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*César Chávez, the Catholic Bishops, and the Farmworkers'  
Struggle for Social Justice* (review)

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Southwestern Historical Quarterly, Volume 113, Number 2, October 2009,  
pp. 287-288 (Review)

Published by Texas State Historical Association

DOI: <https://doi.org/10.1353/swh.2009.0089>



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substantial information of leaders others have overlooked while presenting a new portal to the Chicano Movement and Mexican-American history.

*University of the Incarnate Word*

GILBERTO HINOJOSA

*César Chávez, the Catholic Bishops, and the Farmworkers' Struggle for Social Justice.* By Marco G. Prouty. (Tucson: University of Arizona Press, 2008. Pp. 200 Illustrations, notes, bibliography, index. ISBN 9780816527311, \$19.95 paper.)

Numerous published works have examined the life and role of César Chávez in the Mexican-American farm workers' movement of the 1960s and 1970s. Marco Prouty's book not only focuses on Chávez, but also underscores the involvement of the American Catholic Church in the movement, particularly the Bishops' Ad Hoc Committee on Farm Labor formed in 1969. The book examines two major conflicts of the United Farm Workers that were mediated by the Bishop's Ad Hoc Committee in California: the Delano Grape Strike (1965-70) and the Battle of the Salad Bowl or lettuce boycott (1970-77).

According to Prouty, the Delano Grape Strike "pitted Catholic farm workers against Catholic agriculturalists," and the Battle of the Salad Bowl marked a time when the Church emerged from relatively unknown mediator to passionate defender of farm workers' right for union recognition. He further elaborates on the communication and collaboration between Chávez and the Bishops' Ad Hoc Committee during the course of both historic farm labor struggles. The book traces the course of the farm workers movement and the decision-making process of the committee and church in promoting compromise during the labor disputes affecting many people who were Catholic. The epilogue highlights the decline of the movement due to the changing social and political climate after the 1970s, and reflects upon the historical legacy of Chávez and work of the committee.

Using archival documentation from clergy who served in the United States Conference of Catholic Bishops, Prouty examines the major discussions and viewpoints of the church's clerical leadership. Important sources include letters between Chavez and Catholic clergymen, newspaper articles, memoranda, press releases, Catholic Church news articles, and the Bishops' Ad Hoc Committee reports. The main strength of the book is utilizing information from these sources to analyze the changing role and influence of the Bishops' Ad Hoc Committee throughout the movement. One major weakness of the work is the lack of data from oral interviews and sources from other archives.

Although Prouty suggests how Chávez integrated the Catholic faith into his movement, the author does not fully examine how the farm workers were inspired by the participation of the committee. Consequently, his research does not include data about the impact of Catholicism on the farm workers themselves. How did the farm workers' relationship with the Church differ after the formation of the committee? The author mentions that "Chavez studied and respected many faith traditions" (23). What were those other religious traditions? The book tends to suggest that everyone involved in the movement was Catholic. In what ways did

theology or religious ideology play an important role in sustaining the movement? I believe answers to these questions would give the readers a better understanding of how the movement affected the work of the church rather than vice-versa.

Overall, Marco Prouty's work is to be commended for investigating the emergence of the Bishops' Ad Hoc Committee as a powerful influential force for social justice and human rights in the lives of Catholic farm workers and in society at large. *César Chávez, the Catholic Bishops and the Farmworkers' Struggle for Social Justice* will make a fine addition to the literature on religious studies, labor history, and American studies.

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*Belo: From Newspapers to New Media.* By Judith Garrett Segura. (Austin: University of Texas Press, 2008. Pp. 326. Illustrations, appendices, notes, bibliography, index. ISBN 9780292718456, \$50.00 cloth.)

Prior to 2008, when it split into two companies, Belo Corporation published the *Dallas Morning News*, three other papers, and the *Texas Almanac*. It owned twenty television stations that reached 14 percent of American households, including WFAA in Dallas/Fort Worth, KHOU in Houston, KENS in San Antonio, KVUE in Austin, and the Texas Cable News. Pronounced "Bee Low," it is the oldest operating business in Texas and is still directed by fourth-generation descendants of G. B. Dealey, founder of the *Dallas Morning News*. *Belo: From Newspapers to New Media* describes the company's evolution from a paper, founded in 1842, to a cutting-edge, multi-media conglomerate. Whenever new technology like radio, television, or the internet threatened to overwhelm it, leaders at Belo tried to adapt. As G. B. Dealey admonished his employees: "Always stick to the job" (29). For Belo, the job is to provide journalism of the highest quality and community leadership that leads to social improvement. Its corporate culture is the essence of Progressive ideals. The value of this book is to show how those ideals have been practiced through 167 years of reporting the news.

Judith Garrett Segura is well-qualified to write this history of Belo. A full-time employee of Belo from 1980 until 2004, she worked in outreach and public affairs to develop young readers and represent the company to the community. With the full cooperation of the Dealeys, she established a corporate archive of executive papers, as well as minutes dating back to 1926, corporate reports, and eighty years of inter-departmental records. In other words, she admits to building the archives by cleaning out everyone's closet. Additionally, she recorded at least sixty oral history interviews with employees, board members, and relatives. Her knowledge is comprehensive and phenomenal. After her retirement, Segura wanted to explain what happened at Belo, but also why it happened. Due to the kind of company Belo is, she focused on family dynamics. Personalities mattered. Each generation had its own leadership style, editorial views, and way of interpreting the company's overall mission. Much of the human interest in the story relates to periods of transition, when one generation passed control to the next.

The writing style is measured and reserved, as befits a company that takes itself