TV spot #1 -- Cesar Chavez

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 farm workers 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. Cut to title cards

Videot: The right to vote...

Videot: Please vote yes on 14.

Videot: Ceser in a field...want a union.

Videot: Don't vote for farmers. Workers are not making for very much...the right to vote and choose for themselves whether or not they and mine are so important to them...to Caesar Chavez.

Videot: Since you're so important to them...and to Caesar Chavez...
TO: ALL PROPOSITION 14 ENTITIES, BOARD MEMBERS, AND ORGANIZERS
FROM: JIM DRAKE
RE: TYPICAL GROWER BLACKMAIL

HERE IS AN ARTICLE SHOWING HOW THE GROWERS THROW MONEY AROUND TO CONTROL THE PRESS. IT SHOULD BE A GOOD ARGUMENT FOR US IN OUR DEBATES.

KHJ-TV and Client in Prop. 14 Dispute

BY LEE MARGULIES

The committee organized to fight Prop. 14, the proposed California farm labor law, has withdrawn its "No on 14" commercials from KHJ-TV Channel 9 in a dispute over the station's forthcoming editorial in favor of the measure.

Jim Rosner, president of Dolphin Advertising, which is handling the statewide media campaign for the No on 14 Committee, said Wednesday he pulled the ads because he thinks the KHJ-TV editorial was irresponsibly researched.

Rosner said his gripe was not that KHJ decided to endorse Prop. 14 but that it did not contact the organized opposition before reaching that decision.

Lionel Schaefer, vice president and general manager of KHJ-TV, confirmed that the station did not request information from the No on 14 Committee but said there was no reason to since it researched both sides of the question in other ways, including interviews with farm workers and growers.

The editorial is not scheduled to be broadcast until Monday but KHJ-TV released its position in advance.

The station executive firmly backed the editorial and the manner in which it was prepared and said he would not be intimidated by the threat of the commercial loss to drop the editorial.

Schaefer took issue with Rosner's contention that he was upset merely at KHJ-TV's research methodology, saying he didn't think Rosner would have reacted the same way if the editorial had recommended voting against the ballot measure.

The advertising money that would have gone to KHJ-TV—nearly $24,000, Schaefer said—will be spent elsewhere in the Los Angeles area, Rosner said.

Schaefer said that as with all its editorials, KHJ-TV welcomes and solicits replies to its Prop. 14 stand from responsible parties.

Prop. 14, sponsored by Cesar Chavez's United Farm Workers of America, would reenact, with some pre-union changes, the state's law providing for secret-ballet elections to determine whether farm workers want to be represented by a union.
March 19th

Miss— you have probably been
mailed this by now but won't get it till
tomorrow so I made a copy in
case you wanted it before your debut—

Virginia
"Yes on 14" Division Directors Meeting
October 14, 1976
USC, Newman Center, LA
Participants: Marshall Ganz, Jim Drake, Chris Hartmire, Fred Ross, Sr.,
Larry Tramutt, Arturo Rodriguez, Sue Sachen, Marc Coleman,
Mark Pitt, John Proctor, Scott Washburn, Bob Lawson,
David Dyson, Jessica Govea, Dave Kaehler,
Beth Goldberg

Purpose of the meeting was to examine where we stand at this point in the campaign
and to plan the remainder of the campaign. Areas which were discussed included
media, GOTV and action program activities such as billboardin, sniping, and freeway
signs.

I. MEDIA

Feedback from the Streets re: Yes on 14 Ads

Although our ads have only been running for two days, with a very limited number of
spots, the impact is already apparent on the street. Our people are getting very
positive feedback, particularly favorable reaction to the Brown spot. Although
property rights still remains the issue on 14, the Brown, Pines and Frietes ads
will deal with this issue and our street rap in bumper stickering and leafletting
will continue to attack their $ and the BIG LIE. This two-pronged approach should
begin to erode their soft support on No.

Media Plan

We will continue to run the Brown TV spot, with a possibility of another Brown
spot being done later. At this point, we do not plan on using anyone else for
TV spots. The Pines and Frietes radio spots will continue to run for a while
longer, then new radio spots made by Bradley, Dellums, Cranston and Cesar will
begin.

The question of over-exposure of Brown was raised and it was Marshall's feeling
that the ad will not becoming boring as the average "Joe Blow" needs to see an
ad several times before he really "sees" the ad and understands what is it all
about.

Partially as a result of the latest Field Poll, we have decided to increase the
amount of money which we will be spending on media. (See Field Poll results below.)

Monitoring System

It is necessary that a monitoring system be set up as soon as possible in the
Divisions for the following reasons:

- to check placement of the ads

- to make sure that the ads are being run correctly. We have already had several
  problems with a No ad being run instead of a Yes or the ad not being allowed to
  run its full length. Essentially, the monitoring system would utilize supporters
  and volunteers who would be willing to watch the ads on TV and reporting any
  changes, mistakes, etc. to a monitoring coordinator.
Field Poll

Following are the results from the two Field Polls and our 2nd poll:

<table>
<thead>
<tr>
<th>Field Poll - 9/18 - 9/25</th>
<th>Yes on 14 Poll - 10/3 - 10/5</th>
<th>Field Poll - 10/7 - 10/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aware -- 46%</td>
<td>Aware -- 48%</td>
<td>Aware -- 77%</td>
</tr>
<tr>
<td>Farm Workers -- 51%</td>
<td>Farm Workers -- 30%</td>
<td>Farm Workers -- 31%</td>
</tr>
<tr>
<td>Growers -- 42%</td>
<td>Growers -- 30%</td>
<td>Growers -- 53%</td>
</tr>
<tr>
<td>Undecided -- 7%</td>
<td>Undecided -- 40%</td>
<td>Undecided -- 16%</td>
</tr>
</tbody>
</table>

With regard to the results of the Second Field Poll, it is impossible for public opinion to shift as rapidly as Fields' indicates it has -- increase in grower support of 23% in two days (10/5 - 10/7). Keene Larson was also reported to have had advance knowledge of the poll.

