

Mark

Yes-on-14 Spots
Taped 10/3

TV spot #1 -- Cesar Chavez

1.

Audio:

Weaver (voice over): For the farm workers... Cesar Chavez

Video:

A tight shot of Cesar standing in front of rows of strawberries

2.

Audio:

Cesar (on camera): Farm workers are very good people. They work hard to feed all of us. They're not asking for too much, just a chance to make life better for themselves and their children. Yes on 14 will give them that chance. Your yes vote on 14 will give farm workers the right to vote on whether or not they want a union. Thank you.

Video:

After Cesar, cut to title card saying Yes on 14.

Closing (audio only):

Weaver: (voice over title card) Yes on 14 simply gives farmworkers the right to vote. Please vote yes on 14.

TV spot #2 -- Robert Blake

Audio

Blake: They work...we eat. Let's help them. Farm workers need dignity, self-respect, and hope like all of us. Vote yes on 14. You'll be helping the farm workers. Cesar Chavez is one of them.

Video:

1. Long, slow pan across 50 farmworkers staring into camera from a field. The camera comes to Blake who sitting on a low table in the field and then zooms into a tight shot of Blake.

Audio:

Cesar: Farm workers are not asking for very much, only the right to vote and choose for themselves whether or not they want a union.

Video:

2. Cesar standing next to a field.

Audio:

Blake: Vote yes on 14, you'll be doing the right thing... and that's a promise from me to you.

Video:

3. Back to Blake with titles super-ed over the image.

3. Back to Blake with states subject over the image.
Audio:

and that's a promise from me to you.
Blake: Love has on it, you're doing the right thing...
Audio:

2. Cesar standing next to a field.
Audio:

want a union.
right to vote and choose for themselves whether or not they
Cesar: Farm workers are not asking for very much, only the
Audio:

that in the field and then come into a fight spot of Blake.
How a field. The camera comes to Blake who sitting on a row
of young, strong farm workers of international stature
Audio:

is one of them.
has on it. You're helping the farm workers. Cesar Chavez
used dignified, self-respect, and hope like all of us. Love
Blake: They work... we eat... for a hard work. Farm workers
Audio:

3. Cut to title cards
Audio:

the right to vote. Please vote yes on 14.
Weaver: (voice over) Yes on 14 simply gives farm workers
Audio: (fading out)

2. Cesar in a field
Audio:

want a union.
right to vote and choose for themselves whether or not they
Cesar: Farm workers are not asking for very much, only the
Audio:

1. Weaver walks out of field of farmworkers and comes
directly up to the camera.
Audio:

and mine, are so important to them... and to Cesar Chavez.
on Proposition 14 will do just that. That's why your one vote,
to put up with just to put food on our table. And a yes vote
hardships and the injustices that the farm workers have had
Weaver: Thank you... You know, we've got to stop the
Audio:

TV spot #3 -- Dennis Weaver
Audio:

Handwritten notes at the bottom of the page, including "2/10/60" and "Dennis Weaver".