

Involvement of  
workers in advisory  
group and in  
preparing and  
presenting radio  
programs would seem  
a necessary and  
easy next step.

"Urbanization" of the  
program might  
lead to different  
content, and  
preference  
strong rural  
orientation

and we  
increasing  
this.

Parcel prog. might  
be developed with  
help of urban  
residents. Further  
evaluation might  
reveal relative  
effectiveness of two  
programs - assuming  
that there are  
differences in content.

Having prog. on A.M.  
is assumed to lead to  
increased listenership.  
Does a substantial  
number of workers have  
AM but not FM radios?

Observations re large camps  
figure the curiosity. What  
underlies preference for smaller  
camps? Presumably, camps with smaller resources?

A SURVEY OF PUERTO RICAN MIGRANT FARM WORKERS  
IN WESTERN MASSACHUSETTS  
(August - September, 1969)

An Evaluation of an Educational and Orientational Radio  
Program Designed for the Puerto Rican Migrant Farm  
Workers in the Massachusetts - Connecticut Area.

Submitted by:  
Radio Program Advisory Committee  
'Qué tal, amigos'  
WFCR radio (88.5 F.M.)  
Hampshire House  
c/o University of Massachusetts  
Amherst, Massachusetts

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Resource ID 7990

A Survey of Puerto Rican Migrant Farm  
Workers in Western Massachusetts

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Survey and report were done out of the Western Regional Office of the Massachusetts State Department of Public Health in Amherst, Massachusetts.  
Jerome S. Peterson, M.D., Director

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INTRODUCTION



## Background on the Radio Program

In 1969, through the initiative of a member of Operation Friendship\* and the station manager of WFCR - FM (the Five College radio station in Amherst, Massachusetts), a proposal for a Spanish-language radio program was drafted and submitted to numerous agencies.

The following conditions briefly describe some of the problems of the Puerto Rican migrant workers in Massachusetts that prompted the radio program proposal. For the most part these workers live in camps that are quite scattered and isolated. Their relationships with the local communities are inhibited by language and cultural differences, and they tend to be over-dependent on the grower. Misunderstandings are apt to arise. Likewise, on occasion, advantage is taken of workers who are not sufficiently oriented to the area. Moreover, communications with the workers by concerned agencies are often complicated by logistical problems and also occasional resistance on the part of some growers.

It was thought that the development of a radio program, which would ease communications barriers and problems and provide the workers with entertainment as well as orientation, information, and advice on a wide variety of matters, could greatly help the position of the Spanish-speaking migrants in the area. The format of the program was to provide music and news from Puerto Rico, local and world news, and advice and information on such things as health and labor matters.

Response with appropriations for funds was received from the Massachusetts Migrant Education Project (OEO funded) and the Massachusetts Migrant Health Project (HEW funded).

Accordingly, in the summer of 1969, Operation Friendship, the Massachusetts Migrant Health Project, the Massachusetts Migrant Education Project, and WFCR - FM radio of Amherst, Massachusetts, sponsored a pilot Spanish-language radio program designed for the Puerto Rican migrant farm workers in the Massachusetts - Connecticut area.

\* ...a community group in Amherst, Massachusetts, organized to offer various social and recreational activities to migrant farm workers in the area.

Experienced announcers from Puerto Rico were hired for the program.

'Que tal, amigos', as the program was called, was broadcast weekdays from 7:30 to 8:30 P.M., and Saturdays from 7:30 to 8:00 P.M., from June through December, 1969. The first half hour of each program was simultaneously rebroadcast by WBUR - FM in Boston (90.9 - Boston University) from June through early November.

As the summer progressed, an unforeseen, positive response from the urban Spanish-speaking populations in surrounding areas led to efforts to expand the audience and keep the radio program on the air year round, adjusting the format during the winter to deal with the urban populations specifically. The program is now being broadcast from 6:00 to 6:30 P.M. on weekdays during the winter months, and from 6:00 to 7:00 P.M. on Saturdays. Tentative plans call for syndication of the program.

## Techniques Used in Developing Listenership in the Migrant Camps

News releases in English and Spanish about the radio program were sent to each grower in the Western region of the state in the beginning of the summer; many mailings were followed by a phone call. Large posters were distributed personally to the workers by the Health Education Assistant of the Migrant Health Project on her visits to the camps, and the workers were urged to listen to the program. Personal visits to many of the camps were made by the radio announcers.

F.M. radios were present on about two-thirds of the camps in the Western region. The camps which did not have an F.M. radio available were generally the camps with smaller numbers of workers. This problem was taken care of in the Western region by the purchase of small, portable F.M. radios which were distributed to these camps on a loan basis. The workers in two of these camps bought their own radio in the course of the summer and returned the loan radio.

Since the necessity of having an F.M. radio presents a problem in both the camps and the cities, efforts are being made to extend the broadcast to A.M. stations.

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## Informal Evaluation of the Radio Program

1) The radio program reduced the isolation of the workers in many ways. One important factor was the development of a feeling of migrant community in an area. Names of camps and workers were often mentioned over the program. Workers in the area became aware of the existence of other camps, and heard news about them, even if they never saw them. The value of this for the morale of men isolated in a strange and often indifferent or hostile culture does not need to be emphasized.

When a trip to a Red Sox baseball game was advertised over the radio program written requests were received from workers who wanted to participate. Announcement of a picnic by a church group over the radio program brought response and participation by one group of men. The radio program also received many letters, as well as requests for playing of records.

2) The radio program, operating in this type of atmosphere, was in a good position to offer information and advice. Toward the end of the summer a worker from one of the large camps drowned while swimming in a pond near his camp. An entire evening program was dedicated in memoriam to this worker (who had just returned from Vietnam) and the opportunity was taken to talk about water safety measures and the importance of swimming with a partner. In another instance a cook in one camp brought to attention an apparent deceit in his hiring. He was told that he would receive \$1.90 an hour as a cook when he was recruited in Puerto Rico, but he received only \$1.65 an hour when he arrived at the camp. He had signed a contract without reading it, and was not able to find it when asked for it. The radio program used this example to discuss the importance of the contract and the protections to which one is entitled.