Opposition's Media

The opposition is still staying with the private property issue, however, they have also begun to use other issues in their TV and radio ads - Zenovich ad saying that "Proposition 14 is unnecessary" and Sen. Way ad saying that Prop. 14 provides "blank check financing."

Indicat . . . . that they are beginning to feel the heat include their filing a suit against us claiming libel (the Garin suit). The issue of child labor, which is central to the Garin suit, should be kept alive as the growers cannot win on this issue. In addition, the No forces have accused Marshall of threatening grower contributors (Priollo statement) and have issued a statement saying that Van de Kamp has no authority to investigate the No ads. There are also some indications that the opposition's supporters are becoming more aggressive in their opposition, e.g., Yes bumper stickers being ripped off cars.

II. ACTION PROGRAM

There are two types of work which need to be done in the remaining days of the campaign:

1. Persuasion -- persuading those who are confused to vote "Yes on 14." Factors which will assist in persuading people include: a) union mailings, b) media, c) billboarding, and d) bumper stickers. Will reach people in the middle and swing areas - Suburban Bay area, Orange County, etc.

2. Motivation -- motivating our supporters to help in the final days of the campaign and to get out and vote. GOTV related activities include a) phoning, b) mini rallies at colleges, c) sound trucks, d) billboarding - all of which will motivate people to get out and vote. Motivating type work will reach those voters in the Chicano, Black, college and liberal areas.

Report by Jim Drake on GOTV

Jim gave a report on proposed activities related to GOTV. He skimmed over each area and all points were discussed in further detail during the planning of the program. (See Report distributed at meeting for points discussed.)
After Jim outlined the possibilities for a GOTV, Chris Hartmire discussed the billboard operation.

**Billboarding**

Idea behind billboarding is to make it a phenomenon in the cities. It requires units of 7-10 people who line up on the side of the street (intersections, near entrances to freeways, etc.) that the heaviest traffic is flowing on, with the people standing 15-20 feet apart. The two most important factors in a successful billboarding operation are:

1. Organized System of Discipline and Training
2. Good Targetting

1. Organized System of Discipline and training is essential and needs to occur on a daily basis. During Prop. 22, the training, role playing, feedback, etc. happened during their daily afternoon meeting. The importance of this discipline cannot be underestimated, therefore, the Division Directors should take responsibility for running these meetings.

2. Good Targetting is the second factor which can make the difference between a good billboarding operation and a bad one. The City and County put out traffic books which can be used to figure out the busiest intersections and streets. In addition to using these books, the Billboard Coordinator can also use personal knowledge of staff and supporters to target for billboarding. In addition to doing billboarding in high volume areas, there may be lower volume areas where billboarding should also occur, e.g., strong support areas where we need to motivate. Locations should be changed so that billboarding does not become commonplace for those people who travel the area regularly.

**Schedule:** This is a tentative schedule which is subject to change by the State Billboard Coordinator.

5:30 AM -- Coffee, Rolls, Short Meeting at Central Location
6:30 AM -- 10:00 AM -- Billboarding
10:00 AM - 1:30 PM -- Rest, Eat, Meeting (meeting will include feedback from streets, training, role playing, etc.)
2:30 PM - 6:30 PM (or dark) -- Billboarding
7:30 PM - 9:00 PM -- Rest, eat, Meeting/Rally

PR events using Cesar, politicians, celebrities, etc. will be scheduled during the billboarding.

Each Division should have a Billboard Coordinator who is responsible for targetting, coordinating the actual billboarding, materials for billboarding, etc. There will also be equivalents of ADC's who will be responsible for several crews of 10 per crew. Each crew of ten should have 1 crew leader and a crew should not be made up completely of farm workers.

**Sniping**

Sniping will occur between October 27 and October 30. A Special Sniping Task Force should be given responsibility for targeting sniping locations, coordinating the sniping operation, etc. There are 25,000 snipe sheets being printed and they will be distributed to the areas shortly.
Division Directors Meeting  
October 14  
Page 4  

Freeway Signs  

860 freeway signs are being printed and should be distributed to the Division offices by this weekend. A Special Freeway Sign Task Force should be assigned to locate locations for the signs, get permission to put the signs up, putting up the signs, etc. This should be done immediately as all freeway signs should be up no later than October 29.

Get Out the Vote Plan  

Priorities for GOTV are:

1. People whom we registered  
2. Chicano & Black Communities  
3. Colleges  

GOTV will occur in the following ways:

1. Phone GOTV of those people we registered  
2. Sound Trucks/Street Walking -- Chicano and Black Communities  
3. Mini Rallies at Colleges  
4. Media GOTV  

1. Phone GOTV  

Arrangements are being worked out with the Carter people whereby we can use their phones for our GOTV efforts and not have to mention Carter, Tunney, etc. in our rap. Jim will be contacting you regarding any arrangements that are made.

It is estimated that 50-60% of the people we registered listed their phone numbers, therefore, we should have phone numbers for approximately 150,000 people. Ideally, the Phone GOTV effort should occur during the last 5 days (October 29 - November 2). In the first four days each Division should be able to contact 10,000 or more registered voters...50 phoners/8 calls per hour/7 hours per day -- 2,800 calls per day x 4 days. On the last day, November 2, each Division will need 200 phoners to rephone the 10,000 people who were called in the preceding 4 days. Division GOTV Coordinators should begin lining up volunteers, with help from the Office Volunteer Coordinator and the Street Organizers for phoning on November 2. If enough volunteers are lined up for the 2nd, then the Divisions should start lining up volunteers for the preceeding 4 days. Phoning is best during the late afternoon and evening hours.

A rap should be worked out for the 1st and 2nd calls and all volunteer phoners should be trained before they begin calls.

2. Sound Trucks/Street Walking  

This method of motivating people to vote will be of most value in the Black and Chicano communities. Sound trucks will be used to travel around in these communities urging people to get out and vote, we will have musicians on the trucks, signs, etc. all of this activity will be aimed at getting people excited about voting and pushing them out to vote. Street walking could also occur in these same areas, and would simply mean alot of people walking the streets with bullhorns, etc. urging people to vote -- would involve alot of activity and people. We will not use door hangers during any part of our get out the vote, unless someone else does the walking for us.
μαθηματικά τις άλλες για να έχουμε την εμπειρία που αναφέρεται στον τρόπο να γίνουμε αποτελεσματικοί σε αυτές τις θέσεις. Επιπλέον, η εκπαίδευση των μαθηματικών στις σχολικές δραστηριότητες πρέπει να προωθείται ως κοινωνική δραστηριότητα, δηλαδή να περιλαμβάνει συζητήσεις, τη δημιουργία και την ανακάλυψη νέων ιδεών.

