

CASE STATEMENT

SOUTH AFRICA NOW

A Project of
The Africa Fund

"What the eye doesn't see, the mind doesn't know
and the heart will not grieve over."

- Bishop Desmond Tutu

CONTENTS

| | |
|---------------------|-------------|
| Summary | Pages 1 - 3 |
| Program Description | 3 - 5 |
| Program Personnel | 5 - 6 |
| Program Impact | 7 - 8 |
| Conclusion | 8 |

Attachments

Budgets - 1989

Current Contributors

SOUTH AFRICA NOW

CASE STATEMENT

Summary

South Africa Now is America's only weekly television news magazine program covering developments in southern Africa. South Africa Now is produced by Globalvision, Inc., under the auspices of The Africa Fund, a nonprofit, tax-exempt educational organization.

South Africa Now began airing in 1988 in response to the South African government's imposition of a state of emergency and harsh press restrictions on coverage of anti-government protests and official violations of human rights.

Those restrictions, begun in 1985 and tightened since, have proven effective. Leading American journalists and news organizations acknowledge that television news coverage of South Africa in the United States has diminished dramatically as their result, especially in television coverage. An independent study conducted by the Canadian government in 1988 tracked the precipitous decline in North American media coverage of events in South Africa and concluded that "Pretoria has been largely successful in removing scenes of poverty, violence, and human rights violations from the television newscasts of the western world." Les Payne, managing editor of Newsday, puts it pithily: "If you are not on television, you don't exist as an issue; and South Africa has virtually disappeared from sight."

This despite urgent, continuing, and newsworthy developments in the country.

Inside South Africa, vigorous government prosecution of the press restrictions have mirrored efforts to still the opposition to apartheid. During 1988, the Committee to Protect Journalists, an American-based human rights watch, documented 47 instances of South African governmental abuses of the press including media shutdowns, arrest and deportation of journalists, and physical attack on reporters in the course of their duties.

- Acting under the emergency regulations, police seized almost 30,000 copies of an issue of Crisis News, published by the Western Province Council of Churches, focusing on the October municipal elections.
- Home Affairs Minister closed the Weekly Mail for one month for publishing material deemed subversive under the regulations.

- Police detained more than a dozen journalists, including a CBS News film crew, covering a protest in Cape Town.
- Veliswa Mhlawuli of Grassroots was placed under indefinite incommunicado detention for purposes of investigation, now over six months duration.

"What the eye doesn't see," Bishop Desmond Tutu has said, "the mind doesn't know and the heart will not grieve over.

In the belief that accurate and timely news regarding the situation in South Africa is essential to informed public debate and policy formation, a group of veteran American and South African journalists joined in early 1988 to fill the news vacuum and to restore the eyesight of the world's press. They determined to provide weekly television coverage despite the South African government's restrictions. The resulting program, South Africa Now, has smuggled footage out of the country when no other means were available to demonstrate to South Africa and the world that censorship cannot stop the story from being told.

South Africa Now was first seen on cable systems serviced by the ITN (International Television Network) satellite around the United States. Distribution has since grown to include leading public television stations, many foreign outlets, and footage sales to other news organizations.

- Local: WNET, WNYC, and CUNY-TV in New York City; Boston Neighborhood Network & Cambridge Community Access in Boston; WETA and WHHM in Washington, DC; KQEC and Cable Oakland in the San Francisco Bay area; KBDI in Denver, Colorado; Champaign-Urbana Community Access in Central Illinois.
- National: Vision Interfaith Satellite Network and ITN Satellite Network distribute the program in its entirety, and Cable News Network's World Report, distributed in ninety countries carries segments weekly.
- International: Mozambique, Angola, and Zambia television systems broadcast South Africa Now weekly.

The Public Broadcasting Service will begin national distribution via satellite to its 334 affiliates in June, 1989, the only regular national news program other than the MacNeil/Lehrer Report to be afforded that distinction. Other African states -- Nigeria, Ghana, and Zimbabwe -- are considering carriage, and South Africa Now, through its network of contacts, is distributing videocassettes of the program within the boundaries of South Africa itself.