3) One of the objectives of the radio program was to provide a new means of communication between the migrant workers and the varied organizations concerned with migrant workers. Since migrant camps are usually quite isolated and widely



scattered in Massachusetts, communications are difficult, time consuming, and, when personnel is limited, spotty and unsatisfactory. The radio program provided an invaluable supplement to the field work of some organizations and has the potential to maintain a continuity of contact that is much needed and difficult to achieve. The participation of all agencies is being urged. The following incidents indicate the outreach and follow-up that can result from radio program and agency cooperation.

a) The workers in one camp heard the radio announcer speak about the importance of tetanus immunization and asked the Migrant Health Project field worker if they could get immunizations. Thirteen workers (in a camp of twenty) said that they had never before been immunized against tetanus. Immunizations were arranged for the camp. The interest of the men in tetanus immunization was the direct result of the radio program.

b) When the stipulations of the state sanitary code for migrant labor camps were mentioned on the program, the workers in one camp noted a discrepancy between what the code said and what existed in their camp. They brought this to the attention of the field worker for the Migrant Health Project and a person from Operation Friendship. The conditions were then brought to the attention of the state sanitarians for an inspection.

*below up?*

c) Numerous labor and wage problems were brought to the attention of those conducting the evaluation survey. In two of the camps the workers were not receiving minimum wage. In one of these camps the workers were also having rent illegally deducted from their pay. These situations were brought to the attention of the representative of the Puerto Rican Department of Labor.

d) The announcers of the program were also approached with various problems and referred them to the proper agencies.

4) The following additional points are excerpts from a report submitted by the chairman of the program Advisory Committee in the summer of 1969, also the representative of Operation Friendship.

"..... Publicity accompanying the program acquainted many with the existence and needs of the migrant worker. Many volunteered to work through Operation Friendship and local church groups."

"..... According to a farmer who called WFCR, the program educated the workers to buy health insurance where they did not before. Others applied for a driver's license who had previously driven farm equipment without a license."

urban- "..... a vote of support for the Northampton Neighborhood Center..... followed on the heels of coverage given it by WFCR. 'Que tal, amigos' has also broadcast voters' registration hours, vaccination time tables, and consumer information."

"..... Language students and folk music fans have expressed interest by contributing poetry and writing to the host-producer."

"..... A lack of Spanish-speaking personnel in agencies dealing with the Spanish-speaking public has created severe communications gaps. WFCR has tried to alleviate this problem by speaking for such agencies as Legal Council, Employment Security, Adult Education, Social Security, etc. The radio station could become a means of bringing about more cooperation between the agencies and Spanish-American community leaders by supporting their efforts."

" 'Que tal, amigos', a pioneer program of its kind, has demonstrated that there is a need for such a program, not only for the seasonal agricultural worker, for whom it was originally designed, but a sizeable audience in the cities..... A totally unexpected listenership is the large number of students of Spanish and Latin American culture."

## Survey as an Evaluation Tool

There was little question in the minds of those involved directly with the migrant workers that the radio program was more than fulfilling its objectives. Since, however, the program had been developed on a pilot basis, it was decided to carry out a more formal evaluation in the form of a survey.

Although the audience and direction of the program has expanded to include urban groups, the survey deals only with the initial target group of the program, the Puerto Rican migrant farm worker. More specifically, the survey deals with those workers in Western Massachusetts.

SURVEY BACKGROUND



Objectives of the Survey

- 1) To determine listenership
- 2) To determine the effectiveness of the program as an educational and an orientational tool.
- 3) To establish workers' preferences for program material as an aid in future planning.
- 4) To collect some statistical data on the Puerto Rican migrant farm worker population in the western region of Massachusetts.

General Procedure

The questionnaire was initiated under the direction of the radio program Advisory Committee.\* Advice on its development was obtained from an assistant professor of Education and it was pre-tested before general use. The questionnaires were administered in Spanish in an interview situation, and were anonymous. The workers interviewed were told that they were to help in evaluating the radio program.

A statistician was consulted in determining the sampling procedure. Three local Spanish-speaking persons (with Spanish as their native tongue) were hired for assistance in conducting the interviews. They received initial orientation on the objectives and format of the questionnaire, as well as instructions on how it should be administered.

The interviews ranged over about a one month period. (late August through early September, 1969)

The information obtained from the questionnaire was put on IBM cards for processing.

*One of the  
Committee  
members  
some PR from  
workers in the  
factory?*

\* The Advisory Committee consisted of representatives of the program sponsors (Operation Friendship, Massachusetts Migrant Health Project, Massachusetts Migrant Education Project, and WFCR - FM radio) and the program personnel.

Sample Procedure

Random sample was taken from approximately 900 workers at approximately 10% variability.

- a) All camps with Puerto Rican workers in the Western region of Massachusetts were divided into 4 sampling groups which were determined only by the following variables: size of camp  
presence of an F.M. radio

- The 4 sampling groups were:
- I. less than 12 workers  
no F.M. radio present
  - II. less than 12 workers  
F.M. radio present
  - III. 12 - 40 workers  
F.M. radio present
  - IV. 60 - 200 workers  
F.M. radio present

- b) A representative sampling number was chosen for each of the four groups based on approximately 10% variability. A sampling number was then chosen for each of the camps, based on their population. (Lack of time and manpower did not permit all the camps originally projected to be questioned, but those that were were fairly evenly divided among the four groups and the sampling can be considered to represent a valid cross-section.)