1. Εκπαίδευση COLD

2. Μεταφρασμένα από COTNEES

3. Νέοι Δελτίες Εκπαιδευτικού - Συνδέεται μεταξύ των Μαθηματικών περιοδευτικών

4. Ένωση COLD σε μια ολόκληρη την περιοχή

5. Μελέτη ευεξίας και καλής κοινωνίας

6. Βιολογική και θαλάσσια κοινωνία

7. Εκπαίδευση COLD ενός αξιόλογου νεανίατικού

8. Εκπαίδευση των βιολογικών και θαλάσσιων περιοδευτικών

9. Εκπαίδευση των βιολογικών και θαλάσσιων περιοδευτικών

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49. Εκπαίδευση των βιολογικών και θαλάσσιων περιοδευτικών

50. Εκπαίδευση των βιολογικών και θαλάσσιων περιοδευτικών
Street walking and the sound trucks should be used all day on November 2, especially during the late afternoon and evening when there are a lot of people on or near the streets.

3. Mini Rallies at Colleges

Purpose of the mini rallies at the colleges is to get people excited about voting for Prop. 14 and also to mobilize students to help with our GOTV efforts. The mini rallies will occur on Thursday, October 29 and Friday, October 30 and Monday, November 1, at different targeted colleges. During these three days, each Division should have a mini rally at each of their targeted schools. On November 2, Election Day, the Divisions should try to have people at all the targeted colleges in their area in a last minute get out the vote effort. As billboard on election day will end around 10 AM, the farm workers could be plugged into these Election Day college rallies. A Special College Task Force or person assigned to coordinate these rallies should begin to prepare for these rallies. It is anticipated that it will take 20 people to pull off a mini college rally, most of whom will have to be volunteers so that it is not necessary to pull off staff from the billboard.
Την επόμενη εβδομάδα, θα τελειωθεί η τελική εποπτεία της σχεδίασης και της συνεργασίας με τα υπόλοιπα συμβολικά σώματα. Διασφαλίζεται η ολοκλήρωση των προεπισκευές και της ένταξης στην κυκλοφορία των αντικειμένων, ενώ οι ειδικοί θα ελέγξουν την προσωρινή επαρκεία των υλικών και την ανάλυση των επιπλέον επιπτώσεων. Τα επόμενα μήνες, μεταβλητές θα απομείνουν η γρήγορη κατανόηση και η συνεχής επισκευή των υλικών. Οι ειδικοί θα ελέγξουν την προσωρινή επαρκεία των υλικών και την ανάλυση των επιπλέον επιπτώσεων. Τα επόμενα μήνες, μεταβλητές θα απομείνουν η γρήγορη κατανόηση και η συνεχής επισκευή των υλικών. Οι ειδικοί θα ελέγξουν την προσωρινή επαρκεία των υλικών και την ανάλυση των επιπλέον επιπτώσεων.
MEMO

October 19, 1976

TO: SOR, ELA, WLA, CLA, SLA, Division Directors and Billboard Coordinators

FROM: Marc Coleman
        State Transportation

Re: Emergency Breakdowns in billboard campaign

The garage will try to deal with emergency breakdowns as they occur in the wee hours of the morning. Mechanics will be dispatched by Vicky Estrella when you call her at (213) 257-1094 from 5 a.m. on. We will try to get the billboarders to the location as soon as possible and then pull the car in for repair during breaktime.

Please check for spare tires as soon as possible and we will get you spares. Not having a spare tire can cause an incredible waste of time and every minute, from now on, is obviously golden.

The regular maintenance schedule will continue, as far as possible.
YES ON 14!

Justice to the Fields.
We can bring peace and struggle and strike.
After 11 years of unjust farming, this produces your answer.

Support Proposition 14.
People of California.
This is why the Farm Workers.

YES ON 14!
Electronics for Farm Workers
To Guarantee Secret Ballot

For Farm Workers.
Proposition 14 is the only way to guarantee free elections that can be passed by the farmers. It will ensure that the farmers can vote on the union of their choice. It will ensure.

Vote Yes on Proposition 14.
The Farm Worker Election Law!
You can help: Farm Workers ask you to join a people's campaign.
In April of 1976, 172,000 California farm workers signed petitions to put the Farm Worker Election Law on the November ballot.
In the Spring of 1976, the Big Corporation Growers of California killed the first Farm Worker Election Law ever passed in our country. Their choice.

The Farm Workers have the right to vote on the union of their choice.
For a few months last year, Farm Workers had
NOTES FOR PREPARING FOR A RALLY/SPEECH

I. EVENT: What is the key focus or goal of the event? It could be a fundraiser, recruitment, information, spirit building, etc.

II. TIME: Noon events are easiest and best to organize. They beat press deadlines. Thirty minutes of program is a good length.

III. LOCATION: A good site is a key to a good rally. Find a place where normally there are a lot of people nearby, e.g., a college campus, a place in center city at lunch time.

   Find a room that is a size you can fill. Think in terms of visual effectiveness for a picture the press takes. One person per 2 sq. ft. is a packed area and 1 person per 4 sq. ft. is O.K.

   On a map of the campus identify the building, the entrance the speaker will use and the parking spot. Draw a design of the room showing the physical arrangements.

IV. CHAIRPERSON & COMMITTEE:

V. AGENDA: The agenda should be very tight. Always control the program. Begin with music for a festive atmosphere. Have someone, M.C., teach the crowd to clap, vivas. Have more music. The M.C. should recognize important supporters in the audience. The M.C. introduces the person who will introduce C.C. or the main speaker. This person should be the ONLY other speaker. Choose a person who is a lively speaker. Use the event to recruit volunteers. Pass out sign-up cards on the way in and have the speaker remind the audience to fill out cards. If people are likely to leave immediately (e.g., classes begin, lunch break over, etc.) have the money pitch before C.C. speaks. The program should end with C.C. or main speaker. Music could follow. Have C.C. leave by the back—not through the crowd. Enthusiasm in the crowd is important. You can create this by bringing speaker in through the audience. Also have "enthusers" scattered through the crowd.