South Africa Now has received extensive and positive press coverage. Recent exposure includes

- Broadcast: PBS - MacNeil/Lehrer Report; NBC News - Today; CBS - Nightwatch; BBC - Late Night; CNN; MTV News; WNET's Eleventh Hour; and reports on Canadian, Japanese, and European news programs. Also, National Public Radio's All Things Considered and CBC's Prime Time, nationally broadcast radio shows.
- Print: New York Times (13 June 1988); The Boston Globe (15 November 1988); The Philadelphia Inquirer (16 September 1988); Time Magazine (6 March 89); The Nation (date date date); and The New Republic (6 June 1988) and trade publications such as Washington Journalism Review (October 1988), Channels (January 1989), and View (10 February 1989).

Significantly, the program also has received praise from prominent South African leaders. Bishop Desmond Tutu commends it, and Allen Boesak says, "I am so excited that this program is on. I can go back and say the story has not died...that there are people who are getting the truth out." Tutu and Boesak have both appeared frequently on the program, as have South African writers Nadine Gordimer, Donald Woods, and Alistair Sparks and cultural figures Mbongeni Ngema, director of Sarafina, and rock star Johnny Clegg.

Financial support for the program derives from program and segment sales and contributions from individuals, church groups, and foundations, including Rockefeller Foundation, Carnegie Corporation, and the J. Roderick MacArthur Foundation. WNYC-TV and WNET-TV provide in-kind production services amounting to nearly half the program's \$26,000 weekly budget.

Program Description

South Africa Now is dedicated to objective, balanced, and comprehensive coverage of events in southern Africa. Its journalistic standards demand accuracy, fairness, and scrupulous professionalism. The program takes no positions on the issues and offers all views the opportunity to be presented.

The South Africa story is of continuing and often dramatic importance. The nation's racial policies have pricked the conscience of the world for decades. Its regional dominance and position in world markets further mark it for controversy. Its efforts to stem that controversy by repression of both the press and protest have served further to focus international attention upon it.

The content structure of South Africa Now reflects the diversity of the South African experience. Each show typically features several breaking news stories, news analysis, interviews with newsmakers, a backgrounder on some significant development in the region, and a segment highlighting one aspect of the nation's rich cultural life. For example:

Show #201 - 8 February 89

- Investigative report on the National Religious Broadcasters' links with South Africa;
- P.W. Botha's stroke: possible replacement candidates;
- Detainees start hunger strike after 1000 days of the state of emergency;
- Analysis of United Nations Resolution 435, the Angola/Namibian settlement;
- Report on South African grassroots cultural expression.

Show #202 - 15 February 89

- Exclusive footage of Jesse Jackson in Africa and report on the "African-American" name controversy;
- Analysis of various players in Angolan conflict;
- "Stetasonic" rap group works to raise the consciousness of American students;
- Report on Citibank's decision to extend \$600 million in loans to South Africa for ten years.

Show #203 - 22 February 89

- Report on Winnie Mandela and the role of the media in her tragedy;
- Victory of sorts for the detainee hunger strikers;
- Poverty in South Africa - a detailed report on a shocking new study;
- Report on the Soweto rent boycott in progress since 1976.

Show #204 - 1 March 89

- Report on the restrictions placed on released detainees;
- Update on Winnie Mandela: the fallout; interviews with people on the streets of Johannesburg;
- Report on how SWAPO plans to handle the new government in Namibia;
- Investigative report into the South Africa lobby in the U.S.

Show #205 - 8 March 89

- Details of a State Department report on human rights violations in South Africa;
- UAW support for South Africa's budding labor movement;
- Winnie Mandela update: possible infiltration into the "football club" by South African police;
- New Irish documentary -- Mozambique: Scene of a Crime.

Show #206 - 15 March 89

- Report from Namibia: Is the United Nations leaving too much up to the South Africans?
- A day of support for hunger strikers in South Africa; reports from Johannesburg and New York;
- The ANC Video Unit: How they are getting the story out;
- Africa News: a small but influential group in Durham, North Carolina keeps the information flowing.

