

Kill and murder in Darfur

number of victims	place of kill	Kind of Kill	Date
24	Gemaz - Kattatua	Cra-Au-anti-nogh	18/11/
14	Abra Village	Go Arab melinka	24/6/
hulda	Amo	Shoat of Oti	
5	Ria - east Kattua	Cra-ant	1/11/

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

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: Darfuri refugees, Touloum refugee camp, Chad.

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



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www.ushmm.org | Metro: Smithsonian

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ORGANIZING AT YOUR SCHOOL TO END THE GENOCIDE IN SUDAN



PROMOTE AWARENESS AND ACTION

“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 Jewish refugee who fled Poland to the United States, introduced the term genocide in 1944 to describe what was happening in Nazi-occupied Europe. In 1948, the United Nations adopted the UN Genocide Convention, which defined genocide as acts undertaken with the intent to destroy, in whole or in substantial part, a national, ethnic, racial, or religious group, as such. In agreeing to the Genocide Convention, nations promised to “undertake to prevent” genocide.

Tens of thousands of civilians have been murdered and thousands of women raped in Sudan’s western region of Darfur by Sudanese government soldiers and members of the government-supported militia sometimes referred to as the Janjaweed. More than two million civilians have been driven from their homes, their villages torched and their property stolen by the Sudanese military and the Janjaweed. Some of the victims have escaped to the neighboring country of Chad, but most are trapped inside Darfur. Thousands die each month from the effects of inadequate food, water, health care, and shelter in a harsh desert environment. All are afraid to return home because the countryside is not safe.

The ethnic and perceived racial basis of the violence has been documented by the U.S. Government, the United Nations, human rights organizations, and journalists. The Sudanese government has targeted primarily the civilian population of the Fur, Zaghawa, and Masaalit ethnic groups, sometimes referred to as “Africans.” The government’s Janjaweed allies are drawn from some of Darfur’s “Arab” tribes.

Sudan’s Khartoum-based government is fueling ethnic and racial violence by using the militia as proxies against Darfur insurgents who launched a rebellion in early 2003. But it is civilians who are suffering. Government-sponsored actions include:

- **INFLAMING** ethnic conflict
- **IMPEDING** international humanitarian access, resulting in deadly conditions of life for displaced civilians
- **BOMBING** civilians with aircraft
- **MURDERING** and **RAPING** civilians

Darfurians who have fled the violence provide chilling testimony. 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].”

The death toll exceeds 100,000 and may be more than 400,000. And the crisis continues—the lives of hundreds of thousands more hang in the balance today.

To learn more, visit www.committeeonconscience.org.

WHAT CAN YOU DO?

IDEAS FOR TAKING ACTION ON YOUR CAMPUS
AND IN YOUR COMMUNITY

JOIN “INTRONETWORKS”—AN ONLINE DISCUSSION ON STUDENT ACTIVISM FOR DARFUR

- Register at <http://darfur.intronetworks.com/signup.aspx>. A username and password will be sent to you via e-mail.
- Compose your personal profile and begin networking with other students who are raising awareness and taking action for Darfur.

CONTACT THE MEDIA [Read more on p. 9]

- Write editorials for your school and local newspapers.
- Hold a press conference and release a unity statement.
- Organize a rally or event in a prominent place on campus or in the community and invite the press to attend.

COMMUNICATE WITH GOVERNMENT OFFICIALS

- Meet with and write letters to government officials expressing your concern for Darfur.
- Collect petition signatures.
- Call, fax, and/or e-mail government officials.
- Contact the United Nations.