VI. PRESS: Marc Grossman and Judy Martinez contact the major press. However there are campus papers and/or radio stations that should be notified to advertise and cover the event. One person who will be very polite should be assigned to deal with the press and get them whatever they need. Good seats should be reserved for them where the angle is good for pictures of C.C. Assign a separate section to the print press.

VII. USHERS: Rope off the seats in the back so people will sit in front. Have a plan to surround hecklers. Rehearse way to pass the buckets and collect sign-up cards.

VIII. MUSIC: Choose a lively group or person.

IX. STAGING: The primary focus in a rally other than C.C. should be the Press. How will they present the event? The sound system is crucial. C.C. should have a podium with a flexible microphone that is easy to adjust. Walk the event and view the event to know exactly what it will be. Watch the news to learn what is good.
X. DECORATIONS: These should be festive. Have a "YES ON 14" poster near C.C. within camera range. The bright, bold posters are good.

XI. LEAFLETS/POSTERS: Posters should be placed on poles, vans, etc., so that cars passing can see them.

XII. IMPORTANT PEOPLES: People like Democratic representatives, should be phoned by people they know. Avoid political mistakes.

XIII. PERMITS: Check to see what ones are needed.

XIV. TELEPHONERS: Information given over the phone is retained better. Develop a pitch and train telephoners. Keep a separate list of people who respond positively.

XV. PUBLIC SERVICE ANNOUNCEMENTS: Write out the exact information you wish them to announce. Listen to the radio and note stations that make PSA. TALK SHOWS: Have volunteers call in especially during peak driving time.

XVI. PROJECTED AUDIENCE: Plan your event near a normally populated area. Have people with sandwich boards, leaflets, bullhorns, begin at the outskirts and work their way toward the event, bringing the people with them. Use bullhorns last 10 minutes. "Follow me".

XVII. SOUND TRUCK: Find out regulations.

XVIII. Make an early check on LOCAL MEETINGS and have your event announced.

XIX: FUNDRAISER: It is best to have the person hold the bucket for the collection as opposed to passing it. Make sure all collectors know to whom to give the money.

XX: SECURITY: Provide cards with addresses, directions and telephone numbers of nearest hospital, police station, fire dept. and Ambulance.

XXI. REHEARSE the whole program. Have all workers there 2 hours before the event begins.
10-11 PM  Barnaby Jones  10-21
10 PM  Bob Newhart/Carol Burnett  10-23
10:30-11 PM  L Burnett  10-23
10AM-1PM  LA Rams  10-24
<table>
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**Notes**

- "100 Kilos"
- "The Candidate"
- "COZ"
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**MARKET: LOS ANGELES**

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**TOTAL ADULTS 18+**

**TOTAL NET COST**

**TOTAL NET COST**

**SPORTS WEEKLY**

**SPORTS TOTAL**

**PER MX TOTAL**

**WEEKLY FORMAT**

**WEEK OF:** 10/12

**DATE:** 10/19

**MARKET:** LOS ANGELES

**STATION:** KXZM

**CONTACT:** 310-655-3966

**LOCATION:** 901 Mirose, Suite 207

**MANAGEMENT:** W.B. Eevel, Inc.
<table>
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<tr>
<th></th>
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<td>44</td>
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<tr>
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WEEKDAY SCHEDULE FOR BILLBOARDING

5:30 am--people meet, have coffee and rolls; emphasis placed on discipline of time
6:00 am--leave for targeted site
6:30 am--line set up
9:30 am--leave location, return to central location
10:00 am--real meal and nap
12:30 pm--general meeting (little stories at this time)
1:30 pm--small group meetings (regroup)
2:00 pm--leave for next site
2:30 pm--on site
6:45 pm--leave site and return to central location
7:30 pm--dinner
8:30 pm--quickie meeting...for highlights and morale
9:00 pm--coordinators meet with captains to target for next day (all problems dealt with here)
10:00 pm--all in bed

SATURDAY, TIME IS SOMEWHAT FLEXIBLE. PEOPLE SLEEP LATER ON SATURDAY, FARM WORKERS WILL NEED BRIEFING

7:00 am--real breakfast (packed lunches for people at same time)
8:15 am--meeting and crews
9:15 am--leave for site
9:45 am--on location and set up
6:30 pm--return to central location (have lunch together, hopefully)
7:30 pm--evening meal
8:30 pm--rally for farmworkers with a few speakers
10:00 pm--coordinators and captains need to meet

SUNDAY SCHEDULE. SPECIFIC EVENTS IN DIFFERENT DIVISIONS MAY INFLUENCE TIMES OF BILLBOARDING. SO A LOT OF SCHEDULE WILL DEPEND ON WHAT IS GOING ON IN YOUR LOCAL AREAS. TENTATIVE SCHEDULE, THEN, IS :

8:00 am--breakfast
9:00 am--mass
10:00 am--meeting
11:00 am--set up at site
6:00 pm--leave site
7:00 pm--dinner
8:00 pm--meeting
8:45 pm--coordinators meeting with captain

Others, free time
The second meeting of the B.D.G. will happen on Friday, 9-30.

The firm has cut the hours and there will be attendance at the State Office. All have to be present for the breakfasts in terms of responsibility.

By general meeting on Wednesday, head at Mr. Carmel, High School, 701 Hoover.

See note on operation.

and they will also need to stand at the end of the line for purposes of over.

can act as b.d.g. capt. but d.b. capt. will handle donations, etc.

course work to an hour at a good location. Then the employees come.

The employers will have a strong person announce each crew to be drafted that

-Flow of cars will be limited.

-Numbers from other companies are limited.

-in addition, a captain will be responsible to distribute although they will be supplied with snow in 1200-1500.