Each program concludes with the offer of additional materials relating to the contents of the show for interested members of the audience. These materials are drawn from the program's own files, recent studies published by independent sources, and reading lists compiled by The Africa Fund.

The sources of the stories are as varied as the stories themselves, for news from South Africa is, with effort, accessible. Independent video teams, international television stringers, and local journalists are in place, and South Africa Now producers have links with them and provide them an outlet for their material. The program also acquires footage and segments from such sources as the BBC, Afravision, Irish Television, Dutch Television, independent documentary film makers, the United Nations, and the South African government news service. This range of sources ensures that a diversity of viewpoints is represented.

More than a weekly television program, South Africa Now is a communications project aimed at increasing the the flow of news and information from southern Africa; it seeks to encourage other American media to expand their coverage both by example and by serving as a source for footage; it provides a training program for South Africans in television journalism; it aims to increase awareness among an American public of which fully half (according to an National Geographic Society study) cannot identify South Africa as the country that practices apartheid.

South Africa Now is produced by Globalvision, Inc. with technical assistance from WNYC-TV and WNET-TV in New York City. Financial administration is provided by The Africa Fund. Program content is shaped by members of the production team in consultation with The Africa Fund's area experts, other Africa specialists, and prominent journalists including Charlayne Hunter-Gault (MacNeil/Lehrer Report), Vivian Walt (Newsday), Michael Clough (Council on Foreign Relations), and others.

Program Personnel

South Africa Now has assembled a multi-racial, multi-cultural, and international team of producers, researchers, and technical staff with extensive television experience and expert knowledge of southern Africa.

Senior Producer, Reporter, and Co-Host: Carolyn Craven is a veteran journalist who was White House correspondent for National Public Radio's daily Morning Edition and All Things Considered. She worked as a reporter for Newsroom and as co-host of SCAN for the San Francisco public television station KQED. She has been an associate producer for ABC News in New York and was the co-producer of a five-part series on rape for ABC's Good Morning America.

Production and Acquisitions Consultant: Danny Schechter, serving unpaid, has more than twenty years of broadcast journalism experience. For the last seven years, he has been a producer of a primetime network magazine program. He specializes in reporting on African issues, and he is widely published. Mr. Schechter was a Nieman Fellow at Harvard University.

Co-Host: Fana Kekana is a well known South African actor who has performed in such plays as Woza Albert, and the Broadway productions of Asinamali and Poppie Nongena, for which he won an Obie Award. He has performed with Stevie Wonder and internationally known South African artists Letta Mbulu and Hugh Masakela. Mr. Kekana is part of South Africa Now's television communications training program.

On-Air Reporter: Mweli Mzizi, the first black South African member of the training program, is an exile poet and writer who has performed with a South African cultural group which toured with Abdullah Ibrahim, Pete Seeger, and Little Steven Van Zandt.

Coordinating Producer: Stuart Sender holds a master's in journalism from Columbia University. The president of his own independent production company, Sender has produced news and documentary programs both nationally and in Central America. He served as nightly news producer for WRDW, CBS affiliate in Augusta, Georgia.

Segments Producer: Jay Weiss is a cameraman, producer, and editor with professional experience at Children's Television Workshop and various independent production houses.

Project Manager: Kathryn Buraczynski has been a business consultant for the past ten years and most recently worked as a start-up consultant for the Social Venture Network in New York.

Globalvision Executive: Rory O'Connor, President of Globalvision, Inc., was a producer for CBS' 48 Hours, and The MacNeil/Lehrer News Hour; a senior producer for WCVB, the ABC affiliate in Boston; and news director for Boston's Neighborhood Network News. His articles and columns have appeared in leading newspapers and magazines.

Program Impact

The impact of South Africa Now can be measured by viewer response, endorsements by prominent South Africans, attention on the part of the press, and distribution of the program.

Every week, South Africa Now has received dozens of viewer letters requesting informational materials, making small contributions, and offering positive feedback.

