



RACISM STOPS WITH ME

An Independent
Media campaign

BACKGROUND TO THE CAMPAIGN





LEGISLATED APARTHEID
SOUTH AFRICA
1948 - 1991

A photograph showing a large group of people standing in a line, silhouetted against a bright, low sun. Long shadows are cast across the ground in front of them. The scene is outdoors, possibly on a beach or a large open area.

1994

democratic elections
black South Africans vote for the first time

The background of the image is the South African flag, which features a red isosceles triangle at the top, a green triangle at the bottom, and a white horizontal band in the center. A yellow diagonal band runs from the bottom left to the top right, and a blue diagonal band runs from the top left to the bottom right, creating a complex, multi-colored design.

2014

20 years after the advent of democracy
structural, every day and pervasive racism was
still alive and thriving in South Africa

1. Racist rants on social media



Penny Sparrow

These monkeys that are released on New Year's Day on to public beaches obviously have no education so to allow them loose is inviting huge dirt and troubles and discomfort to others. I'm sorry to say I was amongst the revellers and all I saw were black on black skins what a shame. I do know some wonderful thoughtful black people. This lot of monkeys just don't want to even try. But I think they can voice opinions about status and get their way dear oh dear. I shall address the blacks as monkeys as I see monkeys.

These monkeys

Matt Theunis

9 mins · 21

So no more sporting events for South Africa. I've been more proud than to say our government of KAFFIRS.. yes I said it so go fuck your fucking cunts

Ka@#?rs



Vanessa Hartley

They like stupid animals. We should hang them to a rope. To many Africans that live in Hout Bay. Draw up a petition. Soon there will be nothing left of Hout Bay.

19 minutes ago · Like · Reply

Stupid animals

Ken Sinclair

Seriously, seriously, seriously had enough of the blacks in this country. Arrogant fucking swines, and I will make it my facebook status because I want them all to know. You are all fuck all without whites, you will be in your little mud huts. Go on as if we owe you everything, what should I expect everything for nothing and the biggest attitude ever come across. You will all get what you deserve... karma

Had enough of the blacks in this country

Like · Comment · Yesterday

8 people like this

Bronwyn

Yesterday

Samantha Nigam

Yesterday

Ken Sinclair

Yesterday at 4:41pm · Like

your own business and they fuck

own the place, no decency to walk straight into u as if they

their mind the white must get out the way. Wherever you go

they stand and stare you up and down as if youre some piece

of shit. They always skinner in their retarded language. Their

attitudes towards things are a joke, by far the laziest people I

have ever come across. You go to the UK, the black people

there are decent, its just these local SA fuckers that are so

stuck up.

And its bullshit man, its racism on another level, yet if a white

says anything about it we are now "racist". Fuck them, theyre

the biggest bloody racists.

And no I wasnt status bombed, if youre a darkie lover then go

fuck one

Ken Moir

" This is racist and

Eusebius

Judge

judge,

people to

She's unfit to

Mabel Jansen

Gillian do you believe that I am even propositioned by my black

colleagues who tell me that they will be in hotel x and expect me to

report there at a specific time? I am shell-shocked. In their culture a

woman is there to pleasure them. Period. It is seen as an absolute

right and a woman's consent is not required. You may find this hard

to accept and unpalatable as did I. I still have to meet a black girl

who was not raped at about 12. I am dead serious.

Mabel Jansen

It is only now that women realise that they have rights and have to

be taken up seriously that we are being hit by the veritable tsunami

of rape cases. But we often have to hear that it was only about the

third time that they sought to report it that they were taken up

seriously. Mothers are so brain washed that they tell the children that

it is the fathers' birth right to be the first. I must hand you - 10, 20,

30, 40 files and you will adopt a completely different attitude. The

white people have a lot to account for. But this? I feel like vomiting....

So no - the black people are by far by far no angels. Their conduct is

despicable.

Mabel Jansen

Murder is also not a biggy. And gang rapes of baby, daughter and

mother a pleasurable pass time. That, in reality, is the flip side of the

coin. They are simply now in a position to branch out and include

white woman. No Gillian - the true facts are most definitely not that

espoused by the liberals...

Part of black culture to rape and murder

2. Students protest racism on campuses



3. Protests against xenophobic attacks around the country



4. Schoolgirls protest “hair discrimination” at a Pretoria school



Our response

- Independent Media, Sekunjalo Investment Holdings and the clothing and textile union SACTWU joined hands to embark on a comprehensive anti-racism campaign – “Racism Stops With Me”.
- Through our collective efforts and the use of our media platforms we want to engage in public education, action and debate on how to end racism in South Africa.



A large circular logo with a red border. Inside the circle, a hand is shown with the left side in white and the right side in black, symbolizing unity and the end of racial division. The text "RACISM STOPS WITH ME" is written in white along the top inner edge of the circle, and "stopracism.iol.co.za" is written in white along the bottom inner edge.

Go to:
stopracism.iol.co.za

#racismstopswithme

Join the conversation.
Share your stories.

