



## Strategy #2 – Change through Boycotts Listening Guide

*Boycotts are a form of protest in which people refuse to purchase products, visit places or engage in activities to make a political statement. Boycotts have been used to pressure governments and businesses to change their practices and are often seen as a strategy for gaining media attention for a cause. These are the voices of people who sought to promote change through boycotts. Please review the quotations and answer the questions below.*

	Larry Rubin, United States	Phineas Rametseba, South Africa	Patrick Haverman, Netherlands
What was being boycotted?			
Who participated in the boycott?			
What issues caused the boycott?			
What was the intended outcome or goal?			

*For further discussion:*

In what ways were these experiences similar?

In what ways were these experiences different?

What factors contribute to the success or failure of a boycott strategy?

## **Change through Boycotts Quotations**

### **Larry Rubin, United States**

Well, I didn't grow up in the South, I grew up in Philadelphia, Pennsylvania, and one of the things that motivated me really to go to the South was that in the late '50's, when I was about your age, there was a big movement across the country to boycott Woolworth's Five and Dime. Not only does Woolworth's not exist anymore, but Five and Dimes don't exist anymore. But these were like stores that sold general merchandise, you know lots of different kinds of things, something along the lines you might say of a mini Target today, and that also had lunch counters, where you could sit down and get something to eat, except that they would not hire African Americans. So a lot of high school kids around the country got involved in boycotting and picketing Woolworth's, which I did in Philadelphia, Pennsylvania.

### **Phineas Rametseba, South Africa**

We advocated for the boycott of, there was a book, I forgot the name. When we were in Form 2, the book, it was written that Africans were "kaffers" [a derogatory term for Africans] and so on. It was written in Afrikaans [a language derived from Dutch colonialists]. We told the principal that if you don't ban this book, there's not going to be classes. And then, the police they come, and the principal took the issue to the department of education and the book was disallowed at school.

### **Patrick Haverman, Netherlands**

Be a responsible consumer. Maybe, kind of like, know which companies are doing good, and which companies are not that good. Buy your products from the companies where, which are responsible. These kind of things. It is important that you cannot sit and only watch television. I mean, everybody in this world has to play a role. So especially youth, I mean you are the future.