

USC Shoah Foundation

The Institute for Visual History and Education



STRONGER THAN HATE

Testimony Makes an Impact

2017 Annual Report

INTERACTIVE IMPACT

This year's Annual Impact Report features opportunities to engage with USC Shoah Foundation testimony and educational programming in addition to other highlights. Download the Blippar app for your smartphone from the App Store or Google Play.



When you see this icon, scan the entire page with Blippar to access video testimony, documentary and film clips, and website resources that delve deeper into the Institute's work. Your smartphone will automatically recognize the image and connect to online content.



2017 ANNUAL REPORT

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USC Shoah Foundation

The Institute for Visual History and Education



Dear Friends,

As curators of the world's largest collection of firsthand accounts about the genocidal consequences of hatred, we are uniquely positioned to educate and inspire humanity to counter hate through empathy and action — all thanks to you.

As you will see in the pages of this report, each act of support makes an impact. Your gifts put us at an advantage to pursue our mission, newly bolstered through guidance from McKinsey & Co. for sustainable operation and an extraordinary new home on the fourth floor of Leavey Library.

Your donations and participation directly empower the people we reach, now nearly 2 million every month. This growth can be attributed, in part, to our educational program expanding in scope and audience, adding primary education and IWitness University for college-level teaching. The education team also pioneered new ways of learning, from the short virtual reality film *Lala* to broad initiatives such as 100 Days to Inspire Respect and the Intercollegiate Diversity Congress, a national convening of university student leaders to develop inclusive, testimony-based programs for their campuses.

More than 100 universities are now our partners, subscribing to the Visual History Archive® to deepen research and education on their campuses. We made additional groundbreaking progress with our New Dimensions in Testimony program, which now offers 16 interactive testimonies and is being installed in museums from Chicago, Illinois to Nanjing, China.

Our academic flagship, the Center for Advanced Genocide Research, gathered a dynamic array of international scholars to illuminate the origins of hate and examine a variety of topics related to its genocidal manifestations. The Center's annual conference, Digital Approaches to Genocide Studies, highlighted the ways in which digital tools and methods, new media, and information technologies can help us understand the circumstances of genocide and ways to resist it.

As the year came to a close, we visited a globally ignored community of Rohingya refugees in Bangladesh to learn how we could help. We found that by giving these survivors a voice, we can give them agency, dignity, and even a chance to hope. We are now developing a collection of Rohingya testimonies to bring their voice to the world for education, research, justice, and remembrance.

Still more must be done to connect with audiences and deepen their engagement. Our Stronger Than Hate initiative is a key response to this challenge, focusing resources to scale up the reach and impact of our proven educational strategies in order to deconstruct and counter hateful ideologies, intervening in the cycle that leads from hate to violence.

We have our work cut out for us in 2018. Your support will make a difference.

Together, we are stronger than hate.

Sincerely,

STEPHEN D. SMITH

*Executive Director, USC Shoah Foundation
Andrew J. and Erna Finci Viterbi Endowed Chair
UNESCO Chair on Genocide Education
Adjunct Professor Religion*

STEPHEN A. COZEN

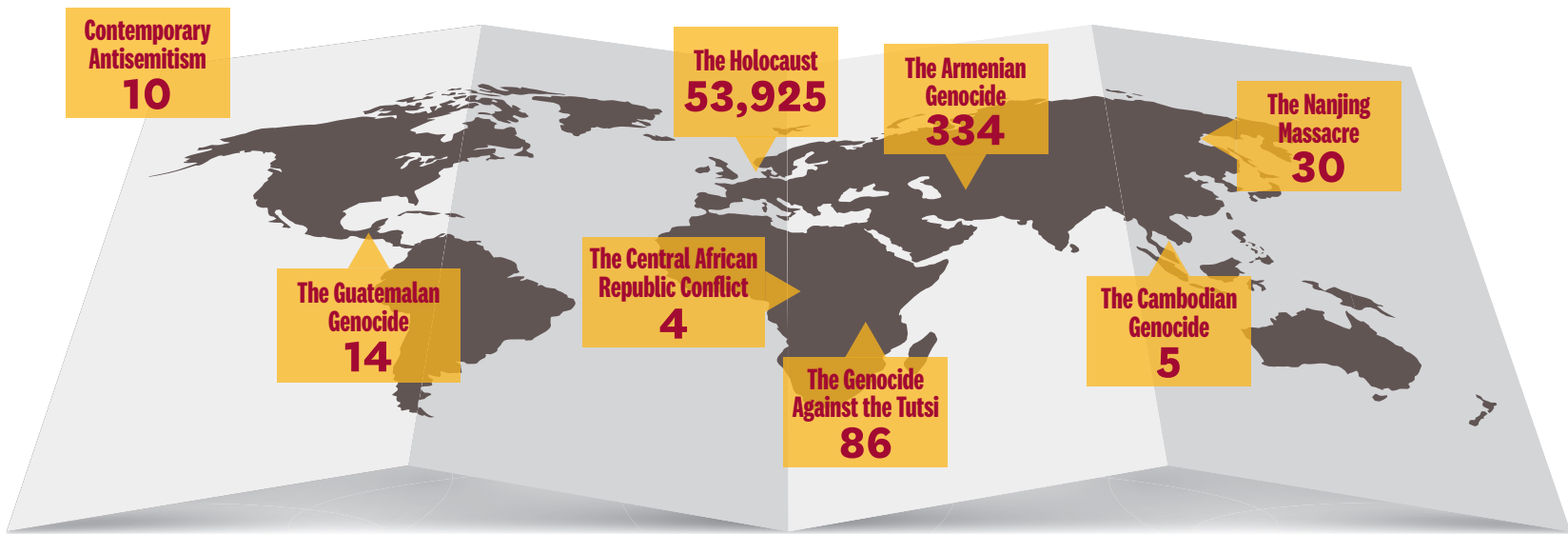
*Board of Councilors Chair
USC Shoah Foundation*



SCAN THIS PAGE
TO WATCH VIDEO
MESSAGES FROM
OUR LEADERSHIP

VISUAL HISTORY ARCHIVE

55,000 testimonies



115,649

hours of indexed, searchable testimony

63

countries represented by testimonies

41

languages

1,862,718

searchable names

65,430

keywords



EDUCATION

85,318

cumulative number of teachers reached

8,038,123

cumulative number of students reached

80

countries using IWitness

195

activities published in 8 languages

144 English

7 Czech

18 Hungarian

5 Spanish

11 Ukrainian

2 French

6 Polish

2 Chinese

CENTER FOR ADVANCED GENOCIDE RESEARCH

80

Digital Approaches to Genocide Studies Conference attendees

30

academic events, conference papers, and exhibitions

24

Fellows and Visiting Scholars-in-Residence

SOCIAL MEDIA

10,000,000

cumulative views of clips, testimonies, and documentaries



10,974

YouTube subscribers



14,511

Facebook followers



12,105

Twitter followers



2,197

Instagram followers

Confronting Hate Through Education And Resources

Every day, teachers, parents, and community leaders confront the seeds of hate. They need support, resources, training, and tools to provide values-based education and leadership to enable students to learn to recognize and counter antisemitism, racism, xenophobia, and other hatreds, rather than ignore or even harbor them. With support from our donor community over the next three years, the Stronger Than Hate initiative promises to scale up the reach and impact of our proven educational strategies, research, and resources that enable hateful ideologies to be deconstructed and countered, intervening in the cycle that leads from hate to violence.