-Total of cars/day. They should be realistic when controlling. One very McIntyre

-For distribution of B.D. Captains (see black sheet)

-For distribution of State Office (see white sheet)

-For distribution of B.D. Captains (see white sheet)
MEMO 10/31/76

TO: All Division Directors and State Office personnel

FROM: Terry Carruthers, Central Administration

RE: Final evacuation of campaign areas

After the election on Tuesday, Nov. 2nd, there will be a de-briefing conference (probably to be held in LA on Nov. 7th and 8th.) Before everyone leaves for home, we need to take care of the final clean-up and closing of those offices which were to be used only for the duration of the campaign. In the next week you will be getting more specific information, but generally, these are some of the things that you should plan for:

A. All legitimate bills must be paid.
B. Return (and repair if necessary) all borrowed equipment.
C. Turn over all financial records (vouchers, check books, etc) to Sue Sterner.
D. Prepare the final Prop. 9 report and turn it in to Deirdre Godfrey.
E. Gather all voter registration tables, billboards, ETC, and other campaign materials that must be turned in.
F. Turn over community contacts to the Boycott director.
G. Shut off phones and other services (deposits must be dealt with and should go to La Paz.)
H. Straighten out everything with staff—i.e., Get all Leave of Absence letters, Make sure the L.O.A. letters have been answered, Arrange interviews with Dolores Huerta for those people who want to stay on with the Union after the campaign.
I. Clean up the offices and housing.
Dear Fellow Californians:

Last year we enacted a labor law to guarantee farm workers the same rights the rest of us take for granted. It was a good law. But because of continuous political infighting in Sacramento, not one single farm labor election has been held since February.

I don't want to see that happen again.

That is why I'm voting yes on Proposition 14—to put the farm labor problem behind us. Then we can concentrate in the legislature on property tax relief and other issues.

I hope you won't be misled by the oil companies and the corporations which are buying ads using small farmers. Proposition 14 helps all of us, farmers, farm workers and taxpayers by firmly fixing into law, for at least 2 years, the right of secret ballot elections.

Proposition 14 does not affect property rights. The Supreme Court made that clear.

It is time to settle the farm labor issue and get on to other things. So join with me and vote yes on Proposition 14.

Sincerely,

Edmund G. Brown Jr.
Governor

VOTE YES ON 14

Published by Farm Workers Yes on 14 Committee
1411 W. Olympic Blvd., Los Angeles, CA 90015/(213) 381-3726
Printed by Agency Lithograph, 1561 Venice Blvd., L.A. 90067
It is our prayerful hope that all citizens will recognize the rights and responsibilities imposed on them as members of a free society. We urge them to consider carefully the moral implications of the ballot propositions and fully the qualifications of candidates for public office. It is our prayerful hope that all citizens will represent the traditions of the faith community to which we belong.

Lunch period, supported by the constitution and statute, to enter the fields before and after work and during recess of attendance. This rule, which allows union officers the impact on productive property rights, has surfaced as a focus of attention. The access rule adopted by the Alpah, and on this issue, the access rule adopted by the Alpah, and part-time Justice is not justice at all... Peace.

The people themselves must "eat positively to assure...
"THE YARDSTICK" by Msgr. George G. Higgins

For Release Week of September 13, 1976

In 1935, after years of labor strife, the U.S. Congress adopted the National Labor Relations Act guaranteeing the right of both craft and industrial workers to organize, vote for the union of their choice, and bargain collectively with their employers. Farm workers were specifically excluded from that law at the urging of rural legislators whose votes were needed to pass the NLRA. Farm workers have been denied the basic right to vote for the union of their choice for more than 40 years.

On May 5, 1975 labor and grower representatives and key legislators met with Governor Edmund (Jerry) Brown, Jr. to hammer out a compromise version of a collective bargaining law for California farm workers. During the final negotiating session, the Governor connected his phone to loud speakers in his office and put in a call to Cesar Chavez, president of the United Farm Workers, because the growers insisted on knowing whether the UFW leader would accept the compromise law. Chavez agreed to the compromise and promised that the UFW would abide by its terms. The growers made the same commitment.

By late May 1975, all parties (growers, UFW, etc.) had agreed to the provisions of the California Agricultural Labor Relations Act (ALRA). The Act passed the Calif. Assembly 64-10 and the Senate 31-7. Governor Brown signed it into law on June 5, 1975. Chavez immediately began a 1,000-mile march to explain the law to farm workers. Strikes came to a halt. Chain store boycotts stopped. By February 6, 1976, over 350 secret ballot elections had been held. The UFW won a clear majority despite the fact that many grape and lettuce growers were openly campaigning for the Teamsters.

At that point the Agricultural Labor Relations Board (ALRB) ran out of money, and the growers demanded changes in the law as the price for providing additional funds. The Governor reminded them that the law was a delicate compromise which they had supported. He also argued that it was too soon to amend a law that was only five months old. The growers and their friends in the legislature persisted in opposing ALRB's budget. As a result, on February 6, 1976 secret ballot elections for farm workers stopped. By late March the legislature still had not provided funds for the Board. This forced the United Farm Workers to take a different tack. In 28 days in April, UFW and its supporters throughout the State gathered 728,000 signatures of California voters to put the labor law on the general election ballot. On Nov. 2, 1976 the people of California will decide whether farm workers have the right to vote for the union of their choice.

The Farm Worker Initiative (Proposition 14) has a very simple objective: to guarantee to farm workers both the right and the opportunity to vote in secret ballot elections for the union of their choice. The Initiative calls on the legislature to provide the necessary funds to operate the law. It cancels the existing ALRA and substitutes the language of a new Act in its place. The Initiative, if adopted, can only be amended by a vote of the people of the State.

The Initiative is substantially the same as the present farm labor law, but adds several new items, the principal one being that the so-called access rule adopted
by the ALRB in September 1975 would be grafted on the law itself. The access rule is designed to protect the right of workers to hear about the issues involved in a union representation election. The ALRB promulgated the rule because it discovered that many farm workers live in company housing, or in isolated labor camps, or in barns or sheds on company property. The growers had access to the workers day and night. Without an access rule, they were able to invite the Teamsters into the fields and call on rural sheriffs to arrest UPW organizers, thus denying the workers the right to hear from all sides in the election. The California State Supreme Court affirmed the access rule, and Justice William Rehnquist, acting on behalf of the United States Supreme Court, refused to set the rule aside.

