

**“We’re going to spend what it takes to defeat this measure.”**

# Lockheed’s campaign in question

by Dave Tracey

Santa Cruz County’s biggest nuclear debate yet will take place on June 3 when voters decide the fate of Measure A (see *CHP* 4/24). Yes on A proponents and representatives from the Lockheed Missiles and Space Company are bearing down hard in the last month of the controversial campaign.

Some of the controversy has centered around the tactics used by Lockheed. A few weeks ago registered voters were sent a “Dear Neighbor” letter from Lockheed Bonny Doon facility manager Bud Zeller. The letter warned that the plant would have to close if the measure passes—a strong message in a county where decent jobs are hard to find.

In a press conference last week, however, Lockheed backed off from this stand. Zeller then talked of the plant closing as only a “possibility” they would try to avoid. If the initiative passes, Lockheed plans to take it to court to have it declared unconstitutional, a process they say could take up to five years. But Zeller did say they would try to “keep the team together,” a possibility that includes transferring employees out of the county to a different facility.

Asked about a claim that Lockheed has reduced its number of jobs by 50 percent in the last 12 years, public relations manager Paul Binder called the figure “a total fallacy.” He pointed out that the Santa Cruz facility has grown from 196 employees in 1968 to 375 today. Dan Haifly, one of the authors of Measure A, says the job reduction figures cited were for both the Santa Cruz and Sunnyvale facilities, which show the level going from 31,000 employees to 16,000 in 12 years.

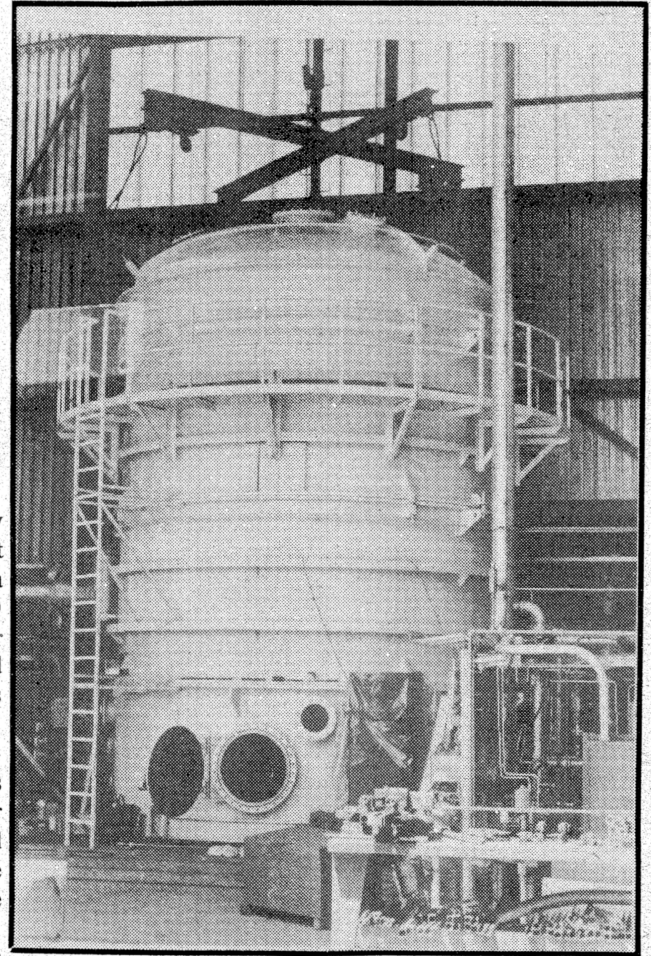
Haifly said this shows “the vulnerable nature of military contracts.” He went on to state that engineering and test department manager Vern Smith testified before the Santa Cruz Chamber of Commerce that Trident missile work (60 percent of Lockheed’s Santa Cruz operations) would be over in five years. Binder said that “major production work would be gearing down in five years. At that point, no one knows whether it will end.”

