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.

Tv spot #3 -- Dennis Weaver

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

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

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 in a field

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

Video:
3. Cut to title cards

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.

Mark P. S.

Mark - you have probably been mailed this (by fing) but won't get it till tomorrow so I made a copy in case you wanted it before your debate

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 Rodriquez, 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 billboarding, 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.

"yes on 14", Division/Directors Meeting
October 14, 1982
USC, Newman Center, LA

Participants: Marshall Cohen, Jim Drake, Curtis Hartman, Fred Koss, etc.:
Larry Tramutt, Vincent Rodriguez, Sue Sachen, Mate Gotsman,
Mark Pritt, John Proctor, Scott Kempnich, Bob Lemson,
Derek Parson, Jackie Covey, Dave Kaplan,
Ralph Goldberg

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I. MEDIA

Feedback from the Stevens re: yes on 14 ads

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- 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 60 ad, the ad not being aired to increase the number of times the ad is seen.

Essentially the monitoring system would facilitate supporters and volunteers who would be willing to help the campaign on TV and radio, such as: chamber, mailpeople, etc. to a modifying coordination.