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11/13/39 Hz 8 H. 4 ,

BmmJQl1 is the cultUPal engemble of the African National Congress, " . . . a national organizatimn under whase banHEP, Smuth AfPicans of \$1; Paces, have united in the stPuggle to overthPow the apartheid Pegime."

Composed of thirty young exiles (Pom variaus paPts ahd cultures of South Africa, ngng g wag fQPmed in Angola afteP the 1976 Soweth upriging.

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ngngig 13 alga a theatural production depicting black South AfPicanS histmry and cultures

_ " 044/6/'75 , 6m79dk

amalgmg is the Zulu word foP PaweP,Z/Eymb011"ud byi the77Qg /9 33.

buPnni.n9 spear and the ingpiration that comes mem the stPuggles mf blacL peaple in South Africa. 4

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 (:Pmlonization and rule. V , .1 . . . , g 1
 11/13/89 22:49 3 V f' 11 p_gl
 PAGE (2)
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 L.E_.F: 0331.122 V " i' 1
 3mm gig; the theatrical prmduction was written, Uirettbd,
 choweugraphed and produced by Jonas Gwanswa, celebrafed
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 South African musician and composer. He also cmmpoaed most
 of the music for ngngig and the film ggx_EnggQ_
 1. (Excerpt 9% About ;.. Time magazine article " Oct. ' 89) '
 2. (Quotea from Criticg) 22
 South Africa and the baginning of Aparthe;d under European
 1 11 .,
 'sn- Q1!
 1:"
 Throughout the twmwpart perfurmance,_therq are signifidant
 higtorical periods and dultuwal events of South Afrigaihecreafed
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 tfwnugh traditional and modem music and/danc;e.11.
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 gunding of tha African National Congress - 1912. .: 1V
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 o
 0 Formation of the Bpaar of the Nakion h719&1. 1
 o Nelsmn Mandela in court 2 19642 ' . , ,y, 1 M1
 0 Urban,lifa in black South Africa. M2 'Q Q EH:2
 0 The Nmnen)3 Peristance. ; 551 i;
 0 Mine workerg the pupular gumbodt dance. EQAf
 '? .111
 Culture w particularly music and hheatre t 1% an int&9ral
 . V Yr: 1 .Q ,
 '2 . w 11
 part in the registance movement ln South thlca. Bath)
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 A 1') 11 "
 traditi.anal and modern cultures are creatively fused into
 1 1
 a aalidifying evening of entertdznment and enllghtenment.

11/13/39 22:58 a - . ;h E h- p.32

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For the introduction of Amandla to American audiences, there should be a special "premiere week" of eight matinee and

4; -

evening performance. Each performance should be "dated" L

or "Sponsored" by a local Organization or, Group of High V

g organizations (social, fraternal, business) or governmental

entity (city government, council members, etc).x h.b

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w 'vg.

Prior to each matinee and evening performance, the Amandla

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cast and "celebrity" guests would arrive at the theatre in limousines and enter via a "red carpet."i Guests would

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include film stars, theatrical personalities, authors,

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politicians, sports figures and others from America, South

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Africa and other countries;

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There would be continuous performance of South African music

in the areas - indoors and outdoors in the theatre.

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Another option is samplings of authentic South African

food and beverages served by natives in colonial dress

This food should not be sold but offered free to the

patrons. The lobby of the theatre should be decorated

with

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South African artifacts, photographs, historical documents

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and significant statements. 1

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PAGE (4)

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Befmre the A grlg_Lg curtain Pisea, the host oraanizatian(s)

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for the evenlns ghould welcome the cagt and guests. There

may be brief speeches by some guests, such a3 the soVedoF,

maymr, community leader, etc. During tha day, Priovgfa

' ' .25 '1 .-

ngQngmg per%ormance, there wmuld be related activities

\$uch as: . ' :7 - P ?'

book roviewa by South Africans or about South F%mcru'hgt:iaf.yX

art exhibita uf Sauth African wQPk25

muaic performance from South Girica

dance concerts of South African background

S outh African plays

discussion groups concerning South Africa , :

making of foods, craftg and clothing 3 3 ?,

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Agreements should be made with city officials and other
governmental agencies to set aside certain areas as "Amandla

l
gites" for entertainment and other related activities consistent
with South African culture and history. Also, similar
agreements should be set up with restaurants, nightclubs,
hotels, department stores etc. to offer discounts, 'wihe,'
reduced rates and admission and other benefits whenever

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Amandla ticket stubs are presented.

