

CORPORATE WATCH

A FOCUS ON MULTINATIONAL CORPORATE INVESTMENT IN SOUTH AFRICA

Volume 1

EYE ON COKE

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THE COKE CAMPAIGN • 92 Piedmont Avenue Atlanta, GA 30303

THE COKE CAMPAIGN MOVES INTO 1987!

The Coke Campaign is beginning the new year with a renewed commitment to this important divestment issue. We will be publishing this monthly newsletter, CORPORATE WATCH: EYE ON COKE, A Focus on Multinational Corporate Investment in South Africa. This newsletter will serve as a clearinghouse for the Coke Campaign. We welcome submissions for publication on this campaign and related corporate economic disengagement issues. This newsletter is designed to keep us connected, coordinated and well informed on this issue. We are proud to provide this service. We look forward to your full participation in the Coke Campaign!

Tandi Gcabashe



TOTAL ECONOMIC DISENGAGEMENT NOT SYMBOLIC GESTURES!

Coke was initially cited as a focus for a divestment campaign due to its philanthropic posture in the United States in the African American community as well as other third world communities. The contradictions of Coke's national reputation and its international reality (their foreign policy) in South Africa and elsewhere in the world is enormous. It is also one of the most visible and affordable consumer products in the world. The purpose of the campaign was to encourage Coke to take corporate leadership in total economic disengagement from South Africa.

When the Coca-Cola Company announced its plan to disinvest September 17, 1986 the announcement generated a need for analysis of the plan. That analysis resulted in a revised strategy and reorganization of the Coke Campaign. A meeting with many of the national sponsors of the campaign took place in Philadelphia, Pennsylvania, November 8, 1986. Representatives from the Georgia Coalition for Divestment in South Africa, The American Friends Service Committee, the American Committee on Africa, and the National Black United Front were present.

The Coke Campaign national office has also been in dialogue with endorsers, sponsors and supporters that were not able to be present at that meeting, such as the Washington Office on Africa, and the Nuclear Weapons Freeze Campaign.

Decisions made at that meeting will result in a new educational thrust for the campaign and the building of strong, grassroots support of this important divestment issue. Education on the definition of disinvestment was viewed as essential because the Coke "disinvestment" announcement has resulted in a rash of similar announcements by other companies such as IBM, General Motors, Honeywell and others.

It was agreed that the definition of disinvestment that is acceptable to the Coke Campaign supporters and other anti-apartheid organizations is total "economic disengagement" and "comprehensive economic sanctions." The Coca-Cola Company does not comply with that definition due to its continued presence in South Africa and its financial ties to the South African government, the apartheid regime.

It must be remembered that the object of disinvestment is not to change the color of people who finance apartheid, whether Black or multi-racial, but to end all financial support for apartheid by cutting off all corporate taxes to the South African government.

As an article in the Wall Street Journal pointed out: "The company won't lose any money; its products will continue to be sold through the fifteen independent bottlers in South Africa."

It is for this reason that Coke will continue to be the focus of a national campaign that will aggressively insist on total economic disengagement. Coke must leave South Africa! Only when cessation of all economic operations and connections, including license, trademarks, factories, suppliers and distributors takes place will the Coke Campaign be discontinued. The struggle to end apartheid's "crime against humanity" must be a concerted effort by the general public, multinational corporations and religious institutions. The end of apartheid in South Africa must be something that everyone must view as a priority. Coca-Cola must do more than offer symbolic gestures. Coke must not continue to let apartheid go better with Coke!

COKE CAMPAIGN DEVELOPS SPEAKERS BUREAU

The Coke Campaign is in the process of developing a Speakers Bureau that will focus on the Coca-Cola Company, but will also examine the concept of total economic disengagement as it relates to multinational corporations in general. We are interested in having well informed, committed people speak on this issue to community organizations, educational institutions, religious bodies and others. If you are interested in the Speakers Bureau, contact the Coke Campaign c/o AFSC, 92 Piedmont Av. NE, Atlanta, GA 30303 (404) 586-0460.

FACT FINDING TEAM MEETS WITH COKE

On December 15, 1986, four prominent national figures, comprising what the Atlanta based National Coke Campaign calls a "Fact Finding Team," met with Coke officials.

The purpose of the meeting was to gather, assess and evaluate information and facts concerning Coca-Cola's intended pullout of South Africa.

Since the September 17th 1986 "disinvestment" announcement by Coke, varied kinds of interpretations have been made. Statements have ranged from "smoke screen," "sham," "dubious", to outright condemnation. The public has a right to know the truth so that interested persons can make a fair and reasonable judgement of the Coke action.

