

10-07-76

MEMO

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 USE ON DEBATES.

22 Pt IV—Thurs., Oct. 7, 1976 Los Angeles Times

KHJ-TV and Client in Prop. 14 Dispute

BY LEE MARGULIES

Times Staff Writer

The committee organized to fight Prop. 14, the proposed California farm labor law, has withdrawn its "No on 14" commercials from KHJ-TV Channel 9 in a dispute over the station's forthcoming editorial in favor of the measure.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

Schaen 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 \$23,000, Schaen said—will be spent elsewhere in the Los Angeles area, Rosner said.

Schaen 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 pro-union changes, the state's law providing for secret-ballot elections to determine whether farm workers want to be represented by a union.