

The Committee on Conscience was established by the United States Holocaust Memorial Council to alert the national conscience, influence policymakers, and stimulate worldwide action to confront and work to halt acts of genocide and related crimes against humanity. Join our electronic network at www.committeeonconscience.org.

Cover photo: Darfurian refugees, Touloum refugee camp, Chad.

All photos by Jerry Fowler, *USHMM Collection*. May 2004.



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ORGANIZING ON CAMPUS TO END THE GENOCIDE IN SUDAN



PROMOTE AWARENESS AND ACTION AT YOUR SCHOOL

“How can a citizen of a free country not pay attention?
How can anyone, anywhere not feel outraged?
How can a person, whether religious or secular, not be moved by compassion?
And above all, how can anyone who remembers remain silent?”

—Elie Wiesel, Holocaust survivor and Nobel laureate

Prepared by the Committee on Conscience of the
UNITED STATES HOLOCAUST MEMORIAL MUSEUM

ALERT: genocide today in the DARFUR region of SUDAN

The Committee on Conscience has declared a GENOCIDE EMERGENCY for Sudan.



WHAT IS GENOCIDE?

Raphael Lemkin, a Polish-Jewish lawyer living in the United States, introduced the term *genocide* in 1944 to describe what was occurring in Nazi-occupied Europe. In 1948, the United Nations adopted the UN Genocide Convention, which defined *genocide* as the intentional physical destruction of a national, ethnic, racial, or religious group. In agreeing to the Genocide Convention, nations promised to “undertake to prevent” genocide.

Tens of thousands of civilians have died and well over a million have been driven from their homes in Sudan’s western region of Darfur. The victims are mostly from the Fur, Zaghawa, and Masaalit groups, considered to be “Africans”; the attacks are largely by a government-supported “Arab” militia, known as the “Janjaweed.”

According to the United States Agency for International Development (USAID), 350,000 or more civilians may die over the coming months.

The Khartoum-based government fuels ethnic and racial violence by using the Janjaweed militias as its proxies against Darfur insurgents. But it is civilians who are suffering. The government used similar tactics in southern Sudan:

- **PITTING** ethnic groups against each other
- **RESTRICTING** international humanitarian access, which threatens mass starvation
- **BOMBING** civilian targets with aircraft
- **MURDERING** and **RAPING** civilians

Darfurians who have fled the violence provide chilling testimony.

They report that the Sudanese military and allied militias are torching villages, murdering civilians, raping women and girls, burning food supplies, and destroying water sources. One refugee told *New York Times* columnist Nicholas Kristof that “the Arabs want to get rid of anyone with black skin.... There are no blacks left [in the area I fled].” A team of UN human rights investigators accused the government and its militia allies of imposing a “reign of terror” on Darfur. Roger Winter, a top USAID official, stressed that the Janjaweed “are not just some loose band of fellows on horses. They are an instrument of the government of Sudan.”

To learn more, visit www.committeeonconscience.org.

WHAT CAN YOU DO?

IDEAS FOR TAKING ACTION ON YOUR CAMPUS



While fleeing Darfur, Hadiya Adam Ahmed (far left) was shot twice by a Sudanese soldier guarding a well. At the time the photograph was taken, she was living under a tree in Bahai, Chad.

JOIN OUR ONLINE DISCUSSION FOR STUDENT ACTIVISM ON DARFUR

- <http://forums.ushmm.org>
- Register with a username and password and click on “Student Forum on Darfur.”

CONTACT THE MEDIA

- Prepare op-ed pieces and letters to the editor for school and community newspapers.
- Hold a press conference and release a unity statement.

COMMUNICATE WITH THE GOVERNMENT

- Collect petition signatures.
- Organize a demonstration or rally.

SUPPORT RELIEF EFFORTS

- Collect donations through a fundraiser such as a dance, car wash, concert with local bands, sports tournament, etc.
- Set up a table in the student union—pass out information, ways to help, and green ribbons—and ask for donations.

GET ENGAGED IN YOUR COMMUNITY

- Develop a photo exhibit in your student center.
- Invite experts to speak on campus.
- Plan a “Day of Conscience.”
- Hold a candlelight vigil on a quad or another open and visible space.
- Post flyers (such as the “Alert” at www.committeeonconscience.org) around school or advertise in the school newspaper.

RESOURCES

Committee on Conscience: www.committeeonconscience.org

Save Darfur Coalition: www.savedarfur.org

Amnesty International: www.amnesty.org

Human Rights Watch: www.hrw.org

International Crisis Group: www.icg.org

American Jewish World Service: www.ajws.org

InterAction: www.interaction.org

MTVU: www.mtvu.com/on_mtvu/activism/sudan.jhtml

NEWS SOURCES

Committee on Conscience news feed:

www.ushmm.org/conscience/alert/darfur/news/index.php

Sudan Tribune: www.sudantribune.com

BBC: <http://news.bbc.co.uk/2/hi/africa/default.stm>

All Africa: www.allafrica.com



Darfurian children in the Touloum refugee camp, Chad.

