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4.10.94

# African National Congress

51 Plein Street  
Johannesburg 2001  
P.O. Box 61884  
Marshalltown 2107



Tel: (011) 330-7058  
Fax: (011) 29-0120  
Telex: 421252

## OFFICE OF THE DEPUTY PRESIDENT

4 October 1994

### TO WHOM IT MAY CONCERN

I have examined the Yakh'isizwe Music Festival Project proposal and in principle am in full agreement with its aims and objects.

It is an extremely ambitious project but clearly deserves support as it would fill an important cultural void in this country, so necessary for assisting South African artistes and musicians to gain employment. The Festival could and should become a permanent feature which would attract tourists, thereby also generating employment in many other spheres.

I congratulate the organisers on their initiative in promoting MFEYIZWE and wish them every success in their endeavours.

WALTER SISULU  
DEPUTY PRESIDENT

*Passed to Cheryl  
Not signed  
or sent.*



**The People Shall Govern !**



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WALTER SISULU  
DEPUTY PRESIDENT



From The Desk Of

**WALTER SISULU**

**DEPUTY PRESIDENT**

Artists & Activists with ANC (DAC)



Styx Morewa -

DAC S. Watal

DAC W. Cape

PACT

Proceeds - what happens to it?

Formation of Mechanism to deal  
with this. Committee or Trust

Charles Buthelez (Homboshe)

Jeff Simelane - Youth League &  
Soweto Sub-Region Pres

Nomsa Nduma

Thembi Nyandeni (actor)

Alex ~~Mdubwa~~ Mdubwa (Thembi)  
Artist.



WITH COMPLIMENTS

**FREEDOM MARKETING & PRINT cc**

(011) 949-2006 • (011) 493-6709



I am in receipt of your Yakh'Isizwe Music Festival project proposal which I have studied and fully support its aims and objectives

I thank you for introducing to me Yakh'Isizwe Music Festival (MFEYIZWE)

I am therefore, happy to give my full support and /or endorsement in the hope that this token will contribute to the successful execution of what Alliance Arts Festival sets out to achieve.

I hope that other people will also appreciate the aims and objectives of AAF and will hence give this initiative the full support it so deserves.