"Love has no colour, which is true. So why does hate? Why does hate have a colour? That makes no sense to me." - Lisa Sofute

Logos at the bottom of the graphic include: INDEPENDENT, SACTWU, Ahmed Kathrada Foundation, SEKUNJALO, fpm seta.



The campaign objectives

- To build a network of South African organisations committed to ending racism in South Africa
- Commit space for ongoing RSWM advertising campaigns
- Train a cadre of 100 young journalists to focus and report on racism and have access to our platforms and resources
- Mine our archives to retell stories told through the lens of racism
- To investigate and report on structural, incidental and pervasive racism in all South African institutions and industries AND probe and share successful solutions.
- Design specific calls to action for all South Africans and organisations that result in behavioral change, including public support for RSWM

100 INTERNS PROGRAMME

100 new graduates with journalism, communications, design and marketing qualifications

Placed in newsrooms, marketing, human resources, design and digital under the mentorship of editors and managers.

One month boot camp training by our own staff with modules on the history of racism; fundamentals of journalism, solutions journalism; design theory; and media business models

Ongoing training sessions and personal development plans

Skills transfer – interns learned from senior Independent staffers in two separate activations: KickAss Women of Independent and Independent Veterans



CALLS TO ACTION

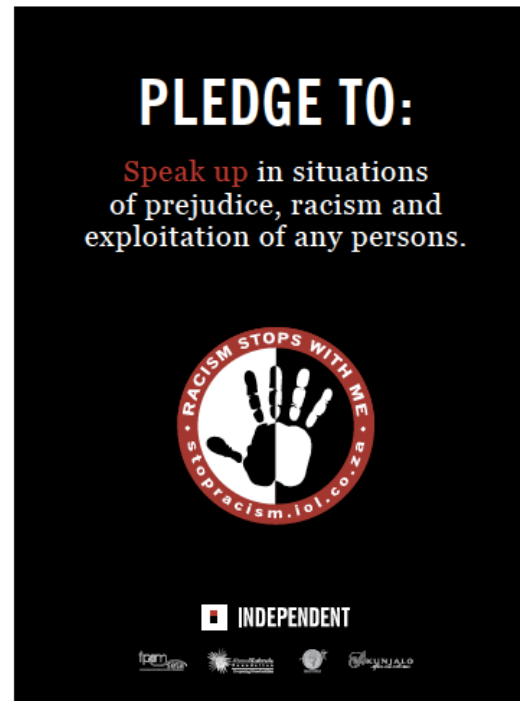
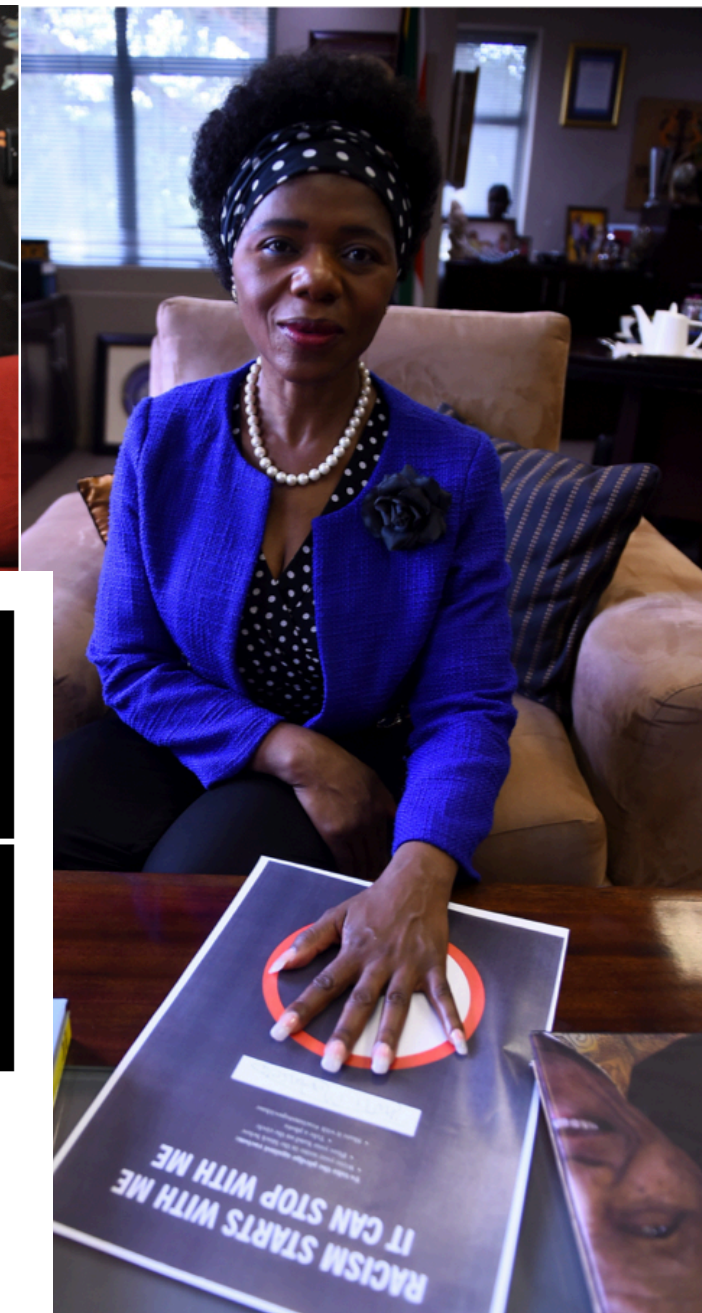
Pledge boards at all Independent Media offices.