Controversy has arisen over surveys conducted by Lockheed which paid people surveyed three dollars. The survey’s legal and ethical aspects have been questioned, but Binder thinks nothing is wrong. “We’re not throwing money around to buy votes. If the people participate in the survey we compensate them...I wouldn’t change my vote for three bucks.”

A similar tactic with more money is being used in focus meetings lasting a few hours. A woman claims her high school son was invited to a meeting to discuss the issue with a promise of a \$20 payment at the end. Binder acknowledged that the meetings take place but did not know how much money was given out.

The meetings and surveys are run by a group called Research America. Binder referred any questions about this group to No on A campaign coordinator Bernie Walp. Walp (a former organizer against rent control) was not in the office to talk to *CHP* and neglected to return phone messages.

“Everybody’s making a big issue of this,” said Binder of Lockheed’s campaign practices. “A company has a right just like individuals. At least we tell our people where our money is coming from. We’re up front and honest.” When asked how much money Lockheed was spending on the campaign, Binder declined to answer, saying the matter was all on public



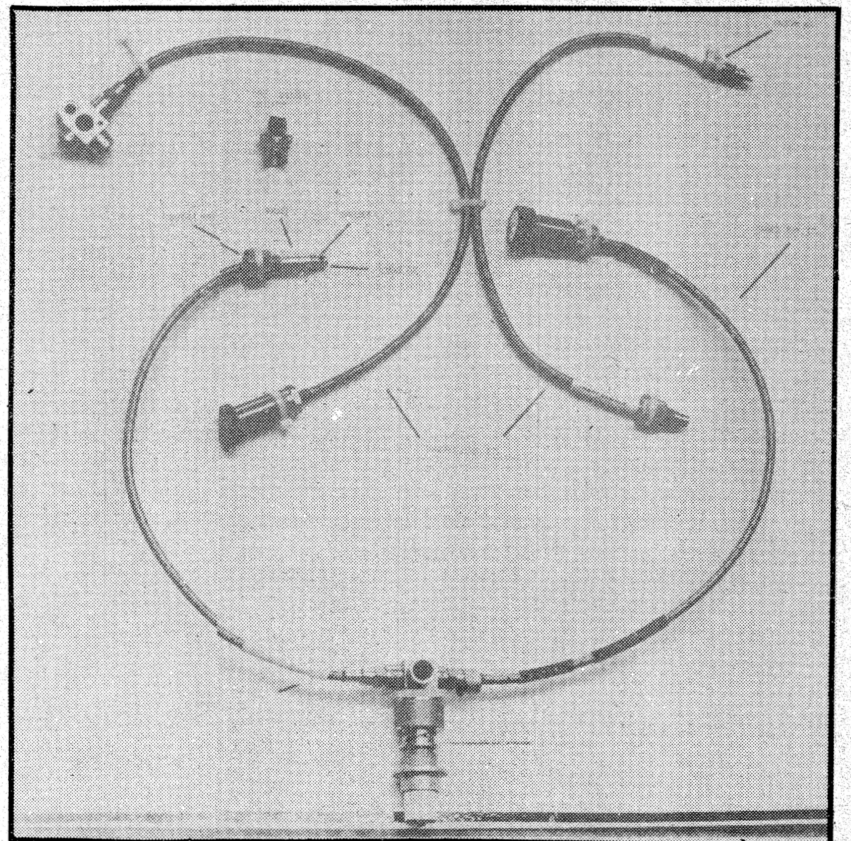
vacuum chamber

record with the county in different filing periods. When pressed for a ballpark figure, he placed it “between \$10,000 and a million—a lot less than a million.” He also stated “we’re going to spend what it takes to defeat this measure.”

The Yes on A committee has challenged Lockheed to a series of debates, but Lockheed has not been receptive to the idea. “We have to maintain a certain degree of secrecy,” explained Binder. “We’re not allowed to divulge certain figures. With that basic imbalance it’s very difficult for us. We have had two public forums but we feel they weren’t productive for either side. People that attended were either for or against the measure, and nothing that was said was going to change their minds.”

photos by Richard Ozer

auto in Lockheed parking lot.



transfer system used in Trident missile