

Cash Crunch

"South Africa Now," the low-budget weekly TV news-magazine covering news from South Africa that other media outlets don't or won't cover, is starting a new 13-week cycle of shows in August, even as it faces a serious money shortage. The nonprofit program, seen on public TV stations including Ch. 31 and Ch. 13 in New York, said last week it will run out of funds in November, unless it can find corporate underwriting support. In the past, the show has received funding from the Rockefeller, Carnegie and Ford foundations, as well as **Bruce Springsteen, Peter Gabriel, Sidney Poitier** and viewers.

-E.J.



A gift from Keith Haring

**FREE SOUTH AFRICA**

SOUTH AFRICA NOW NEWS	Fall 1990
------------------------------	-----------

**"MANDELA IN AMERICA" HOME VIDEO
AVAILABLE NOVEMBER 20th**

Some of *South Africa Now's* best coverage of Nelson Mandela's visit to the United States will be incorporated in a commemorative video now being produced by Globalvision, the company behind the non-profit *South Africa Now* program. The hour-long, exclusive behind the scenes home video is slated for release on November 20th by A*VISION, Atlantic's home video and television company. All royalties from its sale will benefit Nelson Mandela Freedom Fund.

COVERING THE VIOLENCE IN SOUTH AFRICA: While most mainstream TV coverage has characterized the fighting in South Africa as tribal or "black on black" violence, only *South Africa Now* has reported its essentially political character week after week. Our reporters have been in the townships offering evidence of an orchestrated campaign against ANC supporters with police backing. We've identified Chief Buthelezi's Inkatha Movement as playing a key role in an effort to destabilize the peace process now underway.

STAFF CHANGES: *South Africa Now* welcomes Tandeka Gqubule, a reporter with the Weekly Mail and Vyre Weekblad newspapers in South Africa to our staff. Tandeka has reported for *South Africa Now* from South Africa and is now in the United States to attend the Columbia Journalism School Carolyn Craven, our anchor and Senior Producer has left the program on medical leave. We will also miss Producer Victor Sanchez who is moving on to another opportunity.

FUNDING CRISIS: *South Africa Now's* funding crisis has abated somewhat with grants from the Ford and Rockefeller Foundations whose support enables us to remain on the air, but just barely. A recent article in Inside Media, explained our difficulty getting corporate funding, noting the reluctance of most companies to support gutsy, issue-oriented programs. The article is called: "Mandela Talks, Advertisers Balk: *South Africa Now* finds no Sponsors." We are still dependent on viewer donations to keep the footage flowing in from South Africa.

At least one unexpected gift came from the KEITH HARING ESTATE and the POP SHOP, which donated 14,000 copies of the late artist's famous, giant Free South Africa poster to benefit the program. Copies are available for \$15 from *South Africa Now*.... *South Africa Now* was recently profiled in The Christian Science Monitor and Vanity Fair Special Thanks also to ABC's Barbara Walters for a kind note of encouragement and to Sidney Poitier for a donation. Tax deductible donations can be sent to The Africa Fund c/o *South Africa Now*, 361 West Broadway, New York, New York 10013.



WHY DID YOUR LOCAL PBS STATION DROP THE
PROGRAM AND WHAT YOU CAN DO ABOUT IT

KEEP SOUTH AFRICA NOW ON THE AIR

Your local PBS station has decided to stop broadcasting South Africa Now. Perhaps they believe that apartheid is over or that their viewers don't need to stay informed about Southern Africa.

Last June, millions of Americans enthusiastically welcomed Nelson Mandela. He was received in Congress, at the White House, and in packed stadiums nationwide. Americans are interested in the issues of apartheid--and they deserve to get all the facts.

South Africa Now is an Emmy-award winning weekly TV show. The only one of its kind in the world. It is on the air nationwide, even worldwide--but your community will be no longer be able to see it!

Unless you act. Telephone calls or post cards are not persuasive enough. If you want to save the show, a delgation of concerned citizens should try to meet with the local program or station manager or members of the station's Board of Directors to lobby for South Africa Now. Public Television is there to serve the public.

There is only one South Africa Now and you should be able to see it!