USC Shoah Foundation's community is already taking a bold stand to become Stronger Than Hate, which launched in the aftermath of the antisemitic and racist violence in Charlottesville, Virginia, last summer. In Charlottesville, we observed that the former teacher of the young man accused of murder had been concerned about his student's fascination with Nazis and white nationalism — but lacked the right tools to deal with it in the classroom. Stronger Than Hate provides those tools, along with training to maximize their impact and meet the growing needs of educators, policymakers, researchers, and communities worldwide.

Our proven educational platform IWitness already provides meaningful learning experiences for thousands of students worldwide every day; Stronger Than Hate will develop 50 new IWitness lessons and grow use of the site to 250,000 teachers reaching 1.5 million students. In addition, we plan to triple

the number of university student leaders participating in our Intercollegiate Diversity Congress to 75 campuses representing 1.5 million students, scaling a critical and effective component of the Countering Antisemitism Through Testimony program.

Additional plans include establishing the world's first annual post-doctoral fellowship on testimony-based study of hate at the Institute's Center for Advanced Genocide Research for three years, as well as doubling the academic outreach program to university partners and increasing VHA access by 50 percent to 150 sites.

For the community, Stronger Than Hate will advance the launch of the Community Commons, the first public online space to exchange testimony, photos, video, and blogs, as well as build a worldwide outreach campaign to ensure our work reaches 2 million people every month.

At the leading edge of technology, Stronger Than Hate promises to deliver the world's first mobile, interactive biography, transforming the Institute's groundbreaking New Dimensions in Testimony into a mobile system using IBM Watson. Additional new testimonies will also be recorded for Stronger Than Hate, expanding collections of testimonies of witnesses to current conflicts, contemporary antisemitism, and rare experiences of the Holocaust.

By engaging multi-generations with the real stories of individuals — letting them see their faces and hear their voices — our programs provide the tools to forge a profound connection between eyewitness and audience, and have a transformative influence on people to be more kind, empathetic, and humanistic. Through Stronger Than Hate, the Institute and its community of supporters will focus resources to build a proactive, effective, and actionable response to the growth and proliferation of hatred worldwide. Engage, empower, and unify at sfi.usc.edu/strongerthanhate.

“To remember is not enough. We must all teach our children tolerance and understanding, both at home and at school. We all must make it clear that hate is never right and love is never wrong.” —ROMAN KENT



Holocaust survivor Renee Firestone speaks to a group of students at Camino Nuevo Charter Academy in Los Angeles.

Using Testimonies in the Classroom — and Beyond

Seventy-five years after the Holocaust, antisemitism persists. On the internet, antisemites churn out anti-Jewish media content, repackaging hateful propaganda of the past and spreading it even further using 21st century technology. In the streets of Charlottesville, Warsaw, and Paris, the Nazis' ideological descendants demonstrate how this rhetoric can breed terrorism.

USC Shoah Foundation has responded to the resurgence of antisemitic language and violence by developing the Countering Antisemitism Through Testimony (CATT) program, which provides informational and educational resources to combat antisemitism in K-12 and college classrooms, and in public venues. Through CATT, the Institute is using its collection of more than 50,000 individual testimonies from survivors of genocide to create educational activities, mobilize opposition, and intervene in the cycle of antisemitic hate before it leads to violence.

This year, the Institute collected 43 CATT testimonies, filmed in Belgium, France, Hungary, Sweden, the United Kingdom, and the United States. Staff members interviewed experts on antisemitic behavior, as well as survivors and witnesses of recent terrorist attacks in Belgium and France. The CATT Advisory Committee, led by Chair Joel Citron, offered guidance to staff throughout the collection process.

Meanwhile, in response to growing campus controversies related to racism, sexism, and antisemitism, the Institute is increasing its reach in post-secondary education by developing

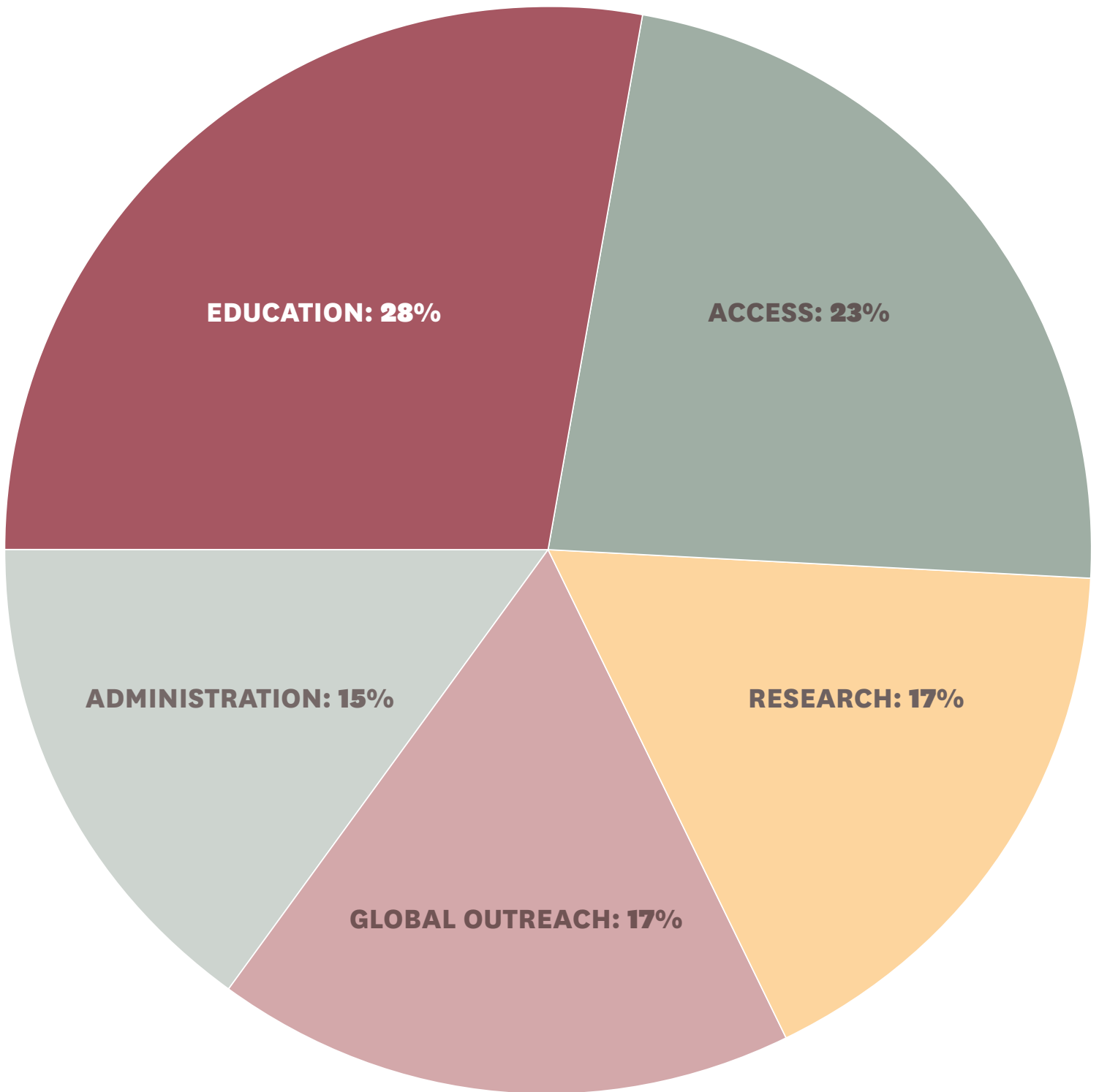
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new resources and tools for college-aged students. This year, the Institute created a new series of learning modules for university student governments on the subject of tolerance and invited 20 student-government leaders from across the United States to the first Intercollegiate Diversity Congress, which took place at the USC University Park Campus in October. These student leaders spent two days exchanging strategies and learning approaches to foster campus environments that are inclusive, safe, and accepting of people of many diverse backgrounds.