The meeting was cordial and polite. It was a major step toward having Coke understand that prominent, long term members of the anti-apartheid movement have serious questions about Coke's supposed disinvestment. This was a statement of the Coke Campaign's intent to doggedly pursue the issue toward the ultimate goal of total economic disengagement. We all eagerly await the next issue of CORPORATE WATCH: EYE ON COKE, where a full report of the Fact Finding Team's visit to Coke will be featured.

The Reverend M. William Howard
Executive Director of the
Office of the Black Council,
Reformed Church in America.
Past President, National
Council of Churches.
(photo not available)

The Fact Finding Team consists of the following individuals:

Judge William Booth
Attorney. Former judge of
the State of New York.
Chairperson Emeritus of the
American Committee on
Africa. Widely traveled in
Africa.



Ms. Jan Douglas
Consultant in national and
international affairs.
Former Director of Community
Relations under Maynard
Jackson. Recent
Congressional candidate for
Georgia Fifth Congressional
District.



Britt Pendergrast
Retired Atlanta business
person. Member of Atlanta
Friends Meeting.



GSU SCAAR SUPPORTS COKE
CAMPAIGN

by Dwayne Redding

On December 10, 1986, the Georgia Board of Regents voted to divest its portfolio of stocks and securities with companies operating in Southern Africa. This decision was primarily influenced by the GSU Student Coalition Against Apartheid and Racism (SCAAR). For two years we diligently pursued the total withdrawal and support of the brutal apartheid regime. However, as students we fully and completely understand that campus divestment is only one means of supporting friendly, majority rule in South Africa.

At home, US corporations represent the lifeblood of the American economy. Abroad, they represent the ideals of freedom and justice for all as prescribed in the American work ethic. If these corporations are to be true figures of democracy, then equal pay for equal work must not be substituted or prohibited. If cheap labor cannot be found in America, then it should not be sought in South Africa. No amount of money, no matter how large or small should be deposited in the account of P.W. Botha.

Georgia State University Student Coalition Against Apartheid and Racism supports the National Coke Campaign in demanding that the Coca-Cola Company undertake a program of complete disinvestment and cease to sell any of its products in South Africa.

The struggle continues and victory is certain!

COKE CAMPAIGN CO-SPONSORS AND ENDORSERS

- *Georgia Coalition for Divestment in South Africa
- *The American Friends Service Committee
- *American Committee on Africa
- *Washington Office on Africa
- *National Black United Front
- *Nuclear Weapons Freeze
- *Southern Africa Liberation Committee
- *Capital District Coalition Against Apartheid & Racism
- *National Lawyers Guild
- *National Conference of Black Organizers
- *New Afrikan People's Organization
- *Colorado Coalition vs. Apartheid
- *U.S. Out of South Africa Network
- *Black Student Organization for Communication
- *Florida State University Student Anti-Apartheid Committee
- *Fellowship of Reconciliation
- *War Resisters League
- *SABOC-N.Y.
- *International Council of African Women
- *Student Coalition Against Apartheid and Racism
- *Atlanta Committee on Latin America
- *ACTWU-Southern Region
- *American Federation of State, County and Municipal Employees (AFSCME)

THE COKE CAMPAIGN NEEDS YOU!

The National Coke Campaign is in need of your support. Please contact the National Coke Campaign headquarters at:

92 Piedmont Av NE Atlanta, GA 30303 (404) 586-0460.

We Need Your Help:

* To develop a Coke Campaign chapter in your city, school, or neighborhood.

* To establish COKE FREE ZONES in specific regions where Coke products are sold.

* To give your time to the distribution of literature regarding the Coke Campaign.

* To help with clerical duties regarding the running of an effective national campaign.

* To publicize events around the Coke Campaign.

* To help organize rallies, marches and forums for the Coke Campaign.

* To write Carl Ware, Vice President of Urban Affairs, P.O. Drawer 1734, Atlanta, GA 30301. Insist that Coke totally disinvest from South Africa.

* Call Coca-Cola's consumer hotline 1-800 GET COKE and state your position about their continued presence in South Africa.

* Purchase Coke Campaign materials, make donations, or hold fundraisers to help finance the Coke Campaign.

Order Form



T-SHIRTS	MEDIUM LARGE EXTRA-LARGE	RETAIL \$8.00	WHOLESALE \$6.00
BUTTONS		RETAIL \$1.00	WHOLESALE \$.75
BUMPER STICKERS		RETAIL \$1.00	WHOLESALE \$.75
STICKERS		RETAIL \$.75	WHOLESALE \$.50

Name _____

Address _____

City _____ State _____ Zip _____

MAKE CHECKS PAYABLE TO: COKE CAMPAIGN 92 PIEDMONT AVE NE ATLANTA, GA 30303