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# 21 Icons: Jolynn Minnaar

The 13th short film in the multimedia series 21 Icons Season III celebrates an award-winning documentary filmmaker and change agent.

She's the acclaimed director of *Unearthed*, a ground-breaking film that aims to unite South Africans against the exploitation of the Karoo. Jolynn works with several community coalitions from the Karoo and throughout Africa to undercover the darker side of the fracking industry. Through the establishment of the Voices of the Karoo campaign, she seeks to readdress this imbalance and ensure that the voices of citizens in this poor rural area are heard.

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"The Karoo is a very rural area with low literacy levels, and fracking is such a complex issue," she says. "I made the commitment to *Unearthed* to ensure that I could empower people with information."

She adds that film is an incredible way to contribute to the world. "You can effect social change and impact people's lives. It's a powerful medium, and very persuasive. You have to work with integrity. I will always be a filmmaker committed to the truth."

Jolynn grew up in the Karoo and is the first to admit she has an interesting relationship with it. "At first I couldn't get out of there fast enough, and now I've made a film about it."

On the future of South Africa, she comments, "Never before has a generation been so empowered. Our access to information is huge. Already we're seeing the power of social media. I think it's amazing that we can actually use those tools for the good as well. Every single South African is in a position to help someone else; that's the way we're going to deepen democracy. Everyone needs to contribute."

Catch *21 Icons* Season III every Sunday on SABC 3 at 19h27.

Watch Jolynn's video [here](#).



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