In the coming months, in partnership with the CATT Advisory Committee, staff members will increase the number of testimonies, activities, resources, and programs geared toward college students and many more populations, extending CATT's reach even further.

In Belgium, the Institute filmed CATT testimony from Deputy Prime Minister and Minister of Foreign Affairs, Didier Reynders (above) and historian Sylvie Lausberg (left).



The graphic above depicts, broadly speaking, how the proportion of every dollar received by the Institute is spent. More than 80% goes directly to core programming — Education, Research, Access, and Global Outreach — with the remainder split between USC facilities, administrative costs, and programmatic contributions towards development.



2017 was a year of growth and innovation for IWitness.

The Institute embraced the power of virtual reality to further encourage deep engagement with testimony, expanded our audience to include university level educators and students, and pushed ourselves to reach new milestones through an unprecedented educational campaign.

BY THE NUMBERS:

100,000+ IWitness registered users

230,000+ visitors to IWitness

25,000+ teachers trained

200 activities available – increased offerings by over 100% since 2016

80 countries

NEW TECHNOLOGY:

- * Launched **IWitness 360**, with the Institute’s first-ever testimony-based virtual reality learning asset, **Lala**
- * Developed in partnership with Discovery Communications, Discovery Education, and Global Nomads Group
- * Designed for young audiences, **Lala** is based on the story Roman Kent recounted in his testimony, about Lala, his family dog, who snuck into the Lodz ghetto while they were interned. Roman Kent is a member of USC Shoah Foundation’s Board of Councilors.

“The testimonies helped me as a person because it showed me that taking a stand for something you believe in will impact/change the way someone acts.”

— HIGH SCHOOL STUDENT, CHICAGO

“The testimonies affected me personally because I never thought about what happened in the past and how it affected others so severely with a dramatic affect and I don’t want that history to repeat.”

— HIGH SCHOOL STUDENT, CHICAGO

NEW AUDIENCES:

- * Launched IWitness University with unique resources designed for university faculty to use with their students
- * Our Intercollegiate Diversity Congress, brought over 20 university student leaders to the USC campus to learn how to unleash the power of testimony to address challenges such as antisemitism, racism, and other forms of hate on their campuses. Through these leaders, IWitness is reaching an audience of over 400,000 students nationwide.



NEW MILESTONES:

- * 100 Days to Inspire Respect brought in nearly 1,400 new educators and 15,000 new students in 100 days (January-April)
- * 100 new resources used by 4,000+ students during the 100 days
- * The initiative continues with curated professional development series for educators on “Ways to Inspire Respect”



SCAN THIS PAGE TO VISIT 100 DAYS TO INSPIRE RESPECT

Engaging Student Leaders

Across the country, universities are engaged in an effort to make their campuses more inclusive and diverse. As these universities undertake initiatives to become more open to students from different racial and religious backgrounds and with different sexual



Director of Education Claudia Ramirez Wiedeman, PhD, Executive Director Stephen D. Smith, and Senior Director of Programs and Operations Kori Street, PhD, with student leaders at the Intercollegiate Diversity Congress

orientations and gender identities, student leaders often play a key role, driving the debate over which reforms are necessary and representing student viewpoints on conversations with administrators.

In October, 20 student leaders from institutions across the United States — USC, DePauw University, Indiana University, Michigan State University, Ohio State University, and more — took part in the first Intercollegiate Diversity Congress, held on the USC University Park Campus. Student representatives engaged in discussions about campus climate and ways to develop testimony-based resources for use in their student governments. Over the course of a weekend, they compared experiences, examined testimonies, had dinner with a child survivor of the genocide against the Tutsi in Rwanda, and formed bonds with one another and Institute staff.

The Institute will convene an even larger group of students in 2018 to work toward developing a broad, active network of campus leaders dedicated to using testimony-based education to combat hatred and intolerance.

Digital Tools for Preserving History

How do you describe a world destroyed decades ago? How do you communicate the gravity of an event when words cannot encapsulate its magnitude or horror? How do you preserve and share the stories of people who survived the seemingly unsurvivable, even after they have passed on?

These questions were among those considered at the Digital Approaches to Genocide Studies Conference held at USC in October, led by the Institute and its Center for Advanced Genocide Research. The conference offered an opportunity for scholars to present research and perspectives on how technology is changing the way we understand, visualize, and communicate the events of the Holocaust and other genocides, and how we use these tools to preserve this knowledge for generations to come.

Attendees presented on such topics as the use of geographic information system mapping technology to detail the locations where genocide occurred, how digital-visualization tools can reconstruct the spaces of these tragedies, and the technology behind such initiatives as New Dimensions in Testimony, which allows audiences to interact with digital representations of Holocaust survivors.

At the core of these discussions was awareness of the importance of respecting the integrity and sanctity of testimony, ensuring that technology is used sensitively, and that genocide survivors, events, and spaces are treated appropriately.



Top left: Alina Bothe, Postdoctoral Fellow, Fondation pour la Mémoire de la Shoah, the Center's 2015–2016 international teaching fellow
Top right: Todd Presner of UCLA
Above: Anne Kelly Knowles, University of Maine, a member of the Holocaust Geographies Collaborative and an affiliated researcher of the Center

Bridge of Empathy

Naomi Azrieli understands the written word's potency in enabling survivors' memories to live on and be shared. As head of the Azrieli Foundation, she oversees both its philanthropy and the publication of survivors' memoirs in illustrated volumes made free to the public.

The initiative began when her late father decided to write about his experiences during the war after traveling back to Eastern Europe following the fall of the Iron Curtain. Since then, the Azrieli Foundation has helped more than 100 other Canadian survivors tell their stories.

The Azrieli Foundation augments these memoirs with videos as well as online content through its interactive Re:Collection platform.

"These firsthand recollections offer a profound bridge of empathy between students and survivors," Azrieli says. "They offer a way into history, into a broader understanding of what happened — and its meaning for today."

Now the Azrieli Foundation is partnering with the Institute to extend the reach of its collection. "We've always had a deep respect for the work being done by USC Shoah Foundation, and we're proud to have these resources included as the first memoirs in the Visual History Archive."

Azrieli cites the Institute's cutting-edge innovation and expertise in preservation as key factors in the Azrieli Foundation's investment. "Without proper preservation, these resources can't be used in outreach to future generations," she says.