Wishing you a success at your project

Yours Sincerely

Walter Sisulu

mfeyizwe



# ALLIANCE ARTS FESTIVAL

SUPPORT  
ARTS & CULTURAL  
DEVELOPMENT,  
EDUCATION,  
CULTURAL IDENTITY & PRIDE

TEL: 011-720 7094/5  
27-11-720-7094 ext 21  
FAX: 011-725 5006

SUPPORT THE  
CULTURAL  
CELEBRATION  
OF LIFE

A VIBRANT LIFE WILL CONTRIBUTE TO OUR COUNTRY'S SOCIAL DEVELOPMENT

ANC HEAD OFFICE  
Deputy President  
Attention: Cde. Walter Sisulu

From: Sipho Singiswa  
Alliance Arts Festival

Date : 20 September 1994

Dear Cde. Sisulu

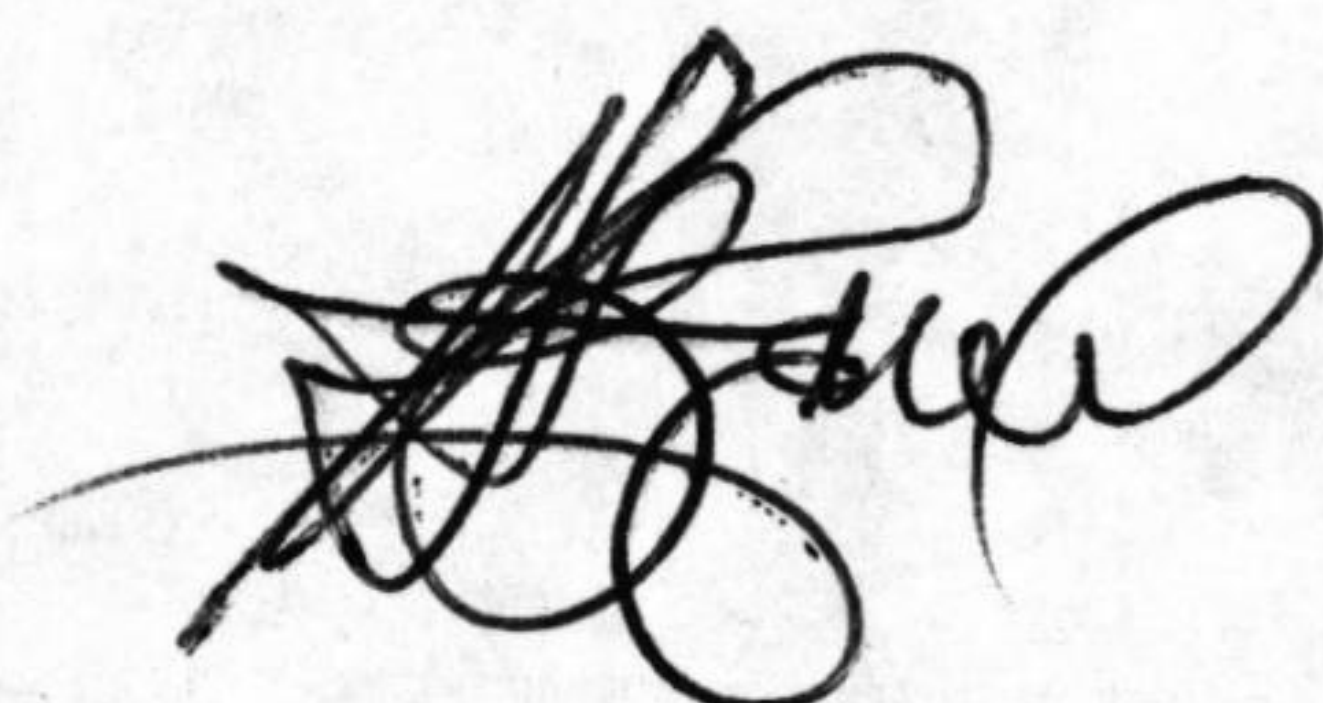
I hereby , wish to introduce the above-mentioned project that is being organised by the Alliance Arts Festival . ( See attached document)

I also appeal for an opportunity to meet with you as a matter of urgency so as to present the project .

Your comment, criticism, suggestions , support and endorsement for the MFEYIZWE project will be held in the highest esteem.

I look forward to your immediate and favourable response.

Yours Sincerely



Sipho Singiswa  
Project Co-ordinator



## YAKH'ISIZWE MUSIC FESTIVAL (MFEYIZWE)

Yakha means build, Isizwe means Nation Yakh'Isizwe Music Festival translates into Build the Nation Music Festival.

The Yakh'Isizwe Music Festival, henceforth referred to as **MFEYIZWE**, is an attempt through arts and cultural activities to address some of the immediate socio-economic issues greatly affecting artists, cultural producers and the community at large. **MFEYIZWE** came into being as a direct concern of South African people, artists and cultural producers affected by the present socio-economic conditions in South Africa.

The artists and cultural activists expressed a strong desire for a music festival which can be a cultural vehicle to address their immediate concerns e.g. homelessness, unemployment, the spiralling AIDS, crime and violence whilst simultaneously making a significant contribution to the **Reconstruction and Development Programme (RDP)**.

After expenses, 70% of the proceeds from the gate-takings will be contributed to the RDP in order to assist its speedy implementation while 30% will be used to organise the next festival scheduled for April 1994 and /or to coincide with the first South African democratical election anniversary.

The festival will become a regular national event consisting of international cultural exchanges. It will present a great variety of works produced in South Africa and the African continent and reveal the arts and cultural richness of our continent beyond linguistic, political, race and religious barriers.

Major international stars, especially from African states, will be invited in order to attract a large public/audience. The programme will ensure that local talent enjoys equal time with the young groups featuring prominently in the first part of the Festival.

Several activities designed to meet the expectations of the artists, cultural workers and the public at large, including the business sector involved, will be organised at the sametime as the festival.



## **INTERNATIONAL CULTURAL EXCHANGE**

As South Africa is now poised for an increase in her integration into the international community, it is important that the arts and cultural community, and the pertinent industry keep abreast of the developments. This will be achieved by, amongst other, forging strong links of co-operation with the international counterparts across all art forms and disciplines.

The international cultural exchange should be in the form of co-operation which ensures the international promotion of South African cultural expressions in a way which not only benefits artists and cultural producers, but the entire South African society. It must be in such a way that ultimately contributes significantly to our national education and economic development.

The **MFEYIZWE** wants to contribute to this process of integration by focusing the international community's attention on South Africa's diverse and rich culture, including the natural environment. **MFEYIZWE** will, inter alia, achieve this through the extensive use of media advertising and publicity campaigns.

