

“Chavez Explains the Need for Boycotts,” 1972

This news clip is from an interview with United Farm Workers [UFW] leader Cesar Chavez on the San Francisco Bay Area public TV station, KQED. The interview took place during the run-up to statewide and national elections that would be held the first week of November. Cesar Chavez, founder and long-time leader of the United Farm Workers [UFW] union, was a familiar name and face at the time of this interview. The second speaker, George McGovern, was also well known. He was a U.S. Senator from South Dakota and, most importantly, the Democratic Party candidate for U.S. President. Viewers would have been well aware of the upcoming election and trying to decide how to vote on the statewide ballot measure, Proposition 22. Proposition 22 was modeled on a recently passed Arizona law; if passed it would outlaw some of the UFW's primary organizing strategies, including contacting workers in the fields, picketing growers and retailers, and calling for consumer boycotts.

[KQED News report featuring an interview with Cesar Chavez, September 25, 1972](#)



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