PAGE (6)

QMANDIA SUUVLNER Pagggem

m....._....._..... "u-.- .u

Prmpose high quality journal in four colors and de5i9ned :
55 program guide (free to Amandla audience) and informational
source (sold to all other5)

C WVEEM 6M; Maw #60964 #544 W W MW

South Aflican tribal histnry and pertinent statistica IV

Hi5tory of AmandlaL the cultural enaemble '

Hi5tory and synopsis of AmandLQlw the theatrical Production ,
and critiCS comments. 5 1 - 1

The Performance de5criptimn ' ' E ' V

C05t/crew/direct0r biographicsE ,

Patron li5t E i

Hash organizations list.

Advertisements/editorial comments

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Initiate cnvar letter for patential journal advertisers:
and follow-up with the telephone Survey. EUse muck5up Journal
W; E f .

for direct 55155 contacts, illustrating 174, 1/2, fuyl page,
' etc. spaces with benefitS to advertisers W?i.e. "Ba5ed on
5tati5tics, 1/4 page will reach xznf PFDJected ani5hC5
of _m and cost \$ E.

' ayyggnwsmgmempw. E E , , '

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mail campaign and supportive Space advertxsementa, Welevxszon

'l ' E L'N'E

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and radio 5pots, public relatioh5'h5155555 and nawsg555b,

Wtelevision and radio interviews; WffffW_ W

Potential Capacity Audience w 8E5HDQ5!G 2;560 :

EDirect Mail Piece5 150,000 G 5W r5tu55 15g: . , 5

Advertising, T.V. Radio 1000,000 e .052 return

thher 500,000 Q .012 return

5;.WQPd 5f Mouth 300,000 e .8332 return :

EExpected ticket sales per advertising a \$29, 000

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Three piece bulk mailer

1. Computer peramnalized letter detailing benefits
2. anchure \$upportin9 and reimphasizins benefits
3. Reply card (aalf addrwsaed stamped)

In addition, brochure would includa participating commerical units offering benefita with pregentation of Amandla ticket atubs. ' ; Uvq_

, yh_

In each performing city, the Amandla cast and crew Should be presented with the mppmhtuniby to participate in Public activities with the community and pthideka number a? complimentary ticketg t0 that cdmmunity.

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0 public \$chwol presentationa _ . , g

o community/geninr citizenB/handicap agencies i

0 radio and telaviaion appearances . g

0 outdoor facilitiea for ymuths , 'L; E

Egmmem E E I E I

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Overall, the Amandla prumotion and Phrfohmgnce should consititute a coordinated effort of all the individuilgf n

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pieces into a unifying packaga. ?

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Since the potential audience is partkof the Edtal cuhmdhity,

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the majwr thrust of advertising/phomotionhshauld be pgracted

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to the total community. Da\$ign of ticketg; prograini

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ada, etc. shnuld reflect a "family" Pegehhgance.

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AVAILBILITY SCHEDULE :
 m_mm #ng-..
 SINGAPORE MAY 26 JUNE 07,1990 ;
 MALQYSIA JUNE 07 W JUNE 17,1990 l
 AUSTRALIA JUNE 17 " JUNE 27,1990 '
 AMQNDhA CDMPONY RESPONSIBILITIES ' r :
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 SALARIES (DIRECTUR/PRODUCER, RDMINISTRATIVE FEES)
 TRANSPORTRTIDN 1 I : 1
 FOOD & LODGING
 SFONSUR/PRODUCER RESPONSIBILITIES . w . 3
 m
 THEATRE RENTAL
 BOX OFFICE
 HOUSE MANAGER
 LIGHTING , i, x 5;; -
 SOUND EQUIPMENT/TECHNICAN f ; 1:
 TECHNICAL STAFF DIRECTOR A z . a? Na? w i #'
 SET COORDINATION a# '
 ADVERTISIMENT
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