Number and distribution of questionnaires administered:

<u>Group</u>	<u>No. questionnaires asked</u>	<u>Approximate no. workers at time of questionnaire</u>
I	15	92
II	3	47
III	25	148
IV	42	622
<hr/>		
Total	85	909

- c) Upon entering a camp, the workers to be questioned were randomly selected.



## Characteristics of Population

"In 1969 approximately 3,000 migrant farm workers entered Massachusetts for seasonal work on a variety of crops. Eighty per cent (80%) of this number are Puerto Ricans, who are employed in tobacco (a 3+ -month season), cranberries (7-month season), produce and horticulture (both 8-10 month seasons). Fifteen per cent (15%) are non-domestic workers, Canadian and Jamaican, who are brought in for the apple harvest (6-8 weeks), and the remaining five per cent (5%) are Southern Negroes who work in apple and potato harvesting (also a 6-8 week season)."

This survey deals with the Puerto Rican migrant farm workers in the Western Region. Massachusetts is divided into four regions by the State Department of Public Health and these are also convenient divisions for the migrant population. Each region differs in terms of the size of camps, number of workers, origin of workers, types of crops, and percentage of contract workers.

The largest camps and approximately two thirds of the state's migrant workers are found in the western region of the state because of the shade tobacco farming along the Connecticut River valley. This region also has produce, horticulture, apple, and potato harvesting. The camps in western Massachusetts vary in size from two to two-hundred workers.

The migrant population in Western Massachusetts is largely contract, and predominantly Puerto Rican and male. (The relatively small numbers of other groups of migrants in Western Massachusetts are not dealt with in this survey because they are not Spanish-speaking.) The Puerto Rican men are not "true" migrants in the usual sense of the word. They leave their families for on the average of four to six months, fly in from Puerto Rico to their place of work, and usually return directly to Puerto Rico at the end of the season.

\* Massachusetts Migrant Health Project, 1969 Project Report, pg. 1



Characteristics of Sample\*

Approximately seventy-eight per cent (78%) of the workers questioned were contract workers, and twenty-two per cent (22%) were non-contract workers.

Size of Camp:      19% lived in camp with less than 10 workers  
                          6%    "    "    "    "    between 10 and 19 workers  
                          8%    "    "    "    "    between 20 and 30 workers  
                          67%   "    "    "    "    more than 30 workers

F.M. Radio Distribution:      14% said their camp had no F.M. radio  
  13% said their camp had one  
  73% said their camp had two or more

Age:                    14% under twenty-one  
                              40% twenty-one to thirty  
                              46% over thirty

\* This is an accurate description of the sample taken, but not necessarily the total migrant population. In setting up the sampling procedure the study was somewhat biased by giving slightly more representation in relation to the total number of workers to the small, generally non-contract, camps without an F.M. radio.

SAMPLE OF QUESTIONNAIRE USED  
IN SURVEY

Questionnaire

- 1) ¿Has tenido la oportunidad de escuchar el programa de radio ' Qué tal, amigos' ?
  - a) sí \_\_\_\_\_
  - b) no \_\_\_\_\_ (¿Hace cuánto tiempo que estás aquí? \_\_\_\_\_)
  
- 2) ¿Cómo te gusta el programa?
  - a) muchísimo \_\_\_\_\_
  - b) mucho \_\_\_\_\_
  - c) bastante \_\_\_\_\_
  - d) regular \_\_\_\_\_
  
- 3) ¿Lo que más te gusta en el programa es:
  - \_\_\_\_\_ la música
  - \_\_\_\_\_ las noticias
  - \_\_\_\_\_ las informaciones
  - \_\_\_\_\_ la charla del locutor
  - \_\_\_\_\_ ninguno
  
- 4) ¿Qué te gustaría oír más? \_\_\_\_\_
  
- 5) ¿Con qué frecuencia escuchas al programa?
  - a) seis días a la semana \_\_\_\_\_
  - b) cuatro días a la semana \_\_\_\_\_
  - c) dos días a la semana \_\_\_\_\_
  - d) de vez en cuando \_\_\_\_\_
  
- 6) ¿Cuántos de tus amigos, aquí, también escuchan?
  - a) todos \_\_\_\_\_
  - b) la mayoría \_\_\_\_\_
  - c) algunos \_\_\_\_\_
  - d) ninguno \_\_\_\_\_
  
- 7) ¿Cuántos trabajadores viven aquí en este campamento?
  - a) menos de 10 hombres \_\_\_\_\_
  - b) entre 10 - 20 personas \_\_\_\_\_
  - c) entre 21 - 30 personas \_\_\_\_\_
  - d) más de 30 personas \_\_\_\_\_
  
- 8) ¿Cuántos radios hay aquí de tipo F.M.?
  - a) ninguno \_\_\_\_\_
  - b) uno \_\_\_\_\_
  - c) dos \_\_\_\_\_
  - d) más de dos \_\_\_\_\_
  
- 9) ¿En tu opinión, qué hora sería la mejor para el programa?
  - a) 6:30 P.M. \_\_\_\_\_
  - b) 7:30 P.M. \_\_\_\_\_
  - c) 8:30 P.M. \_\_\_\_\_
  - d) otra \_\_\_\_\_
  
- 10) ¿Alguna vez conversan ustedes (charlan entre ustedes) sobre el programa?
  - a) muchas veces \_\_\_\_\_
  - b) algunas veces \_\_\_\_\_
  - c) pocas veces \_\_\_\_\_

Questionnaire

11) ¿Sobre qué parte del programa conversan ustedes más?

- a) la música \_\_\_\_\_
- b) las noticias \_\_\_\_\_
- c) las informaciones \_\_\_\_\_
- d) la charla del locutor \_\_\_\_\_

12) ¿Hay algo que Miguel o Julio haya mencionado en el programa que te interese?

