

GETTING THE BOYCOTT

ON TV AND RADIO

FOR FREE

THE ELECTRONIC PICKET LINES THAT CAN REACH MILLIONS

A Handbook on Public Service Access

prepared by

PUBLIC INTEREST COMMUNICATIONS

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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 Farmworker 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.

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