“These firsthand recollections offer a profound bridge of empathy between students and survivors. They offer a way into history, into a broader understanding of what happened — and its meaning for today.”

Documenting On-Going Genocide in Myanmar

With gratitude to members of the Next Generation Council and Board of Councilors who contributed seed funding to this project, the Institute documented testimonies of one of the most recent genocides to strike — a genocide against the Rohingya, a Muslim minority who have been persecuted, murdered, and displaced from their Myanmar homeland.

The process leading to this genocide shows a familiar pattern, with a historically persecuted minority cut off from economic, political, and social opportunity, demonized in the press, labeled as foreign and unwelcomed. Over the course of years, segregation and suspicion hardened into hatred and dehumanization, as neighbors began to regard each other as enemies. Out of this context of division and tension, a sudden event or crisis initiates a cycle of genocidal violence, resulting in mass killings, rape, and forced displacement. Today, this process is underway in Myanmar, where the military government is actively engaged in mass violence against the Rohingya people.

Rohingya communities have resided in Myanmar for hundreds of years. For at least the past forty years, they've been subject to exclusion from citizenship, education, and public sector jobs, and regarded with suspicion by the government. Since 2012, thousands of Rohingya people were killed by Myanmar's military, and hundreds of thousands forced to flee the country.

Last fall, in response to continuing violence against the

Rohingya people, the Institute undertook an effort to document the stories of survivors gathering nearly 100 microhistories, interviewing Rohingya survivors in refugee camps in Bangladesh, where an estimated 900,000 Rohingya people have taken refuge. The stories are harrowing, revealing a widespread, concerted campaign of genocide.

By gathering these stories while genocidal violence is happening, the Institute hopes to inspire individual and collective action. Partners at CNN and the Discovery Channel intend to use the testimonies in news reports and documentary films, raising public awareness of events in the region. Staff are also working closely with the United Nations to ensure that the voices of survivors are heard by policy-makers who can exert pressure on governments around the world.

As the international community confronts the genocide in Myanmar, the voices of survivors will be a critical part of efforts to stop the violence and bring its perpetrators to justice.



Executive Director Stephen D. Smith interviews a Rohingya refugee in a refugee camp in Bangladesh.

THE ARMENIAN GENOCIDE

1,000 Armenian Testimonies: The Legacy of a Lifetime



Luminary historian Dr. Richard G. Hovannisian has made history again, giving USC Shoah Foundation his monumental collection of testimonies from survivors of the Armenian Genocide.

In 1969, Professor Richard G. Hovannisian introduced an innovative oral history course at UCLA to conduct recorded interviews with survivors of the Armenian Genocide. Over the span of the next fifty years, his students helped to assemble a massive library of more than 1,000 interviews, a universe of experiences that is one of the largest collections of Armenian testimonies worldwide. This year, Hovannisian donated the collection to USC Shoah Foundation.

As a historian and a son of a survivor, Hovannisian believes deeply in the power of testimony as a tool to educate, combat denial, and communicate the magnitude of a genocide that killed an estimated 1.5 million Armenians. “A million and a half can roll right over our shoulders,” he says. “But it’s different when you take those individual interviews and start listening to them. And then it becomes a million and a half and the loss of a civilization, of a way of life, a space where people lived for more than 3,000 years. And everything that space contained.”

Hovannisian has been absorbed in that space his entire professional life. As a Professor of Armenian and Near Eastern History at UCLA, Hovannisian was one of the founders of Armenian Studies as a discipline in the United States, producing numerous articles and books that are considered foundational while also training young scholars who went on to become experts in the study of Armenian history from ancient to modern times.

It’s an interest that was influenced by his family history. Hovannisian was born to a hard-working Armenian-American farming family in California’s Central Valley. He grew up hearing stories about the Genocide, told and retold by women on porches and under shade trees, in ways that today, seem to him a kind of coping mechanism, a type of therapy. Those stories have stuck with him to this day. “When I think about it, what my father went through, what so many other survivors went through, it’s almost incomprehensible,” Hovannisian says.

Today, more than a century removed from the Armenian Genocide, Richard Hovannisian is hopeful that the collection, joining the hundreds of testimonies assembled by Dr. J. Michael Hagopian of the Armenian Film Foundation, will be a powerful force to inform and inspire in classrooms and forums around the world. He hopes that it, together with the existing collection and hopefully future additions, will make the Visual History Archive an essential tool for Armenian Genocide education. It’s something that he says he couldn’t have imagined a half century ago, when his undergraduate student-interviewers started recording. “At that time, I wasn’t sure what was going to happen to the testimonies that were being taken,” he says. “I just knew it was urgent to gather them.”

“The sheer volume of Dr. Hovannisian’s testimonies alone will almost quadruple the number of Armenian testimonies housed in the Visual History Archive. But to have testimonies initiated and led by a preeminent historian of the Armenian genocide is even more significant. His generous contribution will surely allow the Armenian related work at USC Shoah Foundation to gain more traction in our efforts to educate the world about the forgotten genocide.”

—MELANIE DADOURIAN

Next Generation Council Member



SCAN THIS PAGE TO WATCH DR. HOVANNISIAN'S TESTIMONY

New Films and Resources on the Armenian Genocide

More than a century ago, the Ottoman Empire initiated a genocide against its Armenian citizens, killing an estimated 1.5 million in 1915–17 and destroying an entire way of life. Those who survived carried what they had witnessed and endured with them to new lives in diaspora communities across the world. Decades later, many shared their stories on film, countering the silence of the Turkish government, which has always denied that the Genocide occurred. Despite the ample testimony of survivors and the efforts of activists and leaders to raise awareness and gain recognition, the Armenian Genocide faded from historical memory, becoming one of the most neglected and forgotten events of the 20th century.

This year saw renewed efforts to spread awareness of the Armenian Genocide through film. It was marked by the release of the first major feature film about the Armenian Genocide, called *The Promise*. The film runs through the history of the early part of the Genocide, as seen through the eyes of a young Armenian doctor, played by Oscar Isaac. The Institute partnered with filmmakers of *The Promise* to produce a companion website with educational resources, testimonies, and activities for educators to use in their classrooms, along with the film. Included is a comprehensive, 30-page study guide for teachers and students. Using the film as a frame, these resources expose students to the real history behind the film, connecting its stories to the survivor testimonies in the Visual History Archive.



The Institute also played a role in the production of a new, critically acclaimed documentary feature film about the Genocide. *Intent to Destroy* focuses on the history of the Genocide and the ensuing denial and distorted depictions of what happened to the Ottoman Empire's Armenian population. Using the filming of *The Promise* as a frame, the film provides a comprehensive picture of the last century of history, from the



Scenes from *The Promise*

beginning of the Genocide during World War I to the assassination of Turkish-Armenian journalist and activist Hrant Dink in 2007 to the continuing effort of the Turkish government to deny that the Genocide happened. The film features several testimonies from the Visual History Archive, including those of survivors Sam Kadorian, Aurora Mardigian, Nium Sukkar, and Elsie Taft.

The Institute's participation in these films was made possible by the growth of its Armenian Genocide testimony collections and its Armenian Genocide Education Program. In the past five years, the Institute has acquired more than a thousand testimonies of Armenian survivors and created dozens of educational resources on the Genocide for use in schools around the world. At the same time, it increased its outreach to schools, community organizations, and others to raise awareness about the Genocide.