Proposition 14 is strongly endorsed by organized labor, other than the Teamsters, but is generally opposed by growers and agribusiness. The growers argue that Prop. 14 is not longer needed since the legislature has now provided funds for ALRB. This is a very unconvincing argument. The fact is that the growers used all their considerable power to kill the original Agricultural Labor Relations Act in the spring of 1976. It was only the existence of Proposition 14 that caused them to change their strategy and support ALRB funds for one more year. In other words, if it had not been for Proposition 14, the farm worker election law would be dead today. And if Proposition 14 is not passed in November, the law may well be maimed or killed in the future. This being the case, Proposition 14 deserves the full support of California voters. Proposition 14 simply asks the people of the State to insure that those who work in the fields will never again be deprived of the right to vote in secret ballot elections to determine their own future. I strongly support its adoption.

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NFWM
A CLOSER LOOK AT THE ANTI-14 CAMPAIGN

by the Rev. Wayne (Chris) Hartmire

In June of 1976 the Farm Worker Initiative officially qualified for the November ballot and was given a number, Proposition 14. In July the growers consulted with a public relations expert, Bill Roberts of the Dolphin Public Relations firm (1047 Gayley Ave., Westwood, phone 478-8286). Roberts handled Governor Reagan's two winning gubernatorial campaigns and President Ford's successful primary campaign in Florida against Reagan. The growers decided to employ Roberts to run the anti-14 campaign. In the same month (July) Roberts hired Haug Associates (1545 Wilshire Bl., Los Angeles) to do a public opinion survey on the farm labor issue. On the basis of that $12,500 survey Roberts recommended that the anti-14 campaign avoid attacking Cesar Chavez, the farm workers, collective bargaining, elections and the existing ALRA (even though the growers had worked for months to shut down the ALRA in an attempt to force changes in the law).

Roberts recommended a simple campaign: don't talk about the substance of Proposition 14; use the access rule of the law as a spring board for talking about "private property rights". To avoid an agribusiness identity Roberts recommended that only small farmers be used in the TV and radio spots. Most importantly, he recommended that all of the written material and TV-radio commercials strongly imply that everybody's property rights are somehow at stake in Proposition 14.

The Roberts-grower strategy is simple and deceitful: try to frighten every California voter into thinking that his/her personal property is going to invaded by "strangers" or threatened by outsiders if Proposition 14 passes.

Some examples:

(1) The standard Anti-14 brochure (with Harry Kubo's picture) states in headline type: "PROP.14 would be a serious assault on the personal property rights of every home owner in California."

(2) In a TV and radio commercial small farmer, Cecil Sanchez says "I think it's violating our rights, it's violating every right of a property owner."

(3) In another commercial Ernie Tavilion states: "I've raised my family and daugh-
ters on this farm and we feel threatened."

(4) Ty Parkinson of Parlier says on radio and TV: Prop.14 allows people to come onto my place without my permission. How would you feel if people were allowed to come onto your place or even your backyard without your permission?"

(5) On TV and radio Ofamia Solomon states: "Prop.14 really frightens me. When strangers are allowed to enter my property without my permission, I have no protection or privacy."

Bill Roberts and his associates wrote every line of every commercial and every brochure. Their conscious, deliberate purpose is to avoid a direct lie and yet leave the impression that urban dwellers (especially wives and daughters) may be the victims of Proposition 14.

Roberts and the growers plan to spend $1-2 million dollars to spread their slogan. Unless we respond they will buy this election with money and lies and the farm workers will be the victims. Even if people are unsure of how they are voting on "14",
union organizers on company property during non-working hours.

faith collective bargaining in agriculture. It would allow workers to talk to
teach workers and growers from unfair labor practices and would provide for good

An initiative procedure for holding secret ballot elections. If the workers, would pro-

is concerned in Proposition 15. Proposition 15, if passed, would set up and guar-

have ruled that growers property rights are not violated by the access rule that

righ
t. The California Supreme Court and the U.S. Supreme Court

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t. The United Farm Workers support it. The main issue in PROP. 15 is not property

call it. It is highly controversial. Growers oppose it and Caesar Chavez and

Proposition 15, the Farm Labor Initiative Statute, will be on the Nov. 4, ballot in

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business and their legislatures alike.

farm workers that will be insulated from the political processes of California. Any-

The main purpose of PROP. 15 is to set up a secret ballot election machinery for

Righ
t. The California Supreme Court has been upheld by the California

Workers and the growers are lying about private property and the public should

Roberts and the growers are still making it appear as if the poorest workers in our state and nation, Chih
d Labor

the US Census of Agriculture.

7% of the farm workers are still under 18 years old. Pay 75% of the farm labor wages

We can respond:

We want an issue that affects poor people to be decided in this way.

A closer look at the Aggie Campaign

c

Page 122
QUESTIONS AND ANSWERS

1. IS IT TRUE THAT GOV. BROWN BETRAYED THE GROWERS IN 1975 BY APPOINTING A PRO-UFW BOARD? The evidence does not support the growers’ contention: (a) 67 of 72 Board decisions were issued without dissent. In only 1 case were the supposed "pro-UFW" Board members (Chatfield, Mahony, Ortega) lined up against Grodin and Johnsen. (b) Of 11 farm worker elections set aside by the Board, 5 had been won by the UFW and 3 by the Teamsters. (c) Of the Hearing Officers hired by the ALRB, most had NLRB backgrounds; 5 had previously represented the Teamsters and only 1 had previously represented the UFW.

