Imagine a people leading the world in a fight for their freedom and inspiring millions to act when their governments would not. Imagine ordinary citizens from around the globe committing themselves to a decades-long fight to end a crime against humanity and winning. Think it could never happen? It did.
The Documentary Series

Have You Heard From Johannesburg is a powerful seven-part documentary series by acclaimed filmmaker Connie Field that shines light on the global citizens’ movement that took on South Africa’s apartheid regime. It reveals how everyday people helped challenge – and end – one of the greatest injustices the world has ever known.

Have You Heard begins with the story of freedom fighters in South Africa who are systematically killed, jailed or exiled for resisting their political oppression. Embattled South Africans call on the global community to take action, laying the groundwork for a decades-long international campaign. People around the world take up the anti-apartheid cause, challenging their governments, powerful corporations and other institutions to face up to the immorality of their collaboration with apartheid. Have You Heard follows three generations of the struggle inside South Africa and battles waged in sports arenas and cathedrals, in embassies and corporate boardrooms, in rock concerts and in gas stations around the globe. Pulling together the many threads of international anti-apartheid action for the first time in any medium, Have You Heard From Johannesburg is an inspiring example for citizens and movements around the world.

The Campaign

As the world celebrates the twentieth anniversary of Nelson Mandela’s release and turns its attention to South Africa for the World Cup, the Have You Heard From Johannesburg Campaign will shine a light on the achievements of the global anti-apartheid movement and inspire audiences to think about what they can do to change the world today. Broadcasts of the series, an interactive web platform, sneak preview events and public screenings in 2010 will bring these untold stories to communities around the globe.

Why Now?

Apartheid is long over, but the struggle to achieve justice for all of the world’s people continues. The Have You Heard From Johannesburg Campaign will take viewers inside one of the largest and most successful human rights campaigns in history and invite audiences to think about the questions it raised, including:

- How can social movements grow over generations?
- What does it take to make governments, businesses and other major institutions move?
- What are the responsibilities of global citizenship?
- What unique role can each of us play in social change?

So whether you’re a business interested in socially responsible practices, a veteran organizer or a student getting interested in social justice for the first time, this story is yours.

GET INVOLVED

Active Voice, a U.S.-based media strategy company, is working with leaders in human rights, civil rights, civic engagement, faith institutions, youth groups and sports organizations to make the most of this global communications event.

Contact Active Voice at ana@activevoice.net to join the Campaign today.

THE STORIES

ROAD TO RESISTANCE
As the U.N. adopts the Declaration of Human Rights, South Africa heads in the opposite direction and implements apartheid. A mass movement is born, then crushed, and Nelson Mandela is jailed for life.

HELL OF A JOB
The future of the movement is on the shoulders of Oliver Tambo, who escapes into exile and begins a 30-year journey to engage the world in the struggle to bring democracy to South Africa.

THE NEW GENERATION
Youth in South Africa and around the world are next to join the growing movement against apartheid, and the brutal suppression of a youth uprising in Soweto galvanizes public support for sanctions against South Africa.

FAIR PLAY
Athletes and activists around the world hit white South Africa where it hurts: on the playing field. The sports boycott pushes apartheid South Africa out of international sporting competitions, isolating it in an area of passionate importance.

FROM SELMA TO SOWETO
African Americans alter U.S. foreign policy for the first time in history, successfully pressuring the U.S. to impose sanctions and politically isolate Pretoria.

THE BOTTOM LINE
International grassroots campaigns against Polaroid, Shell, Barclays, General Motors and others doing business in South Africa economically isolate the apartheid regime and become the first successful effort to use economic pressure to help bring down a government.

If you could see their national sport, you might be less keen to see their rugby.

FREE AT LAST
An uprising in South Africa becomes the final blow in the cumulative world effort to topple apartheid. Nelson Mandela becomes a household name as the campaign to free him ignites a worldwide crusade.