



# Si Se Puede!

CHICAGO BOYCOTT NEWS

United Farm Workers of America, AFL-CIO  
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Dear Friends,

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

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

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

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

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

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

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

Si, se puede. It can be done.

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PROPOSITION 14 LOSERS

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

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

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

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

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

What does the future hold? From September 1975 to February 1976, the UFW won 205 elections; 113 of those elections have been carried by the ALBA; 43 new contracts have been signed. The UFW now has 54 contracts covering approximately 76,000 work-ers in California, Arizona and Florida. Farm worker elections under the existing

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

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

## A CLOSER LOOK AT THE ANTI-14 CAMPAIGN

by the Rev. Wayne (Chris) Hartmire

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

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

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

Some examples:

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

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

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