SCAN THIS PAGE
TO WATCH CLIPS FROM
THE PROMISE AND
INTENT TO DESTROY

THE NANJING MASSACRE

Telling the Story of a Nanjing Massacre Survivor

In December 1937, Imperial Japanese forces took the Chinese city of Nanjing, systematically raping and slaughtering thousands. The memory of the Nanjing Massacre has endured for the remaining survivors, who were children and young adults when it occurred.

Today, at nearly 90 years old, survivor Madame Xia Shuqin vividly remembers

Japanese troops stabbing her three times, raping and killing her mother and three sisters, and murdering her grandparents.

Through the Institute’s New Dimensions in Testimony program, Madame Xia shares her harrowing story of survival with visitors to the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders, in Nanjing, China. More than a year ago, the Institute interviewed Madame Xia in Los Angeles, asking hundreds of questions and filming with dozens of cameras. With this footage and state-of-the-art voice recognition software,



the Institute produced a digital representation of Madame Xia that can interact with visitors and answer their questions.

The Institute is now producing a film about Madame Xia, titled *The Girl and The Picture*, which relates her story before, during, and after the massacre. The film will be yet another means to preserve and pass on Madame Xia’s legacy, and the legacy of all Nanjing survivors, for generations to come.

One Peaceful World



While she grew up Catholic, Cecilia “Ceci” Chan became dedicated to the Jewish concept of *tikkun olam*, or “repairing the world” over 20 years ago. The concept also manifests itself in the Chinese phrase that translates to “one united world,” 世界大同, a concept representing the highest level of the ideal social system, an

equal, classless, borderless, and stateless world. The concept comes from Confucius recorded in the “Book of Rites • Li Yun.”

An active investor in the USA, China, and Europe, Chan devotes significant philanthropic support to her cherished charitable organizations. She believes USC Shoah Foundation is one of the most valuable organizations in positively improving human behavior. “People from diverse backgrounds must learn that we all belong to one race — the human race,” she says. “Enabling students and others to learn from history, as well as from current events, is one of the most effective ways for us to better the world.”

Chan’s work with the Institute includes serving as a Board of Councilors member, helping launch the Nanjing Testimony Projects, and creating essential connections in China. Such outreach is crucial, given the fact that the country accounts for nearly 20 percent of the world’s population.

“There are hundreds of millions of people in China who could learn from USC Shoah Foundation’s education content, and their kindness would surely improve the world,” she notes. Therefore, it is important to educate Chinese citizens, as well as people from India and other countries, about the Holocaust and other collective acts of crimes against humanity. “People need to learn that violence against other humans is not acceptable, whether the horrific acts were committed against the Jews, Armenians, Guatemelans, the Chinese, or the Rohingya. When one of us is butchered we are all harmed.”

“The examination of organized murders will hopefully cause people to think about their own choices and behavior,” Chan says.

Recently, Chan co-produced *The Girl and The Picture*, a documentary about the story of Madame Xia Shuqin, a Nanjing Massacre survivor. She also helped bring Madame Xia Shuqin, who was eight years old when Japanese forces stormed the city in December 1937, to the Institute to add her story to the New Dimensions in Testimony collection. Along with the more than 100 testimonies gathered from other Nanjing eyewitnesses, these chronicles form a vital array of educational materials about events in the Asian Theatre during World War II.

“By approaching genocide education through the stories of its victims, USC Shoah Foundation helps students to develop empathy and to recognize the universality of these issues,” she says. “This critical methodology enables students to realize their roles and responsibilities as human beings. The work being done by USC Shoah Foundation is vitally important and deserves our utmost appreciation and sustained support.”



From left: Chief Technology Officer Sam Gustman, Board of Councilors member Melinda Goldrich, and Holocaust historian Deborah Lipstadt

Engaging with Testimony at the Aspen Parlor Meeting

On August 9, more than 150 supporters of USC Shoah Foundation gathered in Aspen, Colorado, for a special event highlighting the Institute’s programs and initiatives. Hosted by USC Shoah Foundation supporter and second-generation survivor Melinda Goldrich, the occasion was held at the Aspen Jewish Community Center.

Holocaust historian Deborah Lipstadt began the event with a discussion of modern-day antisemitism and Holocaust denialism. Her remarks laid out some of the rationale for the Institute’s new Countering Antisemitism Through Testimony (CATT) program, which mobilizes testimony to counter rising antisemitism on college campuses and other communities.

Next, USC Shoah Foundation Chief Technology Officer

Sam Gustman and Melinda Goldrich discussed the use of new technologies such as voice-recognition software and virtual reality to preserve and present testimony in new and engaging ways. They discussed programs such as New Dimensions in Testimony (NDT) and the film *The Last Goodbye*, which uses virtual reality technology to guide viewers through the Majdanek Concentration Camp in Poland. The program was moderated by Laura Lauder, an Aspen Institute trustee and general partner of Lauder Partners, LLC.

The evening concluded with a reception and demonstration of the Institute’s NDT program. Attendees interacted with the display, asking questions of a digital representation of Holocaust survivor Pinchas Gutter. Feedback from the demonstration was uniformly positive.

A London Meeting with Britain’s Armenian Diaspora Community



The Armenian Diaspora community has a truly global reach, stretching from the Republic of Armenia itself to Russia, Lebanon, France, and the large, prominent, and prosperous Armenian-American communities in Los Angeles, Fresno, California, and Detroit, Michigan.

In the United Kingdom, Armenians have a long history and strong ties to each other and other diaspora communities around the world.

In June, the Institute’s Executive Director of Advancement Frieda Kahn and Project Manager of the Armenian Genocide Education Program Manuk Avedikyan traveled to London to attend an inaugural meeting with leaders in the Armenian-British community.

Community members Keghvard Vartanian, Vahe Vartanian, and Raffi Sarkissian hosted the presentation at the historic St. Yeghiche Armenian Church Parish in South Kensington. Representatives of many prominent organizations attended, including the Armenian Community Council UK, Tekeyan Cultural Association, Campaign for Recognition of the Armenian Genocide of the UK, and Armenian National Committee of the UK.

At the meeting, Kahn and Avedikyan introduced attendees to the history and mission of USC Shoah Foundation, describing its collection and current educational efforts across the United States and around the world. They also engaged the attendees in a discussion of the future of the Armenian Genocide Education Program, exploring ideas for activities in the United Kingdom and across Western Europe.

Partnering with Yad Vashem in Panama

Panama is literally a bridge between continents—a country situated between North and South America, with influences from both.

In November, five members of the Friends of Yad Vashem, Panama educational nonprofit, visited USC for three days to discuss activities and programs in which the Institute could partner with Panamanian educators. Glory de Setton, Perla Lalo, Perla Cohen, Margie Harari, and Dalia Nelkenbaum Mizrahi, who all support the educational programs of the Friends group, spent time at the Institute charting out a timeline for the collaborations and designing resources.

The group plans to incorporate testimony and IWitness resources into their yearlong, testimony-based student seminar; create new testimony-based content on the Holocaust and related topics for non-Jewish schools; and include IWitness training into their teacher seminars at the country’s Ministry of Education.

