TO: Anti-Apartheid Activist Colleague
FROM: Jerry Herman, SAP
RE: 1991 Classic Boycott Coca Cola Poster
DATE: 2/2/91

I hope things are going well with you and your work. I have taken the liberty of enclosing a newsletter and a Classic Boycott Coca Cola Poster with this letter. I hope you can hang it someplace where it gets a bit of attention. On its own, it is powerful and provocative.

I also wanted to inform you that the poster is not just another poster, but a genuine piece of art. It was created by South African artist, Mahuwane. So, in that sense you have a first printing masterpiece.

If you would like to vend/sell them in your community please send me a note and a check in the amount of $1.00 per poster requested. They are in some demand in this part of the country, and that suggests they have appeal. You should, therefore, have little problem selling them for $2.00 each.

Please indicate whether you prefer posters that are like the one included, meaning shiny and slick, or the heavier poster board like mat type. The cost is the same.

Given the number of events taking place around the war, this might be an extremely opportune time to make some connections to Southern Africa. We, of course, know that there are event similarities such as South Africa's destabilizing and bloody incursions into neighboring states. There are also U.S. policy contradictions like the quick sanctioning of Iraq as compared to the uphill struggle we have had to impose mild sanctions against South Africa.

Again, Thanks for your effort on this matter.

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Coca-Cola tries to head off a boycott

By Jean Caldwell
SPECIAL TO THE GLOBE

SPRINGFIELD - Representatives of the Coca-Cola Co., trying to fend off boycott calls by antiapartheid activists, attempted to persuade the Springfield School Committee yesterday not to ban its products from city schools.

Last month, Arthur Serota, a Springfield lawyer and educator speaking on behalf of the Philadelphia-based Southern Africa Working Group of American Friends Service Committee, had asked a subcommittee of the school panel to declare city schools "a Coke-free zone."

The company says it is only selling Coca-Cola concentrate to independent bottlers in South Africa, whose white-minority rule government has been condemned by rights activists. However, critics say the company is still profiting from those sales.

"The Coke boycott is the American antiapartheid movement's way of expressing and enforcing sanctions."

ARTHUR SEROTA
Springfield lawyer, educator

Yesterday, two officials of the Coca-Cola Co. met with committee members for 90 minutes to argue against a ban on Coca-Cola products in Springfield schools.

Carl Ware, a senior vice president, flew up from Atlanta with Brant Davis, manager of corporate issues communications. Ware told committee members that the company planned its divestment after consultation with black leaders in South Africa.

"Our disinvestment plan was not hatched in Atlanta," added Davis. "It comes from a year to 18 months of conversations with blacks in South Africa."

Ware said Coca-Cola also gave $10 million to a South African foundation for education and development, which he described as "the largest black-controlled independent foundation in South Africa of its kind."

Ware repeatedly urged the committee to phone Dan Mafale, the African National Congress' roving representative to the United Nations, and to write to Desmond Tutu, South African Anglican bishop.

"Get their opinion of what we are saying. You would be pleased to hear their position is nothing different than what I have told you," he said.

He added the boycott is unfair but has not affected sales.

When the Globe phoned the New York City number given by Ware, a man who identified himself as Shuping Coatoge, an ANC administrator, said Mafale was out of the country. When told of what the company representatives had said, Coatoge said, "They are misleading people."

Coatoge said the boycott was still on. "Here in the United States the entire antiapartheid movement selected Coca-Cola and Shell as targets," he said.

The subcommittee tabled the matter until it can get firsthand information from black South African organizations, expected to take about a month.

Serota said after yesterday's meeting that the "ANC remains firm on sanctions. The Coke boycott is the American antiapartheid movement's way of expressing and enforcing sanctions."

Serota said the company's actions were "totally irrelevant to the divestment campaign. The only relevant issue is depriving the South African regime of revenue. That is, we sell products or parts which can enable manufacturing and sales inside South Africa."

He said the company has been singled out as a target because it is so well known around the world and supplies almost 70 percent of the soft drinks sold in South Africa.