



No. 13

BOYCOTT SHELL

B·U·L·L·E·T·I·N

Cities Declare Themselves "Shell Free"

Boston Mayor Raymond Flynn has issued an executive order barring his city from buying Shell products until Royal Dutch/Shell cuts all ties with South Africa.

Flynn announced the policy at a news conference Dec. 13, and said he would work to persuade other mayors to take similar action.

"Apartheid is the political and social means used in South Africa to oppress the black majority, and Shell literally helps to fuel that system," Flynn noted.

"We need campaigns such as the Shell boycott to remind ourselves and our community of the suffering and injustice in South Africa."

Mine Workers President Rich Trumka, who co-chairs the National Labor Boycott Shell Committee, praised Flynn's



'SHELL FREE': Boston Mayor Raymond Flynn signs the order banning city purchases of Shell products. Behind Flynn are, from left, Mine Workers President Rich Trumka, radio deejay Charles Laquidara, City Councilor Rosaria Salerno, City Treasurer Lee Jackson, and Mass. AFL-CIO President Arthur Osborn.

action and said, "Now it is time for other mayors of conscience in city after city across this great country to say 'no' to apartheid by boycotting Shell."

Later the same day, the city council of Berkeley, Calif., voted to make their city "Shell Free" as well. The council said the city will "refrain from conducting business with Royal Dutch/Shell and Shell Oil Co. until Royal Dutch/Shell completely withdraws from South Africa."

The South African anti-apartheid coalition, the United Democratic Front, sent a message praising the action by the city of Boston.

"We rejoice in every single blow against the apartheid regime and companies which fuel it," said UDF leader Farid Esack.

THE NEW YORK TIMES
December 12, 1988

TIME
December 26, 1988

Business Notes

APARTHEID PROTESTS Strike Up The Boycott

Since last summer, Charles Laquidara has interrupted his rock-'n'-roll rap on Boston's WBCN-FM to urge commuters to boycott Shell Oil. Pointing out that an affiliate of the Royal Dutch/Shell Group supplies fuel to South Africa's army and police, the deejay has persuaded more than 1,000 listeners to cut up their Shell credit cards.

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THE MEDIA BUSINESS

Disk Jockey Rides an Advertiser Hard

By ALLAN R. GOLD

BOSTON, Dec. 11 — A leading disk jockey here has been urging his listeners to boycott Shell Oil products and cut up the company's credit cards to protest its parent's involvement in South Africa. Since August, the disk jockey, Charles Laquidara of WBCN-FM, has regularly used a few minutes of his popular morning rock-and-roll radio program, "The Big Mallets," to wage what he calls a Shellbock campaign. Between airings of Cream's "White Room" and R.E.M.'s "Orange Crush," Mr. Laquidara and a group of entertainers and politicians have inveighed against Shell's ties to South Africa and that nation's apartheid policy. Radio stations, like most businesses, do not usually bite a hand that feeds them, especially a big name like Shell. And most rock and roll disk jockeys are content to play records and talk about the music, leaving politics to other broadcasters and other radio formats. But WBCN's management has tolerated, albeit warily, Mr. Laquidara's anti-Shell campaign, c

ing his popularity and respect for his First Amendment rights.

The Complaint About Shell

Underlying Shellbock is the contention that the Shell Oil Company's parent, the multinational Royal Dutch/Shell Group, buttresses apartheid by continuing to do business with the apartheid regime.

advertising on WBCN in response to Shellbock, it would not be a serious blow to the station. Shell accounts for less than 1 percent of the station's \$15 million in annual revenue, according to a broadcast executive with knowledge of the Boston radio market.

A Popular Show

With a small amount at stake, it is likely that the station's management will be alternating the

Actor Ed Asner and United Mine Workers President Richard Trumka are to be in the office of Boston Mayor Raymond Flynn to launch a boycott campaign against Shell Oil Co. The campaign, which will consist of radio spots, is a continuation of the criticism of Shell for doing business with the apartheid government of South Africa. Some of the celebrities, in addition to Asner, who will be heard promoting the boycott are actors Tyne Daly and Danny Glover, singers Bonnie Raitt and Peter Yarrow, Ken Linseman of the Boston Bruins and Jesse Jackson of the Boston Bruins and Peter Yarrow, who asked listeners to mail in present more than 1,000 such cards to Trumka...



