

RECLAIMING AMERICA

**NIKE. CLEAN AIR.
AND THE
NEW NATIONAL ACTIVISM**

RANDY SHAW

Reclaiming America Nike Clean Air And The New National Activism

Randy Shaw



Reclaiming America Nike Clean Air And The New National Activism:

Reclaiming America Randy Shaw, 1999-06-07 Shaw provides the definitive account of the historic national campaign to reform Nike's labor practices. A must read for everyone seeking to achieve greater social and economic fairness in the 21st century. Medea Benjamin Co Director Global Exchange

Reclaiming America Randy Shaw, 2023-04-28 Have activists taken the bumper sticker adage Think Globally Act Locally too literally? Randy Shaw argues that they have with destructive consequences for America. Since the 1970s activist participation in national struggles has steadily given way to a nearly exclusive focus on local issues. America's political and corporate elite has succeeded in controlling the national agenda while their adversaries the citizen activists and organizations who spent decades building federal programs to reflect the country's progressive ideals increasingly bypass national fights. The result has been not only the dismantling of hard won federal programs but also the sabotaging of local agendas and community institutions by decisions made in the national arena. Shaw urges activists and their organizations to implement a new national activism by channeling energy from closely knit local groups into broader causes. Such activism enables locally oriented activists to shape America's future and work on national fights without traveling to Washington D C but instead working in their own backyards. Focusing on the David and Goliath struggle between Nike and grassroots activists critical of the company's overseas labor practices, Shaw shows how national activism can rewrite the supposedly ironclad rules of the global economy by ensuring fair wages and decent living standards for workers at home and abroad. Similarly the recent struggles for stronger clean air standards and new federal budget priorities demonstrate the potential grassroots national activism to overcome the corporate and moneyed interests that increasingly dictate America's future. Reclaiming America's final section describes how community based nonprofit organizations the media and the Internet are critical resources for building national activism. Shaw declares that community based groups can and must combine their service work with national grassroots advocacy. He also describes how activists can use public relations to win attention in today's sprawling media environment and he details the movement building potential of e mail. All these resources are essential for activists and their organizations to reclaim America's progressive ideals. This title is part of UC Press's Voices Revived program which commemorates University of California Press's mission to seek out and cultivate the brightest minds and give them voice reach and impact. Drawing on a backlist dating to 1893, Voices Revived makes high quality peer reviewed scholarship accessible once again using print on demand technology. This title was originally published in 1999. Have activists taken the bumper sticker adage Think Globally Act Locally too literally? Randy Shaw argues that they have with destructive consequences for America. Since the 1970s activist participation in national struggles has steadily given way to

A Short History of Cultural Studies John Hartley, 2003-02-24 Hartley sheds new light on neglected pioneers and also examines a host of themes in the subject including literary criticism mass society political economy art history teaching and feminism anthropology and sociology

Cultural Studies and

Anti-Consumerism Sam Binkley, Jo Littler, 2014-02-25 Anti consumerism has become a conspicuous part of contemporary activism and popular culture from culture jams and actions against Esso and Starbucks through the downshifting and voluntary simplicity movements the rise of ethical consumption and organic and the high profile of films and books like *Supersize Me* and *No Logo* A rising awareness of labor conditions in overseas plants the environmental impact of intensified consumer lifestyles and the effects of neo liberal privatization have all stimulated such popular cultural opposition However the subject of anti consumerism has received relatively little theoretical attention particularly from cultural studies which is surprising given the discipline's historical investments in extending radical politics and exploring the complexities of consumer desire This book considers how the expanding resources of contemporary cultural theory might be drawn upon to understand anti consumerist identifications and practices how railing against the social and cultural effects of consumerism has a complex past as well as present and it pays attention to the interplays between the different movements of anti consumerism and the particular modes of consumer culture in which they exist In addition as well as using cultural studies to analyse anti consumerism it also asks how such anti consumerist practices and discourse challenges some of the presumptions and positions currently held in cultural studies This book was previously published as a special issue of *Cultural Studies*

Rallying for Immigrant Rights Kim Voss, Irene Bloemraad, 2011-07-06 From Alaska to Florida millions of immigrants and their supporters took to the streets across the United States to rally for immigrant rights in the spring of 2006 The scope and size of their protests rallies and boycotts made these the most significant events of political activism in the United States since the 1960s This accessibly written volume offers the first comprehensive analysis of this historic moment Perfect for students and general readers its essays written by a multidisciplinary group of scholars and grassroots organizers trace the evolution and legacy of the 2006 protest movement in engaging theoretically informed discussions The contributors cover topics including unions churches the media immigrant organizations and immigrant politics Today one in eight U S residents was born outside the country but for many lack of citizenship makes political voice through the ballot box impossible This book helps us better understand how immigrants are making their voices heard in other ways