### **DATE OF FESTIVAL**

10th - 11th of December 1994 ( It is a 24 Hour Festival )

### **INTERNATIONAL ARTISTS**

Negotiations are already afoot with international artists such the following :

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| • WHITNEY HOUSTON               | • ISMAELLO (SENEGAL)                  |
| • BOBBY BROWN                   | • YOSSOU N'DOUR (SENEGAL)             |
| • OMAR PENE (SENEGAL)           | • PETER GABRIEL                       |
| • LES TETES BRULEES (CAMEROON)  |                                       |
| • SADE                          | • MANU DIBANGO (CAMEROON)             |
| • SALT N' PEPA                  | • MARIAH CAREY                        |
| • ALI FARKA (MALI)              |                                       |
| • BOYZ 2 MEN                    | • MC SOLAAR (CHAD)                    |
| • TONY BRAXTON                  | • THE SPIRIT OF THE PEOPLE (ZIMBABWE) |
| • BARNEY WAILER                 | • MAYENGU CULTURAL GROUP (ZAMBIA)     |
| • ZIGGY MARLEY                  | • NAYANKA BELL (COTE d'IVOIRE)        |
| • INNER CIRCLE                  | • MAHMOUD AHMED (ETHIOPIA)            |
| • CHAKKA DERMUS &<br>THE PLIERS | • PEPE KALLE (ZAIRE)                  |



## **THE PROGRAMME**

International input will be engaged in finalising the programming of the festival.

Individuals and groups will present a wide variety of cultural performances and works.  
Performing Arts -music, vocal groups, choral music, dance groups, theatre, etc. Visual Arts - exhibition of fine arts, photography, stalls and displays, indigenous art forms, craft and utility arts, etc.  
Literature - recital of poetry, short stories , etc.

### **MUSIC**

As music is an universal language which easily breaks down any communication barriers it will be the major focus of the **MFEYIZWE**. There will be a live recording of the music festival and filmed by both national and international television stations who will, with the **MFEYIZWE**, be the co-owners of the copy-rights to the coverage of the festival.

The best music highlights of the festival will be edited and compiled into a compact disc (CD) and audio-visual tapes for sale and re transmission by national and international radio and TV stations.

### **OBJECTIVES**

The objectives here is to take advantage of the force and diversity of the African music and culture in general and expand it into the international markets, thus contributing to job creation . This will be an opportunity for all South Africans to discover previously unknown of and new cultural groups on their continent whilst simultaneously introducing the international community to a broad and new range of local music.

Though the major objective of the **MFEYIZWE**'s music programme will be aimed at revealing the musical richness of our continent , the **MFEYIZWE** organisers will ensure that the programme has an appeal to a wide range of People.

The **MFEYIZWE** will also present a broad variety of works produced in the continent, and hopes to provide a suitable forum for promoting cultural identity and pride. This forum will allow artists and cultural producers the comfort and confidence to discuss their specific problems and seek solutions which are most appropriate to their national and regional conditions.



## **SOCCER**

**MFEYIZWE** will also feature three international football games consisting of three or four teams of international repute.

Negotiations are afoot to secure the Brazilian, Portuguese, Italian, Tanzanian, Ghana, Zambian & Morocco National teams. These National teams will play South African National Teams.

In this regard AAF has approached the South African Football Association (SAFA) to Assist with the Soccer programme. The President of SAFA, Mr. Solomon "Stix" Morewa Will play a pivotal role in the successful execution of the soccer programme.

### **Anti Crime & Violence Conference**

One of the main components of the first week of the workshop programme will be a 2 day anti crime and violence conference. This conference will, inter alia, focus on:

The promotion of greater community participation in all efforts aimed at prevention of crime and violence.

The rehabilitation of victims of crime & violence

crime & violence prevention methods in other countries

Means and methods of effective crime and violence prevention

This conference is a result of a serious concern about the high levels of crime & violence in South Africa today.

## **TRAINING WORKSHOP**

(One month long)

Despite the extraordinary individual breakthrough on the international markets. The majority of artists and cultural producers still operate outside the established cultural structures and/or industry. **MFEYIZWE** plans to address this problem through a series of training workshops involving international participants.

The workshops will start three weeks before the 24 hour showcase festival that begins on the 10th -11th December 1994. The last workshop will continue for a week after the festival and it will, inter alia, evaluate progress, the festival itself, etc and will plan the next festival scheduled for April 1995 to coincide with the first democratic election anniversary in South Africa.