Cutting the cards: deejay Laquidara's crusade converted Boston

THE WASHINGTON POST
December 13, 1988

BIG NEWS: Our radio spots and the Shell-Shock campaign on Boston station WBCN are receiving national media coverage.

Radio Spots To Boost Boycott

A new series of Shell boycott radio spots featuring well-known entertainers, civil rights leaders, and athletes has received its world premiere on deejay Charles Laquidara's morning program on WBCN, Boston's top station.

Among the celebrities featured are actors Ed Asner and Danny Glover; actress Tyne Daly; Rainbow Coalition chairman Jesse Jackson; musicians Bonnie Raitt, Jackson Browne, and Little Steven; Ken Linseman of the Boston Bruins hockey team; Peter Yarrow of the folk group Peter, Paul, and Mary; and rock stars Tom Hamilton and Steve Tyler of Aerosmith, Tom Scholz of Boston, and Nancy Wilson of Heart.

The new radio ads will be distributed as public service announcements (See RADIO SPOTS, next page)

(RADIO SPOTS, from page 1)

(PSAs) to stations in various media markets around the country.

If you can help arrange air time for the spots on stations in your community, either as PSAs or paid spots sponsored by local groups, please contact the Boycott Shell campaign at (202) 842-7352.

Canadian Boycott Gains Momentum

The Shell boycott is picking up momentum in Canada and has forced Shell's Canadian subsidiary to issue an explanation to customers, "What About Shell and South Africa?"

Among recent developments in Canada . . .

■ Shell personnel recruiters pulled out of planned interviews at the University of Manitoba because of a student demonstration against the company's role in South Africa.

■ Opponents of apartheid in Vancouver, British Columbia, publicized the boycott by leafleting at a Shell gas station.

■ The Manitoba New Democratic Party endorsed the international campaign against Shell, urging its members "to boycott all Shell Canada products."

■ The national convention of the Catholic Women's League of Canada adopted a resolution urging members

ShellShock Campaign Draws Community Support

A four-month "ShellShock" campaign by Charles Laquidara, Boston's top-rated morning radio disk jockey, has drawn enthusiastic grassroots support from listeners.

In response to Laquidara's morning features on Shell on station WBCN, many businesses agreed to display boycott materials in their stores and took other actions to show their support . . .

■ Hite Radio and TV donated \$25 to a shelter for homeless women for every cut-up Shell credit card that was turned in.

■ Champagne Salons offered a

free haircut to anyone who turned in a Shell credit card.

■ P.E. Fletcher Corp., an electronics repair company, sent in the firm's nine Shell credit cards with a letter saying "we have switched all our fuel business to alternate suppliers."

Laquidara urged individual listeners to send him their cut-up Shell credit cards. He has presented more than 1,000 cards to the National Labor Boycott Shell Committee.

At the time Laquidara began his campaign, Shell was an advertiser on WBCN.

"to cooperate with other Canadian organizations and join in solidarity with other national churches in boycotting Shell."

The Catholic organization criticized Shell for hiring the consulting firm Pagan International to "neutralize" religious groups' support for the boycott.

"Economic pressure is necessary to support our opposition to apartheid and to demonstrate our solidarity with the oppressed people of South Africa," the church women concluded.

South African Workers Tell Shell: 'Negotiate Terms For Disinvestment'

The Chemical Workers Industrial Union (CWIU) of South Africa is demanding that Shell and other oil and chemical companies enter into negotiations on the terms of these companies' eventual disinvestment from South Africa.

CWIU members argue that disinvestment is inevitable because of pressure on the companies both within South Africa and in other countries around the world.

The CWIU is demanding that Shell and other companies insure that any new owner of their facilities will maintain existing wage levels and honor existing contracts and union recognition. In addition, workers are demanding severance pay and a pension plan.

"Negotiating with all of the unions representing Shell workers is a necessity as part of the process of disinvesting from South Africa," said National Labor Boycott Shell co-chairs Owen Bieber and Rich Trumka in a letter to Shell management.

"We urge Shell to commit to these unions basic guarantees which the workers duly earned through their sweat and blood."

