Memo To: Advisory Board  
From: Cornelius Moore  
re: new catalog, new projects  
Date: July 22, 1986

Enclosed please find a copy of our new catalog. We will send out 40,000 in our largest mailing yet. This year's catalog features two significant new releases, Witness to Apartheid and Winnie and Nelson Mandela.

**Witness to Apartheid** was made at the behest of Bishop Tutu. The film allows those who face daily the guns, teargas and bullwhips of the security forces to speak to a western audience. The film's shocking expose of systematic torture and police brutality will shake the conscience of the most quiescent, making the film an ideal vehicle for broadening involvement in anti-apartheid activities.

**Winnie and Nelson Mandela** personifies the South African freedom struggle through the tale of two of its most legendary leaders. The film introduces Americans to those whom our own government has steadfastly refused to "engage."

Film and video screenings in living rooms, dormitory lounges, church basements, and classrooms around the country enable Americans to bypass intransigent governments and the apartheid regime's media ban, opening up new possibilities for what might be called "people-to-people" diplomacy. We are initiating a project called "Together/Against Apartheid" which takes advantage of the growing ubiquity of videocassette recorders to stimulate thousands of small, informal screenings across the country and then helps viewers to translate the insights and indignations generated by the film into simple, concrete acts of political and financial support for the victims of apartheid. Viewers will be supplied with resource packages which include such elements as pledge cards for contributions to the South African Council of Churches Emergency Fund, postcards to elected officials demanding that government intensify its pressure on South Africa and directly support black political demands, a resource directory enabling local viewers to link up with national campaigns...the building blocks of a people-to-people foreign policy.
We will also mount a major effort to place low-cost videocassettes complete with teachers' guides in high schools throughout the country. The learning module would enable teachers at last to "bring South Africa into the classroom" and provide students with the framework needed for understanding today's momentous events. We are currently engaged in discussions with the NEA, the National Council of Social Studies and others.

The success of both programs will be dependent upon our ability to offer 1/2" VHS cassettes at prices substantially lower than the standard educational offering. In fact, we would like to make our entire library available on VHS to high schools, churches, civic groups and individuals at about $80 per title. But since such an effort can never pay for itself we must raise the funds needed to support the massive promotion, outreach, and consulting components central to it.

Over the next few weeks I hope to contact some of you by phone. I will ask you about conferences and other venues where the films should be screened. Witness to Apartheid has already been screened before the Eminent Persons Commission, the UN's Paris conference on sanctions, and on Capitol Hill at a reception for Bishop Tutu. I would also like to ask you to recommend funding suggestions for "Together/Against Apartheid" and our high school project. By then we will have completed our proposal describing the projects in full.