The program has received the enthusiastic endorsements of South African religious leaders like Archbishop Desmond Tutu and Allan Boesak; political leaders in the UDF and the ANC; cultural figures like Mbongeni Ngema, director of Sarafina, and rock star Johnny Clegg; and prominent South African journalists and writers such as Nadine Gordimer, Donald Woods, and Alistair Sparks.

At least fifty American journalists, including Roger Wilkins, Tom Winship, Charlayne Hunter-Gault, and Les Payne, have endorsed the program, and many major newspapers, magazines, and news programs have given the program favorable coverage, stressing the issues of media censorship that gave rise to the program. Time Magazine praised South Africa Now for "filling the void in coverage." Other comments include:

- The Boston Globe: "Where the networks have tended to equivocate -- or worse, say their critics, abdicate -- South Africa Now illuminates, often graphically."
- The New York Times: "South Africa Now -- produced on a showstring from a ramshackle building in Soho has brought complicated and often compelling images of life in South Africa to about 1.5 million American households."
- The Village Voice: "South Africa Now testifies vividly to the inventive determination of camera-people and journalists inside South Africa who are forced to zigzag through a minefield of media laws."
- The Detroit Free Press: "The big three broadcast networks, taken together, spend \$1 billion a year on news. But when it comes to coverage of South Africa, they are being put to shame by an obscure, underfunded organization...."

"Obscure" no longer, "underfunded" certainly; however, the objective of South Africa Now is not to point the finger of shame, but to offer the journalistic competition which will move other media to restore prominence to the issues of South Africa. The influx of requests from these media for help on South Africa stories suggests that South Africa Now has become known and respected as a news source and a model for emulation.

Audience response, the endorsement and participation of leading South Africans, American press attention -- all these contribute to South Africa Now's success in securing distribution, as noted earlier. Certainly, these were factors in the Public Broadcasting System's decision to offer this program for national distribution. And the program's staff take particular pride both in its distribution to frontline African states and in the many South African applicants to its training program.

Conclusion

South Africa Now is meeting the urgent need for timely and continuing television coverage of events in Southern Africa, events which have an important bearing on American policy and international politics. Support of this program will help ensure that the facts surrounding these events are available to a wide public, that the public's right to know is fully protected in reality as in theory.

Budgets - 1989

Revenues

| | | |
|------------------------------|-----------|------------------|
| In-kind Services (WNYC-TV) | \$642,200 | |
| Earned Income - Program Fees | 50,000 | |
| Contributions | 657,800 | |
| TOTAL REVENUES | | 1,345,000 |

Expenses

| | | |
|--|---------|------------------|
| Production Personnel Fees | | 330,460 |
| Production Costs | | |
| Studio & Tech. Personnel | 150,800 | |
| Remote & Tech. Personnel | 85,800 | |
| Technical Services & Editing | 405,600 | |
| Equipment Purchases | 10,000 | |
| Acquisitions | 143,000 | |
| Subtotal | | 795,200 |
| Office & Operations | | |
| Rent/Maint. | 21,320 | |
| Phone | 15,600 | |
| Office Equipment - Purchase, Rental, Repair, Maint. | 42,640 | |
| Postage/Delivery | 14,300 | |
| Travel | 30,160 | |
| Promotion & Fundraising | 55,900 | |
| Supplies/Subscriptions | 8,320 | |
| Errors & Omissions Insur. | 26,000 | |
| Misc. | 9,360 | |
| Subtotal | | 223,200 |
| Contingency | | 1,140 |
| TOTAL EXPENSES | | 1,350,000 |

Current Contributors

Organizations

New Music Seminar/Tackhead
United Nations Council Against Apartheid
United Nations Council on Namibia
United Methodist Church, Women's Division
USA for Africa

Foundations

Carnegie Corporation
HKH Foundation
The Levinson Foundation
J. Roderick MacArthur Fdtn.
Menemsha Fund
Peace Development Fund
Rockefeller Foundation
Samuel Rubin Foundation
Tides Foundation

Individuals

Franz & Marcia Allina
Peggy Dulany
W.H. & Carol Ferry
Joshua Mailman
Abby Rockefeller
Anonymous