USC Shoah Foundation also hosted Guatemalan and Chilean educators in November. Institute staff members hope that these budding partnerships will result in broader engagement with teachers across Latin America.

The Digital Legacy of Survivor Interactions

More than 70 years after the Holocaust's end, too few of the millions of eyewitnesses remain alive. With each passing, the already thin physical thread connecting past to present loses yet another vital strand. Still, while nothing can substitute for meeting Holocaust survivors in person, their voices and images can be captured, preserved, and presented. In this way, their spirit and something of their personalities can live on as a memorial of their lives and as an enduring and powerful educational force.

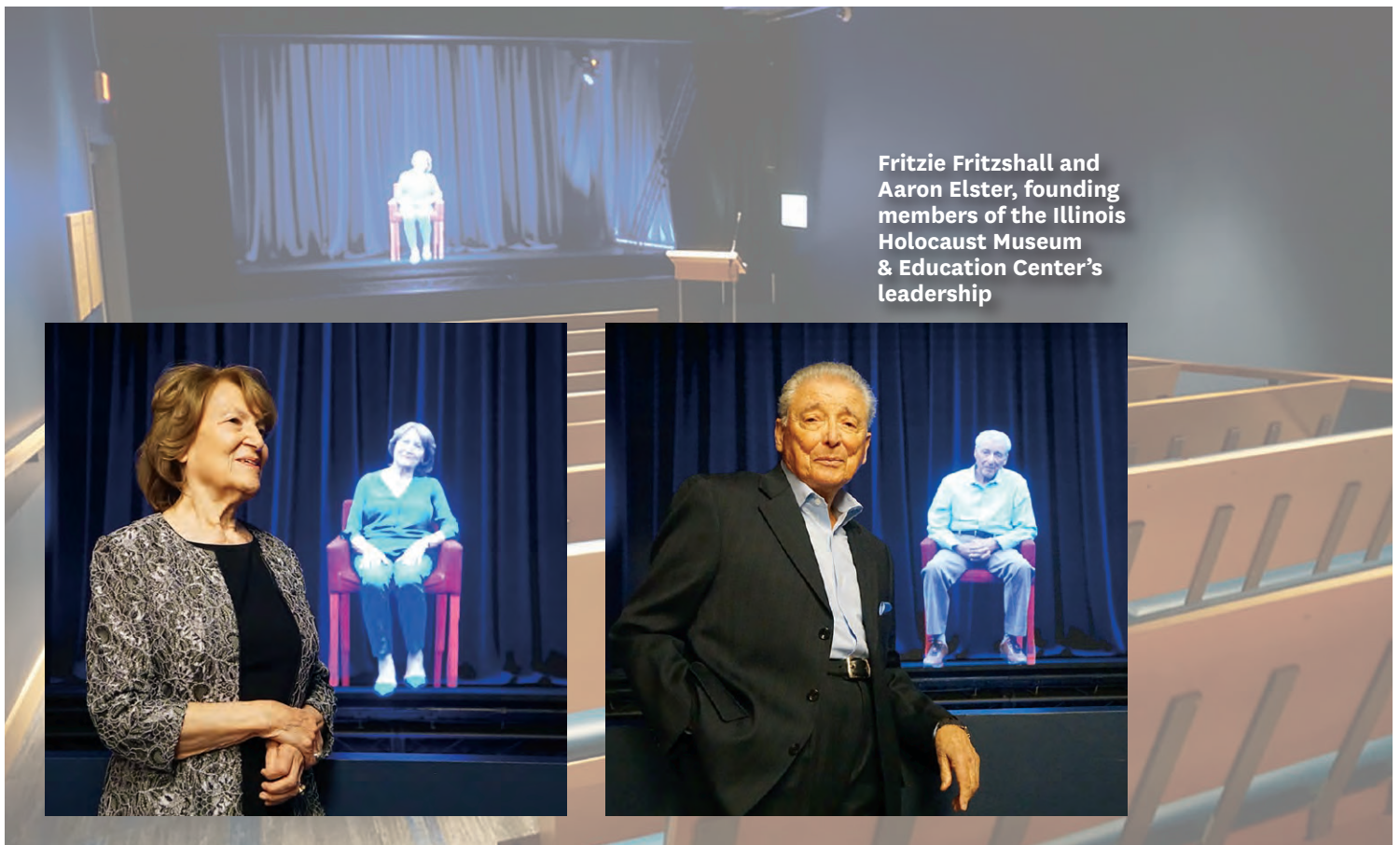
Through the New Dimensions in Testimony (NDT) initiative, the Institute accomplishes this by creating digital representations of survivors that audiences can interact with, ask questions of, and learn from for generations to come.

Over the past three years, the Institute has conducted 16 interviews with survivors for NDT. Staff members record these testimonies by using dozens of cameras and asking hundreds of questions. State-of-the-art Watson voice-recognition software from IBM is then combined with other digital technologies to

create a holographic representation of the survivor. This lifelike simulation can recognize and respond to audience questions with answers drawn from interview footage.

With the generous support of multiple donors, the Institute dramatically improved the functionality of the NDT system, allowing for direct audience interaction with survivors at sites including the United States Holocaust Memorial Museum in Washington, D.C., the Illinois Holocaust Memorial Education Center in Skokie, Illinois, the Sarah and Chaim Neuberger Holocaust Education Centre in Toronto, and the Memorial Hall of the Victims in Nanjing Massacre by Japanese Invaders, in Nanjing, China. At each site, audience questions and feedback are continually added to the system, automatically improving interactions for future audiences.

Currently, over 100,000 individual visitors have engaged with NDT installations. Of these visitors, more than 90 percent expressed strong positive opinions, often described as "so lifelike," it was as if they were interacting with a real person.



Virtual Recreation of a Holocaust Experience

A survivor tells the story of his life, of what he witnessed and survived, and hopes that others will attempt to draw on their own experiences to identify with what he says — and change for the better.

Survivor Pinchas Gutter has shared his story many times: at schools, museums, and events, in his original testimony for the Visual History Archive, and in his testimony for the NDT program. With each act of testimony, Gutter shares his experiences before World War II, his separation from his family, their murder by the Nazis, and his survival through five concentration camps.

In the film *The Last Goodbye*, Gutter shares his story for the first time in Majdanek, Poland, recorded in the same place where his family was killed. Through the use of virtual reality technology, Gutter guides viewers through the camp as he experienced it more than 70 years ago, with reconstructed cattle cars, squalid living quarters, barbed wire, and crematoria.

This year, thousands of viewers watched the 17-minute film at installations at the Tribeca Film Festival, the Venice Film Festival, and elsewhere. At each site, viewers experienced Gutter's story through a degree of visceral and emotional connection previously unimaginable through oral testimony alone.



Lala's Lasting Message

Educating children about the Holocaust remains a challenge — when is it appropriate to teach young people about such an upsetting example of injustice, hatred, violence, and death? Words must be chosen carefully; content must be thoughtfully examined and controlled. This is why most curricular resources about the Holocaust are meant to be used with middle and high school students. Still, younger minds must be reached about these realities while they are forming crucial attitudes. Through the ever-evolving moving image, innovative technological advancement offers educators an increasingly powerful means of communicating positive messages.



