

Sullivan

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not for his business acumen but "because I was black."

Sullivan pressed successfully for the giant automaker to buy more parts from black suppliers, place more advertising in black publications and promote black advancement within the company.

He initially prodded GM to get out of South Africa because of apartheid. But after visiting the region and talking with local black leaders, he said, he became convinced that his goals stood a better chance of being accomplished if U.S. multinational corporations could be persuaded to help carry them out.

He drew up a statement of principles that came to be known as the "Sullivan Principles," and 13 companies initially endorsed them.

The number steadily grew, with 184 endorsers at the latest reckoning, in December. Arthur D. Little Inc., a Cambridge, Mass.-based consulting firm, monitors compliance and regularly reports on how well the signatories are living up to the principles.

It has been heartening, Sullivan said, to watch companies in the United States grow increasingly committed to non-discrimination ideals, but discouraging to see South Africa's white minority government grow more intransigent.

Sullivan's position has not been popular with some hard-line anti-apartheid activists who consistently have urged a complete end to American business involvement in an attempt to isolate South Africa.

They have dismissed Sullivan's principles for being as ineffective as the Reagan administration's policy of "constructive engagement" intended to nudge Pretoria toward reform. Some also charge that U.S. companies never meant to do any real good anyway and merely used Sullivan's principles as a shield to fend off complaints about their being in South Africa.

Until the end of May, Sullivan wants U.S. companies to step up their active support of his seventh principle, which advocates "working to eliminate laws and customs that impede social and political justice."

Sullivan, knowing that societal prejudices are far more difficult to undo, said he will concentrate on persuading the South African government to change discriminatory laws on the theory that a change in customs could follow eventually.

"The framework of apartheid would be broken ... There would

'Sun City' writer donates \$110,000

By The Associated Press

NEW YORK - The writer of the popular anti-apartheid song "Sun City" has presented the chief of the revolutionary African National Congress with a check for \$110,000 in proceeds from the project.

"We can hold our heads up. We are artists, but we are also citizens of the world," Steven Van Zandt said at the presentation. "We have a responsibility to tell people the truth. And that's what we did."

Van Zandt, a writer-guitarist who co-produced the "Sun City" album, gave the check to ANC President Oliver Tambo for use in ANC social programs. The money is not to be used for arms in the ANC's fight against South Africa.

"Sun City" has been nominated for two Grammy awards, in the categories of best vocals and best video.

still be racism, there would still be overt segregation," he said.

He seems realistic, however, about the chance of succeeding.

"I see a small window of opportunity," but the current turmoil could head South Africa in the direction of chaotic revolution,

he said.

The author of a book called "Build Brother Build" and such sayings as "Black power is no

good unless it has some brain power and green power," Sullivan does not want to see foreign corporations turn their

backs on South Africa forever. "When apartheid ends, I would hope that the companies do go back," he said.

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