

BOYCOTT

THE GODS MUST BE ^{RACIST} ~~CRAZY~~



**LET'S UNITE
AGAINST APARTHEID**

ISOLATE SOUTH AFRICA ON EVERY FRONT!

DON'T SPEND MONEY ON SOUTH AFRICAN PRODUCTS

PICKET THE ELMWOOD THEATER (at ASHBY and COLLEGE in BERKELEY) and the VOGUE THEATER (at PRESIDIO and SACRAMENTO in SAN FRANCISCO) for further information, call 527 1401



PARTIAL LIST of ENDORSERS: BAY AREA FREE SOUTH AFRICA MOVEMENT, SAN FRANCISCO ANTI-APARTHEID, ALL PEOPLE'S CONGRESS, ART AGAINST APARTHEID

WHY WE ARE PROTESTING

- * This film reinforces the racist notion that African people are only noble in extreme isolation, rather than in the complex and varied world within which they really live.
- * South Africa practices institutionalized racism called apartheid which means "separate development". Apartheid denies Black South Africans both human and political rights! Filmmaker Jamie Uys is a white South African who does not call this socio-economic system into question but, rather, trivializes it.
- * The fact that this film is enjoying international popularity and is being screened in the Bay Area indicates that racism is an acceptable way of life, not only in South Africa but in the United States. As long as racism exists, there will be neither peace nor social justice in either the U.S. or in South Africa.
- * The U.S. government and U.S. multinational corporations play a major role in propping up apartheid. This heinous situation gives us the important responsibility of challenging one of white supremacy's most vital life lines.
- * By boycotting this film we are saying "NO" to racism in South Africa and in the U.S. and wherever else it rears its ugly head.

"The Gods Must Be Crazy" received rave reviews as a 'comedy'. Do you know what you are being asked to laugh at? The San people (a Black nation, otherwise known as "Bushmen") about whom this film is made, are one of the oldest civilizations on earth. The patronizing attitude toward them in this film is consistent with the most insidious forms of racism towards native people. This paternalism should be seen with the fact that the San people are nearing extinction now, in part because during the European colonization of South Africa, it used to be sport to hunt and kill them.

Sections of this film depict Black and Whites working harmoniously together as equals. This is not true: Blacks work for whites. The white minority population has access to all the privileges that South Africa has to offer, while Black people cannot own land, cannot choose their own leaders, cannot even vote. There are 4 million white people on 87% of the land and 25 million Black people who are forced to live on only 13% of the most arid land.

In order to enforce this gross inequality, the South African government rules by force. South Africa has a para-military police force and the largest army in Africa. And Black people do not passively accept the dictates of the South African government; they continually resist the system of apartheid. Thus the portrayal of the PAC, ANC and SWAPO (the names of the liberation groups in South Africa and Namibia) as inept and bungling is a rather cruel joke at the expense of people who are involved in a life and death struggle for their people and their countries.

This film enhances South Africa's international image and boosts the South African economy, thereby strengthening South Africa's role in the world. Right now, the United States government and U.S. corporations think South Africa is a great place to do business because of high profits and also because South Africa is regarded as a friend of the West! Racism doesn't bother them.

But by boycotting South African goods and South African culture, we can affirmatively say that, "APARTHEID HAS GOT TO GO". It's not enough to feel apologetic or uncomfortable about the U.S. relationship with apartheid South Africa. Excuses will not make racism go away...people can make racism go away and that especially includes us in the U.S.

LET'S MAKE A CHOICE BY BOYCOTTING THIS FILM.
SUPPORT PEACE AND SOCIAL JUSTICE-
FIGHT APARTHEID HERE & IN SOUTH AFRICA