**The training workshops will focus on:-**

- Arts and Cultural development and education in South Africa;
- Cultural development and education in other countries (Africa, Western and Eastern countries) and how this development relates to South Africa;
- Cultural and Eco-tourism in South Africa and its international relations;
- Ways and means of promoting cultural production in the region (Southern Africa).
- Regional , National and International cultural exchange programmes;
- Job creation and economic development around cultural production; and the MFEYIZWE festival preparation and programme

**ECONOMIC DEVELOPMENT AROUND CULTURAL PRODUCTS JOB-CREATION**

The international status of the festival, the national and international media coverage the sale of accessory products, craft work, utility art, etc. Compact discs and audio visual tapes portraying the best moments of the festival , the increased use of air transport , hotels, tourism, etc will be an ideal opportunity for the various sectors involved to develop around this specific market - cultural industry.

**TOURISM**

The cultural and eco-tourism in South Africa will form an integral part of **MFEYIZWE's** Advertising and Publicity Campaign. This will be creating greater local and international awareness of South Africa's underrated beautiful natural environment and tourism potential .

**ACCESSORY PRODUCTS**

As part of **MFEYIZWE's** training workshop participating artists and cultural producers will produce accessory products such as T-shirts, caps/hats, bags, towels, earrings, bangles, posters, wall-hangings, etc. which compliment the festival , participating artists and Sponsors (wherever applicable) . Private companies will also be contracted to participate in this regard. The footage of the festival will be edited and compiled into a compact disc (CD) and audio-visual tapes for sale, transmission and re-transmission locally and internationally , under labels approved by **MFEYIZWE**.



### **EXHIBITION AND HAWKERS / TRADERS' STALLS**

At the festival venue there will be stalls consisting of accessory products (and where applicable a wide variety of consumer goods ) for both display and/or sale. All festival stalls will display the festival logo, including the sponsors' names and/or logos.

The festival will be one of the avenues that offers the local companies and people a chance to acquire greater experience in the development and command of future international operations and events.

### **RECORDING /COVERAGE AND FOOTAGE OF FESTIVAL**

A documentary on the preparations, training workshops and the 24hour week-end - (10th-11th Dec 1994 ) showcase festival will be shot. The whole festival will be filmed and recorded live by both national and international radio and television stations who will, with **MFEYIZWE**, be the co-owners of the copy-rights to all the coverage and / or footage material of the festival. This co-ownership will be based on conditions agreed upon by the concerned parties.

The footage will be edited and compiled into compact discs (CDs) and audio-visual tapes for sale, transmission and re-transmission locally and internationally. This will be under labels approved by **MFEYIZWE**.

### **MEDIA ADVERTISING AND PUBLICITY CAMPAIGN**

(Print , electronic media, and cinema and/or theatre)

The advertising and publicity campaign will be spread over a period of a month before the showcase festival date (10th December 1994)

Media is a powerful tool for conveying cultural information and values to the public at large. It will, therefore , play a crucial role in **MFEYIZWE's** Advertising and Publicity Campaign. **MFEYIZWE** will secure national and international media coverage consisting, interalia, festivals related competitions and live satellite crossovers of the whole cultural festival.



### **PRINT MEDIA**

Advert - posters; pamphlets and invitations; press statements; interviews; articles; editorials; accessory products e.g. T. shirts; caps/hats; bangles; earrings; etc.

### **ELECTRONIC MEDIA**

Adverts - billboards; cinema/theatre; radio and television, including radio and TV interviews; talk shows and competitions related to the festival, and accessory products e.g compact discs and audio-visual tapes.

**MFEYIZWE** will invite both local and international artists, cultural producers and sponsors to participate in the month long **MFEYIZWE** advertising. publicity campaign and training workshops. This will give arts and cultural producers, including the business sector, an opportunity to advertise their products on a national and international level.

The radio and television talk shows and interviews will be a platform for the public to speak (phone-in) to the artists , cultural producers and sponsors whilst simultaneously being an opportunity for both cultural producers and sponsors to talk and answer questions about their products.

### **SPONSORS**

For business companies **MFEYIZWE** 's advertising and publicity campaign will present a platform to respond to questions of public interest such as:-

"how much does the public and your specific target market know the leading role you play towards social upliftment that you sponsor a number of community activities; that you are the supplier of their day to day needs; that you care about their welfare and doing much more than just meet the eye ?"