SUPPORT RELIEF EFFORTS

- Start a chapter of a group dedicated to preventing genocide at your school, such as:
 - STAND (Students Taking Action Now: Darfur): www.standnow.org
 - GIF (Genocide Intervention Fund): www.genocideinterventionfund.org
 - Students Against Genocide: www.studentsagainstgenocide.org
- Hold a fundraiser and give the proceeds to a relief agency on the ground in Darfur. Be creative. Past fundraisers have included car washes, “Jam for Sudan” (concert by local bands), dances, sports tournaments, fasting (www.darfurfast.org), and candlelight vigils.
- Set up a table in the student union or another prominent place at your school and disseminate information (e.g., the genocide alert at <http://www.committeeonconscience.org/conscience/alert/darfur/pdf/darfur.pdf>).
- Sell “Save Darfur” bracelets (www.savedarfur.org) and/or “Stop Genocide in Sudan” t-shirts (<http://www.studentsagainstgenocide.org/shirts.php>).
- Sell the Afrobeat Sudan Aid Project (<http://www.modiba.net/index2.html>).
- Hold a bake sale.



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.

GET ENGAGED IN YOUR COMMUNITY

- Develop a photo exhibition in your student center. You can download copies of Jerry Fowler’s photos from Chad (http://www.ushmm.org/conscience/alert/darfur/staring_genocide_in_the_face/) and Brian Steidle’s photos from Darfur (<http://www.ushmm.org/conscience/alert/darfur/steidle/>).
- Invite experts to speak on campus or ask African Studies and/or Genocide/Holocaust Studies professors from your school to speak at an event.
- Plan a “Day of Conscience.”
- Disseminate materials on campus. (E-mail darfur@ushmm.org with your name, address, and the type of material you need—i.e., posters, postcards, and/or genocide alerts—and we will send them free of charge.)
- Host a moment of silence either at a sporting event or another place and time on campus.
- Sponsor a letter-writing campaign. (E-mail darfur@ushmm.org for postcards.)
- Conduct a public rally.
- Plan a teach-in.
- Organize a divestment campaign.



Darfurian children in the Touloum refugee camp, Chad.

RESOURCES

Committee on Conscience: www.committeeonconscience.org
 Save Darfur Coalition: www.savedarfur.org
 STAND (Students Taking Action Now: Darfur): www.standnow.org
 GIF (Genocide Intervention Fund): www.genocideinterventionfund.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
 Catholic Relief Services: www.catholicrelief.org
 InterAction: www.interaction.org
 mtvU: www.mtvu.com
 African Union on Darfur: www.africa-union.org/DARFUR/homedar.htm
 The United Nations Refugee Agency: www.unhcr.org
 The Rift Valley Institute: www.riftvalley.net/inside/slinks.htm

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

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	International student groups
African organizations	Jewish student groups
Amnesty International	Muslim student organizations
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. Consult your school's African Studies and/or Genocide and Holocaust Studies Departments.
- 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 lrogoff@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.

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.

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.

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.

TIPS FOR WRITING EDITORIALS

- Keep your op-ed short and to the point—aim for 600 to 800 words.
- Do your research before writing.
- Bring something new to the topic; do not just repeat the facts.
- Make sure what you write is current.
- If you can peg your op-ed to a related current event (a holiday, anniversary of a historic date, upcoming program, etc.), you will have a better chance of getting it published.
- It is good to be controversial, but do not be outrageous. Be reasonable.
- Feel free to write with a conversational tone. An op-ed is not news—it is your opinion and should be in your voice.
- Have a clear point of view and express it through your argument.
- Provide insight into the issue. Your op-ed should educate the reader.
- Make sure to re-emphasize your position and (if appropriate) your call to action in your conclusion. Make it clear what you want your readers to take away from your op-ed.
- Use clear and direct language.
- Emphasize active verbs. Adjectives and adverbs are more powerful when used sparingly.
- Avoid clichés.
- Appeal to the average reader. Do not assume that he or she knows as much as you do about the situation in Darfur.
- Include a very short bio, your phone number (cell-phone number if that is how you are most reachable), e-mail address, and mailing address at the bottom.
- Submit your op-ed to your school or local newspaper's editorial board; their contact information is usually listed on the editorial page.
- Send your op-ed to only one newspaper at a time. If it is not accepted, try another outlet.



The Darfurian 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.

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.