Shell Shipments of S.A. Coal Under Fire

Royal Dutch/Shell has admitted that it ships coal from South Africa, providing the apartheid economy with a vital source of export income.

The admission by a Shell spokesman in London followed publication of a report by the Dutch anti-apartheid group, Kairos.

The report documented the large amount of coal which Shell ships from South Africa to European countries through Dutch ports.

Pressure is growing within the Netherlands and Belgium to join France, Denmark, and the U.S. in banning South African coal imports until apartheid is ended.



Congress Has New Chance To Pressure Energy Companies

When the new Congress convenes for 1989, it will have a chance to take strong action to pressure companies like Shell which fuel the apartheid system.

Opponents of apartheid hope to build on the victory won last August when the House of Representatives passed new sanctions against South Africa sponsored by Rep. Ron Dellums (D-CA).

The House bill included a section which would deny federal oil, gas, and coal leases to U.S. subsidiaries of companies—such as Royal Dutch/Shell—which do business in South Africa.

In September, the Senate Foreign Relations Committee voted to approve a bill very similar to the House bill. However, the Senate committee removed the ban on federal energy leases.

In addition to heavy lobbying by Shell, the British government of Margaret Thatcher also weighed into the controversy. Royal Dutch/Shell's co-owner, Shell Transport & Trading Co, is based in London, as is British Petroleum. Both firms would be affected if the energy lease ban became law.

Thatcher's government threatened to cut off access to North Sea oil for U.S.-based multinational oil firms if British firms were forced to choose between support for apartheid and access to U.S. energy leases.

The full Senate didn't consider the committee bill before the congressional session ended. With a new Congress, sanctions legislation will start fresh in both the House and Senate.

To make passage of a strong bill more likely, **please write to your members of Congress at U.S. Senate, Washington, DC 20510 and U.S. House of Representatives, Washington, DC 20515.**

In your letter you might point out the special importance of pressuring oil companies like Shell since South Africa does not have petroleum supplies of its own and could not maintain the apartheid system without fuel from Shell and others.

In addition, you could add that sanc-

SHAREHOLDERS PASS HALFWAY MARK IN DRIVE FOR SPECIAL MEETING

Owners of 13.8 million shares, worth more than \$1.5 billion, have endorsed a petition demanding a special meeting to vote on Royal Dutch Petroleum's policies on involvement in South Africa.

Royal Dutch Petroleum is the majority owner of Royal Dutch/Shell.

A shareholder coalition now has more than half the committed shares needed to force a special meeting under the company's by-laws.

Management has refused to let shareholders vote on withdrawal from South Africa in regular annual meetings.

New York City Comptroller Harrison Goldin, who launched the petition along with Gordon Smith of the American Baptist Churches, said petition sponsors are "heartened by

the growing support of this initiative by the institutional investor community."

"There is growing instability in South Africa and a growing international boycott of Royal Dutch," Goldin noted. "Investors have a right and a responsibility to suggest other policies for our company, other than business as usual in South Africa."

Boston Co. is the most recent large shareholder to join the special meeting call. Supporters include banks such as American National Bank & Trust of Chicago, Mellon Bank, and Wells Fargo; public employee pension funds in California, Florida, Houston, and New York; the YMCA Retirement Fund; and a variety of church-related funds.

tions do work but are not yet strong enough. A report issued in October by the U.S. General Accounting Office found that sanctions imposed by Congress in 1986 helped cut South Africa's exports to the United States by more than \$417 million in the first nine months of 1987 and helped cut U.S. investment in South Africa by \$110 million.

New Controversy Flares Over Secret Boycott Busting Plan

Shell's secret plan—prepared by Washington consultant Rafael Pagan—to undermine the boycott campaign has again become the center of controversy in religious and academic circles.

Professor Peter Walshe at Notre Dame University raised the issue anew by revealing that top university officials were laying plans to cooperate in one of the strategies Shell's anti-boycott plan outlined.

In the so-called "Neptune" report commissioned by Shell in 1986, Pagan defined a strategy for getting American

groups to focus not on how to end apartheid but rather on the proper role of multinational corporations in "post-apartheid" South Africa.

One of the specific actions called for by the Pagan report was Shell financial support for creation of an "Institute for the Study of Post-Apartheid Problems" at Notre Dame.