13) A) ¿Has oído a Miguel o Julio mencionar:

¿Qué dice Miguel o Julio de:

B) ¿Has oído de:

¿Qué sabes de:

a) el aviso Miranda (derechos en caso de arresto)

- A)
- B)

b) el Seguro Social

- A)
- B)

c) salario mínimo

- A)
- B)

d) la compensación para el trabajador

- A)
- B)

e) Sr. Gilberto Camacho o Sr. Antonio del Ríos

- A)
- B)

f) el uso del banco para ahorros

- A)
- B)

g) los seguros médicos

- A)
- B)

h) vacunas

- A)
- B)

i) los peligros de la electricidad

- A)
- B)

j) la tela metálica en las puertas y ventanas

- A)
- B)

k) medicinas recetadas

- A)
- B)



Questionnaire

1) hemorragia grave

- A)
- B)

- 14) ¿Qué se debe hacer para una quemadura leve antes de ver a un médico?
- a) cubrirla con grasa o unguento y poner un vendaje limpio \_\_\_\_\_
  - b) ponerla en agua fría y cubrirla con un vendaje limpio \_\_\_\_\_
  - c) ninguno de estos \_\_\_\_\_

15)a) ¿Cómo conseguirías atención médica si te enfermaras o hirieras hoy?

b) ¿Has necesitado atención médica aquí?

¿La recibiste?

¿Quedaste satisfecho?

16) ¿Has oído a Miguel o Julio mencionar algo en el programa con lo que no estabas de acuerdo o que no corresponde a lo que tu conoces?

17) ¿Cuántos años tienes?

- a) menos de 21 \_\_\_\_\_
- b) entre 21 - 30 \_\_\_\_\_
- c) más de 30 \_\_\_\_\_

18) ¿Has tenido la oportunidad de estudiar?

- a) sí \_\_\_\_\_
- b) no \_\_\_\_\_

19) ¿Te interesaría estudiar más?

- a) sí \_\_\_\_\_ (¿qué?)
- b) no \_\_\_\_\_ (¿por qué?)

20) ¿Cuántas veces has venido a los EE. UU. ? \_\_\_\_\_

21) ¿Más o menos para cuánto tiempo veniste cada vez? \_\_\_\_\_

22) ¿Durante tu estadía aquí, has vivido siempre en fincas agrícolas?

- a) sí \_\_\_\_\_
- b) no \_\_\_\_\_

(Si no...) 1) ¿Dónde viviste? \_\_\_\_\_  
2) ¿Qué hiciste? \_\_\_\_\_  
3) ¿Por cuánto tiempo? \_\_\_\_\_

23) ¿Has trabajado en una finca agrícola sin contrato?

- a) sí \_\_\_\_\_
- b) no \_\_\_\_\_

24) ¿Has trabajado en una finca agrícola con contrato?

- a) sí \_\_\_\_\_
- b) no \_\_\_\_\_

Questionnaire

25) ¿Cuál prefieres? \_\_\_\_\_

Por qué?

26) ¿Has vivido con tu familia inmediata en los EE. UU. ? \_\_\_\_\_

27) ¿Dónde vive tu familia inmediata ahora? \_\_\_\_\_

28) ¿Cuántos dependientes tienes? \_\_\_\_\_

29) ¿En qué pueblo naciste? \_\_\_\_\_

30) ¿Dónde resides permanentemente?

a) en Puerto Rico \_\_\_\_\_

b) en los EE. UU. \_\_\_\_\_

31) a) ¿Has pensado en trasladar tu familia a los EE. UU. ?

b) ¿A qué pueblo has pensado trasladar?

32) ¿Qué haces cuando termina la temporada aquí?

a) trabajas \_\_\_\_\_ ¿qué tipo?

b) estudias \_\_\_\_\_ ¿qué?

c) otro \_\_\_\_\_

Questionnaire (Translation)

- 1) Have you had the chance to listen to the radio program 'Que tal, amigos'?
  - a) yes \_\_\_\_\_
  - b) no \_\_\_\_\_ (How long have you been here? \_\_\_\_\_)
  
- 2) How do you like the program?
  - a) very much \_\_\_\_\_
  - b) much \_\_\_\_\_
  - c) sufficiently \_\_\_\_\_
  - d) fair \_\_\_\_\_
  
- 3) That which you like best in the program is:
  - \_\_\_\_\_ the music
  - \_\_\_\_\_ the news
  - \_\_\_\_\_ the information
  - \_\_\_\_\_ the chit-chat of the announcer
  - \_\_\_\_\_ none of these
  
- 4) What would you like to hear more of? \_\_\_\_\_
  
- 5) How often do you listen to the program?
  - a) six days a week \_\_\_\_\_
  - b) four days a week \_\_\_\_\_
  - c) two days a week \_\_\_\_\_
  
- 6) How many of your companions here also listen?
  - a) all \_\_\_\_\_
  - b) the majority \_\_\_\_\_
  - c) some \_\_\_\_\_
  - d) none \_\_\_\_\_
  
- 7) How many workers live here in this camp?
  - a) less than 10 men \_\_\_\_\_
  - b) between 10 - 20 men \_\_\_\_\_
  - c) between 21 - 30 men \_\_\_\_\_
  - d) more than 30 men \_\_\_\_\_
  
- 8) How many F.M. radios are there here?
  - a) none \_\_\_\_\_
  - b) one \_\_\_\_\_
  - c) two \_\_\_\_\_
  - d) more than two \_\_\_\_\_
  
- 9) In your opinion, what would be the best hour for the program?
  - a) 6:30 P.M. \_\_\_\_\_
  - b) 7:30 P.M. \_\_\_\_\_
  - c) 8:30 P.M. \_\_\_\_\_
  - d) other \_\_\_\_\_
  
- 10) Do you ever talk about the program among yourselves?
  - a) often \_\_\_\_\_
  - b) sometimes \_\_\_\_\_
  - c) seldom \_\_\_\_\_



Questionnaire (Translation)