Pledges requested and distributed to businesses, schools and community organisations

Disruptive newspaper campaign with a wraparound on all Independent Media metro titles including a pledge poster which readers tweeted with their pledge

Community events at which people signed pledge boards or pledge forms committing to working towards a racism-free South Africa

Diversity training workshops for all staff around the country



STORYTELLING

Website – STOPRACISM –for all the content produced by Independent Media newsrooms and the interns

Regular news and feature articles in Independent Media news brands

Interns worked on Racism Stops With Me projects:

- 10 000 Voices in which they interviewed South Africans on the topic of race and racism in South Africa
- History Retold in which they went into our archives and retold stories of South Africa's past
- Events: Interns spoke at community events and helped with the setting up and management of these events

#racismstopswithme

I Guess Brown Sugar D

By Lesego Makgatho on August 29, 2016

I guess brown sugar doesn't do it for you. The man is hidden under the guise of 'preference' and women, the



**RACISM STOPS
WITH ME:
THE
NEWSPAPER
CAMPAIGN**

**IF YOU'RE READY TO SEE
CHANGE IN OUR COUNTRY,
PICK UP A COPY OF
TOMORROW'S PAPER.**

 **INDEPENDENT**





RACISM STOPS WITH ME.

Join the conversation on Twitter with #racismstopswithme. Visit stopracism.iol.co.za.



#RACISMSTOPSWITHME

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HEADERS

To keep momentum going after Thursday, the headers of Independent's different titles can be owned by this campaign.

RACISM STOPS WITH ME.



 **INDEPENDENT**



IT STARTS WITH ME. IT CAN END WITH ME.

South Africa has long had an association with racism and racial injustice. We see this from the first interactions of white colonists and the indigenous peoples of this country, to the systemic, codified racial prejudice and endemic inequality of apartheid. Despite the fall of that regime, and great leaders - like Nelson Mandela trying to place the country firmly on the path to reconciliation and nation-building, judging by the recently intensifying tensions, and increase in hate-fueled dialogue we've seen in public and political forums, the scourge of racism remains in South Africa.

We at Independent Media want to tackle the ingrained racism in South African society - on both an individual and a structural level. Racism in our country cannot be defeated without a concerted, collective effort which is why we launched our initiative: Racism Stops With Me.

We're calling on everyone from readers to commercial partners, advertisers to investors, staff to the public in general, to come together to confront the reality of racism in our society, so we can work towards putting an end to it, once and for all.

Together, we can identify and isolate those who harbour attitudes and take actions that threaten South Africa's ability to deal with apartheid's legacy. We must implore and demand policy choices that will most help us to reverse the racialised inequality of post-1994 South Africa.

We will throw the full Power of Independent behind this campaign, putting all of our platforms to good use in this fight. We will be publishing some of South Africa's - and the world's - leading thinkers and writers on the subjects of race, oppression, inequality, justice, and reconciliation. We will expose and report on racism, but also highlight the wins, the positive stories of change and forgiveness that are leading South Africa into a brighter, racism-free future.

But most of all, we wish to invite South Africans to join the conversation about race and racism. To connect with us online or on social media, tweeting with @racismstopswithme or @IOL, or sending us their beliefs, perspectives and insights at iol@racismstopswithme.co.za. We want to speak and encourage discourse on the questions that need answering if we are to have any hope of changing this country, of achieving our goal of a new-south, non-racist, equal and prosperous society.

Finally we want to give the nation the tools they need to combat racism when confronted with it in their own lives. However hateful and vicious, or subtle and insidious, we want to give them the courage and confidence to speak out against it.

To that end, and being Anti-Racism Week, we are asking you, our readers, to make a stand and take our Anti-Racism Pledge. To accept responsibility, make a promise to yourself and others, and say:
Racism starts with me. It can end with me.



RACISM STARTS WITH ME. IT CAN END WITH ME.

To take the pledge against racism: place your hand on the circle, sign your name in the block below, snap a photo and share it with #racismstopswithme



I PLEDGE TO:

Remove all prejudice from my heart and mind.

Respect the dignity of every individual regardless of race, in both word and deed.

Speak up in situations of prejudice, blatant racism and exploitation of any persons.

Stand in solidarity with victims of hatred and violence.

Acknowledge Apartheid for the evil system it was, and even though I'm not directly responsible for its legacy, I am responsible for how I respond to it today.

Listen and join the dialogue on racial equality with patience, understanding and respect.

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