Now Professor Walshe has revealed that, following development of Shell's secret Neptune strategy, top Notre Dame officials have in fact held planning discussions for such an institute.

In response to Walshe's charges, the university's associate provost, Oliver Williams, admitted to the *National Catholic Reporter* that officials have "talked about" the proposed institute and said it is an "excellent idea."

In a letter to a campus newspaper, Williams defended the proposal for a new institute by saying that "one strong advocate of such a center is James Armstrong, former Methodist Bishop of Indiana and [former] president of the National Council of Churches."

Williams failed to mention that Armstrong was paid by Shell as the coordinator of its effort under the Pagan plan to undermine boycott support in the religious community.

Help Put The Boycott On The Air

You can help fight apartheid by arranging with local radio stations to air the new Boycott Shell radio spots.

The spots feature celebrities such as Jesse Jackson, Ed Asner, Tyne Daly, Bonnie Raitt, Jackson Browne, Danny

Glover, Little Steven, Peter Yarrow, and members of the rock groups Aerosmith, Boston, and Heart.

The spots can be aired as public service announcements (PSAs) or as paid ads sponsored by your local group.

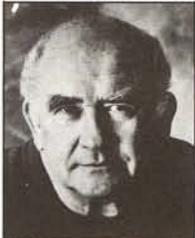
To order a cassette with 18 spots to choose from, use the coupon below. For more information, call (202) 842-7352.



Tyne Daly



Jesse Jackson



Ed Asner



Bonnie Raitt



Danny Glover



Peter, Paul, and Mary



Little Steven

Materials you need to promote the Shell boycott in your community are available by using the coupon below. They include a short video, "The American Connection," and slide/tape show (also available in video format), "Stop Apartheid, Boycott Shell."

QTY.	SHELL BOYCOTT CAMPAIGN MATERIALS	COST
	Bumper sticker: <input type="checkbox"/> #____ "Stop Apartheid, Boycott Shell" <input type="checkbox"/> #____ "Save U.S. Jobs, Stop Apartheid, Boycott Shell" 50¢ for 1-200, 30¢ for over 200.	
	Buttons: "Stop Apartheid, Boycott Shell" 50¢ for 1-200, 30¢ for over 200.	
	Wallet-size "Discredit Card": A reminder of your commitment to boycott Shell products. \$2.50/hundred.	
	Basic 16-page booklet: Gives the basics on apartheid, why Shell is a boycott target, and Shell's involvement in South Africa. 75¢ for 1-100, 50¢ for over 100.	
	Basic leaflets: <input type="checkbox"/> #____ A leaflet to use while picketing, explaining the campaign. <input type="checkbox"/> #____ A leaflet for particular use in labor meetings and conferences. <input type="checkbox"/> #____ A leaflet for outreach to sympathetic general audiences. \$5/hundred.	
	Campaign slide/tape show: A 9-minute show featuring boycott leaders and the president of the South African National Union of Mineworkers. Also available in video format. \$40 each. No rentals.	
	"The American Connection": A TV documentary on Americans and South Africa that features the boycott. 1/2-inch VHS format. <input type="checkbox"/> #____ 10 minute version. <input type="checkbox"/> #____ 27-minute version. \$40 each. No rentals.	
	Workplace stickers: "Stop Apartheid, Boycott Shell" 10¢ for 1-100, 5¢ for over 100.	
	Poster-size "Discredit Card": \$5 each. (Free with orders of \$250 or more.)	
	Poster for stores: "No Shell Products Sold Here" and why. 50¢ for 1-200, 15¢ for over 200.	
	"Protect Our Jobs" brochure: How the Shell campaign helps preserve coal jobs in the U.S. \$5/hundred.	
	"Boycott Shell" Bulletin: 40¢ for 1-50, 25¢ for over 50.	
	Radio spot cassette with 18 celebrity ads: \$2.	
<i>Please add 25 percent for postage and handling.</i>		

ORDER FORM

Name _____

Address _____

City _____

State _____

Organization _____

Phone _____

Make checks payable to *Boycott Shell Campaign* and send c/o *United Mine Workers of America, 900 15th Street N.W., Washington, D.C. 20005.*

Phone: (202) 842-7352.

\$ _____ **Total Amount Due**

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