REACH OUT AND TEAM UP

- Extend your efforts beyond your own organization, reach out to new groups, and team up.
- Some groups on campus that might be interested in Darfur:

African Student Association	International Relations Department
African Studies Department	Department
African organizations	International student groups
Amnesty International	Jewish student groups
Faculty organizations	Panhellenic Association
GLBT organizations	Peace and justice organizations
Hillel	Peace Studies Department
History Department	Religious or faith-based groups
Holocaust education groups	Student Government
Holocaust Studies Department	Women's rights groups
Human rights organizations	Women's Studies Department
Inter-Fraternity Council	

HOW TO FIND LOCAL SPEAKERS

- Look to your own campus first.
 - Check your African Studies Department.
 - Speak with professors who teach Genocide and/or Holocaust Studies.
- Check nearby college campuses to see if they have any faculty with expertise in this area.
- Contact Darfur Peace and Development: Omer Ismail at gamar@att.net or 703.608.0808.
- Contact the United States Holocaust Memorial Museum for a list of local Holocaust survivors or organizations: Lisa Rogoff at Irogoff@ushmm.org or 202.314.7818.

WORKING WITH THE MEDIA

Once you have established a place on campus and have begun your work, it is critical to let the public know about your campus's actions. Use all forms of the media—newspapers, radio, TV, Internet—to get the word out that your school is making a difference for Sudan. Some suggestions when dealing with the press:

- Contact your school and local community newspapers, radio stations, and TV stations.
- If you are working with the local community, emphasize that to reporters. This is a great opportunity to work on “town and gown” relationships.
- Be familiar with the news outlets you contact and know which reporters cover education stories. Your college's public relations office may be able to help with this.
- Find out exactly to whom to send the press release (call and ask if you cannot find the education reporter online) and the reporter's preferred method of receiving the release (e-mail, fax, mail).
- After you send the press release, do not be afraid to call and follow up—especially the day before the event.
- Do not send out the release too far in advance or too close to the event. One week to 10 days before is usually the best time.

TIPS FOR CONTACTING RADIO OUTLETS

- Call the main radio station number and ask for the newsroom. Ask the newsroom to whom and in what format to send your press release.
- Ask radio stations to broadcast Public Service Announcements (PSAs) about what you are doing.
- Find out how long the PSA should be and write a concise description that emphasizes the most important details of what you are doing.
- Try to get part of a show to talk about Darfur and what students can do to help. (Some schools have student shows specifically dedicated to human rights issues.)
- Local NPR affiliates are a great outlet and can easily be found at www.npr.org/stations.

TIPS FOR WRITING A PRESS RELEASE

- The shorter the better—no longer than one page.
- Put your news upfront—in the headline and in the first paragraph. By the end of the first paragraph, the reporter should know the who, what, when, where, why, and how.
- Make sure there are NO grammatical or factual errors.
- List a contact name and number that is actually reachable at the top of the release (i.e., a cell phone or a number with an answering machine that is checked regularly).
- Provide hard facts and statistics. If you have impressive numbers (such as the number of students involved in an event or the amount of money raised), include those as well.
- If you plan to have photographers at an event, clearly indicate at the bottom of the release that photos will be available after the program.
- Provide contact information for interviews with both those planning the program and the participants.
- Confirm with those contacts that you may give out their information.
- It is great to have someone not with the organization planning the event available for interviews.
- Follow up a press release with a phone call a day later.
- If the program is successful, send out another release about its success. Make sure to use new language and provide new updates.

number of dead	place of kill	kind of kill	date
24	Gemaz - Kuttatwan	Ga-Ancuti noah	18/11/
14	Abra village	Ga-Arah melishan	24/6/
hills	Amo	shoot of Dute	
5	Ria - east Kuttan	Ga-Ancuti	

List of massacres, compiled by Darfurian refugees in the Touloum refugee camp, Chad.

KEYS TO SUCCESS WHEN DEALING WITH THE PRESS

- Be polite. Try to get on a first-name basis and establish a personal relationship with the reporter. Reporters are busy; explain why you are calling.
- Direct the interview. Look for opportunities to change the direction of an interview that may be straying from your topic. Instead of waiting for the reporter to ask you about your best points, as you finish a question bridge right into another subject by using such phrases as “But what really excites me about this is...” or “But the points of this issue which interest most people with whom I have talked are...”
- Be quotable. Think about “quotability” before the interview and prepare the perfect line that makes your point or hits an area that is important to your group.
- Be lively. Think in headlines. Use anecdotes and personalities to demonstrate a point.
- Be responsive. Supply follow-up information in a timely manner.
- Use news to create news—try to relate your story to the news of the day. Be alert to ongoing news that presents opportunities to tell your side of the story.

MEDIA MATERIALS

- **Media Advisory.** A document, generally one page long, that alerts the media to an event such as a press conference or a small gathering you are organizing. Send out the advisory usually one week to 10 days before an event.
- **Press Release.** A document that announces a news item in a news-story format. Write it in such a manner that if it were reprinted verbatim, it would tell your story precisely the way you want it told.
- **Fact Sheet.** A concise document that isolates and explains the individual aspects of your program or event.
- **Letter to the editor.** A means of positioning your perspective on an issue in a credible public media forum.
- **Op-ed.** An article written to position your opinion on the editorial page of a newspaper. It must be concise—many newspapers have strict limits on length. Rarely will an editor guarantee publication before the editorial board reviews it.



The Darfuriian refugees must cope with temperatures in excess of 110° F and sandstorms. Seasonal rains make access to the camps more difficult and increase the risk of diseases such as malaria and cholera. Touloum refugee camp, Chad.