- 11) About what part of the program do you converse more?  
a) the music \_\_\_\_\_  
b) the news \_\_\_\_\_  
c) the information \_\_\_\_\_  
d) the chit-chat of the announcer \_\_\_\_\_
- 12) Is there anything that Miguel or Julio has mentioned on the program that interests you?
- 13) A) Have you heard Miguel or Julio mention:  
What does Miguel or Julio say about:  
B) Have you heard about: (from other sources)  
Understanding?
- a) the Miranda notice (rights in case of arrest)  
A)  
B)
- b) Social Security  
A)  
B)
- c) minimum wage  
A)  
B)
- d) Workman's Compensation  
A)  
B)
- e) Mr. Gilberto Camacho or Mr. Antonio del Rios  
A)  
B)
- f) the use of the bank for savings  
A)  
B)
- g) medical insurance  
A)  
B)
- h) immunizations  
A)  
B)
- i) the dangers of electricity  
A)  
B)
- j) screens in windows and doors  
A)  
B)
- k) prescribed medicines  
A)  
B)

Questionnaire (Translation)

1) severe bleeding

A)

B)

- 14) What should one do for a minor burn before seeing a doctor?  
a) cover it with grease or ointment and a clean bandage \_\_\_\_\_  
b) put it in cold water and cover it with a clean bandage \_\_\_\_\_  
c) none of these \_\_\_\_\_

15)a) How would you go about getting medical attention if you became sick or wounded today?

b) Have you needed medical attention here?

Did you receive it?

Were you satisfied?

16) Have you heard Miguel or Julio mention anything on the program with which you don't agree or which doesn't correspond to what you know ?

- 17) How old are you?  
a) less than 21 \_\_\_\_\_  
b) 21 - 30 \_\_\_\_\_  
c) more than 30 \_\_\_\_\_

18) Have you had the opportunity to study?  
a) si \_\_\_\_\_  
b) no \_\_\_\_\_

19) Would you be interested in studying more?  
a) si \_\_\_\_\_ (what?)  
b) no \_\_\_\_\_ (why?)

20) How many times have you come to the United States? \_\_\_\_\_

21) More or less for how much time did you come each time? \_\_\_\_\_

22) During your stay here, have you always lived in farm camps?  
a) yes \_\_\_\_\_  
b) no \_\_\_\_\_  
(If no...) 1) Where did you live? \_\_\_\_\_  
2) What did you do? \_\_\_\_\_  
3) For how long? \_\_\_\_\_

23) Have you ever worked on a farm without a contract?  
a) yes \_\_\_\_\_  
b) no \_\_\_\_\_

24) Have you ever worked on a farm with a contract?  
a) yes \_\_\_\_\_  
b) no \_\_\_\_\_

Questionnaire      (Translation)

- 25) Which do you prefer? \_\_\_\_\_  
Why?
- 26) Have you ever lived with your immediate family in the United States? \_\_\_\_\_
- 27) Where does your immediate family live now? \_\_\_\_\_
- 28) How many dependents do you have? \_\_\_\_\_
- 29) In what town were you born? \_\_\_\_\_
- 30) Where do you permanently reside?  
a) in Puerto Rico \_\_\_\_\_  
b) in the United States \_\_\_\_\_
- 31) a) Have you thought of moving your family to the United States?  
b) To what town have you thought of moving?
- 32) What do you do when the season finishes here?  
a) work \_\_\_\_\_ what kind?  
b) study \_\_\_\_\_ what?  
c) other \_\_\_\_\_



SURVEY REPORT

Listenership

1) Number of workers who heard program:

Table I

workers from camp with less than 10 workers N=16*	workers from camp with 10 - 19 workers N=5	workers from camp with 20 - 30 workers N=7	workers from camp with more than 30 workers N=57	workers from camps with F.M. radio present N=70	total workers questioned N=85
19%	60%	100%	75%	80%	66%

2) Frequency of listenership of those who heard program:

Table II

	workers from camp with less than 10 workers N=3	workers from camp with 10 - 19 workers N=3	workers from camp with 20 - 30 workers N=7	workers from camp with more than 30 workers N=43	total workers questioned N=56
6 days a week	100%	100%	100%	49%	61%
4 days a week	-	-	-	19%	14%
2-3 days a week	-	-	-	28%	21%
from time to time	-	-	-	5%	4%

3) Question: How many of your companions listen?

Responses:

all	20%
majority	59%
some	13%
none	8%

\* N = sample size

## Listenership

On the average, sixty-six per cent (66%) of the migrant workers who were questioned listened to the program.\* In camps where there was an F.M. radio present, eighty per cent (80%) of those questioned listened to the program.

The average listenership was lower in the small camps because many of them lacked F.M. radios. (These camps were later provided with loan radios.) Because of the greater opportunity for distraction and the large turnover rate of workers in the larger camps, the smaller camps, when an F.M. was present, were more likely to be the more consistent and intent listeners.

\* This might be a conservative figure due to the slight bias of the survey....  
see footnote on page 12

Effectiveness of Messages

Base knowledge from sources other than the radio program

- Workers who did not hear program -

Group A

workers from larger camps  
all contract workers  
F.M. radio present

Group B

workers from smaller camps  
mostly non-contract  
no F.M. radio present

Table III

	<u>Heard from other sources</u> *	<u>Heard from other sources</u>
	<u>Understanding of item</u>	<u>Understanding of item</u>
Miranda notice	$\frac{14\%}{-}$	$\frac{-}{-}$
Social Security	$\frac{93\%}{79\%}$	$\frac{93\%}{87\%}$
minimum wage	$\frac{79\%}{64\%}$	$\frac{67\%}{40\%}$
Workman's Compensation	$\frac{57\%}{36\%}$	$\frac{47\%}{27\%}$
Mr. Camacho or Mr. del Rios	$\frac{50\%}{50\%}$	$\frac{40\%}{40\%}$
Use of bank for savings	$\frac{79\%}{79\%}$	$\frac{80\%}{73\%}$
medical insurance	$\frac{86\%}{79\%}$	$\frac{67\%}{47\%}$
immunizations	$\frac{86\%}{86\%}$	$\frac{87\%}{73\%}$
dangers of electricity	$\frac{79\%}{71\%}$	$\frac{93\%}{80\%}$
metal screens	$\frac{71\%}{71\%}$	$\frac{87\%}{87\%}$
prescribed medicines	$\frac{86\%}{86\%}$	$\frac{92\%}{83\%}$
severe bleeding	$\frac{86\%}{57\%}$	$\frac{92\%}{25\%}$

\* This format was used simply to facilitate the two-way comparison of 4 percentages, i.e. across the two columns, and within each box. Each percentage was based on the total number of workers in group A or B respectively. No ratio is intended.



