

**GETTING THE BOYCOTT
ON TV AND RADIO
FOR FREE**

**THE ELECTRONIC PICKET LINES
THAT CAN REACH MILLIONS**

A Handbook for UFW on Public Access

prepared by

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HOW TO GET THE WORD OUT, or how to make effective use of United Farmworkers Media Material

We all know that the boycott is the key to victory for the United Farmworkers. And the boycott will work if we can reach thousands of people with the Farmworkers message. The media can be an important tool in your efforts to organize, educate and mobilize public support.

All the other tools like picketing and leaflets at markets, house meetings and mass rallies are essential. But it is also valuable to begin using the mass media ... radio, TV, newspapers and magazines.

RADIO AND TV

We have prepared public service radio and TV spots as well as some print ads. They are like commercials for the union and focus on the boycott. If we can get them on the air at just one station we can reach thousands. (These are two sets of spots: one series on the grape and lettuce boycott, another on the Gallo boycott.)

The task of a media committee is to get the local media to use our public service ads. It should be made up of people from all levels of the community. Many important members of your community will never come to picket a store but they would be willing to lend their influence to a media committee.

The committee should first contact others in the community (AFL-CIO labor council as well as various union, clergy and church groups and other social concern groups) to explain your plans for a media campaign and to enlist their support. Many unions have their own publications and would be willing to run one of the print ads or even do a mailing to their membership with a letter and reprint of one of the ads. Sometimes many of these groups also have radio or TV programs that they would be willing to use for a discussion of the boycott, etc.

Several influential members of the committee should visit all the stations in town. The person to talk to is called the public service director or community affairs director. Call him or her and briefly explain the Farmworkers movement, stressing whatever the manifestations are in your local community. If you don't get a commitment over the phone (the commitment should be to run the spots regularly for a specified period of time), set up an appointment so they can hear the tapes or see the film spots. If they seem hesitant at all over the phone, don't press the issue -- get an appointment to see them. It is harder for them to say 'no' to your face than over the phone. Impress upon them the importance of allowing the Farmworkers to present their own message in their own context and explain that since many in the community are concerned and confused they would be providing an important public service by presenting these materials.

After playing the tapes or showing the spots, you should make it known that the Farmworkers are an important and respected movement. You should simply suggest that by carrying Farmworkers announcements, which urge people to do something useful as citizens about their feelings, they are providing a genuine service in the public interest.

If the stations don't accept the spots there are other methods which should be tried. One of the first is to have the other groups in the community contact the person you spoke with and the general manager of the station. One phone call apiece from labor leaders, business people (who may use the station for their own advertising), clergy and leading civic leaders could impress the station management of the support and importance of the boycott in your community. A telephone campaign from the general public who simply say, "We've heard about the spots and would like to hear them on your station," will add to the pressure.