2. WHAT ARE THE DIFFERENCES BETWEEN THE EXISTING ALRA AND PROPOSITION 14? (a) Proposition 14 writes into the law the same access rule that the ALRB adopted in September of 1975 after hearing testimony from all sides. Prop. 14 and the ALRB ruling allow union organizers to be on company property for one hour before and after work and for one hour at lunchtime to talk with workers about the issues of the election. The organizers must be identified and there is a limit of one organizer per 15 workers. (b) Proposition 14 allows (does not require) the ALRB "in appropriate cases" to assess treble damages against a union or a grower found guilty of unfair labor violations. (c) Proposition 14 states that the Board shall make an employer's list of employees available to any union that files a notice of intent to petition for an election when the notice of intent is accompanied by a "reasonable showing of interest" by the workers. (According to NLRB rules, if the employer doesn't comply with supplying a list of employees, that is grounds for setting the election aside). (d) Proposition 14 states that a minimum of 50% of an employer’s workers must petition for a decertification election before the ALRB will hold a decertification election.

3. WHAT IS THE PURPOSE OF THE ACCESS RULE? The access rule is designed to protect the right of workers to hear about the issues in a union representation election. The ALRB promulgated the access rule because they discovered that many farm workers live in company housing, or in isolated labor camps or in barns, sheds and under trees on company property. The growers had access to the workers day and night; without an access rule the growers were also able to invite the Teamsters into the fields and call on rural sheriffs to arrest UFW organizers, thus denying the workers the right to hear from all sides in the election.

4. WHY ARE THE GROWERS OPPOSED TO THE ACCESS RULE? They argue vehemently that it is a violation of the constitutional right to private property. They claim that it will lead to further violations of property rights. However, the access rule is very limited and very specific and applies only to election situations in agriculture. The State Supreme Court affirmed the ALRB access rule. Justice Wm. Rehnquist refused to set the rule aside.

5. WHAT IS THE ORIGIN OF THE ACCESS RULE IN LABOR RELATIONS? In 1935 when the NLRA was passed, it was discovered that many workers were employed in company towns and inaccessible to union organizers. Therefore, when this was the case, the NLRB ruled that a certain number of organizers could go onto the property at certain times of the day. This ruling was also used in cases where the entrances to the plant were far apart or where there was a private parking lot.
have the right to vote for a union to represent them.

The phrase should not be altered once agreements were simply adding to

agreements that are based on legitimate concerns, small, careful, and reasonable.

not the unions who will force small farmers more than of the market. It is

be at the top of the pyramid, not at the very top. In fact, it is a

be important to remember...

II.

WON'T PROPOSITION 4 BE DESTROYED TO SMALL FARMERS AND FORCE THEM TO GO

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farmworkers, they invite people to look at their proposal. In

there was contradiction about how power was being used to

without the consent of local security groups. In the past, when

This proves fatal. This kind of violence is a violation of the right to privacy.

WONDER ANY PROVISIONS OF PROPOSITION 4 STAYS THAT PATRIOT TIPS WITH

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ErCHEDULED LAW WILL BE MADE OR KILLED IN THE FUTURE.

It is true that Florida law will be made or killed in the future.

the law is not passed by the Farm Workers

election law would be dead today. It is true that the Farm Workers

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the law is not passed by the Farm Workers

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THE PEOPLE OF CALIFORNIA CAN ONLY BE CHANGED BY THE

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in order to qualify for the ballot, signatures must be

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AGREEMENTLY, NO. PROPOSAL 4 IS ENFORCEABLE. IT IS NOT AN INVERSE ARBITRATOR. THE

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IS THERE ANY DIFFERENCE IN THE ACCESS RUIN UNDER THE N/A AND UNDER THE

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under the NLRA, the California

6.

THE STATE HAS PROVIDED RULES THAT ARE ALREADY IN PLACE.

Supreme Court ruled that agricultural workers are almost always nonresidents.

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ALRA. In both cases, the access ruling is very limited and very specific.

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Argument in Support of Proposition 14: Farm Worker Initiative

In 1935, after years of labor strife, the U.S. Congress adopted the National Labor Relations Act which supported the right of industrial workers to organize, vote for the union of their choice and bargain with their employers. Farm workers were specifically excluded from that law at the request of rural legislators whose votes were needed to pass the NLRA. Farm workers have been denied this basic right to vote for the union of their choice for 40 years.

On May 5, 1975, labor and grower representatives and key legislators met with Governor Jerry Brown to hammer out a compromise version of a collective bargaining law for California farm workers. The Governor connected his phone to loudspeakers in his office and put in a call to Cesar Chavez because the growers wanted to know whether the UFW leader accepted the compromise law. Cesar Chavez agreed to the compromise law and promised that the UFW would abide by its terms. The growers made the same commitment.

By late May, 1975, all parties (growers, UFW, etc.) agreed to the provisions of the California Agricultural Labor Relations Act (ALRA) of 1975. The ALRA passed the California Assembly 64-10 and the Senate 31-7. Gov. Brown signed it into law on June 5, 1975. On July 1, 1975 Cesar Chavez began a 1,000 mile march to explain the law to farm workers. Strikes came to a halt. Chain store boycotts stopped. By February 6, 1975, over 350 secret ballot union representation elections had been held. The UFW won a clear majority despite the fact that grape and lettuce growers were openly campaigning for the Teamsters.

At that point the ALFB ran out of money and the growers demanded changes in the new law as the price for providing additional funds. The Governor reminded the growers that the law was a delicate compromise which they had supported; he also argued that it was too soon to change a law that was only 5 months old. The growers and their legislators persisted in opposing the funds and they succeeded. On February 6, 1976, secret ballot elections for farm workers stopped. By late March the legislature still had not provided funds for the ALRA. In 28 days in April, the UFW and supporters gathered 728,000 signatures of California voters to put the labor law on the general election ballot. On November 2, 1976, the people of California will decide whether farm workers have the right to vote for the union of their choice.

In 1975 the state of California granted farm workers the right to vote in secret ballot elections for the union of their choice. In 1976 the state of California nullified that right by taking away the opportunity to vote. In short, they stopped printing ballots and took away the ballot boxes.

The Farm Worker Initiative (Proposition 14) has a simple objective: to guarantee to farm workers both the right and opportunity to vote in secret ballot elections for the union of their choice. The Initiative calls on the legislature to provide the necessary funds to operate the law. The Initiative cancels the existing ALRA and puts the language of a new ALRA in its place. The Initiative requires that the Governor appoint a new Agricultural Labor Relations Board. The Initiative, if adopted, can only be amended by vote of the people.
The growers argue that Gov. Brown betrayed them in 1975 by appointing a pro-UFW Board.