## Effectiveness of Messages

In looking at the workers' base knowledge of the items selected (knowledge from sources other than the radio program) it was noted that there was a discrepancy for some of the items between the two groups of workers delineated in table III. The most important differentiating factor between the two groups seems to be the contract versus non-contract condition. The contract workers show a higher basis of knowledge for certain items to which they have probably received more exposure, such as minimum wage, Workmen's Compensation, the Puerto Rican Department of Labor representatives, and medical insurance. Knowledge of other items fluctuates between the two groups.

As one of the objectives of the survey was to determine the effectiveness of the radio program as an educational and orientational tool, it was important to determine whether the introduction of the factor of listening to the radio program produced any significant change in the extent and quality of this base knowledge among the workers who listened to the program. Table IV indicates the results received with the radio program introduced as a variable.

It should be kept in mind that there was no 'before and after' survey done of any specific group of workers. The information on the workers' base knowledge of the selected items was obtained from workers who, upon being interviewed, stated that they had not heard the program. These workers were from camps both with and without F.M. radios present. The comparisons in Table IV, therefore, should be looked at with this limitation in consideration.

Effectiveness of Messages

Table IV

	Minimum no. of times item mentioned on program	Program listeners who heard item mentioned on program	Understanding of item:	
			Program listeners	Those who did not hear program
Miranda notice	10	68%	48%	-
Social Security	8	73%	68%	83%
minimum wage	16	73%	70%	52%
Workman's Compensation	10	52%	54%	31.5%
Mr. Camacho or Mr. del Rios (Dept. Labor, Puerto Rico)	27	68%	64%	45%
Use of bank for savings	13	75%	75%	76%
medical insurance	7	66%	70%	63%
immunizations	2	50%	64%	79.5%
dangers of electricity	4	59%	80%	75.5%
metal screens	4	62.5%	75%	79%
prescribed medicines	4	49%	66%	84.5%
severe bleeding	1-2?	18%	20%	41%

## Effectiveness of Messages

Table IV shows an apparent increase among the workers who heard the program in understanding of some of the items mentioned on the program. It is notable that there appears to be a correlation between whether an increase is evident and the minimum number of times an item was mentioned on the program. Since the items mentioned a larger number of times are the ones that generally show the increase in understanding among the workers, repetition appears to be a factor in getting the messages across. Also, it is interesting to note that, with a few exceptions, the number of times an item was mentioned over the program did not seem to affect greatly the number of workers who heard it mentioned, while it did seem to affect the understanding of the workers of the message. The percentages of workers who said they heard the various items mentioned over the program are quite impressive.

The Miranda notice is an excellent example of a fairly obscure item that was not generally known among the workers, but which became known to many as a result of the radio program.

In conclusion, results seem to indicate that the radio program has been effective as an educational tool by producing some increase in understanding as well as exposure to the various items selected\* for the survey.

\* The selection of the items used in the survey to determine the effectiveness of the messages presented on the program was arbitrary. Since the health messages on the program were fairly diversified, the specific health messages selected for the survey necessarily show a lower minimum number of times mentioned than other items which were mentioned more consistently.



Preferences and Reactions of the Workers

1) Program rating

Question: How do you like the program?

32% very much  
43% much  
16% sufficiently  
9% fair

2) Question: What do you like best in the program?

38% the music  
14% the news  
- the information  
4% the chit-chat  
7% music and news  
4% music, news, and information  
4% news and orientation  
25% everything

some added:

2% preoccupation with worker  
2% help with problems

3) Discussion: In answer to the question of whether they ever discuss the program among themselves, 44% said that they often did, 30% said sometimes, 18% said seldom, and 7% said no.

Parts of the program they discussed most:

25% the news  
21% everything  
19% the music  
9% the music and news  
5% the information  
4% the news and information  
2% the chit-chat

one added the conditions of workers

(13% didn't answer)

4) Time Preference:

6:30 P.M.	35%
7:30 P.M.	44%
8:30 P.M.	6%
6:00 P.M.	3%
increased time (evening)	11%



## Preferences and Reactions of the Workers

### 5) Question:

What would you like to hear more of on the program?

47%	sports
20%	news
11%	news from Puerto Rico
18%	music
14%	news and music
7%	specific types of music
4%	information
4%	music, news, and commentary
4%	music and orientation
2%	instructive scenes
2%	commentary
2%	English
2%	everything is good as it is

### 6) Question:

Is there anything that Miguel or Julio has mentioned on the program that interests you?

38%	everything
16%	nothing
11%	English classes, studies
9%	advice to workers
7%	news
2%	orientation
2%	the information about work
2%	offers to help
2%	camp requirements
2%	the information on medicines
2%	the information on cancer
2%	the music and news
2%	the music and commentary
2%	the chit-chat in general
2%	almost everything

### 7) Question:

Have you heard Miguel or Julio mention anything on the program with which you don't agree or which doesn't correspond to what you know?