How much does your labour force know about " their company's culture; history philosophy policies; etc. how the company has come to what it is today ?"

It will also be an ideal platform to address areas of direct bearing to the black community, the fastest growing market in South Africa today.



**Some of the areas that sponsors could highlight are:**

- past and present successes in the market place;
- job advancement and enrichment programmes;
- the roles and responsibilities of functional heads or divisions;
- the production process;
- the personnel department and how it copes with day to day staff demands; and/or
- any other topic that the sponsors think should be known by the workforce and public.

**MFEYIZWE's** will be an opportunity for participating sponsors and organisation to directly help the public get to know much more about the sponsors. You will be surprised how far this will help in getting people to know about things you seldom talk about in advertising , but that you think it would be better if they knew.

All these factors around the festival are significant media and economic elements that will project and enhance the international cultural image of South Africa. This will in turn contributes to the international promotion of the Cultural and Eco-tourism industry, thus to job-creation and social advancement in South Africa.

**VENUE and TECHNICIANS**

(Johannesburg as a favourite choice venue)

The venue has to be one which offers the most comfortable and safe access to as wide as range of people as possible. Johannesburg is the favourite choice due to its infrastructure that augurs well with the demands of a music festival of this magnitude.

Johannesburg offers, interalia, some of the best hotels, regular flights and transport infrastructure; well-equipped national radio and television stations (SABC) and cablenetwork (MNET) , very experienced artists, cultural producers and technicians in audio-visual and sound equipment necessary for this festival . Johannesburg also offers all the equipment a music festival of this size requires.

**ALL THESE FACTORS ARE FAVOURABLE ELEMENTS FOR THE SUCCESS OF THE YAKH'ISIZWE MUSIC FESTIVAL**

**ORGANISING COMMITTEE**

- Co-ordinator / Fund-raiser
- Secretary/Typist
- Administrator /Bookkeeper
- Public Relations Officer
- Organiser

The four portfolios will operate in close consultation with an organising sub-committee .



### **SUB-COMMITTEES**

- Design of advertising , pamphlets, posters and invitations;
- Exhibitions and space, including displays, stalls, and booking thereof;
- Programme
- Venue and Security
- Competitions and Judging
- Distribution ( pamphlets and posters )
- Transport (arrangements and agreement will be negotiated with the transport sectors to ensure maximum safety and easy access to and from the venue)

### **TIMING SCHEDULE**

Ten weeks of planning and implementation

Five weeks of competitions from the first week in which adverts appear and pamphlets and posters are distributed;

One week of pamphlets and poster distribution;

One week of sorting competition entries and judgement and

One week of mounting and sorting out exhibition items

**TOTAL TIME SCHEDULE :** 18 weeks of preparations and implementation

**BUDGET ATTACHED**

### **PROCEEDS FROM THE FESTIVAL**

To set up YAKH'ISIZWE CULTURE FUND (YICFUN) which will benefit all sectors of our society

### **YICFUN AIMS**

To assist and act as a support group, through arts and cultural activities, in all crises and situations confronting communities;

To support the cultural work of community and worker organisations through the provision of human and material resources and ensure the survival of indigenous art discipline and /or forms;

To promote the improvement and democratisation of cultural infrastructure in South Africa;

To promote awareness of and the need for education in creative arts and the vital role they can play in our country;



To support all health bodies and workers who have a commitment in ensuring that health and social services reach the poor, the pensioners, the disabled, the unemployed and homeless South Africans;

Support and assist in the AIDS awareness education;

To promote awareness for greater community participation in all peace initiatives, and cultural activities;

To contribute to the prevention of crime, violence and the rehabilitation of victims through arts and cultural activities.

To promote a culture of friendship and goodwill;

To promote the African cultural industry and eco-tourism , nationally and internationally;

YICFUN will contribute to the South African integration into the international mainstream arena through arts and cultural activities , exchange programmes, festivals and training workshops. This will, inter alia, help expose South African artists /cultural workers and the broader community to other enriching cultural experiences previously unheard of in South Africa.

YICFUN will forge and promote strong international links in the hope that this will , inter alia lead to the creation of a national and international employment and marketing network for South African artists and cultural producers.



ANC Project - not under DAC.  
Chairman of DAC PWV Region  
To lift the artists of S.A.

11

Maduna  
Naidoo

Tokyo Winnie

Tuok Stix Mxewa

Jesie

Sydney

3 months

Funding - trying to get Embassies  
PACT is funding administration  
for RDP