

The Southern Africa Media Center

A Project of California Newsreel, 630 Natoma Street, San Francisco, CA 94103 (415) 621-6196

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*Organizations listed for identification purposes only.



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Dear Advisory Board Member:

I have recently joined the staff of California Newsreel as director of the Southern Africa Media Center and wanted to bring you up to date on our new films and new directions for our organization. Those of us fighting apartheid and its allies have much work ahead of us. Recent events, particularly the Reagan administration's friendly attitude towards the South African government make our efforts to counter South African propaganda all the more urgent. In the past, the resources of the Southern Africa Media Center have played an important part in dispensing information and promoting discussion about southern Africa. We plan to continue and broaden our outreach efforts.

I am enclosing our new catalogue which features three new films, two of which focus on women and apartheid. YOU HAVE STRUCK A ROCK is an exhilarating and inspiring film about the role women have played in South Africa's black freedom struggle. It presents the dramatic women's anti-pass campaigns of the 1950's through archival footage and recent interviews with the movement's leaders. SOUTH AFRICA BELONGS TO US presents portraits of five South African working women, telling how apartheid affects their families and daily lives. Finally, we are proud to distribute a new film on imprisoned South African leader, Nelson Mandela, entitled PORTRAIT OF NELSON MANDELA.

As I have a background in non-theatrical film exhibition (for five years I was Assistant Director of Philadelphia's Neighborhood Film Project), I would like to increase the visibility of our films in the programs of media art centers, public libraries and museums with film programs, etc. These showcases offer the possibility of reaching new audiences and generating publicity for both the films and the issues they raise. I would also like the Media Center to begin to include films on other parts of Africa, and eventually feature films.

First, I want to concentrate on strengthening our relationships with old friends, such as yourself. This letter is an attempt at regularizing communication between the Southern Africa Media Center and our advisory board. I will be calling or writing regularly to see if you are aware of organizations, conferences, newsletters, etc.