SCAN THIS PAGE TO
WATCH CLIPS FROM
THE LAST GOODBYE
AND *LALA*

Leveraging groundbreaking strides in virtual reality, the Institute recently released *Lala*, an immersive short film that provides a starting point for teachers and parents of elementary school-age children in discussing the Holocaust. The short film centers on the story of Holocaust survivor Roman Kent and his childhood dog, Lala. Kent tells the story of his family's separation from their pet and their forced relocation to the Lodz Ghetto. He then relates the family's joyous surprise when Lala appeared in the Ghetto, having tracked them down. In Kent's words, it's a story of how "love is stronger than hate" — a moving lesson in how loyalty and care can shine through, even in the darkest and most terrible of circumstances.





Passion for Education

Board of Councilors member William P. Lauder has been part of USC Shoah Foundation from its very beginning, when founder Steven Spielberg asked him to support a collection of interviews with Holocaust survivors. “We met on the Amblin backlot, in a conference room with a whiteboard that had upcoming movie ideas on it,” Lauder recalls. Over the next two decades, those interviews grew into the Visual History Archive, and Lauder has steadfastly backed the Institute ever since.

His mother, Evelyn H. Lauder, fled Austria after Germany annexed the country in 1938. The Nazis murdered most of her relatives who stayed. “My support of the Institute really stems from that history and from a desire to educate kids in Holocaust history so they can ensure it never happens again,” he says.

This passion for education inspired Lauder’s decision to endow the Institute’s Junior Intern Program for middle and high school students. Dozens of participating youth engage in experiential learning annually to become leaders against hate and to promote tolerance on their campuses. In 2017, they traveled to see antisemitism’s effects in desecrated Jewish cemeteries in Philadelphia, the United States Holocaust Memorial Museum in Washington, D.C., and the remnants of pre-Holocaust Jewish life in Budapest, Hungary.

“There’s nothing quite as impactful as testimony-based education to engage kids in firsthand, primary-source history,” Lauder says.

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Training Upstanders

The Institute prioritizes activating leadership, inspiring action, and amplifying and channeling the voices of survivors to change society for the better. To that end, USC Shoah Foundation works to develop “upstanders,” young leaders educated and prepared to oppose hatred and intolerance.

Each October, fifteen middle and high school students from across Los Angeles are invited to become upstanders by participating in the William Lauder Junior Intern Program. Mentored by Institute staff, junior interns take part in monthly meetings and workshops, visit museums, and contribute to the work of the Institute by producing original virtual and creative content. After graduating from the program in June, many interns stay on to serve as student ambassadors and volunteers. Others work on school projects and participate in organizations focused on inclusion and civic responsibility.

While these junior interns are predominantly California residents, some commute virtually, including several past attendees from the East Coast of the United States, and from Canada and the United Kingdom. In the past five years, more than 70 students have participated in the program.



An intern visits The Shoes on the Danube Bank, a memorial in Budapest, Hungary. Above: Interns visit a Jewish cemetery in Aszod, about an hour from Budapest.

PHOTOS BY TAMÁS REICHEL



From left: Yuji, Ellen, Brooke, and Cole Kawana

The Kindness of Strangers

At the age of 16, Cole Kawana traveled to Rwanda for an investigative journalism trip to learn more about the 1994 Genocide against the Tutsi. While there, he made a short film, *The Kindness of Strangers*. The film outlines the massacre of nearly a million people over 100 days — almost a sixth of the nation’s population at the time — and also chronicled how he helped survivors by donating filters to ensure drinkable water. This led to his founding of the Clean Water Ambassadors Foundation, which donates water filters to communities in need.

A current USC sophomore who interned for the Institute, Cole’s documentary and subsequent philanthropy were inspired by how neighbors helped his great-grandparents when the United States forced them into an internment camp in 1942 because of their Japanese heritage.

Cole’s parents, Yuji and Ellen Kawana, and the rest of his extended family support USC Shoah Foundation because of their devotion to educating people about the injustices of the past — including those in this nation. Kawana’s grandparents, along with more than 100,000 other Japanese-Americans, were forced into

an internment camp after the attack on Pearl Harbor. They had to give up their possessions and endure captivity until the war’s end. Fortunately, a Jewish neighbor kept the Kawanas’ cargo truck safe, so they could use it to rebuild their business after being released.

“The Japanese-American story of prejudice and incarceration by the United States government during World War II must be told,” Yuji says. “Its message is especially important in today’s political climate.”

The Kawanas are firm believers that current and future generations need immersive educational experiences in order to bring more compassion and understanding in the world, and they believe USC Shoah Foundation is achieving just that.

“100 years from now, people can get the same experience with NDT as if they were talking to the survivor in person. There is a visceral feeling you get when you are in front of a survivor. *The Last Goodbye* and *New Dimensions in Testimony* give you that same feeling. It creates a memory that is difficult to forget,” Cole says.

The Power of Annual Giving

Anytime, anywhere, every day, USC Shoah Foundation supporters across the globe support the Institute’s mission, programs, and goals.

Every donation to the Annual Fund helps provide the Institute with the financial agility to pursue new and emerging opportunities as well as immediately address unanticipated needs. In recent years, the collective support of Annual Fund donors has generated more than \$5 million in vital funds from supporters around the world.

In 2017, Annual Fund donors made an invaluable impact on USC Shoah Foundation by:

- * Sustaining and expanding the Institute’s testimony-based educational programs;
- * Expanding professional development opportunities for educators, including webinars and workshops;
- * Supporting the collection of additional genocide survivor testimonies;
- * Funding testimony-based research at the Center for Advanced Genocide Research; and
- * Making possible the recruitment of world-class genocide scholars and researchers through Institute fellowships.

9% GROWTH IN AVERAGE LEADERSHIP ANNUAL GIFT SIZE FROM FY16 TO FY17



The Institute is especially grateful for its Leadership Annual Fund donors, who commit to giving \$1,000 or more each year. These leadership donations allow the Institute to foster innovative programs, research, and hands-on learning opportunities for students and educators around the globe.

To support the Annual Fund, please visit sfi.usc.edu/givenow.

Voice of History

Trudy Elbaum Gottesman keeps her family tree in her purse, close to her at all times, so she will always remember the names of relatives who were murdered in the Holocaust.

At 15, her mother Sala survived by being old enough to work as a slave laborer in concentration camps alongside her eldest sister. Their siblings and parents, whom the Nazis judged too young or too old to be of value, were taken away and never seen again. Gottesman's father Izak Elbaum escaped from the labor camps and fought against the Germans with the Russian-formed Polish Army. Sala and Izak lost over a hundred family members during the Holocaust.

Still, the accounts of survivors give Gottesman hope. "If the testimonies have taught us anything, it's to be vigilant, and to strive for the best in humanity," she says. "We must take action to fulfill those hopes, and it's an ongoing, difficult task."

One of the actions Gottesman has taken is serving on USC Shoah Foundation's Board of Councilors to help maintain the Institute's leadership in combating

antisemitism and hatred. "The Institute's underlying strength is its commitment to documenting the true voice of history," she says.

"I'm grateful to be able to support USC Shoah Foundation," she adds. "It is the best in its class. Not only is it a leader in terms of its collections and curriculum, but also in its generosity to share those with other groups that teach the Holocaust."