Political Consumerism Dietlind Stolle, Michele Micheletti, 2013-08-26 *Political Consumerism* captures the creative ways in which consumers and citizens turn to the market as their arena for politics This book theorizes describes analyzes compares and evaluates how political consumers target corporations to solve globalized problems It demonstrates the reconfiguration of civic engagement political participation and citizenship Unlike other studies this book also evaluates if and how consumer actions are or can become effective mechanisms of global change

Community and Public Health Education Methods Bensley, 2017-12-22 Updated and revised to keep pace with changes in the field the fourth edition of *Community Health Education Methods: A Practical Guide* teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities This text explores the methods used by health

educators including didactic techniques designed to guide others toward the pursuit of a healthy lifestyle The Public Intellectual Helen Small, 2008-04-15 New essays by prestigious thinkers such as Edward Said Bruce Robbins Jacqueline Rose and Stefan Collini on the public role of writers and intellectuals *Varieties of Progressivism in America* Peter Berkowitz, 2013-09-01 *Varieties of Progressivism in America* focuses on the debates within the party of progress about how best to increase opportunity in America and to make social and political life more egalitarian The contributors to this volume offer different expertise and varying perspectives as they examine the Old Democrats of the New Deal the contributions of the Clinton era New Democrats and the future of progressivism in America **Beyond the Fields** Randy Shaw, 2008 Much has been written about Cesar Chavez and the United Farm Workers heyday in the 1960s and 70s but the story of their profound ongoing influence on 21st century social justice movements has until now been left untold This book unearths this legacy **Help or Harm** Amanda Murdie, 2014-09-17 When do international non governmental organizations like Oxfam or Human Rights Watch actually work Help or Harm *The Human Security Effects of International NGOs* answers this question by offering the first comprehensive framework for understanding the effects of the international non governmental organizations working in the area of human security Unlike much of the previous literature on INGOs within international relations its theoretical focus includes both advocacy INGOs such as Amnesty International or Greenpeace whose predominant mission is getting a targeted actor to adopt a policy or behavior in line with the position of the INGO and service INGOs such as CARE or Oxfam which focus mainly on goods provision The book rigorously and logically assesses how INGOs with heterogeneous underlying motivations interact with those other actors that are critical for advocacy and service provision This theoretical framework is tested quantitatively on a sample of over 100 countries that have exhibited imperfect human security situations since the end of the Cold War These case study vignettes serve as reality checks to the game theoretic logic and empirical findings of the book Amanda Murdie finds that INGOs can have powerful effects on human rights and development outcomes although the effect of these organizations is not monolithic differences in organizational characteristics which reflect underlying motivations issue focus and state peculiarities condition when and where this vibrant and growing force of INGOs will be effective contributors to human security outcomes **The Leftmost City** Richard Gendron, 2018-04-17 Almost all US cities are controlled by real estate and development interests but Santa Cruz California is a deviant case An unusual coalition of socialist feminists environmentalists social welfare liberals and neighborhood activists has stopped every growth project proposed by landowners and developers since 1969 and controlled the city council since 1981 Even after a 1989 earthquake forced the city to rebuild its entire downtown the progressive elected officials prevailed over developers and landowners Drawing on hundreds of primary documents as well as original previously unpublished interviews *The Leftmost City* utilizes an extended case study of Santa Cruz to critique three major theories of urban power Marxism public choice theory and regime theory Santa Cruz is presented within the context of other progressive attempts to

shape city government and the authors findings support growth coalition theory which stresses the conflict between real estate interests and neighborhoods as the fundamental axis of urban politics The authors conclude their analysis by applying insights gleaned from Santa Cruz to progressive movements nationwide offering a template for progressive coalitions to effectively organize to achieve political power **Contention and Corporate Social Responsibility** Sarah A.

Soule,2009-08-17 This book examines anti corporate activism in the United States providing a nuanced understanding of the changing focal points of challenges to corporations Applied Public Relations Kathy Brittain Richardson,Marcie

Hinton,2015-03-27 With its practical orientation and scope Applied Public Relations is the ideal text for any public relations case studies or public relations management course that places an emphasis on stakeholder groups Through the presentation of current cases covering a wide variety of industries locations and settings Kathy Richardson and Marcie Hinton examine how real organizations develop and maintain their relationships offering valuable insights into business and organizational management practices The book s organization of case studies allows instructors to use the text in several ways instructors can focus on specific stakeholders by using the chapters presented they can focus on particular issues such as labor relations or crisis management by selecting cases from within several chapters or they can select cases that contrast campaigns with ongoing programs or managerial behaviors A focus on ethics and social responsibility underlies the book and students are challenged to assess the effectiveness of the practices outlined and understand the ethical implications of those choices This Third Edition features 25 new and current domestic and international case studies specifically chosen for their relevancy and relatability to students New Professional Insights commentaries where practitioners respond to a set of questions relating to their work Increased emphasis on ethics and social responsibility Fully enhanced companion website that is connected with the text including a test bank and PowerPoint presentations for instructors and chapter specific discussion questions and additional readings for students **A Companion to Political Geography** John A. Agnew,Katharyne Mitchell,Gerard

Toal,2008-04-15 A Companion to Political Geography presents students and researchers with a substantial survey of this active and vibrant field Introduces the best thinking in contemporary political geography Contributions written by scholars whose work has helped to shape the discipline Includes work at the cutting edge of the field Covers the latest theoretical developments Community-driven Regulation Dara O'Rourke,2004 Case studies of community action in Vietnam form the basis for a new policy model for pollution control in developing countries *Corporate Social Responsibility* Mark S.