Ninety three percent of the workers questioned said no. Of the remainder, one mentioned that you did have to pay for medicine the first day with contract medical insurance, one said that his camp didn't have hot water in the kitchen and mentioned a number of direct violations to the sanitary code, one expressed disillusionment with the talk about maintaining cleanliness, and one mentioned a specific program of music he didn't like.

## Conclusion

The survey determined that the number of listeners of the radio program in the camps was quite high, a result that was not a surprise to those who had contact with the camps during the summer. In addition, the results concerning the effectiveness of the messages were quite encouraging for the use of the radio program as an educational and an orientational tool, and indicate that this method of communication should be further perfected and utilized.

In relation to workers' attitudes, responses showed that the entertainment aspect was a very important part of the program and a drawing point for listenership. Thirty-eight per cent (38%) of the workers mentioned music as their favorite part of the program. Appreciation of news in general, and from Puerto Rico in particular, is evident in many of the responses. Forty-seven per cent (47%) of the workers requested more sports news. Appreciation of the program's orientation and concern with the problems of workers was expressed by numerous workers. Also, matters concerning information and advice were cited specifically by at least thirty-two per cent (32%) of the workers as things that interested them on the program.

There were very few adverse reactions to the program, and these referred mostly to specific instances.

The hour of the program seemed to be generally acceptable to the migrant population, except for a few men whose schedules were different. The most generally felt need for change in this area was a desire for more program time.

All results considered, there seems to be no question as to the effectiveness and usefulness of such a radio program.

The following pages contain additional statistics obtained by the survey of this particular population of workers.



Migration Characteristics

The following figures indicate that a good majority of the workers come for at least three months of the year (77%) and that over forty-three per cent (43%) come for six months or more. Besides this, they have a high return rate. Forty-eight per cent (48%) have returned more than five times, and within this figure fourteen per cent (14%) have returned twelve times or more, half of whom have returned over twenty times.

Considering this high rate of return, and long length of stay, many of these men might be considered as much residents of here as of Puerto Rico. Yet many of the services available to residents here are not yet available to the migrants.

It might be pointed out again that these men come without their families for these lengths of time, and that the large majority have a large number of dependents to support.

Number of visits to the U.S. mainland:

17%	one				
8%	two				
9%	three				
11%	four				
7%	five	}	48%		
5%	six				
8%	seven	}	14%	twelve or more	
21%	eight to twelve				
7%	twelve to nineteen				
7%	twenty and over			7%	twenty or more

Length of stays:	4%	less than three months	}	77.5%	at least	over 43%
	34%	three to five months				
	43.5%	six months to one year				
	5%	one to nine years				
	4%	ten years and over				
	7%	varied lengths (usually one time more than one year)				

Number of dependents:	11%	none	}	56%	four or more	}	29%	six or more
	5%	one						
	11%	two						
	18%	three						
	13%	four						
	14%	five						
	8%	six						
	20%	seven to ten						
	1%	eleven to fifteen						

OTHER RESULTS OF THE SURVEY



Post harvest

1) Question: What do you do when the season finishes here?

80% work  
5% study  
1% work and study  
5% rest  
9% did not know

Of the 80% who said they would work, some were asked what type of work:

5 said construction  
15 " factory  
12 " farms  
2 " personal farms  
5 " sugar cane  
2 " carpenter  
1 " barber  
1 " hotel  
5 " chauffer, public car  
1 " bakery and construction  
1 " cafe  
4 " odd jobs

A majority (34 out of 54) said they would return to factory or farm work.

Of the 5% of the workers who said they would study, one worker was going to study bookkeeping on the GI Bill, one was going to night school, and one was studying Spanish.

2) Question: Where do they go when the season finishes here?

Of the workers who were asked this question (38), seventy-nine per cent (79%) said they would return to Puerto Rico.

In addition, 2 workers said they would go to Connecticut, 1 said Brooklyn, 1 said Chicago, 1 said New York or Florida, 1 said Puerto Rico or Boston, and 1 said here or Puerto Rico depending upon whether or not he got the opportunity to work in a factory here.

It must be kept in mind that the above questions did not really allow for expression of the difficulties that must be involved in the constant changeover of jobs (such as the likelihood that or ease with which the projected work will be found) or the nature of the reasons for such constant job changeover.

This large amount of job turnover seems to indicate that much of the employment might be temporary or seasonal in nature, hiring being done for a period of need only.

Correlation Between Puerto Rican Migrations to U.S. Mainland Cities and the Migrant Labor on Farms

A majority of the workers (66%) said they had never been in the U.S. mainland outside of a migrant camp situation. Even more (71%) said that they had never lived with their immediate family in the U.S. mainland.

On the other hand, 34% had lived in the U.S. mainland in other than farm camp situations, and 24% said that they had lived with their immediate family in the U.S. mainland. 2% said they had lived with an aunt here, and 4% said that while they had not lived with their immediate here that they did have relatives living in the U.S. mainland. (This last point was not asked but was volunteered by a few workers.)

Of the 34% who had lived in the U.S. mainland in other than migrant camp situations:

stay involved:    31% less than 1 year  
                          24% 1 - 3 years  
                          24% 4 - 10 years  
                          3% more than 10 years  
                          17% no answer

occupation  
 while here:       62% factory  
                          3% factory and construction  
                          7% restaurant  
                          3% nursery  
                          3% stockroom  
                          3% school and work  
                          3% army  
                          3% nothing  
                          10% not answered

lived in:            21% three different places  
                          10% N.Y. and Chicago  
                          41% N.Y.  
                          10% New Jersey  
                          7% Connecticut  
                          7% Massachusetts

When asked if they had thought of moving their family to the U.S. mainland, 64% said no, 20% said yes, 4% said maybe, 9% said that their families were already here, 1% said that they weren't married, and 2% didn't answer.

