

Free South Africa NEW HAMPSHIRE MEDIA CAMPAIGN

TELEVISION
SCRIPT
ENCLOSED

Dear Friend of a Free South Africa,

With your help ... tens of thousands of voters in NEW HAMPSHIRE -- site of the first primary contest of the 1988 presidential election -- will see the enclosed TV spot as they watch their favorite evening programs.

With your help ... thousands of potential supporters of presidential candidate and Senate Majority Leader Robert Dole will learn the shocking facts about Dole's personal support for the brutally repressive Botha regime in South Africa.

As the ad says: "While government guns keep millions of South African blacks in squalor and starvation ... Senator Bob Dole just turns his back on apartheid."

Candidate Dole will be forced to respond and publicly defend his shameful support for the atrocities inflicted on the people of South Africa.

And, as Senator Dole travels around the crucial primary state of New Hampshire, voters will be demanding at every speech and at every news conference that he stop opposing American sanctions against apartheid ... or "face the consequences" -- the political consequences!

AND ... if this effort is successful, we plan to produce more ads that turn the spotlight of public outrage against any -- and all -- of the presidential candidates who are unwilling to take a strong, public stand against the racist regime in South Africa.

No candidate -- Democrat or Republican -- will be allowed to escape public condemnation or public praise on this all-important moral issue.

As a friend of TransAfrica, and someone who shares our determination in the struggle against apartheid, you can see why I think this exciting, hard-hitting political media strategy is so important.

It's a critical step that could quickly thrust our Free South Africa Movement back onto centerstage and make it one of the most potent political issues in the 1988 presidential campaign!

BUT ... here's the problem.

My staff and I at TransAfrica had only a few thousand dollars to

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TransAfrica, 545 Eighth Street, S.E., Washington, D.C. 20003

launch this entire New Hampshire Ad Campaign and we're running out of funds to purchase air time.

I know we are making the best possible use of our limited dollars: we produced the spot on a shoestring budget of \$1,500. It's almost unheard of to produce a 30-second television spot for such a low price, particularly when you consider that we were able to benefit from the services of a top television producer in Los Angeles.

But we urgently need an additional \$10,000 to spend on air time. We must purchase "media buys" in areas that are necessary to reach most of the voters of New Hampshire with our crucial message.

So we need your immediate help to buy key time slots adjacent to early morning and evening news programs in three geographic areas reaching into New Hampshire: Burlington, Vermont -- \$1,000. Portland, Maine -- \$2000, and Boston -- \$7,000.

By making careful selections in these three media markets, I think we can manage to reach 80% of the people of New Hampshire at least once over the course of a few days.

BUT ... a few days may not be enough.

Every day you and I can keep this powerful campaign going ... and keep the pressure on Robert Dole ... the greater impact we will have for the cause of freedom in South Africa.

Imagine the pressure on candidate Dole to "see the light" about the true face of the South African government and the escalating atrocities inflicted on millions of innocent blacks desperate for freedom.

More than 10,000 children have already been jailed in detention centers. Sexual abuse, torture, and other outrageous acts of government-sponsored brutality against young people are widespread, as the repressive Botha regime seeks to crush the legitimate aspirations for basic human rights of the black majority in South Africa.

In recent weeks, black South African mine workers have taken courageous steps to end the economic tyranny gripping their country by launching a massive nationwide strike. Many have died and others were injured by government troops.

You and I cannot stand idly by and let this brutal injustice continue.

Nor can we let any elected official who condones such shocking injustice escape public censure and outrage.

That's why I'm turning to you now. With your help, our campaign

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against Senator Robert Dole's support for apartheid is just the beginning.

And it's the next critical step for our Southern Africa Media Project.

During this past year, thanks to generous help and support from friends like you, TransAfrica was able to produce a series of hard-hitting full-page newspaper ads -- "Faces Behind Apartheid."

In the New York Times, and the home-state newspapers of Jesse Helms and Robert Dole, we ran powerful full-page ads denouncing these men as apologists for the racist oppression of South Africa.

That was a powerful beginning. But right now, the fate of 27 million black South Africans hangs in the balance.

As the racist South African regime bulldozes entire communities ... as the death toll continues to mount ... as the brutal, indiscriminate atrocities against young children -- many as young as 10 years old -- continue to rise ...

... you and I must put the struggle for freedom in South Africa back onto page one of every newspaper and make it the lead story on every news broadcast in America.

The black South African majority are risking their lives to win their freedom. But more political pressure is needed.

Your immediate help right now -- today -- can make the critical difference.

We must have your support in order to run the enclosed television spot for a few short days. There simply isn't any more money.

So your help is needed quickly. We want to keep this ad running throughout New Hampshire for as long as it takes to "make Robert Dole face the consequences" of his support for apartheid.

This ad campaign timing is critical because New Hampshire is the "first-in-the-nation" primary.

We want to turn the spotlight of public attention on every presidential candidate who supports the racist government of South Africa.

That's why I'm so urgently turning to you and to other caring friends of the Free South Africa Movement. I need you to make the most generous contribution you possibly can to help support this urgent media strategy.

With your help, we'll put the nation's politicians -- beginning

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with Senator Robert Dole -- on notice that the American people want action against the brutality in South Africa.

Because so much is at stake in the outcome of this New Hampshire Media Campaign against apartheid, and because we must raise at least \$10,000 in the next 30 days, could you possibly send \$200 or more to help put this powerful message on television? Or make a pledge for that amount and send a portion of it today?

We need at least 50 gifts of \$200, (or 20 gifts of \$500!) to be able to air our spots throughout New Hampshire. However, if you cannot afford to pledge this amount, I certainly understand, but hope you will give as much as you possibly can.

I know you care deeply about the outcome of this historic struggle and want to help TransAfrica ensure that our elected representatives cannot escape their moral responsibility to the millions of suffering people in South Africa.

This media campaign presents a critical -- and very exciting -- opportunity for you and me to make a real impact in the struggle against apartheid.

Please let me know you can help.

Sincerely,



Randall Robinson
Executive Director

P.S. As I write this, the news from our contacts in South Africa grows more distressing -- with more beatings, disappearances and indiscriminate arrests. Your special contribution can help TransAfrica reach thousands of voters before the New Hampshire primary in February -- and send a message to Bob Dole where it counts! But time is short, so please hurry.

TransAfrica	: 30	Nov. 30, 1987 Draft I, II
'Bob Dole'		2GF 012561-B

Draft

VIDEO

AUDIO

- 1) Appropriate documentary footage of poverty in S. Africa.
- 2) Cut to still photo of man in business suit with his back to camera. Super titles: "Bob Dole. Oct. 2 1986. Voted 'no' on economic sanctions against South Africa."
- 3) Cut to appropriate documentary footage of mass jailings in S. Africa.
- 4) Cut to same still of man with back to camera, and super but with a different date.
- 5) Cut to documentary footage of racism in S. Africa.
- 6) Cut to front view still of Bob Dole. He's looking directly at camera.
- 7) Add super: "Make Bob Dole face the consequences."
- 8) Cut to similar photo of Dole wincing, or if unavailable, a tighter shot of same photo to create wince effect. Super disclaimer.

- 1) ANNOUNCER (VO): While government guns keep millions of South African blacks in squalor and starvation --
- 2) -- Senator Bob Dole just turns his back on economic sanctions.
- 3) And while thousands of blacks are brutally jailed --
- 4) Bob Dole just votes to look the other way.
- 5) We don't want a President who will do business with racists in South Africa.
- 6) So next time Bob Dole visits your state --
- 7) -- make him face the consequences of voting against economic sanctions.