Schwartz,2017-03-02 The essays in this volume examine the emergence of the concept of corporate social responsibility and the uses that have been made of the language of corporate responsibility to explore the business society relationship The first section traces the emergence of the concept of corporate social responsibility as a way of understanding and framing the business society relationship Section two of the volume looks at Definitions and ethical justifications with a view to exploring current discussions of the nature scope and source of the social responsibilities of corporations Section three CSR and

Management Critical Reflections explores the integration of CSR theories and justifications into business management and business management theories Articles in the final section of the volume apply the concept of corporate social responsibility and the theoretical frameworks and analytical tools to which it has given rise to the examination and resolution of specific social issues arising out of the economic activities of corporations **Between Fear and Hope** Andrew L.

Barlow,2003-08-01 Globalization is transforming societies everywhere in paradoxical and contradictory ways This book examines globalization s impact on race in the United States since the mid 1970s On one hand globalization is creating conditions that support intensified efforts to claim white privileges But globalization also creates new possibilities for anti racist movements and thus the potential to undermine racial privileges Globalization is thus transforming the terrain of all racial projects in the United States This book is an original contribution to the study of race It provides a structural analysis of race and a methodology for connecting global to national and local racial processes Written in a lively and down to earth style this book is a call to action in a time of fear and hope [They Say Cutback, We Say Fight Back!](#) Ellen

Reese,2011-11-01 In 1996 President Bill Clinton hailed the end of welfare as we know it when he signed the Personal Responsibility and Work Opportunity Act The law effectively transformed the nation s welfare system from an entitlement to a work based one instituting new time limits on welfare payments and restrictions on public assistance for legal immigrants In [They Say Cutback We Say Fight Back](#) Ellen Reese offers a timely review of welfare reform and its controversial design now sorely tested in the aftermath of the Great Recession The book also chronicles the largely untold story of a new grassroots coalition that opposed the law and continues to challenge and reshape its legacy While most accounts of welfare policy highlight themes of race class and gender [They Say Cutback](#) examines how welfare recipients and their allies contested welfare reform from the bottom up Using in depth case studies of campaigns in Wisconsin and California Reese argues that a crucial phase in policymaking unfolded after the bill s passage As counties and states set out to redesign their welfare programs activists scored significant victories by lobbying officials at different levels of American government through media outreach protests and organizing Such efforts tended to enjoy more success when based on broad coalitions that cut across race and class drawing together a shifting alliance of immigrants public sector unions feminists and the poor The book tracks the tensions and strategies of this unwieldy group brought together inadvertently by their opposition to four major aspects of welfare reform immigrants benefits welfare to work policies privatization of welfare agencies and child care services Success in scoring reversals was uneven and subject to local demographic political and institutional factors In California for example workfare policies created a large and concentrated pool of new workers that public sector unions could organize in campaigns to change policies In Wisconsin by contrast such workers were scattered and largely placed in private sector jobs leaving unions at a disadvantage Large Latino and Asian immigrant populations in California successfully lobbied to restore access to public assistance programs while mobilization in Wisconsin remained more limited On the other hand the

unionization of child care providers succeeded in Wisconsin but failed in California because of contrasting gubernatorial politics With vivid descriptions of the new players and alliances in each of these campaigns Reese paints a nuanced and complex portrait of the modern American welfare state At a time when more than 40 million Americans live in poverty They Say Cutback offers a sobering assessment of the nation s safety net As policymakers confront budget deficits and a new era of austerity this book provides an authoritative guide for both scholars and activists looking for lessons to direct future efforts to change welfare policy A Volume in the American Sociological Association s Rose Series in Sociology Fair Trade and You Nicholas Faulkner, Paula Johanson, 2018-07-15 This insightful book teaches readers what fair trade is and how it promotes humane working conditions worldwide Readers learn how to recognize fair trade goods while shopping and the lasting benefits that fair trade has for the economy Readers are introduced to fair trade manufacturers of coffee chocolate and clothing Also included is a captivating Myths and Facts section along with 10 Great Questions to Ask Your Science Teacher This book is especially important because it teaches readers about the origin of the products they buy and the hard work that goes into their production

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