

Letter to Marissa Mayer Encouraging Living Wages at WalMart

Posted on September 24, 2014 by Rosemary Feurer

The Time for a Raise Campaign at the Center for Study of Responsive Law is sending [a sign-on letter to Marissa Mayer](#), Yahoo CEO and perhaps Walmart's most famous board member. There has been a growing groundswell of pressure to have her use her influence to change Walmart's poverty wage regime.

Originally circulated to the [SLSA](#).

I am Pete Davis, an aide to Ralph Nader at the Center for Study of Responsive Law's Time for a Raise campaign. We at the Time for a Raise campaign have, like many of you, been pressuring Walmart to end their poverty wage regime and raise their wages to levels that allow workers to make ends meet. Earlier this year, with the help of many SLSA members' sign-ons, we got New York Times coverage of our sign-on letter to Hillary Clinton, pressuring her to use her Walmart influence to help end Walmart's poverty wage regime.

This month, we are sending a sign-on letter to Marissa Mayer, Yahoo CEO and perhaps Walmart's most famous board member. There has been a growing groundswell of pressure to have her use her influence to change Walmart's poverty wage regime: for example, a group of protestors challenged her at a recent conference to raise Walmart wages. She responded with mockery, unleashing a flurry of negative press against her. This, coupled with the burgeoning narrative that the tech industry needs to act to counter its elitist/anti-labor image, leads us to believe she will be an effective pressure point on the Walmart board for worker justice.

[Click here for the sign on letter to Mayer](#). Like the Clinton letter, we have kept this positive yet strong, emphasizing how Mayer is an icon for women's empowerment and can continue that legacy by using her Walmart connection to raise the wages of a predominantly-female hourly workforce and endorse a raise in the federal minimum wage.

Would you and any of your colleagues be interested in signing on to the letter? If so, email me at PDavis@CSRL.org with your *name, title and organization* and we will add you to

the letter. You will be helpful to this important cause of both economic feminism and worker justice.

Looking forward to hearing from you.

Cheers,

Pete Davis
Ralph Nader's Center for Study of Responsive Law
PDavis@CSRL.org
347-453-3135

Author



[Rosemary Feurer](#)

Rosemary Feurer is Professor of History at Northern Illinois University. She is the author of *Radical Unionism in the Midwest, 1900-1950*, among other books and essays. She is working on *The Illinois Mine Wars, 1860-1940* and a new biography of Mary Harris "Mother" Jones.