Trudy Elbaum Gottesman with student in Rwanda



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“People say that every bullying situation has three participants: the bully, the victim, and the bystander,” Anderson says, noting that the Institute’s testimonies give concrete examples of why we should act and not ignore intolerance. “They show children that their actions — big or small — matter.”

Accounting for Action

Tammy Anderson was first drawn to USC Shoah Foundation by her accounting firm partners Gerald Breslauer and Michael Rutman, who served on the Institute's first board. Anderson's involvement began with providing accounting services and blossomed into membership in the Next Generation Council (NGC).

"The passion and dedication of everyone involved has always inspired me," she says, recalling the Institute's original objective of collecting and cataloging 50,000 testimonies. Since that goal has been surpassed, Anderson and her fellow NGC members work to help ensure that future milestones are met by providing the Institute with strategies and financial support.

Anderson's drive is motivated by the small-town values of her upbringing. "I believed anyone could do anything if you just worked hard enough," she says. However, the homogeneity of that community also lulled her younger self into thinking the problems of racism had long since been solved.

"Over the years, I learned I learned that way of thinking was naïve," she adds. She works with the Institute because she wants a better world for her two daughters and for future generations.

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Fighting Hatred and Protecting Freedom

Marilyn Sinclair will never forget the day her father gave his testimony to USC Shoah Foundation. “It was the first time we came together as a family to discuss my father being a Holocaust survivor,” she recalls. “When he passed away in 2010, I realized the days of having actual witnesses to provide live testimony were numbered.”

She became committed to furthering USC Shoah Foundation’s mission and serving on its Next Generation Council after learning that the Institute could share her father’s testimony — and tens of thousands of other accounts — through its IWitness program.

A past chair of the Sarah and Chaim Neuberger Holocaust Education Centre in Canada, Sinclair understands the power of testimony. Her father was among the many speakers of the center’s Holocaust Survivor Speaker Bureau. Over the years, he addressed thousands of students.

“The Institute is new to Canada,” Sinclair says. “I want to help bring its power to the Neuberger and other institutions in the country for the betterment of all the organizations and, most importantly, the students.”

Her father’s gravestone features a saying he used to end his

speeches with: “We must fight hatred and protect freedom.” According to Sinclair, “These testimonies teach students their civic responsibility to protect the democracies they live in — or to fight for the democracy they are entitled to. What could be more important?”



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Bridge to Future Generations

The grandchild of four Holocaust survivors, Shael Rosenbaum feels a duty to keep history’s flame from dimming, so that the lessons of the past can remain alive and vibrant for the future. In addition to chairing the Sarah and Chaim Neuberger Holocaust Education Centre in Canada, he also serves on USC Shoah Foundation’s Next Generation Council.

“My heritage was all-encompassing during my formative years and led to further my place as a bridge to future generations,” Rosenbaum says. The Institute’s mission attracted his support, he explains, because its staff and volunteers have “recorded the most pivotal moments in recent human history to share through such innovative ways as New Dimensions in Testimony and IWitness.”

Through the Next Generation Council, Rosenbaum feels privileged to work with peers and Institute leadership toward a common goal of increased tolerance across borders, ethnicities, and religions, helping young people identify with testimony in positive and empowering ways. “USC Shoah Foundation’s inspirational and dedicated professionals are unparalleled,” he says.

As the Institute’s resources grow and its international outreach expands, Rosenbaum believes that the memories preserved and messages imparted by the Institute will only grow in power. “The necessity of ‘never forgetting’ goes hand in hand with the focus of acceptance,” he says.

“The necessity of ‘never forgetting’ goes hand in hand with the focus of acceptance.”

The Tenacity of Testimony

Edward Mosberg was born in Krakow and survived the Krakow ghetto, the Plaszow and Mauthausen concentration camps, and slave labor at the Hermann-Goering factory. His entire family was murdered in the Holocaust.

As the sole member of his family to survive, Mosberg feels a duty to speak on behalf of their long-stilled voices. “My two sisters, and my wife’s sister, were killed in Stutthof on the night before liberation,” he recalls. “We must never forgive and we must never forget. I lost my whole family. So this is my duty, to go and talk and talk. Not just because of my family but also the six million Jews who were murdered. I go to schools, any place they need me, I am available. As long as I will live, to my last day I will go and talk about it, so the Holocaust will not be forgotten.”

Having long shared his memories of the Holocaust as a public speaker, Mosberg endured further tribulations before sharing his testimony with USC Shoah Foundation. A nearly fatal auto accident prevented him from his first scheduled interview, while a stroke forced him to postpone the second.

Mosberg remained determined to convey his story to a lasting audience through the Visual History Archive, for which he was finally able to record his testimony in October 2016. Now, Mosberg shares his story once again as one of twelve survivors chronicled in the documentary *Destination Unknown*.

“The United Nations declared January 27 as Holocaust Remembrance Day,” Mosberg said. “For me, it is every single day.”

“Steven Spielberg woke up the whole world,” he added. “He is the greatest hero because up to that point people tried to forget. He brought the whole world to know about the Holocaust.” The work goes on, he said, with Executive Director Stephen D. Smith and the mission of USC Shoah Foundation which he proudly supports.

Charting a Destination Unknown

The Visual History Archive represents a universe of more than 55,000 testimonies. Most of these come from survivors of the Holocaust. Many were collected when these eyewitnesses were in their 60s, 70s, 80s, and 90s. For each of these individuals, their testimony does not end at liberation, nor does the story of their lives and struggles and triumphs cease in April 1945. Rather, the accounts go on — through mourning, rebuilding of lives and families, migration, and life and remembrance.

The new film *Destination Unknown* charts 12 of these lives, devoting most of its focus to the struggles of survivors to process the trauma of their experiences and move on with life. In illuminating this often neglected aspect of the survivor experience, the film more fully humanizes them, challenging the sense that survivors are only defined by the horrors they endured during the Holocaust.

“The United Nations declared January 27 as Holocaust Remembrance Day. For me, it is every single day.”



SCAN THIS PAGE TO WATCH A CLIP FROM DESTINATION UNKNOWN



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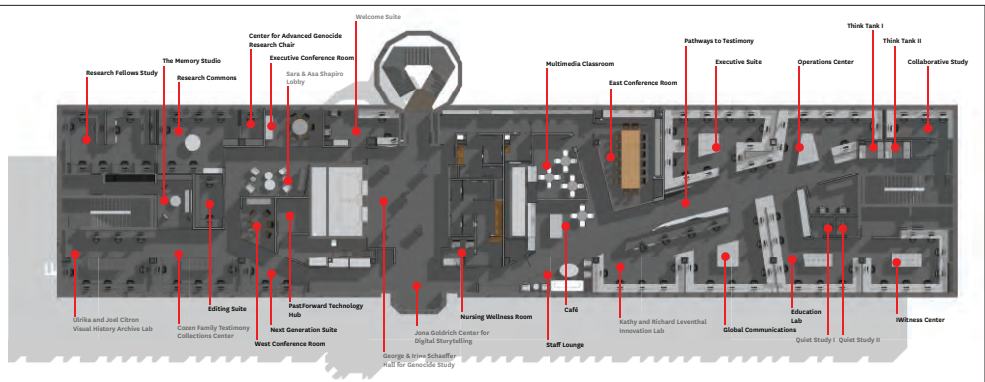
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