Audience
Your
Share
With
Important
Some
Have
Farmworkers
Americas

Support the Farmworkers. Boycott grapes.
That's not to eat grapes. Back to something else. We're helping us people who are coming to something else. We're getting a lot of workers. We think we're developing a very good wave of workers.

Adele: The United Farmworkers Union is fighting for better conditions and a decent life. They are on strike to defend the union of America's farm laborers. For better fields, better wages, better lives.

Video: People working in fields. Union rally.

TV-2, A Decent Life: 30 sec

For Television
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 again on strike 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.