Cal.	1265.34	518.28	1783.62	6536	49	214
Total	2321.80	880.95	3202.75	13,356	101	424

"ANTI-14" RADIO SPOTS (60 SECONDS)

ANTI-14 TV SPOTS ARE A 30SECOND PORTIONS OF THE RADIO SPOTS
Note the underlined portions: The purpose of the commericals is to communicate, without quite saying it outright, that every homeowner's property rights will be directly affected by Prop. 14.

1. "Three of the most important issues facing us in the November 2 election are the Presidency, the U.S. State Senate race, and Prop. 14, the private property issue,. Listen for a moment to Cecil Sanchez, a small farmer from Fresno, California; 'Like most farmers in California, I'm a small farmer and I feel today in California there is a great injustice being done to us small farmers and property owners in the form of Prop. 14. I think it's violating our rights . . . it's violating every right of a property owner, and I would like to urge everyone in California to vote no against Prop. 14! Maybe people don't realize it but over 80% of the farms in California are just small family farms. There are over 50,000 of them. Prop. 14 would destroy their basic right to personal freedom and private property They need your help. Please, vote no on Prop. 14 !! Paid for by Protect Private Property - No on 14 Committee.

2. "Three of the most important issues facing us in the November election are the Presidency, the U.S. State Senate race, and Prop. 14, the private property issue. Listen for a moment to Ernie Tavlion, a small family farmer from Fresno California; 'After getting out of the service 30 years ago, I bought this farm. I'm a small family farmer and we do most of the work here ourselves. I don't scare easily but Prop. 14 is an invasion of my property rights. I've raised by family and daughters on this farm and we feel threatened. We need you help. Please vote no on Prop . 14 ! Private property rights are the cornerstone of our personal freedoms. It usually takes court order for even the police to enter private property. Prop. 14 would allow labor organizers to enter farmers' property without a court order. This is an attack on the very heart of our right to private property. Please, vote , no on Prop. 14". Paid for by Protect Private Property-No on 14 Committee.

3. "Three of the most important issues facing us in the November 2 election are the Presidency, the U.S. Senate race, and Prop. 14, the private property issue. Listen for a moment to Harry Kubo, a small family farmer from Parlier, California; 'I'm a small family farmer. People don't realize it but 80% of all the farms in California are just* family farms like mine. There are over 50,000 of us. For me and my family, farming is a way of life. Prop. 14 is a serious threat to us all. It would violate our personal property rights. Please help by voting no on Prop. 14." Private property rights are the cornerstone of our personal freedoms. It usually takes a court order for even the police to enter private property. Prop. 14 would allow labor organizers to enter farmers' property without a court order. This is an attack on the very heart of our right to private property. Please, vote no on Prop. 14." Paid for by Protect Private Property-No on 14 Committee.

*small

4. "Three of the most important issues facing us in the November 2 election are the Presidency, the U.S. Senaterace, and Prop. 14, the private property issue. Listen for a moment to Ofamia Solomen, a small family farmer from Reedley, California; 'I love farming. I have lived here since I was 8 months old. When my father passed away 4 years ago, I continued to farm . This is a small farm, Prop. 14 really frightens me. When strangers are allowed to enter my property without my permission, I have no protection or privacy. Please, I need your help. Vote no on Prop. 14." Prop. 14 would allow labor organizers . . . etc. Paid for by Protect Private Property-No on 14 Committee.

5. "Three of the most important issues facing us in the November 2 election are the Presidency, the U.S. Senate race, and Prop. 14, the private property issue. Listen for a moment to Ty Parkinson, a small family farmer from Parlier, California: "I've got a small farm here. My wife and I worked very hard to purchase this place and put a down payment on it. We feel Prop. 14 is a very serious threat to us. It 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? Please, help me protect my personal property rights and yours." Please vote no on Prop. 14. Maybe people don't realize it, but over 80% of the farms in California . . . . . Paid for by Protect Private Property-No on 14 Committee.

INTERESTING CONTRIBUTORS TO NO ON 14 CAMPAIGN FROM OCT. 26 REPORT

1.	GETTY OIL COMPANY	$ 3,500.00
2.	STANDARD OIL COMPANY	2,500.00
3.	UNION OIL COMPANY	2,000.00
4.	FARM BUREAU	50,000.00
5.	JACK PANDEL	5,850.00
6.	ALLIED GRAPE GROWERS	4,800.00
7.	JACK T. BAILEY	5,398.21
8.	GEORGE BALL PACIFIC INC.	4,000.00
9.	BELLRIDGE FARMS (oil)	1,000.00
10.	J. G. BOSWELL	5,000.00
11.	CATTLE-PAC	3,400.00
12.	BRUCE CHURCH	10,000.00
13.	DIAMOND/SUNSWEET	10,000.00
14.	FIVE POINTS	4,096.00
15.	GROWERS EXCHANGE	10,000.00
16.	HANSEN FARMS	1,990.00
17.	HARDEN FARMS	14,481.89
18.	HEIDRICK BROS.	2,500.00
19.	JACKSON & PERKINS	6,000.00
20.	ROD McCLELLAN	3,000.00
21.	CARL J. MAGGIO	2,000.00
22.	PACIFIC IRON & STEEL	900.00
23.	RAISIN BARGAINING ASSOCIATION	10,040.00
24.	RANCHERS COTTON OIL	15,000.00

