For Television



TV-1. AMERICA'S FIELDS :60 SEC

Cesar Chavez, parade, UFW flags. Address. VIDEO: People working in fields, union rally,

who harvest the fruits and vegetables from America's fields? For eleven long hard years they have Union — to fight for their rights and a better life. been building a union — The United Farmworkers AUDIO: Do you ever think about the people

again gone on strike. They are asking their friends boycotting non-union grapes and lettuce. around the country to support their strike by hard won contracts and the Farmworkers have Now many growers are refusing to renew

The United Farmworkers are striking for the right to be represented by their own union. Please Cesar Chavez: "We're getting a lot of people who were helping us before, who are coming back don't buy lettuce or grapes and together we will to something quite natural for them now, that's not to eat grapes."

UNITED FARMWORKERS UNION San Francisco, CA 94101



TV-2. A DECENT LIFE :30 SEC

fields. Cesar Chavez. Logo and address. VIDEO: Parade with flags, boxes of grapes in

conditions and a decent life. They are on strike to keep their hard won contracts. the main hope of America's farm laborers for better **AUDIO:** The United Farmworkers Union is

lettuce. Cesar Chavez: You can help by boycotting grapes and

that's not to eat grapes."
Support the Farmworkers. Boycott grapes "We think we are developing a very good consumer boycott We're getting a lot of people who were helping us before, who are coming back to something quite natural for them now,

Box 4453, San Francisco, CA. 94101 UNITED FARMWORKERS UNION

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Public Service Announcements

For Radio

R-1. HOPE :30

My name is Irma Escamillia. I am a farmworker. The United Farmworkers Union is the only hope that I have for a better life for me and my family.

We have gone on strike because the growers are trying to take away our union contracts.

All of our lives we have worked to put food on your table. Now we are asking you to join our strike and not to eat lettuce and grapes until we win our contracts back. Together we can win. Viva la Causa.

Presented by the United Farmworkers Union.

R-2. HOT AND DIFFICULT :60

My name is Irma Escamillia. I am a farmworker. It is hot and difficult, working in the fields under the sun. But it is work that has to be done so that everyone can eat.

After years of poverty and fear we organized a union — THE UNITED FARMWORKERS UNION — to fight for better conditions for the farmworkers.

This year the grape and lettuce growers are trying to get rid of our union contracts and we have gone on strike to demand that we be allowed to keep our union.

We are asking our friends all over the country not to buy grapes and lettuce until we have won our contracts back. If the workers refuse to work and the consumers will not buy then the growers will see that justice for the farmworker is good for everyone.

Please boycott grapes and lettuce. Justice for the farmworkers!

The preceding message is presented in the public interest by the United Farmworkers Union, which asks for your support.

R-3. LIFE :60

My name is Irma Escamillia, I am a farmworker.

The life of a farmworker is very hard but before Cesar Chavez started the United Farmworkers Union it was even harder.

Now that we have the union we are still poor but we make a little more money and we have better conditions — and most of all we have dignity because we can stand up for our rights.

The United Farmworkers Union is on strike now because the growers want to take away our union contracts. We won those contracts three years ago with your help in the grape boycott.

Now, once again, we are asking you to not buy grapes and lettuce. Soon the growers will understand that they can't make money without justice for the farmworkers. And we will get back our union contracts.

With your help we can win again. Boycott grapes and lettuce. Viva la Causa.

R-4. JUSTICE :30

My name is Ramon Delgado. I am a farmworker. With Cesar Chavez we worked to build our union — the United Farmworkers Union — to fight for better conditions in the fields.

Now the growers are trying to get rid of our union and we have gone on strike.

We ask everyone, if you want to see justice for the farmworkers, join the boycott. Don't buy grapes and lettuce and together we will win.

Presented by the United Farmworkers Union.

R-5, BOYCOTT :60

My name is Ramon Delgado. I am a farmworker. I am a member of the United Farmworkers Union.

Do you remember the grape boycott three years ago? With your help we won the right to contracts for our union — just like other workers.

Now we are on strike again because the growers are trying to get rid of our union. And once again we are asking our friends to use the power of the boycott to help us.

Tell the growers that you want justice for the farmworkers. Don't buy grapes and lettuce. And we will keep working for a better life for farmworkers.

Presented by the United Farmworkers Union.

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Public Service Amnouncements

For Radio

H-1, HOPE :30

My game is fire u.E. clamitia, i. and a fargeworker. The United Farmworkers Union is toe only home that I have for a fielder life for me and my family.

We have gone on strike because the growers are trying to take away our union-contracts.

All of our fixes we have worked to put food on your table. Now we are asking you to join our strike and not to sat terruce and grupes until we without contracts back. I ogether we can win, Vivile Causa,

Presented by the United Farmworkers Union.

R-Z. HOT AND DIFFICULT 150

My name is firm a Escarcitia, I am a farm worker. If is not and difficult, working in the fields under the sun. But it is work that has to be done so that everyone can eat.

After years of poverty and fear we organized a union — THE UNITED HARMWORKERS. UNION — to fight for better conditions for the farmworkers.

This year the group and latturing covers are myline to get tide of our union contracts and were have gobe on satire to demand that we buildlessed to keep our union.

We are asking our intents of over the common not to buy granes and letture and we have well our contracts back. If the workers refuse to wonlend the consomers will distibute the integrals will see that justice for the farmworker as good for everyone.

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With your help wo can win again, Boycott granes and lettuce. Viva Is Causa.

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Wy name is Hamon Delgado, Lan. - rains worker, With Casar Chaves we worked to initial our union - the united Faraworkers Union - postight for better conditions in the Palds.

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R-S. BOYCOTT : 56

My name is Romon Belgado, has a tarma worker, if an amember of the United Farmous asset United.

growers are trying to get ridief our union And once again we are sixing our friends to one that power of the boycott to help us.

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Presented by the United Farmworkers Union

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