Those who have considered moving their families to the U.S. mainland cited the following locations:

<u>Location</u>	<u>No. of workers</u>	<u>Location</u>	<u>No. of workers</u>
N.Y.C.	8	Hartford, Conn.	1
Brooklyn, N.Y.	1	Connecticut	1
New Jersey	1	Springfield, Mass.	3
Chicago	1	Boston, Mass.	1
		undecided	4

Those workers who had family living in the U.S. mainland cited the following places:

<u>Location</u>	<u>No. of workers</u>
N.Y.	3
Bronx, N.Y.	4
N.Y. and Puerto Rico	2
N.Y. and Chicago	1
Chicago	1
Hartford, Conn.	2
Springfield, Mass.	1
Southwick, Mass.	1
N.J. and Puerto Rico	1

Table V

	Puerto Rico	U.S. mainland
Where were you born?	99%	1%
Where do you permanently reside?	98%	2%
Where does your immediate family live now?	81%	19%

Place of Birth

Place of Birth

No. workers

Aguas Buenas, Puerto Rico	2	Manatí	1
Aibonito	1	Maricao	1
Añasco	1	Maunabo	5
Arecibo	6	Naguabo	1
Barceloneta	1	Orocovis	1
Bayamon	1	Patillas	2
Caguas	3	Ponce	3
Camuy	2	Río Grande	1
Carolina	3	Río Piedras	2
Cayey	5	Salinas	3
Cidra	3	San Germán	1
Coamo	2	San Lorenzo	1
Comerio	1	Utua	5
Corozal	1	Yabucoa	3
Dorado	3	Yauco	1
Guayama	4		
Gurabo	1		
Isabela	1		
Juana Díaz	1	New York	1
Juncos	3		
Lajas	1		
Las Marías	3		
Loíza	1		



These answers seem to show a high mobility for these men and some of their families in type of work and place of residence, with an origin and a base in Puerto Rico.

It is notable that even with the numbers of men who had immediate family living in the U.S. mainland, who would seek other work in the U.S. mainland during the winter, and who had lived for varying periods of time in the U.S. mainland in other than migrant camp situations, only 2% of the men cited the U.S. mainland when asked where they permanently reside.

Education

Table VI

Have had opportunity to study?	less than 21 years old N=12	21 - 30 years old N=34	more than 30 years old N=39	total N=85
yes	75%	82%	74%	78%
no	25%	18%	26%	22%

  

Would be interested in future study?				
yes	100%	97%	82%	91%
no	0%	3%	18%	9%

Determination of the exact education levels of the workers was not considered important enough to warrant asking a direct question about which some might be sensitive.

What is noteworthy is the expression of the desire to study more if means allowed it by the overwhelming majority of the workers, even in the higher age levels.

Of the 91% who said they would be interested in studying more, 28 men said they would like to study English, 11 said they would just like to continue their schooling, 2 said they would like evening classes, 9 wanted to study a trade, such as plumbing, mechanics, electricity, and commerce, and 3 mentioned a desire to study either law or Spanish.

Of the 9% who said they would not be interested in studying more, 2 men cited reasons of lack of time and having to work, 2 cited their age, and one said he had a chauffeur's license and didn't need to study more. One man said he would study more if someone paid.

Contract versus Non-contract

Table VII

Status of worker at time of questionnaire	Have ever worked with contract?	Have ever worked without contract?
Contract worker (N=66)	100%	27%
Non-contract worker (N=19)	31%	100%
Total (N=85)	89%	44%

Workers' preferences:

- 79% preferred working under contract
- 11% preferred to work without a contract
- 3% had no preference
- 2% said it depended on the situation, that sometimes one was better, sometimes the other
- 5% did not answer or were not asked

Those workers who preferred to work under a contract cited reasons of known rights, protection, security, added benefits, medical attention, better conditions, etc. One worker said he preferred contract, but that even so, it was not so good.

Of the workers who preferred to work without a contract, the majority cited reasons of freedom of movement and lack of obligation to work for a specified period of time. One worker, however, said he preferred to work without a contract because money is not deducted from one's pay check for food. Another worker said that from his experience under contract the meals were not sufficient.



Some Questions Related to Health

Question: How would they seek medical attention?

68% cited the grower or camp manager

15% said they would use telephone

5% said they would go to a doctor

6% said they would call an ambulance or go to a hospital

4% said they would rely on people nearby

2% did not know

The above responses show the overwhelming dependency of the worker on the grower in seeking medical attention under the present situation. This dependency often also involves other areas besides medical care, and it is, along with the problems it can produce, inherent in the migrant situation.

Twenty-five per cent (25%) of the workers said they had needed medical attention while here.

Of these, all said they had received this attention. (5% did not answer)

Of those who had received the medical attention, eighty-five per cent (85%) said that they were satisfied with the attention that they received, and fifteen per cent (15%) said they were not. Those who said they were not were all from large contract camps.

(Generally speaking, the larger contract camps are more institutionalized and impersonal, in itself often unpleasant, especially for someone from a Latin culture. Shade Tobacco Growers' Association operates an infirmary for their workers in Windsor Locks, Connecticut. The large contract camps in the Connecticut River valley area of Massachusetts and Connecticut whose operators belong to this association hold periodic sick calls to bring workers needing medical care to the infirmary.)



Knowledge of First Aid for a Minor Burn

Question: Treatment of a minor burn:

grease or ointment	4%	} 50%
grease or ointment and a clean bandage	46%	
cold water	5%	} 21%
cold water and a clean bandage	16%	
nothing	4%	
injection	2%	} 30%
other	13%	
did not know	11%	

Cool water and a clean bandage is now the recommended treatment for a minor burn. Fifty per cent (50%) of the workers cited use of grease or an ointment. Depending on the severity of the burn and the substance used, treatment with grease or ointment can cause problems with infection.

At least thirty per cent (30%) of the workers did not know first aid for a minor burn. Numerous different folk remedies were cited in the responses listed as 'other'.