24. RANCHERS COTTON OIL	12,000.00
23. RAISIN BARGAINING ASSOCIATION	10,040.00
22. PACIFIC IRON & STEEL	400.00
21. CARL J. MAGGIO	3,000.00
20. ROB MCCLELLAN	8,000.00
19. JACKSON & PERKINS	8,000.00
18. HEIDRICK BROS.	5,500.00
17. H.RODEN EVANS	14,184.68
16. HANSEN EVANS	1,665.00
15. CROMERS EXCHANGE	10,000.00
14. KIAE FORMIS	4,960.00
13. DIAMOND\SUNSWEET	10,000.00
12. SPROCE CHUCKCH	10,000.00
11. CHANCE BYC	3,400.00
10. J. G. ROSWELL	5,000.00
9. BELLINGHOE FARMS (OTI)	1,000.00
8. GEORGE HUTT PACIFIC INC.	4,000.00
7. JACK A. BAILEY	12,386.57
6. ALLIED GRAPE GROWERS	4,800.00
5. JACK PANDEL	25,850.00
4. FARM BUREAU	200,000.00
3. UNION OIL COMPANY	5,000.00
2. SUNSWEET OIL COMPANY	5,000.00
1. GETTY OIL COMPANY	200,000.00
	400.00

INTERESTING CONTRIBUTORS TO NO ON 14 CAMPAIGN FROM OCT. 25 REPORT

NO ON 14
INTERESTING CONTRIBUTORS (CON'T)
PAGE 2

25.	MARIO SAIKON	$2,000.00
26.	SPRECKELS SUGAR DIVISION	1,500.00
27.	SUPERIOR FARMING	2,000.00
28.	UNION SUGAR DIVISION OF CONSOLIDATED FOODS CORP.	1,000.00
29.	DAVE WALSH	10,000.00
30.	VBZ	4,950.00
31.	MBZ	1,000.00
32.	WESTLAKE FARMS INC.	5,000.00
33.	OWNES-ILLINIOS	500.00

MAJOR CONTRIBUTORS TO NO ON 14 CAMPAIGN FROM OCTOBER 26, 1976 REPORT

$5,000 + CONTRIBUTIONS :

1.	PERRY'S PLANTS	$5,000.00
2.	JACK T. BAILEY	5,398.21
3.	BOSTON RANCH (Lamore)	9,800.00
4.	J.G. BOSWELL	5,000.00
5.	BRUCE CHURCH	10,000.00
6.	DIAMOND/SUNSWEET	10,000.00
7.	GROWERS EXCHANGE	10,000.00
8.	HARDEN FARMS	14,481.89
9.	JACKSON & PERKINS (Medford, Org)	6,000.00
10.	OCEAN VIEW FARMS	5,000.00
11.	OSHITA	5,000.00
12.	JACK PANDEL	5,850.00
13.	RAISIN BARGAINING OIL	10,040.00
14.	RANCHERS COTTON OIL	15,000.00
15.	TELLES RANCH	10,130.00
16.	UKOGAWA BROS.	5,000.00
17.	VEGETABLE GROWERS SUPPLY CO.	5,000.00
18.	DAVE WALSH CO., INC.	5,000.00
19.	DAVE WALSH CO.	5,000.00
20.	WESTLAKE FARMS	5,000.00
21.	BRITZ INC.	6,500.00

($2,000 + contributors - 5% of contributors - 51% of income)
($5,000 + contributors - 1.9% of contributors - 35% of income)

MAJOR CONTRIBUTORS TO NO OR LE CAMPAIGN EACH OCTOBER 30, 1979 REPORT

($5,000 + CONTRIBUTORS - 1.8% OF CONTRIBUTORS - 32% OF INCOME)
($25,000 + CONTRIBUTORS - 5% OF CONTRIBUTORS - 21% OF INCOME)

1.	BERNA'S ELEVATS	$5,000.00
2.	JACK L. BAILEY	$5,388.12
3.	BOSTON BANCH (Lamore)	$ 800.00
4.	L.G. ROSWELL	$5,000.00
5.	BRUCE CHURCH	$10,000.00
6.	DIAMOND\SUNSWEET	$10,000.00
7.	CROMERS EXCHANGE	$10,000.00
8.	HARDEN FARMS	$14,481.88
9.	JACKSON & PERKINS (Medford, Ore)	$ 5,000.00
10.	OCEAN VIEW FARMS	$ 5,000.00
11.	OSHITA	$ 5,000.00
12.	JACK BANDEL	$ 2,820.00
13.	RAISIN BARGAINING OIL	$10,000.00
14.	BANCHERS COTTON OIL	$15,000.00
15.	LETTES BANCH	$10,130.00
16.	NAOCAMA ROSE	$ 5,000.00
17.	ASCENDIBLE CROMERS\SUPPLY CO.	$ 5,000.00
18.	DALE MULSH CO. INC.	$ 5,000.00
19.	DALE MULSH CO.	$ 5,000.00
20.	MESSENGER FARMS	$ 5,000.00
21.	BRITZ INC.	$ 5,500.00