The evidence does not support the growers contention: a) 67 of 72 Board decisions were issued without dissent. In only 1 case were the supposed "pro-UFW" Board members (Chatfield, Mahoney, Ortega) lined up against Grodin and Johnson; b) of 11 farm worker elections set aside by the Board, 5 had been won by the UFW and 3 by the Teamsters; c) of the Hearing Officers hired by the ALRB most had NLRB background; 5 had previously represented the Teamsters and only 1 had previously represented the UFW.

What are the differences between the existing ALRA and Proposition 14 (new ALRA)?

1) Proposition 14 writes into the law the same access rule that the ALRB adopted in September, 1975, after hearing testimony from all sides. Prop. 14 and the ALRB ruling allow union organizers to be on company property for one hour before and after work and for one hour at lunchtime to talk with workers about the issues of the election. The organizers must be identified and there is a limit of 1 organizer per 15 workers.

2) Proposition 14 allows (does not require) the ALRB "in appropriate cases" to assess treble damages against a union or a grower found guilty of unfair labor violations.

3) Proposition 14 states that the Board shall make an employer's list of employees available to any union that files a notice of intent to petition for an election when the notice of intent is accompanied by a "reasonable showing of interest" by the workers.

4) Proposition 14 states that a minimum of 50% of an employer's workers must petition for a decertification election before the ALRB will hold a decertification election.

What is the purpose of the access rule? The access rule is designed to protect the right of workers to hear about the issues in a union representation election. The ALRB promulgated the access rule because they discovered that many farm workers live in company housing, or in isolated labor camps or in barns, sheds and under trees on company property. The growers had access to the workers day and night; without an access rule the growers were also able to invite the Teamsters into the fields and call on rural sheriffs to arrest UFW organizers thus denying the workers the right to hear from all sides of the election.

Why are the growers opposed to the access rule? They argue vehemently that it is a violation of the constitutional right of private property. They claim that it will lead to further violations of property rights. However, the access rule is very limited and very specific and applies only to election situations in agriculture. The State Supreme Court affirmed the ALRB access rule. Justice Wm. Rehnquist refused to set the rule aside.

The growers argue that Prop. 14 is no longer needed since the legislature has now provided funds for the ALRB. It is an unlikely argument from those who used all their considerable power to kill the farm worker election law in the spring of 1976.
The existence of Proposition 14 caused the big growers of California to change their strategy and support ALRA funds for one year. If it had not been for Prop. 14, the farm worker elections law would be dead today. If Prop. 14 is not passed the farm worker election law may well be maimed or killed in the future.

The right to vote is one of our most cherished American rights. Prop. 14 asks the people of California to ensure that those who work in the fields will never again be deprived of the right to vote in secret ballot elections to determine their own future.

7/76
NFWM
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"ANTI-14" RADIO SPOTS (60 SECONDS)

ANTI-14 TV SPOTS ARE 30-SECOND PORTIONS OF THE RADIO SPOTS

Note the underlined portions: The purpose of the commercials is to communicate, without quite saying it outright, that every homeowner's property rights will be directly affected by Prop. 14.

1. "Three of the most important issues facing us in the November 2 election are the Presidency, the U.S. Senate race, and Prop. 14, the private property issue. Listen for a moment to Cecil Sanchez, a small farmer from Fresno, California; 'Like most farmers in California, I'm a small farmer and I feel today in California there is a great injustice being done to us small farmers and property owners in the form of Prop. 14. I think it's violating our rights. It's violating every right of a property owner, and I would like to urge everyone in California to vote no against Prop. 14! Maybe people don't realize it but over 90% of the farms in California are just small family farms. There are over 50,000 of them. Prop. 14 would destroy their basic right to personal freedom and private property. They need your help. Please, vote no on Prop. 14!!! Paid for by Protect Private Property - No on 14 Committee."

2. "Three of the most important issues facing us in the November election are the Presidency, the U.S. Senate race, and Prop. 14, the private property issue. Listen for a moment to Ernie Tavilion, a small family farmer from Fresno California; 'After getting out of the service 30 years ago, I bought this farm. I'm a small family farmer and we do most of the work here ourselves. I don't scare easily but Prop. 14 is an invasion of my property rights. I've raised by family and children on this farm and we feel threatened. We need you help. Please vote no on Prop. 14! Private property rights are the cornerstone of our personal freedoms. It usually takes a court order for even the police to enter private property. Prop. 14 would allow labor organizers to enter farmers' property without a court order. This is an attack on the very heart of our right to private property. Please, vote no on Prop. 14." Paid for by Protect Private Property - No on 14 Committee.

3. "Three of the most important issues facing us in the November 2 election are the Presidency, the U.S. Senate race, and Prop. 14, the private property issue. Listen for a moment to Harry Kubo, a small family farmer from Parlier, California; 'I'm a small family farmer. People don't realize it but 90% of all the farms in California are just family farms like mine. There are over 50,000 of us. For me and my family, farming is a way of life. Prop. 14 is a serious threat to us all. It would violate our personal property rights. Please help by voting no on Prop. 14." Private property rights are the cornerstone of our personal freedoms. It usually takes a court order for even the police to enter private property. Prop. 14 would allow labor organizers to enter farmers' property without a court order. This is an attack on the very heart of our right to private property. Please, vote no on Prop. 14." Paid for by Protect Private Property - No on 14 Committee.

*small
5. Three of the most important issues facing us in the November 2

October 7, 19---

Dear [Name],

I'm writing to ask for your support in my campaign for the [position]. I believe that [specific positions or issues] are the most important issues facing our community today.

[Add more details about your campaign and why the recipient should support you.]

Thank you for your time and consideration.

Sincerely,

[Your Name]
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### Major Contributors to NO on 14 Campaign From October 26, 1976 Report

$5,000 + Contributions:

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($2,000 + contributors - 5% of contributors - 51% of income)
($5,000 + contributors - 1.9% of contributors - 35% of income)
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**Total Amount:** $22,000